We are one of Europe’s leading parking providers, with more than 547,000 parking spaces in over 2,500 secure, clean, and well-managed parking facilities across seven Western European countries.

We are recognised as a provider of quality parking facilities. The high level of quality that we provide is maintained by our employees and costs are controlled through the use of increasingly smarter solutions and systems.

We demonstrate that effective paid and regulated parking makes an economic contribution to cities and society, and that a positive parking experience contributes to how people enjoy their visit, journey, shopping or commute.

We focus on transforming the customer experience of parking into one that is a welcome part of any journey, as car parks often provide the first impression of the destination.
The need for parking solutions
Throughout the developed world, cars continue to be the preferred mode of transport for large numbers of people, as cars have the very significant benefits of door-to-door capability, 24-hour availability, flexibility, privacy and at relatively low cost.

The downside, however, becomes apparent when large numbers of people want to be in the same place at the same time – this leads to traffic congestion and competition for available parking space.

Parking solutions that are intelligently designed and well located, and that are integrated with the public transport system, can help to address these challenges, and so make a major contribution to society's well-being.

Customer focus
Quality aspects that play a major role for customers are:

- Available and well-organised space to park
- Value for money
- Safety and security
- Cleanliness and tidiness

Q-Park is mindful of these customer quality requirements. Our customers know what they can expect from a Q-Park parking facility as we have a strong and recognisable quality brand. We invest in design, development and renovation of car parks and all our effective products and services meet the needs and wishes of our customers.

The strength of our brand also makes us an attractive party for existing and potential partners.
Key activities

I We focus on value development by providing high-quality services in purpose-built parking facilities and off-street parking at strategic locations.

I We provide services related to parking in or near multifunctional inner-city areas, at public transport interchanges and at hospitals.

I We supply services that fulfil customers’ demands, and their need for convenience, reliability and hospitality.

Great locations

We choose our locations with great care, to provide services that meet our customers' demands while yielding a return that is sustainable and allows ongoing investment and maintenance.

To realise this, we work with local authorities, developers, institutions and investors to design, upgrade, renovate, operate and manage parking facilities that enhance the overall value of cities and regions.

Quality reputation

We are proud of the reputation we have built for quality, integrity and customer service. We believe in open communication with all stakeholders, and act on their feedback.

We strive to provide better parking facilities: better for the customer; better for the cities in which they are located; and better for the environment.

Connected to our customers 24/7

We're there to help customers whenever they need us. We have improved the range and efficiency of our services by linking our car parks to Q-Park’s Control Room (QCR).

Our QCR also offers support to car parks not operated by us.
Vision
Q-Park aims to be the most preferred and recommended parking partner at strategic locations in West Europe, based on functional quality, operational excellence, customer satisfaction and sustainable financial performance.

Mission
Q-Park enhances quality of life by providing clean and safe parking facilities, based on the pillars of convenience, reliability and hospitality.

Values
Q-Park recognises that our goals can be met only with the dedicated input of committed, well-trained and well-managed employees who share our passion for quality and customer service. We invest heavily in induction training and continuous development of our people.

The curriculum in our dedicated Q-Park academy is based around four core themes:
- Customer focus;
- Quality focus;
- Working together; and
- Result oriented.
Q-Park’s market position across seven West European countries.
We set ourselves apart by our continual focus on making a positive contribution to urban life, to optimising the role played by parking in the mobility chain, and to making the parking experience a pleasurable one.

Quality, technology, hospitality
Quality is the reason customers keep using Q-Park. The combination of modern technology and well-trained, professional employees, the quality of our facilities at strategic locations, and efficient, value-added services, results in high customer satisfaction.

We provide mobility solutions for a variety of customers, ranging from offering parking spaces to motorists to developing quality upgrades for landlords. Our solutions utilise paid and regulated parking to add value and create efficiency.
Q-Park Control Room

The Q-Park Control Room (QCR) is an international help desk, available 24/7. It gives customers instant access to multi-lingual parking hosts in our central control room who can provide help and support with queries relating to the payment system or accessing or exiting the parking facility.

QCR employees also have direct access to onsite employees, service technicians and the customer service department. If customers have a query when they are in one of our parking facilities, the QCR will be able to help.
A strong sense of corporate social responsibility (CSR) is embedded in everything that Q-Park does as a company. It underpins every major management decision, every new project, and every engagement we have with our community of users. It’s part of our Quintessence, which is how we bring together all of our ideas about regulated and paid parking, and about how we work with our partners and stakeholders to contribute to the quality of life in our cities.

The fundamental choice for functional quality forms the core of our vision on our corporate social responsibility. With our parking facilities and associated services for our parking customers, Q-Park wants to be an integral part of the mobility chain. Regulated and paid parking, preferably in clean and safe facilities, offers an answer to the current and future challenges posed by the urban environment. It is on these topics that we engage in dialogue with local authorities.

The five major challenges faced by cities today relate to mobility, facility, society, economy and environment. In each of these areas paid parking has a role to play. We have a programme of CSR actions designed to meet these challenges, and we monitor our progress against well-defined benchmarks and performance indicators. For more details, please read our CSR Report online.

Supporting responsible mobility
Cities have to contend with limited space to facilitate mobility, while the number of cars continues to grow. Together with its partners, Q-Park is committed to a coherent mobility policy in which economic growth, quality of life, sustainable development, and environmental protection go hand in hand.

A regulated parking and a well-thought-out pricing policy as part of the city mobility policy helps to manage the growing demand. It also shifts the cost to the user and limits unnecessary car use. Additionally, linking parking facilities with public transport, for instance by creating sufficient parking spaces for those who continue their journey by public transport and combining paid parking and public transport season tickets, also offers opportunities.

The ideal parking tariff
Ideal parking tariffs are part of the mobility policy. They encourage motorists to look for cheaper alternatives, such as another means of transport (public transport or bicycle) or to park away from the centre.

A parking tariff set by market forces helps to distribute parking spaces efficiently. There is therefore always sufficient space for those who want to pay to park in the inner city. Q-Park has extensive knowledge of this topic and advises city councils in this area.
Practical solutions
All around Europe, local authorities and other policy makers are coming up with practical solutions that seek to ensure sustainable mobility within the urban space. Q-Park actively endorses such initiatives and seeks to play its part in a number of ways:

I By providing parking spaces that integrate with public transport provision – at public transport nodes such as bus and train stations;
I By integrating with navigation systems to guide motorists to available parking spaces;
I By working within public-private partnerships (PPPs) to develop appropriate and sustainable parking facilities that meet the needs of motorists.

Responsible facility: enabling access
Parking facilities are the showpiece for a city, shopping centre, station or hospital. At least, if they offer hospitality, because it is an art to make them both functional and attractive. Q-Park is committed to making parking facilities which are easy to find and accessible, available and easy to use, and which are also clean and safe and fit in with their surroundings.

Good use of limited space
Many private parking facilities are empty in the evenings and at weekends. To make better use of the limited space available, we work together with the owners of these locations to open them up for short-term parking. For this, we have developed a specific service whereby we also create value.

Part of the attractive city
The user or the local authority pays for the facilities which are essential to an attractive, accessible and viable city. Parking is not an end in itself. It is the shops, cafés and restaurants, offices, culture, nightlife and centres of education that attract people.

Visitors want to park their car near their destination. For them, the price is less important than being able to park nearby. Currently, some cities are developing into magnets, and for these centres, offering free parking is not the solution.

All of our parking facilities work within cities to facilitate access to homes, workplaces, offices and shops, and to places of leisure and recreation. Many of our facilities integrate with public transport hubs and facilitate transfer from the private car to public transport.

We make sure that our facilities are easy to use and provide parking customers with as pleasant an experience as possible. Friendly staff, appropriate and visible security, generous parking bays, a clean and well-lit environment, and clearly marked parking routes – these are all qualities that set Q-Park apart, but they also make it easy for customers to access their destinations, and they are part of the way we meet our responsibilities to our customers and to the destinations we serve.

Thinking of the wider society
Parking facilities are more expensive and more sustainable than on-street and off-street parking. Compared to the higher cost of construction, operation and maintenance, a car park contributes to pedestrian-friendly and high-quality public spaces.

Viable public space
A well-organised urban area offers ample space and encourages people to move around on foot, by bike or by public transport, which has a positive influence on their health and wellbeing. Q-Park is not in favour of unnecessary car usage, but promotes good parking facilities that function as nodes. Squares and streets change from traffic areas to places where people can move informally, safely and socially. In addition, a clean and safe parking facility seems to encourage responsible behaviour, not only in the facility but also in the surrounding area.

Jobs for practical people
As parking company, Q-Park offers interesting attractive work for people who like to take a practical approach. Our Parking Hosts and call centre staff are the local face or the familiar voice of Q-Park. They have direct contact with the customer and make the difference. We ensure that our employees are well-trained and have customer experience.
focus. We also work on improving their resilience to aggression or violence, because that occurs occasionally.

The great convenience and increased mobility that the car brings comes at a price. We need to think of the costs of maintaining the roads and infrastructure as well as the economic and environmental damage caused by traffic congestion. And we must also consider the loss of usable public space that occurs when we allow cars to park ‘for free’ on our city streets.

Increasingly, civic leaders are realising that the more public space we make available for cars, the less there is for people. This is especially the case where there is no charge for on-street parking. We need to remind ourselves that there is no such thing as free parking: somebody always pays.

With paid off-street parking, however, some of that balance is redressed. This is part of the wider social and community function of paid parking that enables us to:

1. Move towards a more sustainable and socially responsible model of car use;
2. Liberates urban streets for more exclusively human use; and
3. Encourage responsible behaviour among users who are influenced by our clean, safe and welcoming environments.

Furthering economic well-being

The population is still growing and urbanisation continues. More than two-thirds of all Europeans live in urban areas. This is also where approximately 85 per cent of the GDP (Gross Domestic Product) is generated. This increasing economic activity also has consequences for the quality of life.

Cities have to contend with congestion, traffic cruising for a place to park, reduced accessibility, air pollution, and unattractive and unsafe streets and squares, full of parked cars. To prevent economic activity coming to a standstill, it is essential to develop and pursue an integral mobility policy.

Well-designed paid parking facilities at strategic locations, such as transport hubs, have a key role to play in ensuring mobility and accessibility. The rates that customers pay for parking facilities are also very important, and by setting these appropriately, we can:

1. Help achieve a sustainable balance between private and public transport – in particular, by encouraging the use of public transport alternatives where these are available; and
2. Reduce the gap between the cost of parking to society and the costs that users pay – effectively, users of parking facilities are making a contribution towards the full cost of providing the road and parking infrastructure.

Improving the environment

Air quality

Paid parking helps reduce car usage in cities, thus also reducing CO₂ emissions and fossil fuel consumption. Good traffic flow, for instance with parking route information systems, has a positive effect on air quality. Dynamic parking tariffs - more expensive during peak hours - help to channel car usage.

Electric cars and shared vehicles

In an increasing number of Q-Park parking facilities, customers can recharge their electric car. We also reserve special parking spaces for partners who offer car sharing programmes.

Own operating activities

Q-Park endeavours to improve the environmental performance of its own parking facilities, its fleet, and its offices. In addition, we seek to influence the environmental performance of our major business partners in the value chain.

For Q-Park, care for the environment consists mainly of creating the conditions for more sustainable urban mobility and accessibility. But we are also committed to making a contribution to environmental sustainability in our own operations.
When designing, constructing and renovating parking facilities, we use the most sustainable methodologies available.

In saving energy, we install LED lighting and emphasise operational measures, such as lighting sensors and time switches. We make all of our staff aware of the costs of energy consumption and of how they have a role in reducing these costs.

We are actively committed to making our own mobility more sustainable. We travel less frequently than in the past; and when we do, we use more sustainable modes such as public transport or more environmentally friendly cars.

Quintessence
Cities are the undisputed engines of Europe – and these engines are increasingly becoming choked. Regulated and paid parking are therefore logical choices for cities faced with the following five challenges: Mobility – Facility – Society – Economy – Environment.

The Q-Park Quintessence is about regulated and paid parking as a solution for these five urban challenges as it is a particularly effective instrument for influencing mobility and keeping the urban engine from ticking over.

Quintessence – literally - fifth essence, the idea.
Our Quintessence is to guide those who are interested along the way of understanding ‘the logic of regulated and paid parking’. As a mnemonic, Quintessence is illustrated as a five point guiding star, where each point in itself is a good reason to regulate or pay for parking.
We create value through our portfolio of parking facilities at key locations. We offer public and private landlords a range of contract types and value propositions supported by our unique digital platform and our capacity, revenue and pricing optimisation functionality.

We contribute to societal value with our parking products: they improve the quality of life in urban areas and help reduce air pollution generated by traffic cruising for a place to park. We enhance our employees’ job satisfaction and their competences by providing relevant training.

And for the parking customer, we add value by providing functional products and services and by involving them in our activities.
**Products & Services**

**Products**

**Season tickets**
Season tickets offer excellent value for money and are a very convenient option for those who frequently park in the same car park, for instance: employees at local companies, residents and regular visitors to the area.

Some of the benefits:
- You always have a parking space
- You pay the most favourable rate
- Easy access and exit - often based on ANPR

**Value cards**
Value cards are prepaid cards with a parking value in time or money. These value cards enable motorists to park for a reduced tariff or other promotional offer in a specific Q-Park car park. Value cards are an ideal way of making life easier for customers of shops, restaurants, cinema's, gyms, public transport, and the like!

**Pre-booking**
We enable our customers to pre-book a parking space at selected locations, be it for a lunch, an evening at the theatre, a weekend city trip or for a vacation. We have multiple options in various markets. Please visit the appropriate country website to see what’s on offer.

**Services**

**Real-time information**
Q-Park supports the growing need for static and real-time parking information, ensuring that the parking information provided is correct and consistent over all channels and readily available. Our own systems, such as Q-Park websites, apps and parking route information systems, already display consistent and correct information.

Our information is also available for third party systems (i.e. local authorities’ websites, mobility apps, route planners and navigation systems). With regard to external systems and their operators, we seek to establish Service Level Agreements together, ensuring that our mutual customers are not misinformed nor have access to outdated information.

**Onsite services**
Each of our Q-Park car parks is equipped with a unique set of convenient services so that our customers feel superbly looked after from arrival to departure and enjoy an exceptionally positive experience.

**My Q-Park**
My Q-Park is a support portal that enables customers to view their invoices, their loyalty programme progress and, where appropriate, their flex credits online. The portal also enables our customers to pay their invoices online.
Parking tariffs

Why we should embrace paid parking
Few people are familiar with the added value of deploying the right parking tariff strategy. There appears to be much negative public opinion about paying for parking, although a customer survey we conducted in 2014 shows that most of our customers are very aware of the principle of paid parking.

Setting the right price
Setting the right price, at a given location, on a given day, at a given time, and for the time used, is part of our daily work. Our three guiding principles are:
I Profit - to ensure sustainable financial performance
I Added value – to integrate mobility and other essential urban needs
I Proactive approach – to enhance fair pricing for commuters, residents, people parking for short periods, and our partners

We need to find the perfect balance between price and demand. We work on the principle that it is unfavourable for an urban area if the occupancy rate of a parking facility exceeds 85%. Not having to queue to enter a parking facility is more economical for all involved; it is safer for cyclists and pedestrians, and better for the environment.

Price differentiation
We aim to have a variety of parking/price combinations available for our customers to consider. For instance: highly valued and high-priced parking within 300 metres of their final destination, reasonable priced parking slightly further away, and smart parking within a healthy walking distance.

Price differentiation enables us to benefit certain groups over others. For example, at shopping centres the cheaper rates for the first two or three hours favour shoppers rather than commuters, but at train stations, the daily tariff favours commuters.

Economic insight
We gain insight into the impact of various pricing strategy options by using proprietary calculation models. For example; our educational calculation model provides clear insight into why EUR 0.50 per fifteen minutes is, from an operator’s perspective, not the same as EUR 2 per hour.

Would you like to do the maths and know the difference? Contact qurius@q-park.com.

Fair pricing
Wherever possible, we like to implement fair pricing strategies for the people parking, the surrounding communities as well as for the operator. For more information e-mail qurius@q-park.com.

Capacity optimisation
For detailed information on parking capacity optimisation please click here.
Parking facilities are vital links in the mobility chain, connecting travellers with their final destination and acting as public transport transit points. We work closely with local authorities to develop facilities that enable travellers to park their cars or bicycles securely and conveniently as they continue their journey by another means.

**P+R (Park + Ride) facilities, the Netherlands**

Q-Park P+R facilities are modern, integral parts of the mobility chain in many towns and cities across the Netherlands. Located in the vicinity of public transport, they are easy to access and easy to find.

While Q-Park P+R facilities are open to everyone, they are designed especially for those who are continuing their journey by public transport, with travellers receiving a reduction on their parking tariff. It’s a system that has saved hundreds of millions of car kilometres.

As with all Q-Park facilities, P+R facilities are well laid out, safe, clean and feature ample parking spaces, camera surveillance and good lighting. Other notable features include:

- Customer-friendly pedestrian route to public transport
- Open 24/7
- Automatic lighting at entrance/exit
- Favourable parking tariffs for commuters
- Cashless payment only – multiple cards accepted
- Parking spaces for the disabled
- General information
- 24/7 season tickets
- Special discounts for travellers
Healthcare centre solutions
In the dynamic healthcare market – consider the ageing population, consolidation and the shift from long-term hospitalisation to out-patient treatment – offering parking facilities is a supplementary service to the core activities of the hospital: the provision of healthcare.

The healthcare industry is increasingly characterised by multifunctional centres that offer general and specialist care at a variety of levels. From family doctors’ practices to highly specialised centres in the form of a healthcare arcade.

These large-scale centres with a regional function are often located outside the urban centres. In some cases a healthcare centre is connected with public transport but usually people are obliged to travel by car.

Healthcare partners
Until recently, opportunities for parking companies in the healthcare sector were mostly based on management contracts or short-term lease contracts. However, over the past few years we have developed a number of projects where hospital parking facilities are financed through a strategic Public Private Partnerships between Q-Park, trusts and healthcare centres.

Today, we work closely with healthcare partners to deliver customised healthcare parking solutions, ensuring that the needs of hospital car park users – patients, staff and visitors – are fully met. We provide innovative and flexible thinking, financial investment and comfort for all visitors.

Understanding the challenges
We understand the challenges of delivering outstanding healthcare parking solutions, and recognise that a hospital is rarely a destination of choice. People may arrive worried, fearful or angry or may just have heard distressing news at the hospital. Visitors need a parking service that operates as smoothly and conveniently as possible, so there’s one less thing to worry about.

Our proposals are designed to:
- Meet the trust’s main objective of improving patient and visitor access
- Contribute to the overall quality of care provision, within a sustainable travel plan
- Deliver full flexibility for trust policies
- Provide appropriate investments, enabling hospitals to concentrate on healthcare

To offer comfort for people in need of special care, we adapt our parking facilities. Our healthcare parking facilities offer a range of adapted solutions, such as:
- Extra wide parking spaces for the disabled
- Special payment machines at wheelchair height
- Wheelchair availability
- Various safety and security measures
- Clearly marked pedestrian signage and improved routing
- Specially trained parking hosts
Q-Park has taken parking convenience a step further – from cashless to ticketless to cardless parking – no bank or credit card required at the parking facility at all. This technology is embodied in the PaSS and PlatePay solutions.

PaSS and PlatePay have been initially implemented throughout Belgium and in a few selected parking facilities in the Netherlands. We have firm plans to implement the innovation in a selection of our parking facilities in the Netherlands, Germany, UK, France, Ireland and Denmark in 2020.

Q-Park PaSS is an evolutionary innovation combining ANPR technology with digital payment solutions and Q-Park’s proprietary Back Office Calculation (BOC) module. Now, we can integrate the Parking Management System (PMS) at access and exit points with Q-Park’s BOC to create a seamless, fair and transparent parking experience.

Q-Park PaSS is an ecosystem. It is a collaborative economic innovation because in recent years, boundaries between industries have become blurred and customers are hyper-connected. Everyone now has access to ambient intelligence and connectivity, boundless information and unlimited choices.

Understanding this created the opportunity to grow our business by delivering and capturing value from innovation with a variety of business partners. Together we considered how to:

- simplify the various steps a parking customer needs to take (literally and figuratively) and we innovated to make these steps as simple as possible;
- connect the various sales & service channels a customer uses and we innovated for transparency, flexibility and freedom of choice;
- plan adaptively for businesses who wish to offer parking as part of their service and we innovated to ensure seamless integration with their backoffice systems.

In Belgium PaSS is integrated with partner applications:

- KBC, providing effortless parking for their clients using their mobile banking app;
- EasyPark, providing an integrated on-street and off-street solution for their app users.

PlatePay is the specific Q-Park implementation of this service and is available to any customer using the Belgium Q-Park Mobile-app. Customers register their number plate in the app and link it to a bank account. Their number plate then forms their key to access Q-Park car parks.
EPA Awards
The European Parking Award has been instituted by the European Parking Association (EPA) as a biennial award for excellence in parking. Prizes are awarded in each of the following categories:

- Category 1 New parking structures
- Category 2 Renovated parking structures
- Category 3 Public space on-street parking projects
- Category 4 Innovative schemes for off-street parking
- Category 5 Marketing & communication (as of 2015)

The objective of the awards is to promote qualitative improvements in both on-street and off-street public car parking and the contribution of parking policy to Sustainable Urban Mobility Plans.

In particular, the awards seek to promote improvements in services provided to customers, effective and sustainable management of the facilities and contribution to urban development. The awards also aim to promote the development of good working practices in on-street parking.

Q-Park award winning propositions:
2017: Cashless & Contactless Payments, Q-Park NV
2017: Prevent Smash & Grab, the Netherlands
2015: Open Data Platform, the Netherlands
2015: Pré des Pêcheurs, Antibes, France
2013: Grote Markt, Tongeren, Belgium
2013: Q-Park & Maastricht Bereikbaar, the Netherlands
2011: Lyon Perrache Archives La Confluence, France
2011: Stockmann Q-Park, Helsinki, Finland
2009: Liverpool ONE, Liverpool, UK
2007: Spaarne Hospital, Hoofddorp, the Netherlands
2007: Mosae Forum, Maastricht, the Netherlands
2005: Waterloo Street, Glasgow, UK
2003: Zuidplein, Rotterdam, the Netherlands
2001: Museumplein, Amsterdam, the Netherlands
1999: Laakhaven, The Hague, the Netherlands
2005: Parking sector prize: Groningen Ossenmarkt, the Netherlands
BPA & IPA Awards
The BPA awards are granted by the British Parking Association and the IPA awards by the Irish Parking Association, based on objectives similar to those of the EPA.

Q-Park award winning car parks:
2011: Best of the Best Award for 10 years of parking excellence (BPA)
2011: Best Refurbished Car Park, Q-Park Sauchiehall Street, Glasgow (BPA)
2011: Best New Car Park - Commended - Q-Park Rockingham Street, Sheffield (BPA)
2008: Clerys, Dublin, Ireland (IPA)
2008: Victoria Square, Belfast, Ireland (IPA)
2006: Best New Car Park, Q-Park Taunton, Taunton (BPA)
2006: Grand Parade, Cork, Ireland (IPA)
2006: Red Cow Luas, Dublin, Ireland (IPA)
2004: Best Refurbishment Q-Park Candleriggs, UK (BPA)

RIBA Awards
The Royal Institute of British Architects (RIBA) awards reward 'the excellent work being done by RIBA members around the world'.

Q-Park award winning car park
2009: Charles Street, Sheffield, UK
Q-Park PaSS PlatePay is an Access & Exit innovation, connecting ANPR with a payment option. For ease of use by fleet owners, landlords and customers.

Q-Park has a continual focus on making a positive contribution to urban life, to optimising the role played by parking in the mobility chain, and to making the parking experience a pleasurable one.

Q-Park Control Room (QCR) is an international help desk, available 24/7. Providing customers instant access to multi-lingual Parking Hosts who answer queries, solve issues or dispatch onsite employees when needed.

Q-Park Prevent Smash & Grab Campaign - A communication campaign to reduce theft from cars, which won an EPA Award in 2017.

The following videos are under construction:
- Q-Park Who we are
- Q-Park How we are different
- Q-Park City Deals & Event Management

Q-Park LED Transformation Project is the largest project of its kind in Europe, ensuring that our parking facilities take full advantage of the latest energy-saving technologies. Investment exceeds EUR 15 million, achieving an annual energy consumption drop of more than EUR 2.7 million and 7,200 tons of CO₂.

Q-Park has a strong sense of corporate social responsibility (CSR). It underpins every major management decision, every new project, and every engagement we have with our communities. Q-Park Quintessence - how we bring together all of our ideas about sustainable parking, and about how we work with our partners and stakeholders to contribute to the quality of life in our cities.
Please feel free to join the Q-Park Information Platform. This platform shares parking related expert articles on a regular basis. They are easy to read and easy to share with your social networks.

Q-Park Thought Leader & Thesis Award Event

Date: Thursday, 15 April 2021

Theme: Urban Mobility & Behaviour

**Thought Leaders**

- **Carlo van de Weijer** about Mobility & Behaviour. Carlo is Managing Director Eindhoven AI Systems Institute (EAISI) at TU Eindhoven and a smart mobility expert. His expertise revolves around the future of mobility, traffic and the automotive world, AI, Big Data and IoT. Fear not, he brings a humorous, original and inspiring view on the future.

- **Frank Quix** about Shopping & Behaviour. Frank is Managing Director Q&A Insights & Consultancy and a retail expert. His expertise is based on profound research and other relevant knowledge he has gathered about online shopping and the importance of off-line shopping. He knows a thing or two about retail strategy and customer satisfaction.

- **Frank De Moor** knows a thing or two about parking today and has a clear view on parking (and mobility) in the future. Frank is CEO at Q-Park BV and a member of the Q-Park Thesis Award jury. He will present the award to the students with the best thesis.

- **Giuliano Mingardo** is specialised in parking policy and mobility management and regularly advises (local) governments and companies on these issues. He will welcome you and introduce this year's theme ‘Urban Mobility & Behaviour’. Giuliano is researcher at Erasmus University Rotterdam.

**Event moderator**

- **Theo Thuis** is an innovator and inspirator with a more than average interest in solutions for smart cities and smart mobility. He will guide us through the event and loves to challenge all guests to engage with the speakers, students and each other.

**Thesis Award**

The Q-Park Thesis Award is an award organised annually by Erasmus University Rotterdam and Q-Park. The Q-Park Thesis Award is a competition for the best Master’s thesis written by students at universities in the Netherlands and Flanders about parking in the broadest sense of the word.

**Basic event information**

- **Date:** 15 April 2021
- **Agenda:**
  - 13:00 Welcome reception
  - 14:00 Thought Leaders
  - 15:00 Discussion & Break
  - 16:00 Student Theses & Award
  - 17:00 Networking reception
- **Venue:** Lumière Cinema
- **Address:** Bassin 88, NL-6211 AK Maastricht
Celebrating five years
In cooperation with the Erasmus University Rotterdam, Q-Park established the Q-Park Thesis Award in 2014 for the best master’s thesis on parking and mobility written at a University in the Netherlands or Belgium.

We have commissioned a theses book to celebrate the 5th anniversary of the Q-Park Thesis Award and to give an overview of the winning theses. In each of the four sections we reproduce the abstracts of each thesis that was awarded a prize in the period 2014 – 2018.

Bridging the knowledge gap
When we established this award in 2014 our purpose was both internal and external: on the one hand we wanted to mark the retirement of our founder, Ward Vleugels. On the other we sought to bridge the considerable gap between academic research on parking and its practitioners in the parking sector.

As a parking operator Q-Park has welcomed the dramatic rise in academic literature on parking in the last 15 years. But we have also noted the knowledge mismatch between what practitioners need in the field and what academics have produced. Put simply, the two are driven by different goals.

But as the theses presented here show, the two worlds can come closer to generate new knowledge which combines both academic rigour and new ideas for practitioners to tackle current and future challenges.

Fourteen winning master theses in five years
In the first five years, more than 40 master theses were submitted to the Q-Park Thesis Award from leading universities in the Netherlands and Belgium; 14 received a prize, and 13 theses are presented in this publication. The theses have been assessed by a jury of academics and practitioners based on their academic and socio-economic relevance.

Each thesis should provide new knowledge for the parking sector and must be distinguishable from previous research. The theses include both qualitative and quantitative research and all of them meet rigorous academic standards.

Read the award winning theses or download the book here.
Q-Park stands for good corporate governance with proper supervision. The duties and responsibilities of executive directors, supervisory board members and shareholders are carefully defined. The Q-Park Governance is anchored in the articles of association.

**General Meeting of Shareholders (GMS)**
The highest governing body within Q-Park is the GMS. The agenda for the GMS is drawn up by the executive (EB) and supervisory boards (SB). Shareholders are also entitled to place items on the agenda.

**Supervisory Board (SB)**
The SB consists of five to seven members. The allocation of tasks, responsibilities, authorisations and the working practices of the SB are documented in regulations which are checked externally.

**Executive Board (EB)**
The EB consists of three members under the supervision of the SB. The SB has the authorisation to suspend EB members. The members of the EB fulfill the roles of:
- CEO – chief executive officer
- CFO – chief financial officer
- CTO – chief transformation officer

**EB committees**
EB Committees are formed by at least one EB member and one or more Directors to advise on specific subjects.

**Management committee**
The management committee supports the EB on a weekly basis with tailored advice to execute the approved strategy effectively. CEO is chair.

**Investment committee**
The investment committee coordinates the new business process, analyses investment proposals on a weekly basis and supports the EB with recommendations. CFO is chair.

**CSR committee**
The Corporate Social Responsibility committee makes proposals and recommendations regarding corporate responsibility, policy and developments, reporting and stakeholder engagement. CEO is chair.

**Works council**
Q-Park follows the regulations for works councils applicable in each country where Q-Park is present. If these require a works council or social delegation, Q-Park will make the appropriate provisions.

**Management**
Q-Park has short lines of management and a flat consultative structure to ensure good communication within the organisation. Corporate management supports country management and its main tasks are:
- Developing strategy
- Overseeing:
  - strategy implementation
  - management of the countries
  - performance of activities that serve the objectives of the business plan
  - employee remuneration policy in the countries
  - financing, ICT systems and taxation
- Evaluating strategy performance
- Managing risk and the relationship with investors
- Monitoring house style and brand management
- Reporting for shareholders and banks

**Country management**
Country Management consists of a Managing Director (MD) and a Finance Director (FD) who may only take material decisions together, thus always applying the four-eyes principle.

**Corporate management**
Together with the EB, corporate management discusses the medium to long-term corporate strategies and policies. Corporate management assigns responsibilities to oversee the performance of functional areas and progress of business projects.
**Provision of information**
Each month country management provides the EB with up to date operational and financial information.

The shareholders are informed regularly about the state of affairs.

**Gender balance**
A temporary provision in the Management and Supervision (Public and Private Companies) Act requires that large enterprises must balance the appointment of men and women or explain why there is no equilibrium and what measures the organisation intends to take to improve the balance.

At Q-Park, the EB members are men. The appointments are therefore not evenly distributed across the genders. This unbalanced distribution is not Q-Park’s conscious choice, it is the result of appointing the most suitable person to a vacant position.

**Supervisory board**

**Executive board**

**Organisation chart**
POLICIES & CODES
Q-Park seeks to provide appropriate facts and figures to shareholders, capital providers, rating agencies and analysts.

To apply for access to the Investor Relations Portal, click here.

Q-Park is a portfolio company within the KKR Infrastructure Fund. For more information, click here.
ANPR
Automatic Number Plate Recognition
Q-Park has assured a number of its activities under NEN-EN-ISO 9001.
Q-Park has received several ESPA and EPA awards.

For more details and up-to-date information about Q-Park's products and services please visit: www.q-park.com.

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