



Waterford Institute of Technology
INSTITIÚD TEICNEOLAÍOCHTA PHORT LAIRGE

Project Title: Promoting a local facility near our main campus

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Overview

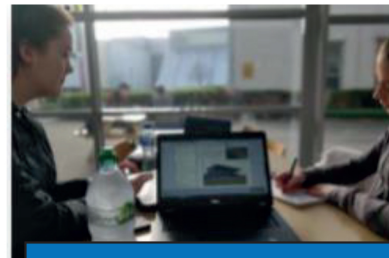
The purpose of this project was to explore student's awareness of a local parking facility At the Regional Sports Centre (RSC), which is located 1.2km from the Cork road, main campus. It involved surveying 20 students throughout the campus to investigate whether they were aware of this free facility. Due to the lack of awareness in relation to this space, we decided to investigate ways in which we could potentially promote this facility, which also encouraged walking locally.

Project

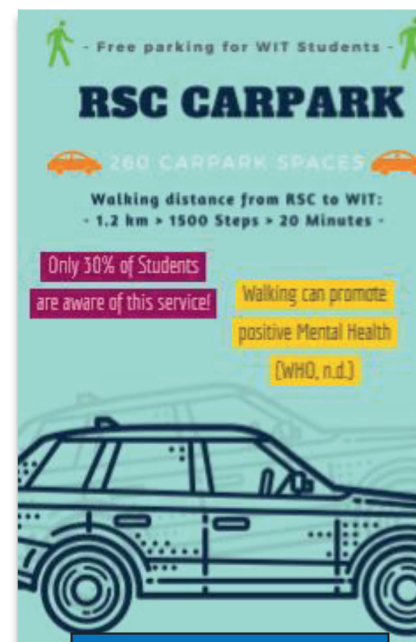
It came to our attention that a lot of students within the main campus were unaware of the free parking facilities offered at the RSC. We created a survey based on the awareness of this facility and discovered it was an underused service.

We decided that a potential avenue for promoting this service would be to create an informative poster based on the walking route. This involved calculating time, distance and number of steps it took to get from the RSC to WIT main campus.

We also explored the potential of using digital storytelling as a way of promoting this facility. This could be done by creating a simple 3-5-minute video, which is proven to be effective for promoting good health behaviours (Gubrium, 2009). A video including people who use the RSC, explaining their reasons for doing so, could be shared on social media as a way of increasing awareness of the facility.



Working on our project



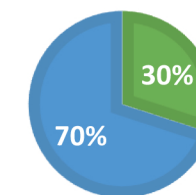
Our Poster Design

Results

30% of participants were unaware of parking at the RSC, and 50% said they would not use it.

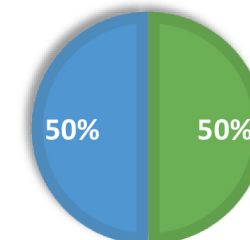
ARE YOU AWARE THAT PARKING AT THE RSC IS FREE FOR WIT STUDENTS?

■ Yes ■ No



WOULD YOU USE THIS FACILITY?

■ Yes ■ No



Conclusion

This project demonstrates how the lack of information about local facilities can inhibit student's engagement with the services in the community. By creating informative posters and digital marketing campaigns throughout the college, it would create the potential for students to become more aware of the spaces and settings around them.

Additionally, we found that students need more incentives to use these services. For example, the Dublin city bikes initiative could be a great resource for students to become more active throughout the city of Waterford. By having bike stations outside the college campus, the RSC and various public places, it could motivate students to become more active.