

# ANNUAL CSR REPORT 2022

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**We  
Develop  
Quality**

**Urban liveability**



## Mobility inclusion

Municipalities are committed to providing access to public transport and amenities for all citizens, including persons with reduced mobility (PRMs).

Around 87 million people in the EU, about 19%, live with a disability of some kind, often affecting their mobility. Considering the inevitable reversal of the population pyramid and that more than one-third of people aged over 75 have an age-related condition that restricts their mobility to a certain extent, providing easy access to public amenities is vital.

Q-Park ensures that its parking facilities meet requirements for inclusive mobility with features including:

- | wide walkways that provide ample space for wheelchair users and people using walking aids;
- | spaces for blue badge holders are always located close to the pedestrian exit;
- | threshold-free access from the pedestrian area to the parking deck;
- | wide doorways;
- | ramps with gentle incline and lifts suitable for wheelchairs and buggies;
- | safe handrails and protection under tapering constructions;
- | easy to read signage with colour contrast;
- | more than sufficient lighting levels.

The availability of inner-city parking close to points of interest (POIs) is an essential service to enable PRMs to participate fully in society.

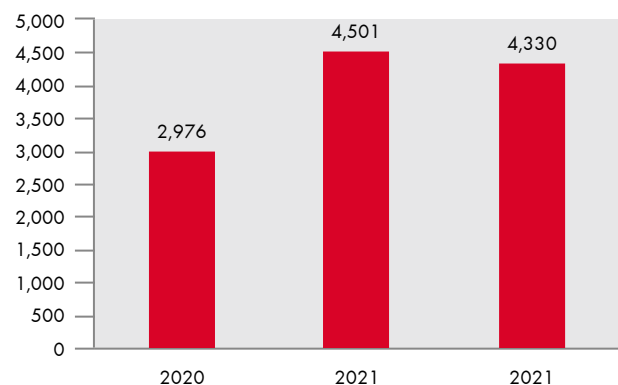
## Results

In our parking facilities we have allocated multiple spaces for motorists with special needs, whether they are parents with young children and buggies or passengers with reduced mobility.

We specifically have allocated parking spaces to people with reduced mobility (PRMs) and most of these parking facilities have lifts. The numbers fluctuate as does our portfolio. In 2022 we have some 4,330 spaces (2021:4,501) for this special group.

The 2020 number of parking spaces dedicated to PRMs was significantly lower as we were missing data from one country specifically. This has been corrected as of 2021.

Chart 17: Number of parking spaces dedicated to PRMs



## Customer satisfaction

### Google reviews

For some years now, all Q-Park countries are using the same platform designed to improve online visibility and the relationship with customers. It gives customers the opportunity to leave comments about a business they have visited, and it gives us a clear dashboard on our performance and provides feedback where appropriate.

A Google review includes giving a score from one star (poor performance) to five stars (excellent service). Google reviews can be a useful customer feedback tool, as they:

- | improve search ranking and online exposure;
- | increase trust, credibility and provide feedback;
- | influence purchase decisions, improve click-through rates and convert more customers.

Another advantage of the platform is that we can:

- | automatically broadcast our parking facility information in the main directories, GPS, search engines, social networks and opinion websites;

- | centralise the customer reviews received and identify whether they come from Google, TripAdvisor or Facebook;
- | report on reviews, analyse them and respond from a single interface.

Paid parking by definition triggers some customer dissatisfaction overall, so we are aware that obtaining a 5-star rating is a bit much to ask. We do however aim to stay at or above a 3.5 rating average. Over 2022 our rating went down from 3.7 in 2021 to 3.6 in 2022 but we gained more feedback which is valuable too.

### Results

- | 816 (2021:779) Q-Park entities listed.
- | 14,846 (2021: 12,631) Google reviews received.
- | Google Review Rating is 3.6 (2021: 3.7).

Figure 24: Google review dashboard

