

RSAW COMMUNICATIONS SURVEY RESULTS

A survey of the membership in Wales to inform the future communications strategy for the RSAW

RSAW COMMUNICATIONS STRATEGY

RSAW Vision: A voice for architecture in Wales that delivers for all people

RSAW Mission Statement: We as the RSAW will create a transparent organisation that will promote architecture for all. Through collaboration and engagement we aim to shape a more inclusive built environment in Wales, led by its members

The first action to come out of the [RSAW Vision report](#) was to undertake a communications survey which would lead to a new RSAW Communications Strategy for Wales.

We have recognised that there are some gaps in our communications offering to all people and we wanted to address what we should be doing to better represent architecture and architects in Wales and for everyone to know who we are, what we do and why.

RSAW sent out digital surveys to both members and non-members, as well as holding in workshops with members in Wales to gain an in depth understanding of how members in Wales can help shape our strategy.

We found out what members value most from the RSAW and what else they would like us to be doing in the future to communicate to all.

With this in mind we feel that a communications strategy will better influence those outside of architecture as well as the membership in Wales feeling more valued and better supported by their organisation.

RSAW COMMUNICATIONS STRATEGY PLANNING AND WORKSHOP



WHAT DID WE ASK AND WHAT DID THE RESULTS SAY?

WHAT IS YOUR AGE?

18 - 30	5
31 - 50	23
51 - 70	11
71+	2



WHAT IS YOUR MEMBERSHIP CATEGORY?

Chartered Member	32
Student Member	4
Associate Member	0
Affiliate Member	1
I am not a member of RSAW	4



WHAT DO YOU WANT TO HEAR ABOUT FROM THE RSAW?

Architectural design, innovation, research and Welsh Culture and projects in Wales -15

Events and networking - 17

Hearing from non architects - 1

What is RSAW doing for it's members and internal news - 4

Welsh legislation and working with Government - 15

Common problems facing the profession in Wales - 1

Awards and competitions - 5

Practical support, guidance and resources for members/architect - 2

Opportunities and guidance for newly qualified architects - 2

Critical commentary and professional features on relevant and timely to the profession - 4

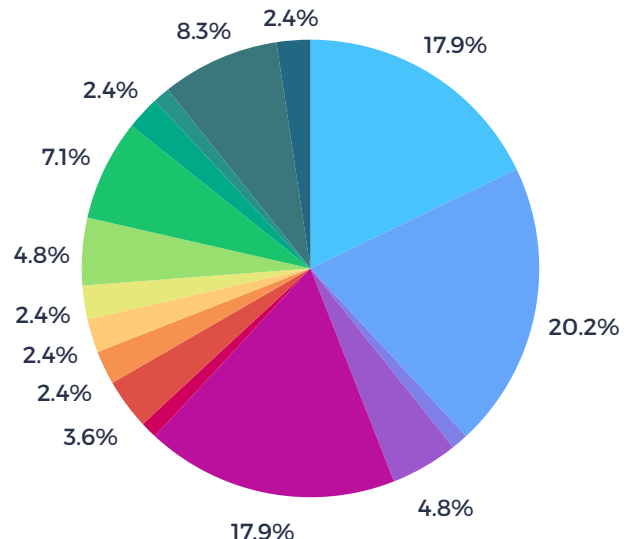
Inter-professional collaborations - 6

The role of the architect in addressing critical topics - 2

EDI content - 1

Community and People - Good news - 7

Welsh content only - 2



HOW DO YOU WANT TO RECIEVE RSAW COMMUNICATIONS?

In person lectures and conferences - 16

Touchstone magazine - 2

Publication other - 6

Email newsletter - 30

Website - 16

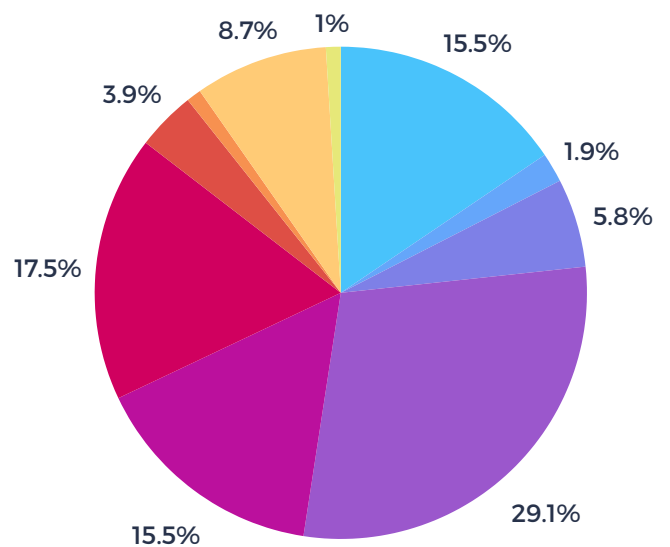
Social media - 18

Podcast - 4

Virtual updates - 1

YouTube - 9

Annual report - 1



WHO ELSE SHOULD THE RSAW BE COMMUNICATING WITH TO PROMOTE ARCHITECTURE AND HOW?

Politicians -4

Business leaders - 2

Public bodies/local authority/welsh government - 24

General public - 14

Clients/potential client bodies - 3

Built Environment professionals - 11

Other professionals - 2

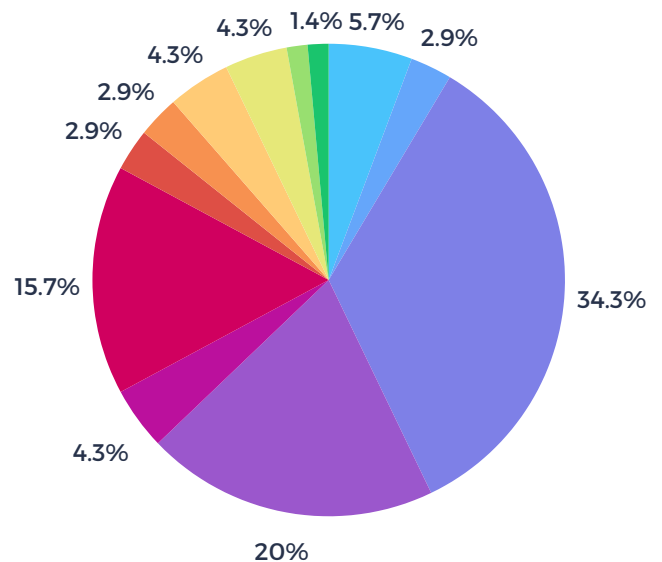
Media/press - 2

School children and young people - 3

Students - 3

Schools of Architecture - 1

Community groups - 1



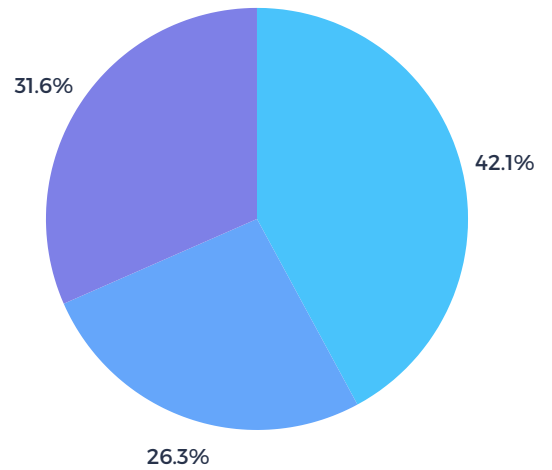
DO YOU READ PRINTED PUBLICATIONS?

IF YES, WHY? IF NO, WHAT MEDIUM DO YOU PREFER?

YES - 16

NO - 10

Occasionally - 12



HOW OFTEN TO DO YOU LIKE TO RECEIVE COMMUNICATIONS FROM THE RSAW?

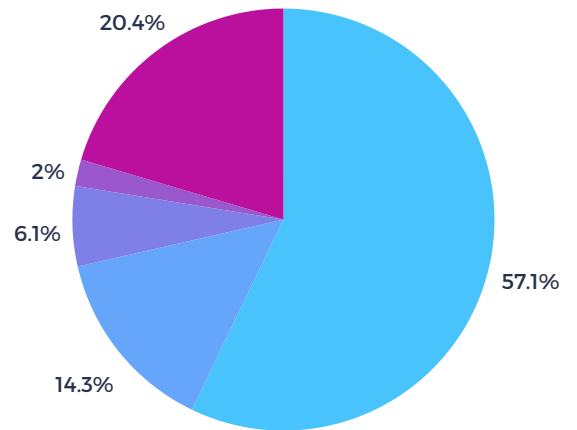
Once per month - 28

Twice per month - 7

Quarterly - 3

Weekly - 1

As and when relevant - 10



WHAT DO YOU THINK WOULD LEAVE THE BIGGEST IMPACT AND LEGACY FOR ARCHITECTURE IN WALES?

Touchstone - 1

Autonomy for RSAW - 2

High quality projects and debates in Wales - 7

To work to get a better planning system in Wales - 6

Better influence at Government level - 1

Independent Welsh Website - 1

Embracing Welsh differences/devolved government/Global Values WBFGA/ - 6

Close knit nation - 1

Stronger economy - 2

Sense of identity - globally recognised buildings of interest - 5

Attractive, accessible, affordable, well connected built environment - 4

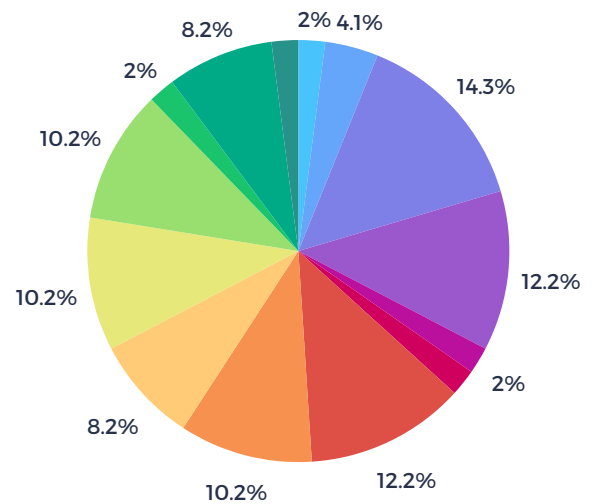
People and communities focused environment - 5

Retention of Welsh culture, heritage and buildings - 5

Increase Diversity & inclusion (those into the profession, those commissioning or those benefiting)- 1

A better understanding of architecture to all - 4

Deal with the housing crisis - 1



KEY OBSERVATIONS:

- Majority of respondents were 31-50
- Majority of respondents were Chartered members
- Most prefer to receive information on events and networking
- Most prefer to receive our communications via email newsletters
- Respondents believe we should be communicating more with public bodies, Government and Local Authorities to promote architecture in Wales
- Majority of respondents don't tend to read printed publications
- Members like to be communicated with once per month
- Some believe that discussion and debates around high quality projects in Wales could leave an impact and legacy for architecture in Wales



WHAT DID PEOPLE SAY?



- A revamped website to host links to all communications



- Publications are good for more in depth analysis of what's happened over the course of a year



- Email/social media to be frequent but the website must be able to host all relevant and important information coming from RSAW



- Don't let email newsletter be in danger of becoming spam – content needs to be considered well with relevant content



- Respondents commented that website needs to be common place to find links to all communications

WHAT DID PEOPLE SAY?



- YouTube algorithm - content first - RIBA/RSAW second - it's the content that people like not the brand



- Hold symposiums and events to local authority, government and planning authorities and invite to AGMs



- Send relevant publications to local authorities



- STEM students to collaborate, use student influencers, increase public awareness through social media for softer side of architecture



- Show off exemplar buildings in Wales to increase awareness to a number of people/bodies



- Depending on news and relevance depends on how often they want to receive it

WHAT DID PEOPLE SAY?



- Digital media is easier and more frequent



- Respondents said reading info on RSAW Website would be an advantage



- People mentioned reading RIBA J, Touchstone but they only read publications if they are free and on their desk



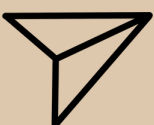
- Publications should be print on demand



- Some people only read printed material if content is innovative



- People like AJ/RIBA J online, on a frequent basis online as much more easily accessible



- Depending on news and relevance depends on how often they want to receive it

WHAT ARE THE TRENDS?

WHAT	HOW	WHO	Frequency
Promote events and networking	Email newsletter	RSAW to members & public bodies	Once per months
Engage with communities and public	YouTube	RSAW to the public	As and when the issue is relevant
Hear from non architects and SoA's	Journal	RSAW & Touchstone	Annual



Top priority



Medium priority



Low priority

CHALLENGES, SOLUTIONS AND OPTIONS

PLUS	MINUS	INTEREST/IMPLICATION
Engaged member (3)	Cost (-3)	People upset with no magazine (-2)
Wider reach of interested parties (3)	Time (-2)	Valued membership (3)
Legacy (3)	Lack of clear direction & ownership (-2)	Showing off the profession (2)
A tool for Local Authorities - (3)		
8	-7	3

NEXT STEPS AND ACTIONS

- Its clear that there is merit in having a clear identity in Wales. Consideration needs to be made about how its delivered
- Respondents feedback led us to understand that their top priorities are already being undertaken, however we need to spread our communications wider, to public bodies and non architects. RSAW need to build up an additional database and newsletter which can be adapted to need
- RIBA YouTube channel to be utilised and discuss whether an RSAW YouTube channel is needed to be able to communicate to a wider audience, based on subject/topic as a key driver for viewers
- Touchstone and RSAW Review of the Year to be combined, as an annual publication or online document (printing to need/subscribers only) hearing from more non-architects and to address SoA's and students input