

# CORPORATE WEBSITE

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## 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.



Future of parking; underground parking at the inner ring road with an attractive green recreational park on top.

## CSR

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.