



UNIVERSITY of LIMERICK

OLLSCOIL LUIMNIGH



MARKETING CENTRE

FOR SMALL BUSINESS

**Buildings and
Estates Dept.
Research Report
Students 2010**



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Executive Summary

The Buildings and Estates Department commissioned the Marketing Centre for Small Business, UL to conduct research with student members of the campus community. An online questionnaire was designed by the Marketing Centre in conjunction with the Buildings and Estates Department. This was subsequently distributed to all students through the internal email system. The key results of the research included:

Section 1: Introduction

- Respondents were initially asked how they felt about the Buildings and Estates department and results were very positive. A total of 20.8% stated they had a 'Very good' impression of the department and 49.1% had a 'good' impression.
- A total of 26.3% of respondents were indifferent to the department, but based on the comments made by students at a later point in the research, this figure is likely so high because not enough students are aware of the department and the facilities it is responsible for.
- The most popular buildings among students in terms of the time they spend in them were the Main Building, the Kemmy Business School and the Foundation Building (42.7%, 11% and 8.8% respectively).
- The vast majority of respondents consider Maintenance of Buildings, Major Building Works and Maintenance of Grounds to be managed by Buildings and Estates (89.9%, 82.1% and 77.9% respectively).

Section 2: Safety on campus.

- The majority of students felt either 'very safe' or 'fairly safe' (81.1% and 10.6% respectively) on campus during the day.
- A total of 46.3% stated they felt 'fairly safe' on campus but 31.9% stated they did feel 'a bit unsafe'.

Section 3: Safety and Security

- A total of 78.8% of respondents felt that there was an adequate security presence on campus during the day as compared to only 35.4% who felt the same about the night time presence.
- With regard to dealings with security, a total of 35.4% of respondents stated that they had interactions with the campus security team.
- When asked to rate their satisfaction with security personnel under a number of areas, the following results were ascertained:
 - Helpful – 24% rated 'very good' and 32.3% rated 'good'

- Efficient – 15.9% rated 'very good' and 25.6% rated 'good'
- Approachable – 22.2% rated 'very good' and 31.6% rated 'good'

Section 4: Health and Safety, UL Campus

- Respondents strongly believed that health and safety was a shared responsibility as opposed to very small numbers who believed it was the sole responsibility of security personnel.

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 nice studying environment (physical environment)”

- The majority of respondents (39.4%) indicated yes – they believed that the campus was indeed a 'very good place to study'. A total of 0.9% 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 (47.3%) agreed with this statement. An aggregate of 3.4% disagreed/strongly disagreed with this statement.

“The signposting system is adequate”

- The majority of respondents (40.5%) agreed with this statement. An aggregate of 21.4% disagreed/strongly disagreed with this statement.

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

- The majority of respondents (42.7%) agreed with this statement. An aggregate of 10.9% disagreed/strongly disagreed with this statement.

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

- The majority of respondents (42.2%) agreed with this statement. An aggregate of 16.9% disagreed/strongly disagreed with this statement.

Section 5: Campus Continued

- 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 (83.4%), the cleanliness of toilet facilities and parking provision (both 71.9%) and the parking permit management system (70.7%). Conversely, the lowest ranking functions included 'traffic – speed of cars' (44.8%), ventilation of teaching spaces (51.2%) and the temperature of teaching spaces (51.2%).

- Respondents were asked to rate the quality of various areas they encountered during the course of their work. A total of 87% rated the quality of public spaces positively and teaching spaces received a positive rating from a total of 81.7% of respondents.

Section 6: Buildings and Estates, Website

- Respondents felt that the key strengths of the Buildings and Estates were in evident in the UL campus and the safe and clean environment that the department provide for staff and students.
- Areas cited as those which could do with improvement included toilet facilities, and the lack of dedicated parking for students/the cost of paid car-parking.
- Only a small minority of respondents (66.9%) 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 85.5%
 - 'Ease of Navigation' received aggregate positive ratings of 79.2%
 - 'Range of Information Offered' received aggregate positive ratings of 75%