



UNIVERSITY of LIMERICK

OLLSCOIL LUIMNIGH



MARKETING CENTRE
FOR SMALL BUSINESS

**Buildings and
Estates Dept.
Research Report
Students 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 University of Limerick campus population. This involved surveying a broad cross-section of the student body, which may or may not have had direct contact with the Buildings and Estates Department. An online questionnaire was designed by the Marketing Centre in conjunction with the Buildings and Estates Department. This was subsequently distributed to the student population across the University. A total of 1,068 respondents completed the survey. The key results of the research included:

Section 1: Awareness and Usage of Facilities and Services

- Students' impressions of the Buildings and Estates department were largely positive, with an overall satisfaction rating of 74.3%.
- The buildings most frequently used by faculty and staff included the Kemmy Business School (10.4%), Foundation building (7.3%) and the CSIS building (6.2%).
- 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.

Section 2: Safety and Security

- With regard to security on campus, the majority of respondents (82.4%) felt 'very safe' on campus during the daytime with only a very small percentage feeling 'a bit unsafe' (0.2%) or 'very unsafe' (0.3%). The perception of safety on campus at night-time differed somewhat with 18.7% indicating that they felt 'very safe' and 45.2% feeling 'fairly safe'. The remaining respondents indicated that they felt 'a bit unsafe' (29%) with a small percentage (5.9%) stating that they felt 'very unsafe'. In relation to daytime security, the majority of respondents (84.1%) felt that there was an adequate security presence during the daytime. Alternatively, only 41.6% indicated that they felt there was 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 71.9% in relation to helpfulness, 61.9% in relation to efficiency and 67.4% 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 (50.2%) strongly agreed with this statement. An aggregate of 0.4% disagreed/strongly disagreed with this statement.

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

- An aggregate majority of respondents (60.5%) disagree/ strongly disagreed with this statement. An aggregate of 18.8% agreed/strongly agreed with this statement.

Section 3: Campus Environment

Once again in order to determine the opinions of students 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 pleasant study environment?”

- An aggregate majority of respondents (85.7%) indicated yes – they believed that the campus was indeed a ‘very good place to study’ or ‘a fairly good place to study’. A total of 3.9% of respondents negatively rated the physical environment stating that it was a ‘fairly bad place to study’ or ‘a very bad place to study’.

“The general layout of the University is pleasing”

- The majority of respondents (89.7%) strongly agreed/ agreed with this statement. An aggregate of 4.5% disagreed/strongly disagreed with this statement.

“The signposting system is adequate”

- The majority of respondents (56.7%) strongly agreed/ agreed with this statement. An aggregate of 22.4% disagreed/strongly disagreed with this statement.

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

- The majority of respondents (73.5%) strongly agreed/ agreed with this statement. An aggregate of 7.8% disagreed/strongly disagreed with this statement.

“The toilet facilities in the building you use most frequently are satisfactory”

- The majority of respondents (73.1%) strongly agreed/ agreed with this statement. An aggregate of 14.8% 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 (88.3%), the cleanliness of toilet facilities (73.8%) and Campus Street lighting (71.4%). Conversely, the lowest ranking functions included parking provision (43.9%), the ventilation of teaching spaces (21.2%) and the temperature of teaching spaces (19.8%).
- Respondents were asked to rate the quality of various areas they encountered during the course of their work. A total of 88.5% rated the quality of public spaces positively. Teaching spaces received a positive rating from a total of 82.9% of respondents.

Section 4: Buildings and Estates

- Key strengths related to a positive study environment, modern campus and facilities, strong security presence and on-going campus development and maintenance.
- Areas for improvement related to increased study spaces, improved internet access and lighting around campus, a review of classroom facilities in older buildings, an increase in the number of sheltered areas, and improved parking arrangements/ facilities.

Section 5: Buildings and Estates Website

- A total of 91.4% of respondents had not accessed the Buildings and Estates website.
- Of those that had accessed the website (8.6%), the Buildings and Estates website was assessed under 3 categories:
 - ‘Quality of Content’ received aggregate positive ratings of 89.1%
 - ‘Ease of Navigation’ received aggregate positive ratings of 82.6%
 - ‘Range of Information Offered’ received aggregate positive ratings of 87%