



Pré des Pêcheurs, Antibes, France, winner of the EPA 2015 special jury prize

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## GOALS

Our aim is to be an all-round parking services provider that provides financial stability in combination with operational flexibility. Budget discipline and a company-wide focus on increasing the operational free cash flows is part of this. By continuing to reduce financing costs and concentrating on cost management and return on investment, we want to increase the operational result and net result.

The major trends that influence the success of our business also help determine Q-Park's strategic direction. We aim to gain substantial benefit by utilising our scale of operations and excellent market position. We want to increase the margins on our operating activities by focusing on greater efficiency. Where possible, we are combining the management and administration of the country organisations and we are focussing on increasing our market share through acquisitions.

We want to make better use of knowledge of local markets, customers and successful propositions. This enables us to exchange best practices and engage in new and promising relationships. Our investment policy is selective and we steer firmly on the return on investments. This generates a free cash flow that finances our operational business and enables us to meet our financial obligations.

We invest in acquiring parking facilities as well as in their renovation. Furthermore, we are investing in improvements to the services we provide with innovative ICT solutions for payments, reservations and contract management. With these innovations, we give priority to requirements of our parking customers and business partners, as well as capital appreciation.

### Societal value

Our aim in society is to be an integral part of city mobility policy and to work towards sustainable freedom of movement. We will achieve this through increasing our market share in multifunctional cities, adopting a balanced pricing policy, facilitating good information provision about vacant parking spaces, and integrating with alternative modes of transport. In this, we will offer motorists plenty of choice and ensure the smooth flow of traffic.

An integral mobility policy is becoming increasingly important for the quality of life and vitality of cities. We contribute to this with our services and satisfied, well-trained employees. In our own operating activities we endeavour to protect the environment by reducing our energy consumption and by limiting the use of polluting vehicles.

### An expert's opinion

Research conducted at the VU Amsterdam has shown that even small changes in the price of on-street parking compared to parking in a car park can have a considerable effect on the number of cars parked on the street. They developed a method to calculate the motorists' willingness to pay for on-street parking compared to parking in a car park.

The longer the parking duration, the less car drivers are prepared to pay more for an on-street parking space, according to the research.

The method was tested in Almere. Here, on-street parking spaces are slightly more expensive, which encourages motorists, particularly those who need to park for several hours, to park in the parking facility located a little further from the centre.

From the thesis 'Economic Studies on Public Facility Use', Martijn Kobus, Vrije Universiteit, 2015

