

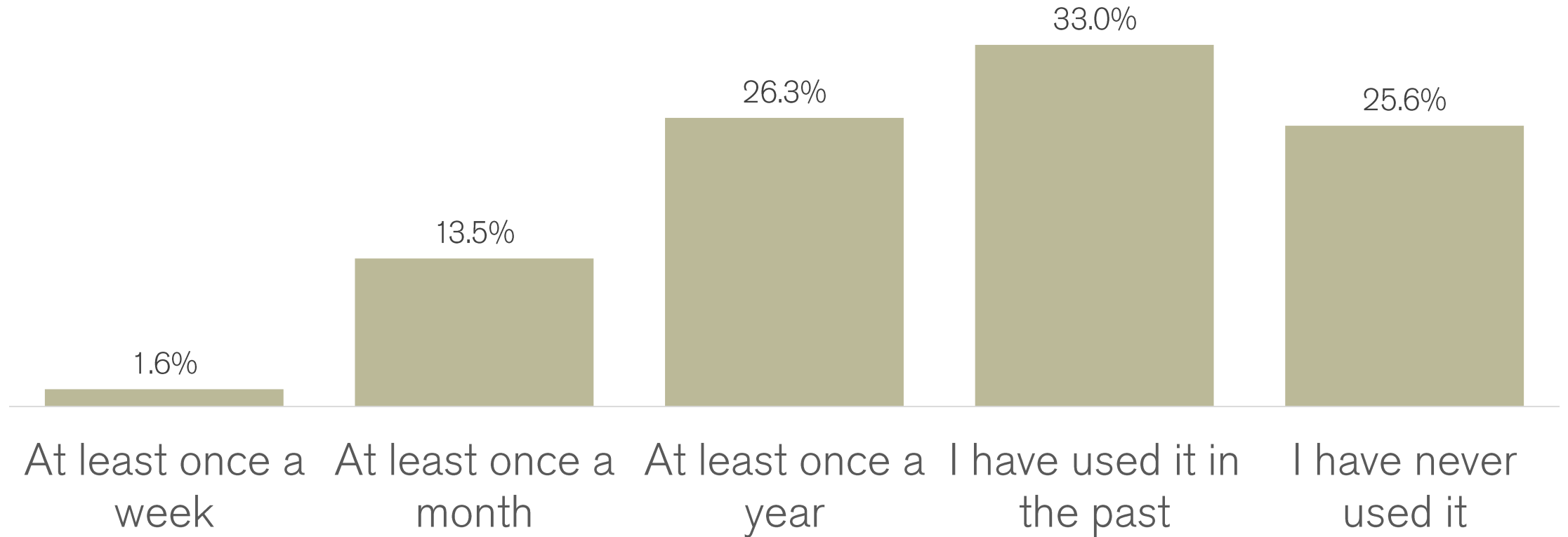
House Development Survey

April 2015

Methodology

- The survey was sent to a random sample of **2,700** RSA Fellows with email addresses who were not imminently due to renew. In addition, the survey was sent to a further **387** Fellows who responded to the 2014 Fellowship Survey and mentioned the House in one of their open responses.
- There were **572** responses to the Random sample, a response rate of **21%**, and **221** responses to the Follow-up survey – a response rate of **57%**.
- The responses from the random sample are representative of the Fellowship as a whole with regards to age, gender and length of Fellowship, although there may be a response bias meaning that those that use the house most frequently were more likely to respond to the Survey. The Follow-up survey was analysed separately to gauge the views of the subset of Fellows who have a particular interest in the RSA House.

Just over 40% of the Fellowship use the House at least once a year... (this is likely to be an overestimate)



How often do you use one of the Fellows facilities at the House (imputed) n=570, Random Sample

Those who mentioned the House in the Annual Survey and responded again to this survey are much more frequent users of the House – with more than a third using the House at least each month...

Follow-up Survey



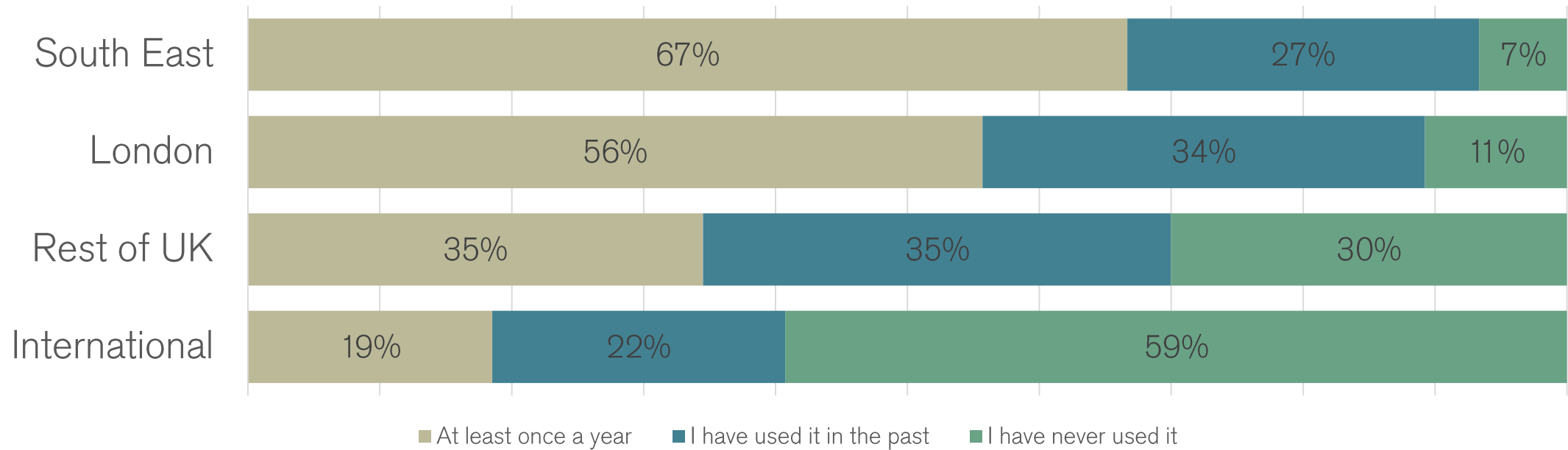
Random Sample

■ At least once a week ■ At least once a month ■ Less frequently or never

How often do you use one of the Fellows facilities at the House (imputed) Random Sample - 570, House Follow-up - 221

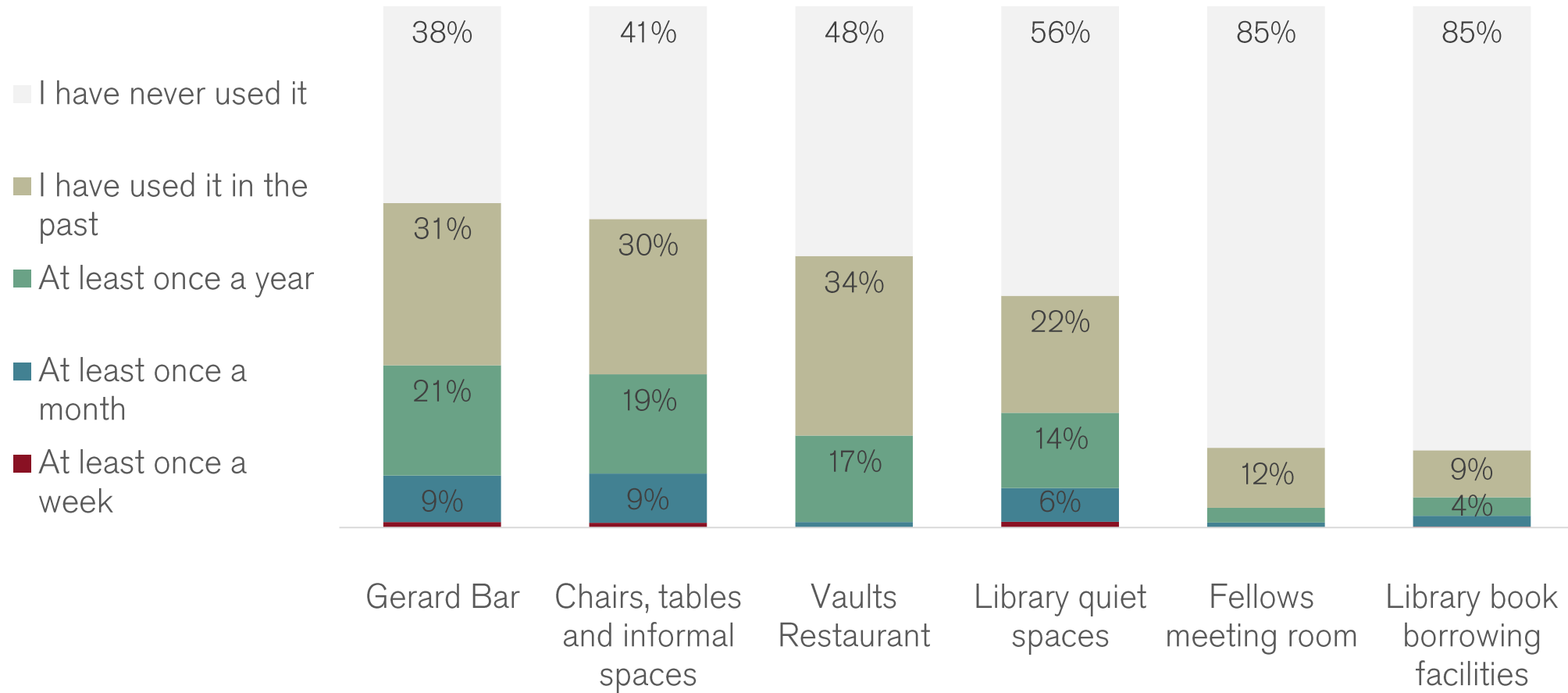
Fellows in London and South East use the House most frequently, but 35% of Fellows in rest of the UK visit at least once a year...

Frequency of Use by Region/Chapter



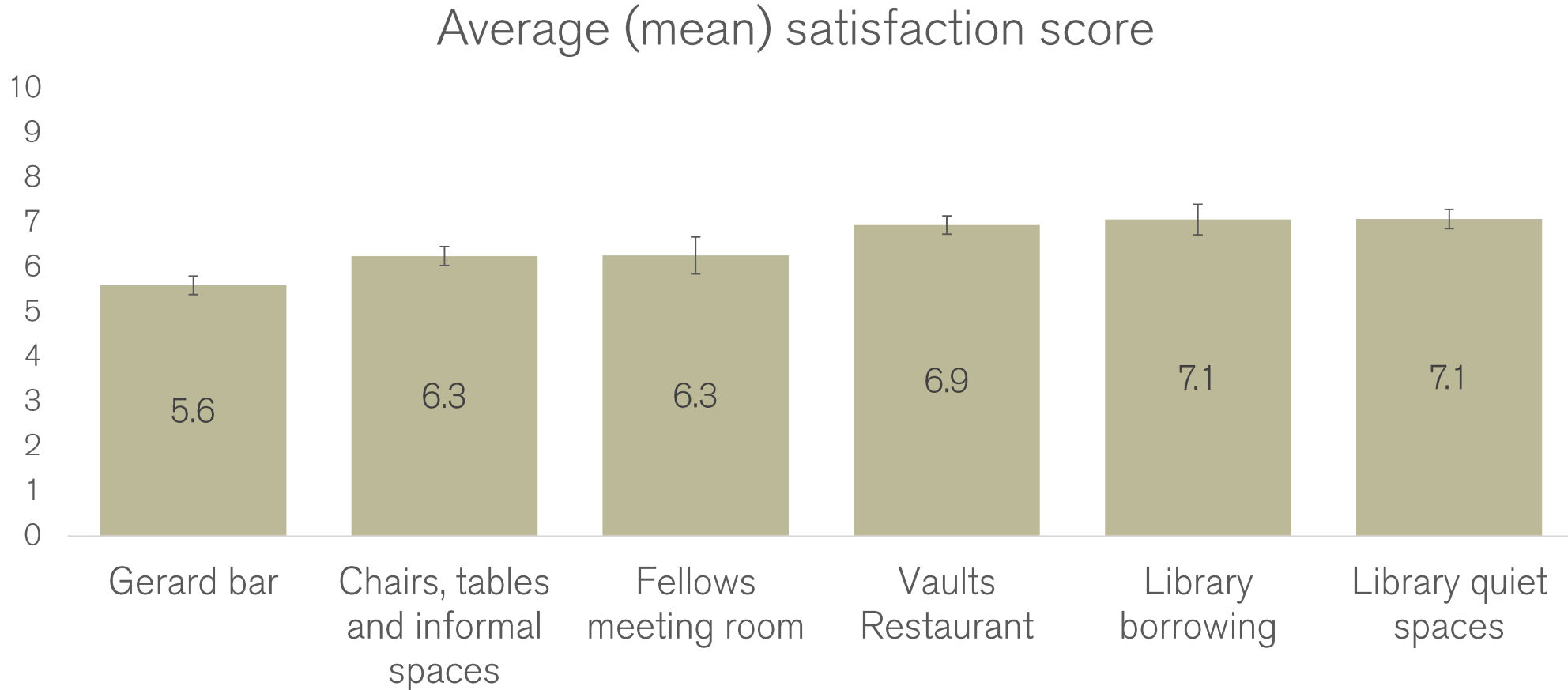
n=570, Random Sample

The Gerard Bar and the informal meeting spaces are used most frequently...



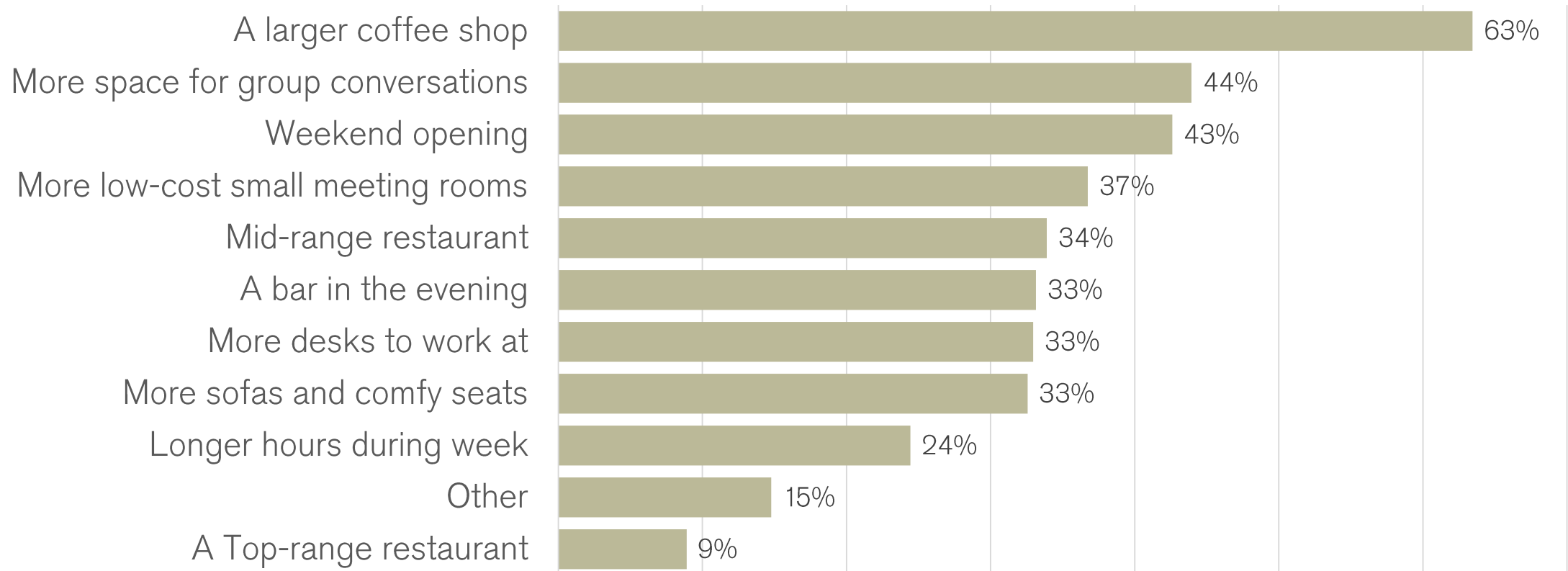
How often do you use each of the following facilities for Fellows at the RSA House? n=570, Random Sample

The Gerard Bar attracted the lowest general satisfaction score, library borrowing and quiet spaces the highest...



How satisfied are you with the following facilities at the RSA House?
n=509 to 143, All respondents, excludes N/A. Error bars = 95% confidence interval

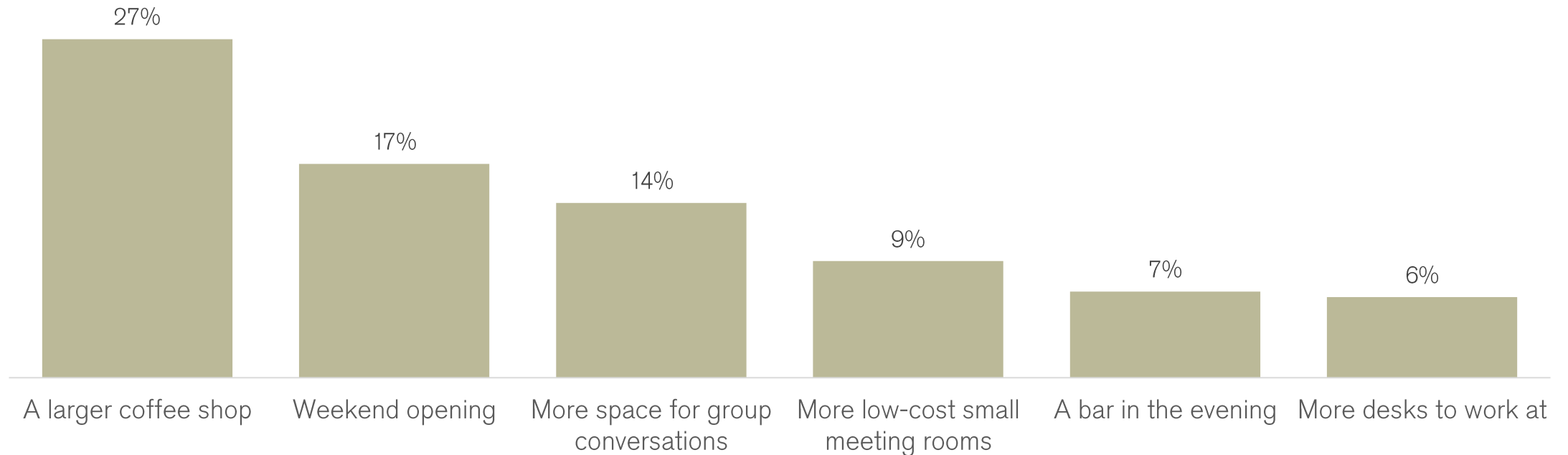
When asked to choose 5 improvements, almost two-thirds of the sample requested “A larger coffee shop serving tea/coffee, light lunches, and snacks”



The list below contains the most commonly requested improvements from Fellows. Which ones are most desirable for you? (select up to 5), n = 528

When asked to just select one key improvement, there was one clear winner again....

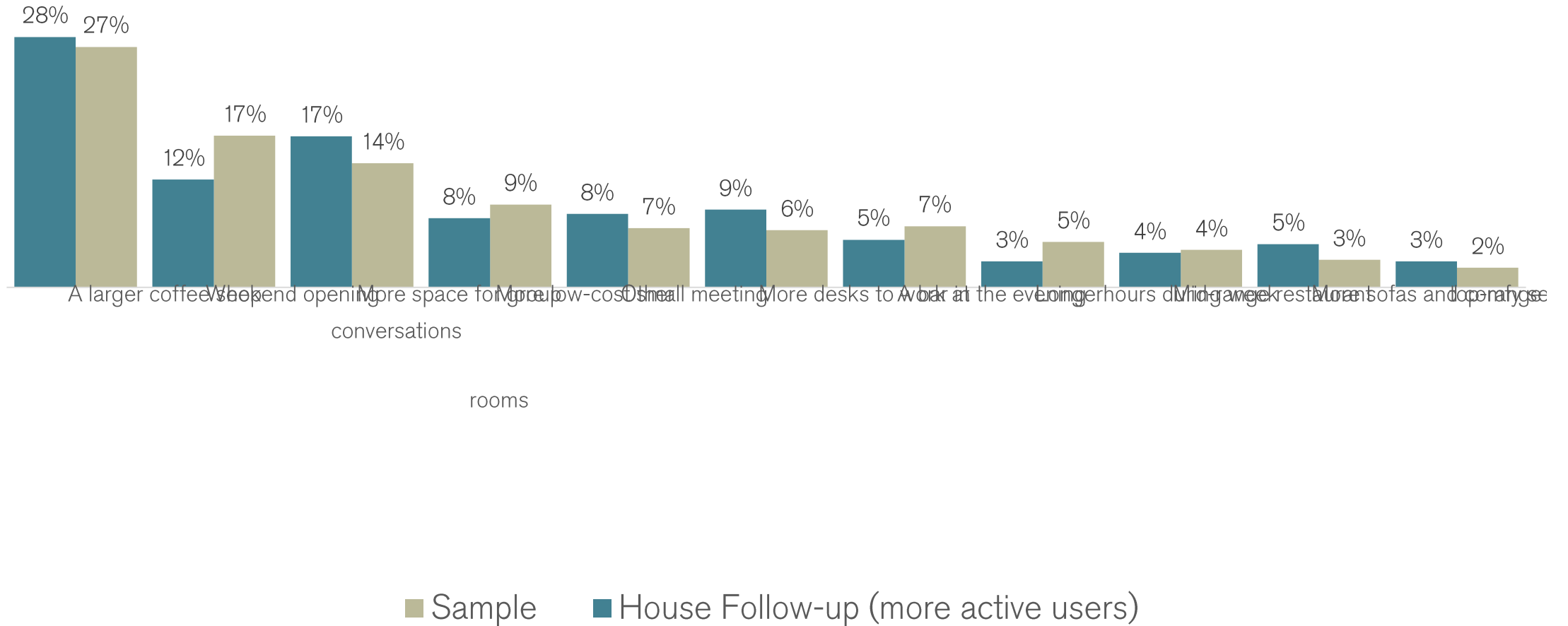
The most commonly prioritised improvements.



If you could select just one improvement, what would it be? Random sample, n= 460

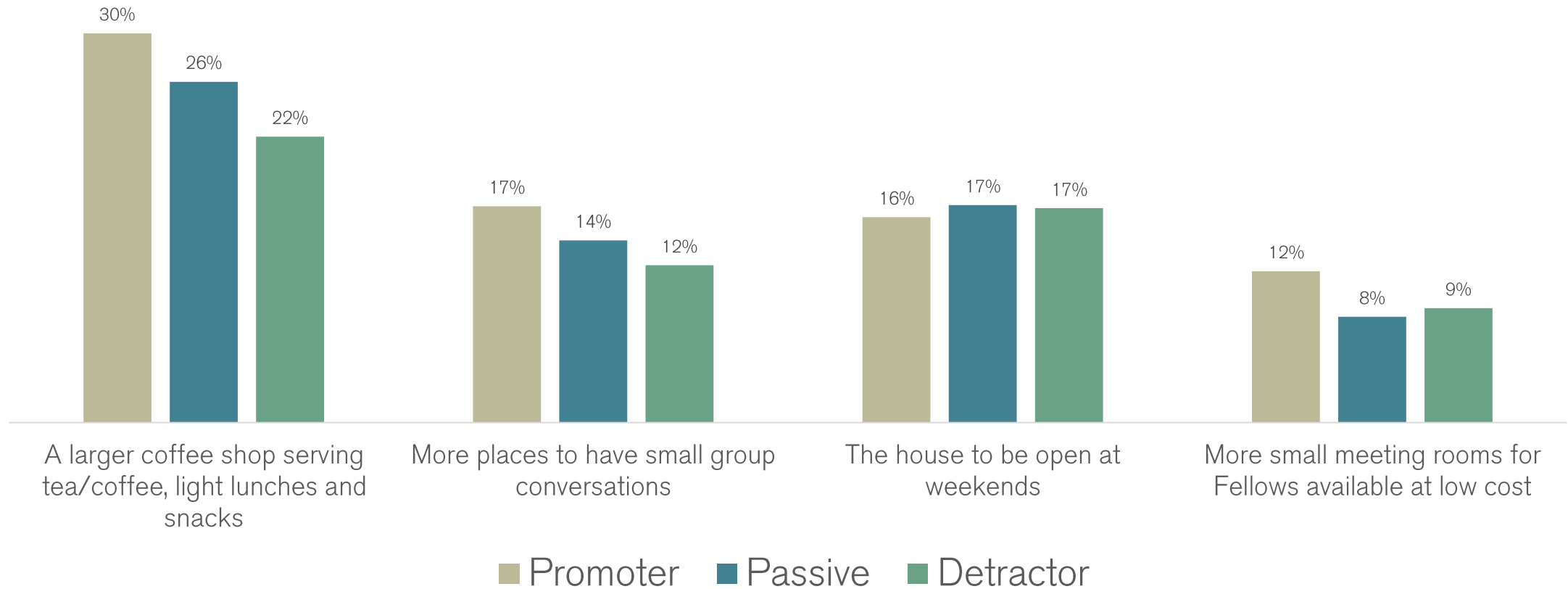
The preferences of those randomly selected and those who mentioned the house in the 2014 Fellowship survey are closely aligned....

Which one improvement would you choose?



If you could select just one improvement, what would it be? N= 460 sample, 210, follow-up

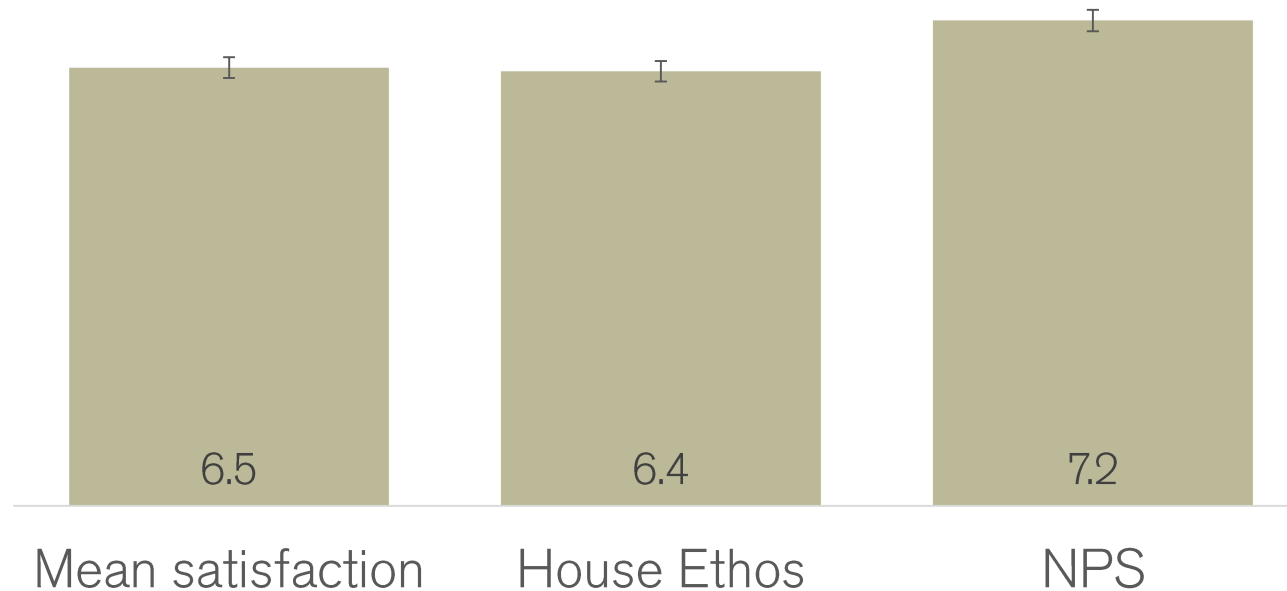
As are those of NPS Promoters, Passives and Detractors, for whom the top 4 most prioritised improvements were the same:



NB: Net Promoter Score is a standardised customer satisfaction metric, based on “How likely would you be to recommend becoming a Fellow, on a scale of 0-10” Those that score 0-5 are Detractors, 6-8 Passives, and 9 or 10 are Promoters.

Using the same 0-10 scale, Fellows scored recommending Fellowship (the NPS question) more highly than they did their satisfaction with the facilities, or how strongly they felt the House reflects the RSA's ethos...

Comparing Means of 0-10 Scores



This is the average of the average of the satisfaction score with each House Facility. N=

How could the House better embody the values and ethos of the RSA? A wide range of responses, but 3 themes cropped up most often:

- Enable more informal association between Fellows:
 - *“enhance its role as a place to discuss ideas informally in small groups - I think the RSA should recover its role in innovation and technical change”*
 - *“A RSA internal Fellows meet-up table for drop in chats, questions, etc”*
 - *“It needs more areas which somehow make it easier to get to know other Fellows. You can spend ages in the house and not easily talk to anyone else.”*
- Create a more welcoming atmosphere:
 - *“A coffee shop/ restaurant which is on the ground floor or upper floor, with light and space.”*
 - *The House feels like an "indeterminate" kind of place. It has no discernible identity - feels as if it is run and managed by "contractors". Create a space which is relational and innovative; it just feels "low budget".*
 - *“Make it a more friendly, welcoming place to visit and to bring guests. Especially for small, informal meetings or gatherings.”*
- Provide exhibition space to highlight the RSA's work:
 - *“Have a public exhibition area to display the work the RSA is doing.*
 - *“A permanent exhibition space, open to the public, showing the excellent contributions the RSA has made to society.”*
 - *“Displays explaining current projects and how to get involved.”*

How could the House better embody the values and ethos of the RSA?

■ Make Fellowship more central to the House:

- *“Have more spaces for members to drop in and use which are attractively situated in the house. The current bar/coffee shop in the basement feels like an afterthought rather than somewhere that members are expected to use as their main social and networking area.”*
- *“Fellows to be able to use the house at a discount when working on things in line with the aims of the RSA”*
“Make rooms available free for occasional larger gatherings of Fellows who currently have to find other places to meet”
- *“Make Fellows even more aware that the House is “theirs” to use and that it’s a useful base for those out of London too.”*

■ Other ideas:

- *“Entrance on to Strand - so others would know we were there, and we could promote ourselves more.”*
- *“An ideas board on which Fellows could pose questions and ideas for others to explore and to which others could respond. This could be real (a blackboard and chalk) and virtual (part of the website).*
- *“ideas and action” suggests a place where people collaborate and produce things that make society better- could RSA House be more like a “hub” for design, creativity, development, study, etc. than just a meeting place for discussion?*
- *“Make it easier to navigate all the spaces and places. You have to be a very regular visitor to know where everything is!! Suggest: signage, some opening up of places”*

Conclusions:

- The Fellows want a bigger Gerard Bar / Coffee Shop. This is the most used part Facility for Fellows, but also the one with the lowest satisfaction score.
- As well as providing spaces for private meetings with Fellows and their guests, thought should be given to how a space could be designed to encourage spontaneous interactions between Fellows – this is something that is requested frequently.
- The House not being open at Weekends is a barrier for those Fellows who never visit London during the week – this was the second most prioritised improvement, and one of the top 3 requested overall.