



UL ENGAGE

Community Briefing

2018 No. 35

Lough Gur Heritage Centre Corporate Wellbeing Programme

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Autumn Rose Lester
Gabryelle Meheux

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UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH

UL Engage

share

enable

grow

Promoting University Community Collaboration

THE BRIEF

Project Aim and Objectives

The overall aim of this project is to spread awareness of the majestic natural beauty of Lough Gur, as well as its rich cultural history. We aim to do this by drawing corporate companies to bring their employees to Lough Gur to spend time away from the workplace to de-stress, learn, and connect with each other.

Through our work on this project, we hope to inform as many people as possible about the simple beauty of this lakeside heritage centre and area. Lough Gur has all the traits of a perfect location for corporate “team-building” days, it just needs more exposure. The main part of this project will consist of creating the content for, and designing, a brochure that will be sent to corporations to advertise this new program offering. We will also create a formal event plan, so that it will be easier for Lough Gur to have this event in the future.

Project Rationale

This project has been undertaken by our team because Lough Gur is in need of a group of people who can devote enough time to creating and designing a brochure that will capture the essence of this beautiful destination. The community (and world!) needs to know about this beautiful, historic location and we are excited to be helping the word be spread about Lough Gur through our work.

COMMUNITY

Overview of Community Organisation

Lough Gur Heritage Centre is operated by Lough Gur Development to promote, preserve and protect this area of international significance. It is the only site in all of Ireland where every age of man kind is visible from Neolithic to modern times. Lough Gur Heritage Centre is located on the shore of the majestic lake of Lough Gur, situated just 21 km's from Limerick City, and is also located close to the Great Grange Stone Circle, Ireland's oldest and largest stone circle. Lough Gur's target population is people who enjoy nature, relaxation, and history.



Community Partner



Kate Harrold is Manager for Lough Gur Development. With 16 years of experience in the Heritage and Tourism sector, a BA in Heritage Studies and currently studying for an MBA at the University of Limerick, Kate is committed to improving, promoting and preserving our natural, local and historic Heritage.

STUDENTS



Haley Hutchinson – McMaster University (Hamilton, ON, Canada)

From Hamilton, Ontario, Canada, Haley is pursuing a Bachelor of Arts in Honours Social Psychology with a McMaster/Mohawk Affiliated Business Studies Certificate. Her hope is to go into governmental research after getting her Masters degree. Given her interest in ancient history and mythology, working at Lough Gur was especially fascinating and fulfilling.



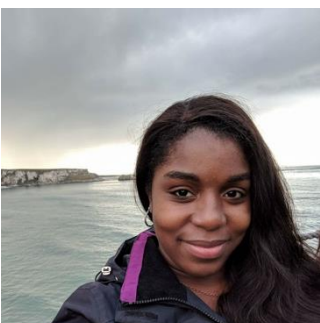
Kyle Kuznia – University of Minnesota (Minneapolis, MN, USA)

Kyle is a second year Industrial and Systems Engineering major from Minnesota, U.S.A. He greatly enjoys the outdoors and spending time in nature. Minnesota is known as “The Land of 10,000 Lakes,” so working with Lough Gur has been the perfect way to combine his interests with studies.



Autumn Rose Lester – Keene State College (Keene, NH, USA)

Autumn Rose is pursuing a Bachelors of Fine Art in Graphic Design, in addition to Studio Art and Music minors. While studying abroad this semester at the University of Limerick, she has been studying both marketing and Irish Traditional Music. Autumn Rose has really enjoyed having the chance to work on the Lough Gur project this semester and has gained a lot of valuable experience. Her other interests include contra dancing and cooking.



Gabryelle Meheux – Kendall College (Chicago, IL, USA)

Gabryelle is a hospitality management major with concentrations in food and beverage management and event planning in Chicago, IL. She enjoys reading, dancing, and traveling. Her goal one day is to work for a cruise line, casino, or Disney World.

OUTCOMES

Through working with Kate (our community partner) and the Lough Gur Heritage Centre, we have met most of our goals and have learned a great deal in the process. As originally planned with Kate, we created a brochure that exemplifies the beauty of Lough Gur and will pique the interest of potential customers (corporations looking for wellness focused, team-building event locations in Ireland). The brochure also clearly communicates the necessary information about the corporate days program. Our community partner encouraged us to keep some things a bit vague, in order to hopefully get more people to look at the brochure and consider Lough Gur. For example, some people are immediately off-put by the word “well-being,” so we were very conscious of how and when that word was used. The brochure also outlines the program’s offerings, which are a wide range of wellness-focused and workshops, showing corporations that Lough Gur has something for every one of their employees. As more and more people experience Lough Gur through this new program, word will spread of its natural splendour, thereby increasing its flow of visitors.

As Kate Harrold, our community partner stated,

“The experience [of having our team work on creating this brochure and planning the event structure] has helped Lough Gur to yield greater results overall.”

TESTIMONIALS



“The team assigned to Lough Gur in 2018 were professional, focused and extremely efficient. The group worked well together to produce an extremely useful end result. The experience has helped Lough Gur to yield greater results overall. Thank you!”

– Kate Harrold, Lough Gur Development, *Manager*

RECOMMENDATIONS

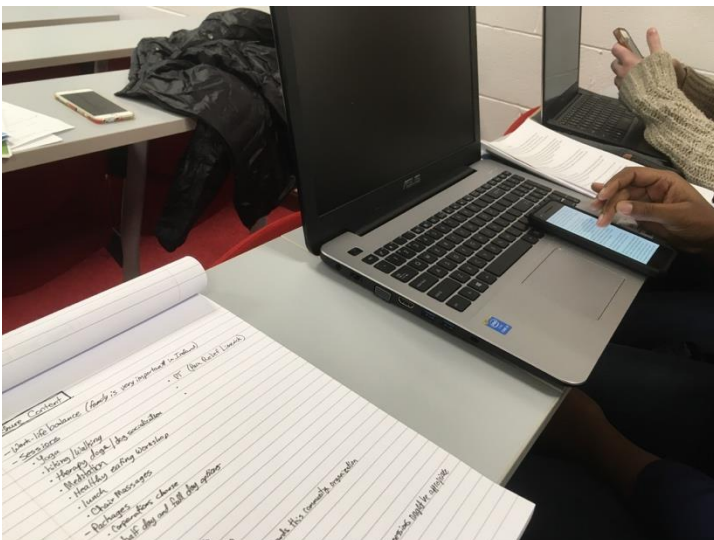
Our recommendations for the project and for future UL Engage students working with Lough Gur are:

- Use the event plan we have developed to have a trial run of the corporate day event
- Create other promotional materials for Lough Gur in general (perhaps stickers or buttons that could be distributed in Limerick City or other places in the region to raise awareness of Lough Gur)

GALLERY



The Spring 2018 Lough Gur UL Engage team: Haley, Kyle, Autumn Rose, and Gabryelle at the largest and oldest stone circle in Ireland, which is very near Lough Gur. We visited the stone circle when we first visited Lough Gur in January.



Our team hard at work researching and brainstorming!

APPENDICES

Brochure: developed by Haley, Kyle, and Gabryelle, and Autumn Rose. Design and layout by Autumn Rose



Front



Back



RELAX
CONNECT
BE WELL

Flexible Full-Day and Half-Day Programs

ABOUT LOUGH GUR

Lough Gur Heritage Centre is operated by Lough Gur Development to promote, preserve and protect this area of international significance. It is the only site in all of Ireland where every age of man kind is visible from Neolithic to modern times. Lough Gur Heritage Centre is located on the shore of the majestic lake of Lough Gur, situated just 21 km's from Limerick City, and is also located close to the Great Grange Stone Circle, Ireland's oldest and largest stone circle.

"There is something here for everyone!"

WHY CHOOSE LOUGH GUR?

There is something for each and every one of your employees at Lough Gur! Whether you want to do yoga, learn easy gardening techniques, get a chair massage, or take a walk with colleagues, there is something here for everyone.

Our flexible program structure, relaxing and peaceful environment, and wide variety of session offerings makes Lough Gur the perfect location for your next corporate team-building event!



ABOUT CORPORATE DAYS

Our corporate days offer something different compared to other team-building retreats. With an emphasis on health and well-being, Lough Gur can offer:

- Increased productivity,
- Improved intra-team mood₂
- Reduced stress₃
- Healthy Living Education

Spending a day meditating or outdoors can:

- Improve contentment within an organization₂
- Improve work satisfaction
- Decrease absenteeism

It is important to take a day or an afternoon to wind down after a stressful work week for mental aspects. Not to mention, working together with coworkers in this way unlocks what is called the "transactive memory system," which positively affects performance and presents opportunities to work together and use existing knowledge and skills as a team₂.

SELECT YOUR SESSIONS

- Yoga and/or Pilates
- Hiking/Walking
- Meditation
- Healthy Eating Workshop
- Lunch catered by The Bakehouse
- Chair Massages
- Garden-in-a-Pot Workshop
- Therapy Dogs
- Workplace Physical Therapy Workshop
- Sound Healing/Music Therapy

FULL DAY

Package includes 4 sessions, refreshments, and lunch catered by The Bakehouse (vegetarian and gluten-free options)

HALF DAY

Package includes 2 sessions, refreshments, and lunch catered by The Bakehouse (vegetarian and gluten-free options)

PRICING

Packages starting from €70 per person (including lunch and refreshments)

VIP PACKAGES INCLUDE

- Kayaking on the Lake
- Dark Sky/Astronomy Program
- Outdoor Tour



DESCRIPTIONS

Lunch | The Bakehouse

Delicious catered lunch with vegetarian and gluten-free options available. www.bakehouse.ie

Workplace Physical Therapy | Pain Relief Limerick

In this session, your employees will learn how to avoid and treat workplace-related muscle tension and injury. www.painrelieflimerick.ie

Sound Healing | Guided Musical Experience

Sound healing involves both passive and participatory involvement and has positive effects on stress management, anxiety, depression, & pain management.

Healthy Eating

This workshop will include learning some tips and tricks to incorporate healthier eating habits into your daily life.

Garden-in-a-Pot

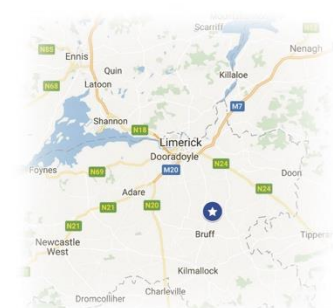
Learn how to grow some vegetables or flowers, even if you have limited space, live in an apartment, or have never done any gardening before. It's easy, fun, and Earth-friendly!

Hiking/Walking

Explore the trails and area around picturesque Lough Gur by yourself or with colleagues.

Research

- Alexander, C. N., Swanson, G. C., Rainforth, M. V., Carlisle, T. W., Todd, C. C., & Oates, R. M. (1993). Effects of the transcendental meditation program on stress reduction, health, and employee development: A prospective study in two occupational settings. *Anxiety, Stress & Coping*, 6(3), 245-262. doi:10.1080/10615809308248383
- Zheng, Y. (2012). Unlocking founding team prior shared experience: A transactive memory system perspective. *Journal of Business Venturing*, 27(5), 577-591. doi:10.1016/j.jbusvent.2011.11.001
- Schmidt-Wilk, J., Alexander, C. N., & Swanson, G. C. (1996). Developing consciousness in organizations: The transcendental meditation program in business. *Journal of Business and Psychology*, 10(4), 429-444. doi:10.1007/BF02251778



FOR MORE INFORMATION PLEASE VISIT
WWW.LOUGHGUR.COM

Lough Gur Heritage Centre
Lough Gur,
Bruff
Co. Limerick

061385386
info@loughgur.com
www.loughgur.com



Event Working Title: Lough Gur Corporate Wellness Days

Type of event: Corporate team-building

Approximate Attendance Expected: _30 max

Event Description:

This event is geared towards corporate companies who just want get away from work and relax. Relaxation is important for health management in high stressed lifestyles. These events would help with that along with helping employees bond and become closer.

Goals and Objectives of the Event:

Based on the client interview and needs assessment, identify three to five (5) objectives for this event, using the appropriate format discussed in class. Make sure they are SMART – specific, measureable, achievable, realistic and time framed.

- Employees leave the event being more relaxed than when they arrived
- Employees feel more connected to one another
- Learn about things that can help them lead healthier lives (physically and emotionally)

Food and Beverage:

Food will be catered by the Bakehouse. The client will be allowed to pick what they want to be served for lunch. The Bakehouse is a nutrition restaurant which also blends in with the goal of the events.

<https://www.bakehouse.ie/>

Risk Management:

The two biggest risks to the event would be weather and fire. Due to the fact that Ireland is a bit unpredictable with its weather this could be an issue. A way to get around that would be to use the facility if using the outdoors is out of the question. The quota for guests should be maxed at 30 people to keep it comfortable for everyone. Another potential risk would be fire. In this case the biggest potential cause of fire would be electrical.

- emergency contact lists
- facility floor plans
- facility evacuation and shelter-in-place plans
- facility and destination safety and security checklists
- listing of attendees with special needs
- listing of staff with special skills
- resource lists

Make sure these are in an assessable location and easily found. In the event of an emergency contact the proper channels (ie. Police, ambulance etc.). After that make sure guests are where they need to be or properly evacuated. Call Kate or the highest management available.



Consent From

UL Engage,
University of Limerick
Limerick, V94 T9PX,
Ireland

Permission to Use Photograph, Moving Image and Audio Clip

UL Practicum Project: _____

Location: _____

I grant to UL Engage, its representatives and employees the right to take photographs/moving image/audio clip of me and my property in connection with the above-identified UL Practicum Project. I authorise UL Engage, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that UL Engage may use such photographs/moving image/audio clip of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

I have read and understood the above:

Signature Kate Harrold

Printed name _____

Organisation Name (if applicable) _____

Address _____

Date _____

Signature, parent or guardian _____ (if under age 18)

THE PROJECT

- Planning and developing a new program offering at Lough Gur: corporate team-building, wellness-focused full-day and half-day events
- Developing the content for, and designing, the informational brochure about the corporate days at Lough Gur
- Developing the formal event plan and risk management plan, to make it easier for Lough Gur to fully realise this type of program

PROJECTED POSITIVE IMPACTS FOR EMPLOYEES WHO ATTEND CORPORATE DAYS AT LOUGH GUR

- Improve contentions within an organisation,²
- Increased productivity,¹
- Improved intra-team mood,²
- Reduced stress,³



SESSIONS

- Yoga and/or Pilates
- Meditation
- Healthy Eating Workshop
- Hiking/Walking
- Lunch catered by The Bakehouse
- Chair Massages
- Therapy Dogs
- Sound Healing
- Garden-in-a-Pot Workshop
- Workplace Physical Therapy Workshop

ABOUT LOUGH GUR

- Dedicated to promoting, preserving, and protecting this area of international significance
- Located close to the Great Grange Stone Circle, Ireland's oldest and largest stone circle
- Idyllic location to walk, relax, and soak in the majestic beauty
- Walking trails with guided audio tour available
- Lough Gur is located 21km from Limerick City (see map)



THE TEAM

Haley Hutchinson
 Kyle Kuznia
 Autumn Rose Lester
 Gabrielle Meheux

COMMUNITY PARTNER

Kate Harrold



THE OUTCOME

- Developed and designed brochure for corporate days at Lough Gur
- There will be more awareness of Lough Gur, because of these events
- Our community partner, Kate Harrold, was very pleased with our work and end result



"The team assigned to Lough Gur in 2018 were professional, focused and extremely efficient. The group worked well together to produce an extremely useful end result. The experience has helped Lough Gur to yield greater results overall. Thank you!"

-Kate Harrold, *Community Partner*

References
 1. Alexander, C. N., Swanson, G. C., Rainforth, M. V., Carlisle, T. W., Todd, C. C., & Clares, R. M. (1993). Effects of the transcendental meditation program on stress reduction, health, and employee development: A prospective study in two occupational settings. *Anxiety, Stress & Coping*, 6(3), 245-262. doi:10.1080/106158092886248883
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 3. Schmidt-Krawinkel, J., Alexander, C. N., & Swanson, G. C. (1998). Developing transactive memory systems: The effects of a meditation program in business. *Journal of Business and Psychology*, 19(4), 425-444. doi:10.1007/s10225-017-779



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