

ASTPAR1.2.4

Develop a strategic plan for the provision of parking



Overview

This standard is about determining the strategic priorities, upon which the resources for providing parking services are to be focused, and developing and implementing an associated strategic plan for the delivery of the relevant services.

There is one element:

- 1 Develop a strategic plan for the provision of parking

Target group

This standard is recommended for managers whose responsibilities include developing strategy for the provision of parking.

This standard has been developed by the British Parking Association.

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Performance criteria

- You must be able to:*
- P1 identify and prioritise strategic objectives for the provision of parking which are consistent with the organisation's financial objectives, business strategy and requirements for corporate social responsibility
 - P2 assess strategic options towards achieving the objectives
 - P3 identify and assess relevant market, competitor, stakeholder and business risks associated with the options considered, balancing the identified risks with the desired outcomes
 - P4 explore and assess the opportunity for possible partnerships and affiliations towards achieving the strategy
 - P5 agree a strategy which builds upon the preferred option(s), including specific and relevant objectives, and sets out clear actions, accountabilities and milestones
 - P6 identify and prioritise key performance measures and methods for monitoring and evaluating the strategy, establishing whether these require to be outsourced
 - P7 identify the actions and resources required to implement the agreed strategy, with a timescale for undertaking the actions identified
 - P8 communicate the strategies and plans, and gain commitment to their achievement from all relevant stakeholders
 - P9 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 developing strategic plans for 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 that of other organisations involved in providing parking services in your area
- K4 your organisation's overall strategy relevant to the provision of parking services
- K5 the limits of your authority and responsibility, and the actions to take should these be exceeded

Requirements particular to developing a strategic plan for the provision of parking

You need to know and understand:

- K6 relevant national and local initiatives, and their impact for developing parking services in your area
- K7 the factors affecting the demand for parking services in your local area
- K8 the importance of long and medium-term planning to the success of an organisation
- K9 the principles of strategic planning
- K10 the topics to be addressed within a strategic plan for parking services
- K11 your organisation's actual and potential customer base for the parking services, and their needs and expectations relating to the services
- K12 how to identify potential risks in relation to the achievements of objectives
- K13 how to develop strategic objectives, actions, accountabilities and associated budgets and forecasts
- K14 how to delegate responsibility and allocate resources to support a strategic plan
- K15 how to develop contingency plans to address risks and changing circumstances
- K16 the importance of consulting with colleagues and other stakeholders during the development of the strategic plan, and how to do this effectively
- K17 how to develop measures and methods for monitoring and evaluating performance against the strategic plan, including key performance indicators
- K18 sources of information to assist in monitoring and evaluation of the strategic plan

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Suite Parking Sector

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