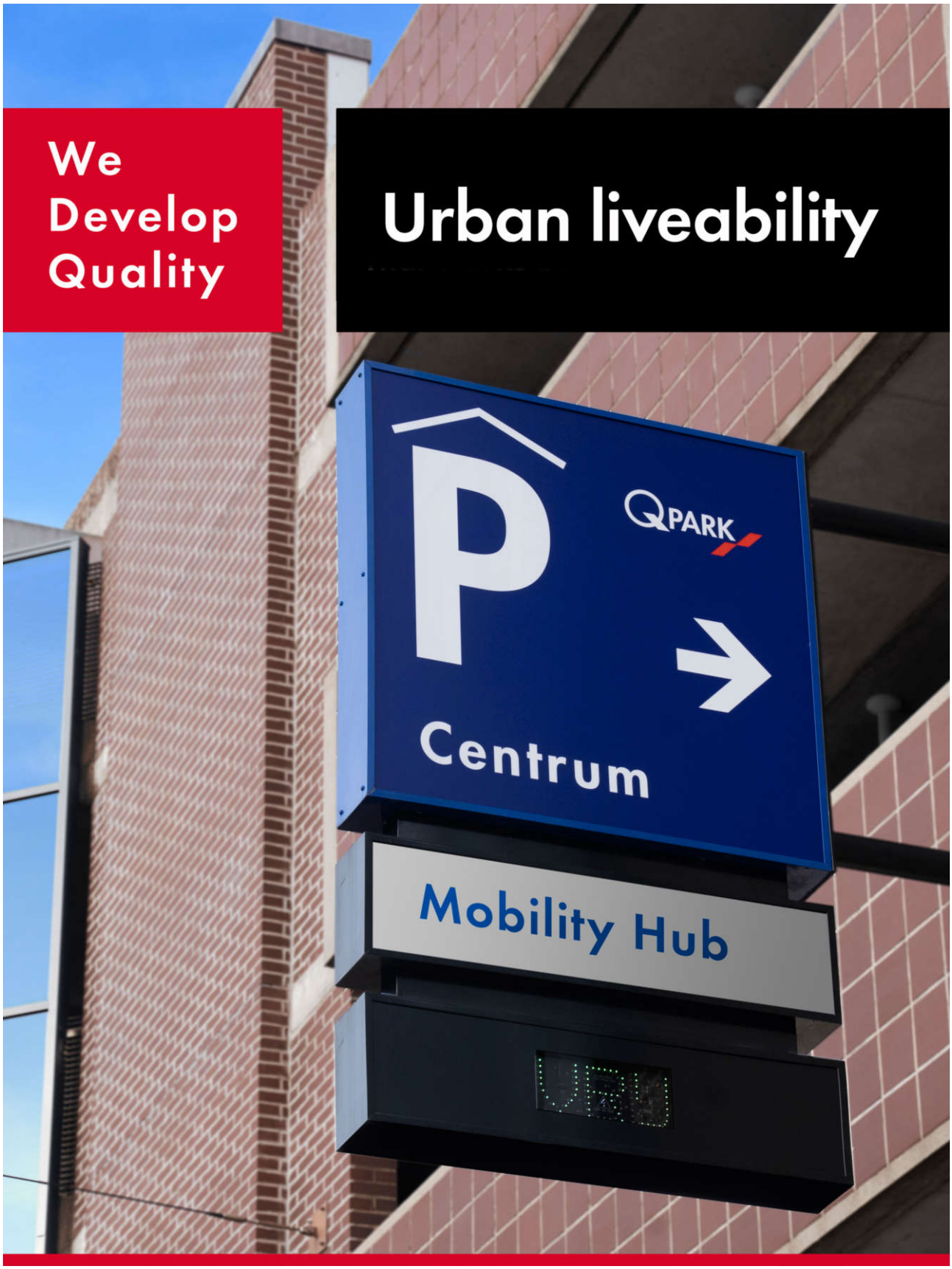
ANNUAL CSR REPORT 2024



QPARK Quality in parking

Parking services

24/7 availability

All our parking facilities are open 24/7 for customers to access and exit the facility. Customers needing assistance can call our international help desk, the Q-Park Control Room (QCR), 24/7 using the call button at the payment machine or barrier.

International help desk

Our international help desk, the Q-Park Control Room (QCR), is available 24/7. This 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.

Security

We use closed-circuit television (CCTV) for security purposes and for automatic number plate recognition (ANPR). Where we install cameras, we make it clear to people that they or their cars are on camera.

Sustainable mobility solutions

Mobility partners offering sustainable and shared mobility concepts are welcome in our parking facilities. Customers can easily find these providers by following directions indicated by the connected three-dot icon. Popular sharing concepts include shared cars and car rental services, as well as micromobility concepts, including bicycles, e-bikes and motor scooters.

All our parking facilities are at a walking distance from one or more points of interests (POIs). Nearby POIs are listed online per parking facility and often offer special parking deals too.

The number of parking facilities with EV charging points is growing steadily. Currently, about one third of our operational portfolio has EV charging points onsite, allowing our EV customers to top-up their battery for their onward journey. Also note, most of our EV charging points are powered with renewable energy.

Seamless parking services

The parking facilities in our operational portfolio are PaSS-enabled, granting customers access via their number plate (ANPR). These customers don't need to take a ticket or go to the payment machine before they leave.

Known customers access our parking facilities via their number plate. These customers also need to use the secure pedestrian access, so we provide a QR code in the parking app of their choice.

About 60% of our operational portfolio parking facilities allow customers to pre-book a parking space and this often means they can take advantage of parking deals. Pre-booking transforms search traffic into destination traffic, a win-win for the environment, society and the customer.