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Micromobility

By moving car parking from on-street to off-street, cities free up public space for pedestrians and cyclists. Many cities and towns now also wish to move bicycle parking off the streets too. We include bicycle parking in our renovation and new build plans wherever feasible.

There are clear advantages to both municipalities and cyclists in moving bicycle parking off-street, including:

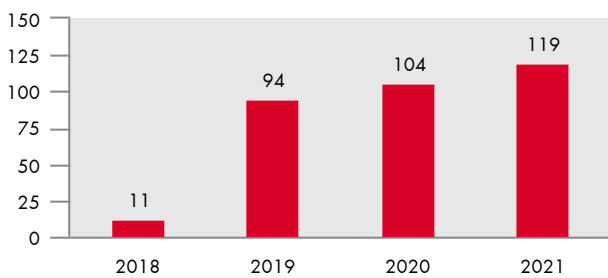
- | public space becomes available for pedestrians, markets and other street activities;
- | dry and secure bicycle parking for cyclists with optional lockers for helmets is available;
- | e-charging for e-bicycles can be provided.

 [More information about bicycle parking solutions.](#)

Results

In 2021, we have continued to add bicycle parking to our car parks. We now have 119 owned and long-leased parking facilities offering bicycle parking (2020: 104), a 14% increase.

Chart 20: Parking facilities with bicycle parking



Mobility inclusion

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

More than 80 million people in the EU, about 16%, 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 government 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.

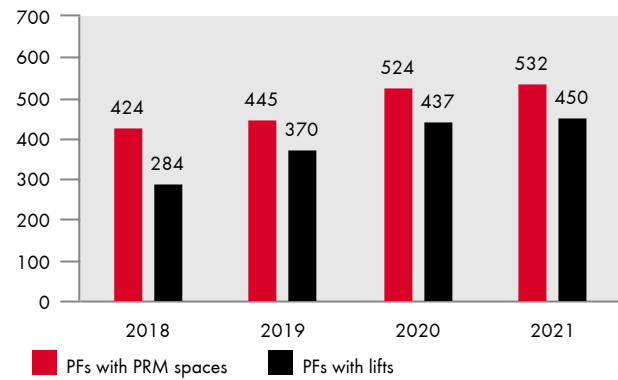
The availability of inner-city parking close to points of interest (POIs) is an essential service to enable PRMs to participate fully in society.

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.

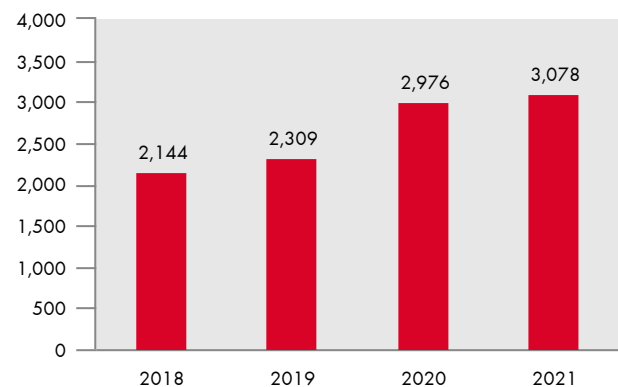
In 2021, we again allocated more parking spaces in our owned and long-leased (O+LL) parking facilities (PFs) to people with reduced mobility and most of these PFs have lifts.

Chart 21: O+LL PFs providing access for PRMs



With additional parking facilities providing spaces dedicated to people with reduced mobility, in 2021 we now have more than 3,000 spaces for this special group.

Chart 22: Number of parking spaces dedicated to PRMs



Customer satisfaction

As products and services, parking habits and cultures differ across the Q-Park countries, it does not make sense to have a group-wide customer satisfaction programme or to conduct international customer satisfaction surveys. Instead, Q-Park countries conduct their own localised Customer Satisfaction Survey (CSS). A country approach means survey techniques and questionnaires are aligned with country-specific circumstances and differing parking markets.

In 2021, various customer surveys were conducted in the Q-Park countries.

- | Denmark – parking behaviour survey.
- | France – customer satisfaction survey.
- | UK, IE, NL – pre-booking survey.
- | UK – season ticket survey.

Lessons learned

We know from previous customer satisfaction surveys that the primary reason for selecting a car park is the location and proximity to the final destination. This result was echoed in our 2021 surveys.

The **pre-booking surveys** conducted in the Netherlands, the UK, and Ireland showed that customers find the pre-booking service easy to use and are generally very satisfied with the service. More than 70% said they would use the service again. However, there’s always room for improvement: about 20% of customers indicated that the access and exit procedure with ANPR did not go smoothly.

The **customer satisfaction** survey conducted in France revealed some interesting results:

- | Overall satisfaction is high. Season ticket holders are the most demanding and the least satisfied. Customers who pre-book are the most satisfied.
- | Customers feel safe in the car parks, giving positive responses about the lighting, pedestrian gates and parking spaces.