

ASTPAR1.2.1

Establish objectives for proposed parking provision



Overview

This standard is about establishing and prioritising the requirements for services relating to proposed parking provision. It involves evaluating the opportunities and potential benefits arising by assessing the demand for new services based upon marketing intelligence and customer insights. It also includes estimating the financial impact of the proposed parking provision.

There is one element:

- 1 Establish objectives for proposed parking provision.

Target group

This standard is recommended for senior managers/managers whose responsibilities include establishing objectives for proposed parking provision.

This standard has been developed by the British Parking Association.

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Performance criteria

- You must be able to:*
- P1 identify clearly the scope of the proposed new services for parking provision
 - P2 monitor and evaluate relevant trends and developments regarding the provision of services
 - P3 determine the level and nature of existing parking provision in your organisation/area, exploring opportunities for new services and for developing existing services, and seek support from stakeholders where appropriate
 - P4 identify and prioritise the strengths and weaknesses of your organisation, and the associated potential opportunities and constraints towards fulfilling requirements for new parking provision
 - P5 identify and address any gaps in the information available for analysis and assess their impact upon the conclusions that may be drawn
 - P6 draw justified conclusions regarding the requirements for enhanced/new parking provision relating to your organisation
 - P7 present and discuss your findings and conclusions with relevant others and stakeholders
 - 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 the provision of parking 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 its services relating to establishing objectives for the proposed parking provision
- K4 your organisation's overall strategy relating to the provision of parking services, and the implications for your area of operations
- K5 the limits of your authority and responsibility, and the actions to take if these are exceeded

Requirements particular to establishing objectives for proposed parking provision

You need to know and understand:

- K6 relevant national and local initiatives, and their impact for developing parking services
- K7 the importance of exploring and identifying trends and developments affecting the demand for parking services in your area
- K8 methods of obtaining feedback from relevant organisations and stakeholders, and their relative advantages and disadvantages
- K9 issues that might be relevant to establishing the requirements for parking provision in your area
- K10 how to evaluate and prioritise opportunities for parking provision
- K11 the range of services provided which relate to parking provision within your area
- K12 those organisations involved in the provision of parking services in your area and the services which they provide
- K13 the importance of long and medium-term planning to the success of an organisation
- K14 the importance of ensuring that parking services are in line with overall objectives
- K15 sources of ideas for potential new parking services, including customer facing teams, and customers
- K16 how to prepare a valid business case and the key factors to be considered when justifying the development of new services

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