

ASTPAR1.1.2

Obtain feedback from potential users of parking and relevant stakeholders



Overview

This standard is about establishing and implementing processes for obtaining ideas, information and insights from potential users of parking, and relevant stakeholders. This includes obtaining word of mouth and/or written information regarding individual experiences which might not be accessible readily from other channels.

For the purposes of this standard, 'organisation' can mean a self-contained entity such as a private sector company, a local authority, or a significant operating unit with a relative degree of autonomy, within a larger organisation.

There is one element:

- 1 Obtain feedback from potential users of parking and relevant stakeholders

Target group

This standard is recommended for middle/senior managers whose responsibilities include obtaining feedback from potential users of parking and relevant stakeholders.

This standard has been developed by the British Parking Association.

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Performance criteria

You must be able to:

- P1 Be clear about the information that you are seeking
- P2 identify the sources from which the information might be obtained, and the most appropriate methods for obtaining this
- P3 establish and implement appropriate processes, both formal and informal, for obtaining ideas, information and insight from a variety of sources
- P4 collate and assess feedback, identifying trends and patterns relevant to informing future parking strategies and actions
- P5 share the feedback with other relevant business functions and stakeholders, discussing and agreeing the impact of the feedback for their activities
- P6 evaluate the feedback, and identify the strengths, weaknesses, opportunities and threats for the organisation and its parking proposition arising from the feedback
- P7 identify and recommend prioritised actions in response to the feedback, and provide estimated costs for each action wherever possible, towards enhancing the organisation's ability to meet parking requirements
- P8 maintain accurate and up to date records, in line with your organisation's requirements

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Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal, regulatory and organisational requirements relating to obtaining feedback from potential users of parking, 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 its services relating to obtaining feedback from potential users of parking and relevant stakeholders
- K4 the limits of your authority and responsibility, and the actions to take if these are exceeded

Requirements relating to obtaining feedback from potential users of parking and relevant stakeholders

You need to know and understand:

- K5 the types of potential users and stakeholders from which feedback might be sought
- K6 the types of information that might be provided by potential users, and its relevance in informing the development of parking strategy and services
- K7 methods of obtaining feedback from potential users and relevant stakeholders
- K8 the importance of ensuring objectivity when evaluating feedback and the factors to consider when assessing the validity of feedback
- K9 how to build future scenarios and assess their implications relating to the provision of parking services

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Suite Parking Sector

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