

ASTPAR1.2.7

Monitor and evaluate parking strategy and objectives



Overview

This standard is about monitoring and evaluating the effectiveness of the parking strategy and its objectives as provided by your organisation. It includes involving others from your organisation in the evaluation process, together with any further stakeholders and organisations involved in the work being monitored.

There is one element:

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Target group

This standard is recommended for managers whose responsibilities include monitoring and evaluating the impact of their organisation's parking strategy, including any related objectives.

This standard has been developed by the British Parking Association.

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Performance criteria

- You must be able to:*
- P1 identify the objectives established for the parking strategy and determine criteria for evaluating the outcomes and the methods for monitoring progress
 - P2 monitor the parking services and associated activities provided by your organisation, identifying any issues arising and address these promptly and correctly
 - P3 explore the perceptions of parking service users in relation to the quality of the service being provided
 - P4 encourage colleagues and other stakeholders involved with the delivery of parking services to provide feedback upon the progress being made against the objectives agreed
 - P5 communicate with others in a positive and constructive manner, recognising their inputs, and their role as partners in the process
 - P6 review the outcomes achieved by the services with colleagues and other relevant stakeholders involved in delivering parking services
 - P7 explore the outcomes achieved with colleagues and other stakeholders, comparing these against the objectives for the services and the agreed evaluation criteria, identifying the successes and lessons learnt
 - P8 identify any obstacles which hindered the success of the services, including any areas of non-compliance or shortfalls, and determine how these might be addressed constructively
 - P9 provide information regarding those services and associated activities which were effective to appropriate parties, setting out and promoting clearly the nature of the services and why they achieved their objectives, using this information to agree how future services might be enhanced
 - P10 present information clearly, concisely and accurately
 - P11 maintain accurate and up to date records of the findings, conclusions and recommendations agreed, in line with your organisation's requirements
 - P12 make relevant information available readily to appropriate parties

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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 monitoring and evaluating parking strategy and objectives, 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 parking services, and how they relate to those of other organisations and services
- K4 your organisation's overall strategy and objectives relevant to the provision of parking services
- K5 the limits of your authority and responsibility, and the actions to take if these are exceeded

Requirements particular to monitoring and evaluating parking strategy and objectives

You need to know and understand:

- K6 relevant national and local initiatives, and their impact for monitoring parking provision in your area
- K7 the importance of monitoring and evaluating the impact of parking services, and how to do this, including the factors to consider
- K8 the importance of involving service users, colleagues and those stakeholders involved in the associated activities, and methods for ensuring that they are involved
- K9 how to set objectives and criteria towards evaluating the success of parking services
- K10 sources of relevant information appropriate to parking services, how to access these and methods of verifying and corroborating the information required
- K11 how to distinguish between directly observed evidence, evidence from reliable sources and hearsay
- K12 your organisation's objectives relating to the provision of parking services and the related activities and programmes
- K13 the importance of promoting the success of parking services, and methods of achieving this, including the dissemination of effective practice

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