



**UNIVERSITY of LIMERICK**

OLLSCOIL LUIMNIGH



**MARKETING CENTRE**

**FOR SMALL BUSINESS**

**Buildings and  
Estates Department**

**Research Report  
Faculty and Staff 2013**



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## Executive Summary

The Buildings and Estates Department commissioned the Marketing Centre for Small Business, UL to conduct research with a sample of the campus community who had interacted with the department in a three year period preceding the research. This involved surveying a targeted sample of university staff. This research was conducted approximately one year previously using the same questionnaire and methodology. The questionnaire used for the research was designed by the Marketing Centre in conjunction with the Buildings and Estates Department. This was subsequently distributed to a valid sample of 1,500 university staff employed in various capacities and departments across the University. A total of 211 respondents completed the survey giving a response rate of 14%. The key results of the research included:

### Section 1: Awareness and Usage of Facilities and Services

- It was found that in general there was a high level of awareness of the functions that come under the remit of the Buildings and Estates Department indicating that there was a low level of misconception regarding the role of the Buildings and Estates Department and the extent of their remit.
- The services most frequently used by staff included parking permits (90.4%), porter services (89.2%) and maintenance works (81.6%).

### Section 2: Satisfaction Ratings for Facilities/Services managed by the Buildings and Estates Department

- The highest ranking facilities/services provided by the Buildings and Estates department included porter services (94.3%) and grounds – layout and maintenance (90.4%), office move management and insurance provision (both 83.6%) and the issuing of parking permits (81%). The facilities/services that received the lowest satisfaction ratings included space allocation management (21.1%), heating and lighting (17.2%), general cleaning services (13%) and waste recycling (12.5%).

### Section 3: Safety and Security

- With regard to security on campus, the majority of respondents (70.2%) felt 'very safe' on campus during the daytime with only a very small percentage feeling 'a bit unsafe' (2.5%) with no respondents indicating that they felt 'very unsafe'. The cumulative number of respondents indicating that they felt safe (42.8%) was higher than those that felt unsafe (36.6%). In relation to daytime security, a total of 79.9% of respondents felt that there was an adequate security presence during the daytime. The majority of respondents (38.3%) indicated that they felt that there was not adequate security on campus in the evening/night-time.

- The level of satisfaction with security personnel was examined and it was found that based on aggregate positive ratings, security personnel received a score of 55.1% in relation to helpfulness, 51.8% in relation to efficiency and 56.3% in relation to approachability.
- Respondents were presented with a number of statements and asked to give their opinion regarding their responsibility versus that of security personnel.

“Health and safety is a shared responsibility”

- The majority of respondents (95.5%) agreed/strongly agreed with this statement. A total of 2% disagreed with this statement.

“If I book a conference facility I am responsible for the welfare of the participants”

- The majority of respondents (37.1%) agreed/strongly agreed with this statement. An aggregate of 27.6% disagreed/strongly disagreed with this statement.

“Security personnel have a responsibility for the activities of participants using the campus facilities”

- The majority of respondents (32.4%) agreed/strongly agreed with this statement. An aggregate of 35.9% disagreed/strongly disagreed with this statement.

“I only book the facility, security personnel are there to ensure the participants behave in a safe manner”

- The majority of respondents (35.4%) disagreed/strongly disagreed with this statement. An aggregate of 25.3% agreed/strongly agreed with this statement.

#### **Section 4: Campus Environment**

Once again in order to determine the opinions of faculty and staff in relation to a number of factors relating to an issue, respondents were presented with a number of statements in this case regarding the general campus environment.

“Do you think the campus provides a nice working environment (physical environment)”

- The majority of respondents (73%) indicated yes – they believed that the campus was indeed a ‘very good place to work’. A total of 1% of respondents negatively rated the physical environment stating that it was a ‘fairly bad place to work’.

“The general layout of the University is pleasing”

- The majority of respondents (93.9%) cumulatively agreed with this statement. An aggregate of 4% disagreed/strongly disagreed with this statement.

“The signposting system is adequate”

- The majority of respondents (53%) cumulatively agreed with this statement. An aggregate of 32.9% disagreed/strongly disagreed with this statement.

“New buildings are architecturally sympathetic to the original campus environment”

- The majority of respondents (63.4%) cumulatively agreed with this statement. An aggregate of 13.7% disagreed/strongly disagreed with this statement.
- The satisfaction ratings of a number of functions provided by the Buildings and Estates Department were examined and it was found that the top ranking functions (based on aggregate positive scores) included the cleanliness of public spaces (84.8%), campus street lighting (67.3%) and cleanliness of toilet facilities (65.5%). Conversely, the lowest ranking functions included parking provision (47.7%) and the traffic – speed of cars (28.8%).
- Respondents were asked to rate the quality of various areas they encountered during the course of their work. A total of 88.7% rated the quality of public spaces positively. Office spaces received positive ratings from 73.9% of respondents and teaching spaces received a positive rating from a total of 52.8% of respondents.

## **Section 5: Maintenance and Minor Works**

In order to ascertain the level of knowledge of respondents regarding maintenance and minor works services as well as their satisfaction ratings, respondents were presented with a number of statements and asked to indicate their level of agreement or disagreement/satisfaction or dissatisfaction.

### Maintenance

“I know who to contact if I have a maintenance request”

- The majority of respondents (82.2%) cumulatively agreed with this statement. An aggregate of 10.2% disagreed/strongly disagreed with this statement.

“Maintenance Staff are efficient and effective”

- The majority of respondents (75.2%) cumulatively agreed with this statement. An aggregate of 5.7% disagreed/strongly disagreed with this statement.

“I am aware of the functions of the department concerning maintenance”

- The majority of respondents (65.2%) cumulatively agreed with this statement. An aggregate of 15.4% disagreed/strongly disagreed with this statement.

“I find staff from the department helpful”

- The majority of respondents (77.9%) cumulatively agreed with this statement. An aggregate of 4.6% disagreed/strongly disagreed with this statement.

"I find the response to queries satisfactory"

- The majority of respondents (68.3%) cumulatively agreed with this statement. An aggregate of 14.3% disagreed/strongly disagreed with this statement.

### Minor Works

"Staff do their best to accommodate my request"

- The majority of respondents (72%) cumulatively agreed with this statement. An aggregate of 3.6% disagreed/strongly disagreed with this statement.

"Requests are processed in a timely fashion"

- The majority of respondents (61.6%) cumulatively agreed with this statement. An aggregate of 10.4% disagreed/strongly disagreed with this statement.

"Work is carried out efficiently and effectively"

- The majority of respondents (67.5%) cumulatively agreed with this statement. A total of 6.3% disagreed with this statement.

"I know how to request minor works"

- The majority of respondents (70.6%) cumulatively agreed with this statement. An aggregate of 6.1% disagreed/strongly disagreed with this statement.

### **Section 6: Environment and Energy**

Once again respondents were presented with a number of statements to ascertain the general attitudes and opinions of faculty and staff. In this instance, staff were presented with a number of statements regarding environmental issues and energy conservation.

"I am conscientious and concerned in relation to environmental issues."

- The majority of respondents (88.1%) cumulatively agreed with the statement. Only 1% of respondents disagreed with the statement, with none strongly disagreeing with it.

"In my day to day work, I would be willing to contribute to the effort to improve environmental issues through a number of simple actions."

- The majority of respondents (97.4%) cumulatively agreed with this statement. No one disagreed or strongly disagreed with the statement.

"I feel that access to further information would be beneficial and would be an additional incentive to contributing positively to improve environmental issues."

- The majority of respondents (90.2%) cumulatively agreed with this statement. An aggregate of 3.1% disagreed/strongly disagreed with this statement.

## **Section 7: Buildings and Estates Website**

- A total of 68.8% of respondents had accessed the Buildings and Estates website.
- The Buildings and Estates website was assessed under 3 categories.
  - 'Quality of Content' received aggregate positive ratings of 71.9%
  - 'Ease of Navigation' received aggregate positive ratings of 65.4%
  - 'Range of Information Offered' received aggregate positive ratings of 70%

## **Section 8: Respondent Profile and Concluding Comments**

- The gender breakdown of respondents to this survey equated to 66.5% female respondents and 33.5% male respondents.
- Respondents to this survey were employed in various departments and in various capacities in the university. The majority of respondents (32.6%) were employed in an administrative capacity. This was followed by 15.7% employed in a teaching role, 8% in research and 7.7% in a managerial role.
- Altogether, the buildings most utilised by respondents included: the Main Building, the Foundation Building and the KBS respectively.
- The overall satisfaction regarding dealings respondents had with office and administrative staff was quite high. Respondents were asked to indicate their level of agreement with the statement.
- "Overall in my dealings with office and administration staff from the Buildings and Estates Department, I have found the staff to be helpful and courteous"
  - A total of 44% of respondents indicated that they 'agreed' with this statement with 38.7% strongly agreeing. Only a very small percentage disagreed with this statement (3.1% disagreed and 1.6% strongly disagreed).
- The overall impression of the Buildings and Estates Department was also assessed whereby respondents were asked, "Overall, what is your impression of the Buildings and Estates Department." A total of 44.4% rated the department as 'good', 36.5% rated it as 'very good', 12.2% were neutral, 5.8% rated it as poor and 1.1% as very poor.