

ASTPAR1.1.1

Research requirements for parking provision



Overview

This standard is about undertaking research into the requirements for parking provision, including investigating the effectiveness of existing parking provision offered by your organisation, and others where appropriate. It includes agreeing the objectives for the research, the appropriate method(s) for gathering data, and analysing the outcomes.

The research might include seeking the views of the users of the parking provision, and the implementation of qualitative/quantitative market research programmes. It involves ensuring that those responsible for gathering the data are briefed appropriately, and that the programmes follow relevant ethical guidelines.

There is one element:

- 1 Research requirements for parking provision

Target group

This standard is recommended for managers and researchers whose responsibilities include undertaking or commissioning research requirements for parking provision.

This standard has been developed by the British Parking Association.

ASTPAR1.1.1

Research requirements for parking provision

Performance criteria

- You must be able to:*
- P1 explore the circumstances creating the requirements for research, reviewing these with relevant individuals
 - P2 be clear about the information that you are seeking, including relevant data requiring traffic flow and the associated requirements for parking, and confirm with the relevant personnel the agreed purpose of the research
 - P3 ensure that data collection methods are available that fulfil the requirements of the research, and identify the sources from which the information might be obtained
 - P4 identify the timescale and budget requirements for the proposed research, confirming that these are realistic
 - P5 ensure where relevant, that sufficient market research personnel are available, and are clear about the agreed purpose of the research and the nature of the research required, confirming that everyone involved is clear about their roles and responsibilities
 - P6 ensure that all required material is distributed correctly
 - P7 monitor the research activities against the agreed plan, budget and associated targets and objectives, identifying promptly any variances, and address these correctly
 - P8 collate and assess feedback, identifying trends and patterns relevant to informing the provision of future services
 - P9 identify and recommend prioritised actions in response to the feedback towards enhancing your organisation's ability to meet stakeholder requirements
 - P10 present ideas and information clearly, concisely, accurately and in ways that promote understanding
 - P11 maintain accurate and up to date records of analysis, in line with your organisation's requirements
 - P12 inform relevant parties of the results of the analysis, presenting the outcomes in a format appropriate for their needs
 - P13 review the research activities undertaken to inform future programmes

ASTPAR1.1.1

Research requirements for parking provision

Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal, regulatory and organisational requirements relating to researching the requirements for parking provision with stakeholders, including users of the services, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and the parking services which it provides
- K4 the limits of your authority and responsibility, and the actions to take if these are exceeded

Requirements relating to undertaking research into the requirements for parking provision

You need to know and understand:

- K5 the importance of complying with all relevant legal and ethical requirements when conducting research with stakeholders, including users of the parking services
- K6 the factors to consider when researching existing and potential parking provision
- K7 ways of obtaining information which facilitate effective decision-making and action-planning in providing parking services
- K8 methods of obtaining feedback from users of the services, and other relevant stakeholders, and the relative strengths and limitations of such methods
- K9 the importance of ensuring that those involved in the research understand fully their roles and responsibilities
- K10 how to select the communication techniques which are the most appropriate for different respondents, and are in keeping with the requirements of the research project
- K11 the importance of ensuring objectivity when evaluating feedback and the factors to consider when assessing the validity of feedback
- K12 how to analyse the interests of those providing feedback, and the implications for evaluating feedback
- K13 different styles and forms of communication that may be appropriate when talking to users of the services
- K14 how to implement monitoring systems appropriate to the various tasks undertaken
- K15 the importance of delivering within agreed budgets, and the ways of monitoring activities against plans and budgets

ASTPAR1.1.1

Research requirements for parking provision

Developed by	Asset Skills
Version number	1
Date approved	May 2010
Indicative review date	May 2012
Validity	Current
Status	Original
Originating organisation	British Parking Association
Original URN	PAR1.1.1
Relevant occupations	Health, Public Services and Care; Public Services; Elementary Occupations; Elementary Security Occupations
Suite	Parking Sector
Key words	research, parking provision, investigating, organisation, data, analysing