

# RIBA Enterprises surveys - a survey

The NBS logo consists of the letters 'NBS' in a stylized, rounded, red font.The ICIS logo features the letters 'I', 'C', 'I', and 'S' in white, each contained within a blue square. Below the squares, the text 'INTEGRATING CONSTRUCTION' is written in a black, sans-serif font.

**ICIS**  
INTEGRATING CONSTRUCTION

The background of the slide features a stylized cityscape with various buildings in shades of grey and white. Below the cityscape, there are several vertical bars of varying heights and colors, including yellow, orange, and red, which appear to be part of a data visualization or survey results.

Paul Swaddle  
NBS Business Solutions Consultant

ICIS Delegates' Assembly 2014  
Tallinn, Estonia

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# Introduction

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Amazing insight & fascinating trends

RIBA Enterprises  
conduct a range of  
surveys and generate  
annual reports

- Drivers
- Scope
- Methods
- Topics in detail
  - Key findings
- Involvement

nbs



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# Drivers

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Why conduct surveys?

# Distinct forms of RIBA Enterprises surveys

- Internal use



- Customer Satisfaction Survey
- Market research

# Distinct forms of RIBA Enterprises surveys

- Internal use
- Publication
  - Industry
  - Press
  - Context

**Building.co.uk** | Monday, 02 June 2014

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## NBS survey: The BIM that will bring us together

17 April 2014 | By Joey Gardiner

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NBS' annual BIM survey suggests that uptake of the collaborative technology has risen sharply over the past year. But is it really becoming the industry norm?

**Related A**  
70% of BIM users gives them the  
24 Apr 14  
More than hal



# Data validation and extraction: The challenge beyond geometry

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**Dave Monswite**  
Associate Director - Building  
Information Modelling,  
Turner & Townsend Cost  
Management



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 **Turner & Townsend**

Since the previous NBS National BIM report in 2013, Turner & Townsend have seen a rapid acceleration in both understanding and application of BIM in all our operating sectors. Across our global business we encounter every variant of BIM, ranging from 600,000 tonne offshore vessels to luxury car showroom rollouts.

Many are surprised to find that BIM is not new to our Cost Managers - BIM has been a fundamental part of how Turner & Townsend has operated for many years now, using techniques and toolsets developed in our Natural Resources sector where the concepts of data management, validation and extraction are commonplace.

From our experience, we know that good data and information management is the key to unlocking the real benefits of BIM, but the sheer diversity of the design team approaches, objects and platforms is still the real challenge facing quantification from BIM.

Measuring the welds on the complex pipework of a gas platform in Toronto differs significantly from that of the mass concrete underpinning of a station concourse in Birmingham, but the datasets we interpret could have been authored in the same way, or federated from multiple sources, each with their own idiosyncrasies.

Variations in the way authoring platforms treat objects or export neutral formats, such as Industry Foundation Classes, can have a significant effect on our ability to interpret and extract data with the consistency we need to apply for procurement.

Every time a different practice then applies their own 'standard' to the upstream data, we have to start from scratch, and often it is this that drives the behaviours of the QS practitioner toward the traditional paper-based outputs.

The use of information to make commercial and operational decisions is a key activity at

# Distinct forms of RIBA Enterprises surveys

- Internal use
- Publication
- Commissioned





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# Scope

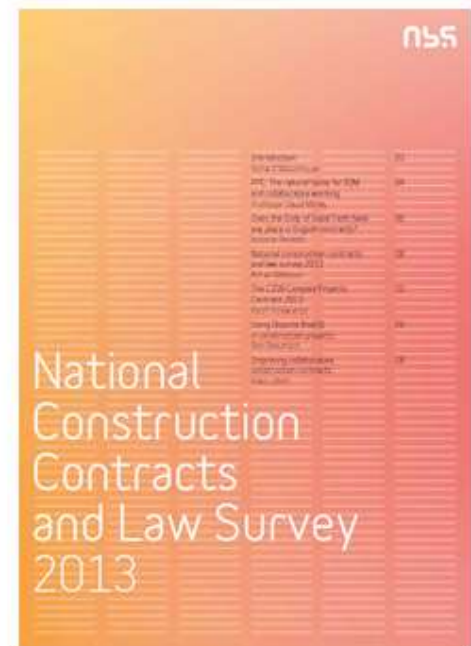
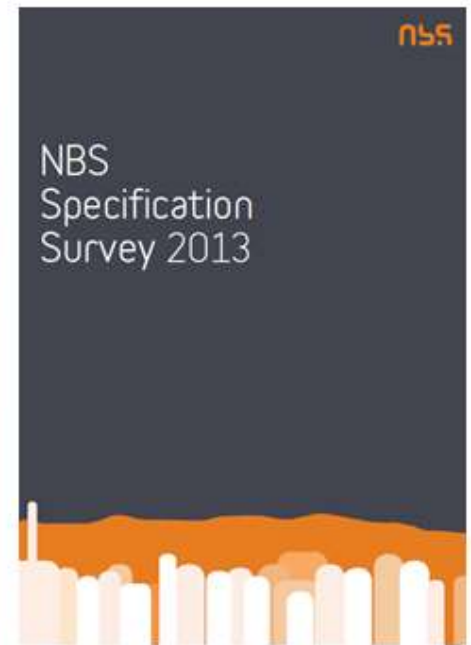
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What topics do we cover?

# Focus on subjects integral to the modern construction industry

- BIM
- Specification
- Sustainability
- Contracts & law

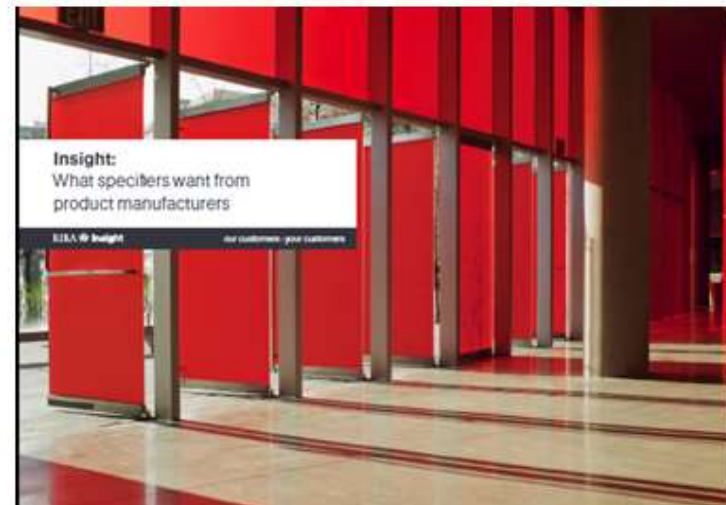
...



Making results freely available to public and profession

Target audiences:

- Construction professionals (NBS)
- Manufacturers (RIBA Insight)
- Wider industry



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Method

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Ensuring best practice

## Qualified market research team

- Market Research  
Society expertise
- Experience
- Quality



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Adrian Malleson  
Head of Research, Analysis  
and Forecasting, NBS



# Digital survey and analysis

- Call for responses
- Web-based tools
- Data analysis
  - Confidence intervals
  - Significance testing
  - Error rates



The screenshot shows the Snap Surveys website. At the top is a dark blue header with the 'snap SURVEYS' logo. Below it is a light blue navigation bar with a home icon, 'Software', 'Solutions', and 'Services' links. The main content area features the headline 'Snap – The Complete Survey Software' in large, bold, black text.



The screenshot shows the SurveyMonkey website. At the top is the SurveyMonkey logo. Below it is a navigation bar with links for 'Home', 'How It Works', 'Examples', 'Survey Services', and 'Plans & Pricing'. The main content area features the headline 'Market Research Survey' in bold black text, followed by the tagline 'Get to know your customer, grow your business.' in italics. Below this is a paragraph of text: 'The only way to keep your customers is to know exactly what they want. Guesswork and gut instinct won't cut it, so business owners and marketers turn to surveys to gather data about their target consumers. Marketers unlock the power of surveys to research a target market, understand buying habits, get product feedback, measure customer awareness, gain new customers, and so much more.' To the right of the text is a partial view of a survey form with a green checkmark and radio buttons.



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Topic: BIM

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NBS National BIM Report

# First survey data 2010, first report published 2011



Use, awareness, understanding, requirements, skills

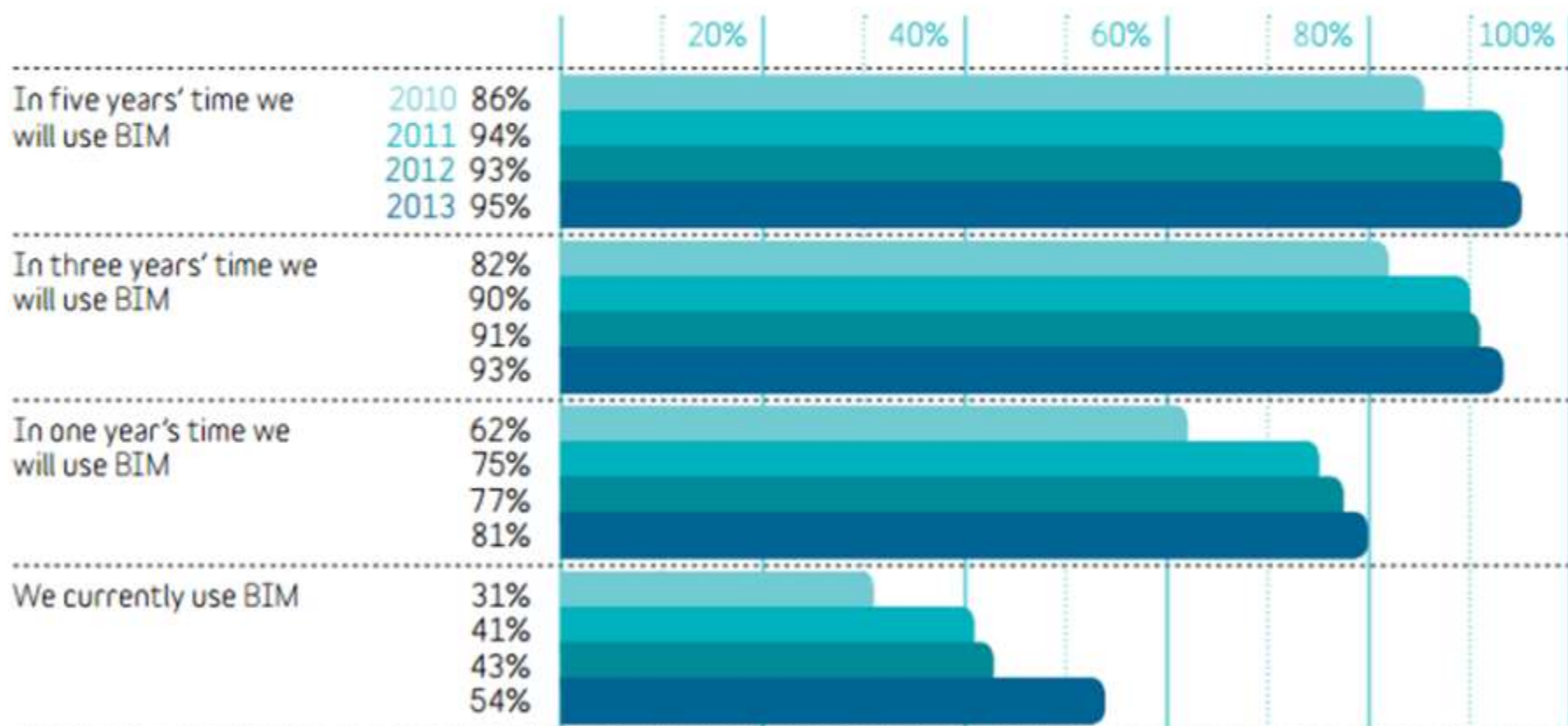
## Key findings: 2014

- Tipping point in adoption
- Majority use/intention
- Measurable benefits
- BIM training needs
- Work to be done to meet 2016 Level 2 UK mandate



# Key findings: 2014

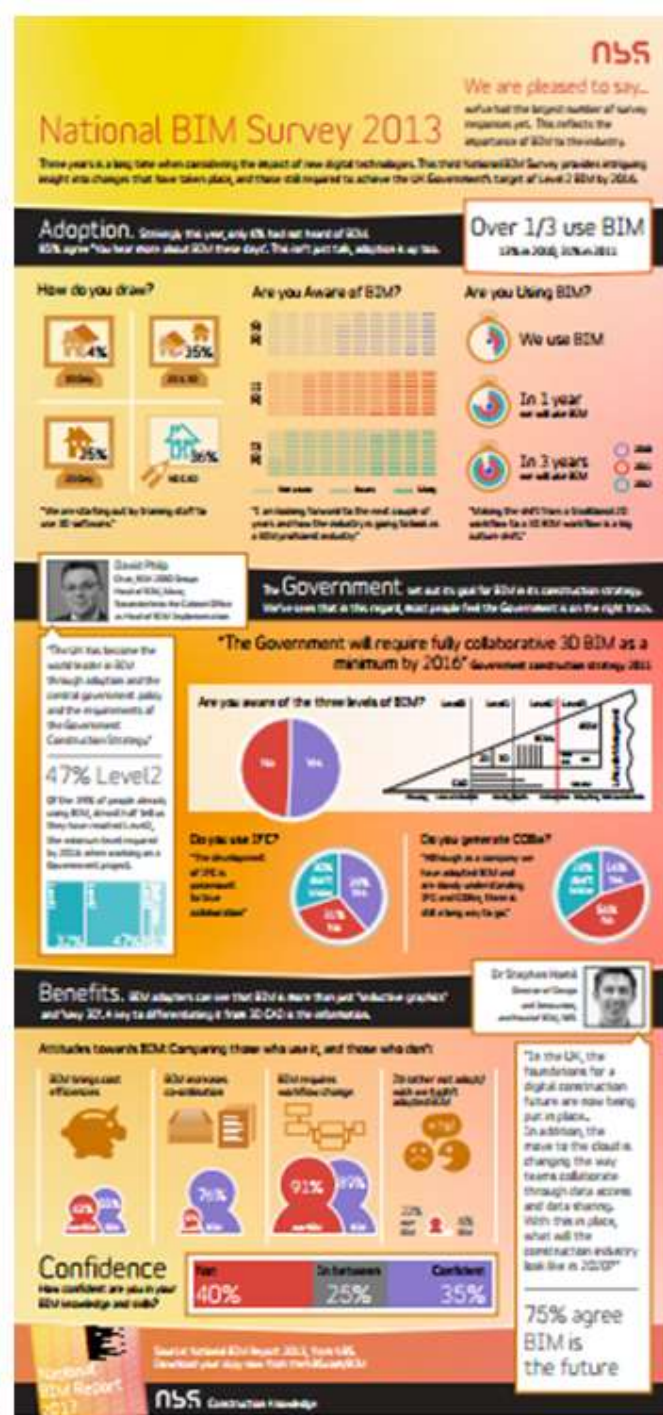
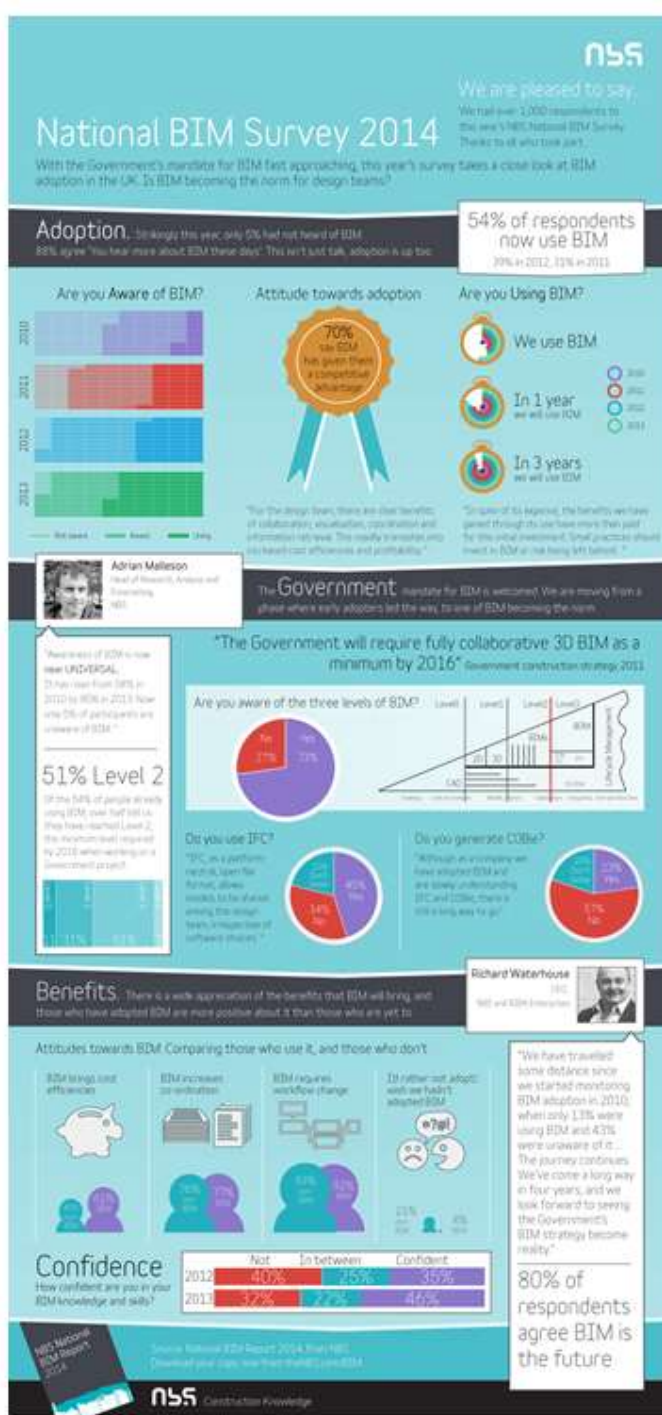
Projected use of BIM among those aware of it



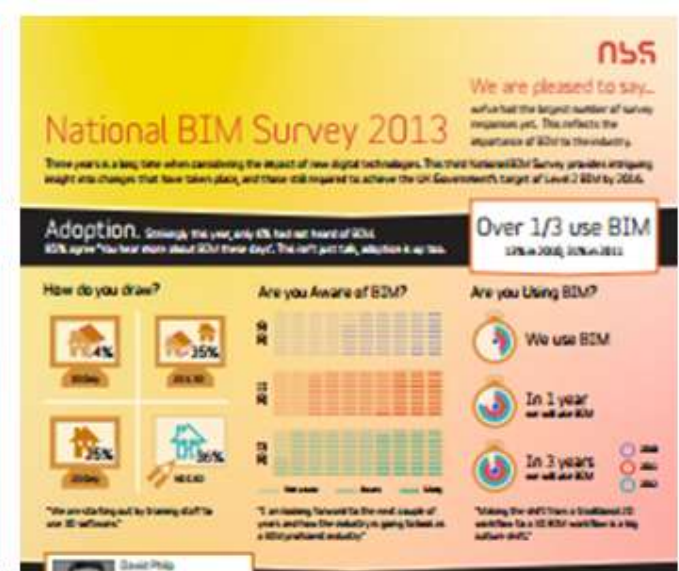
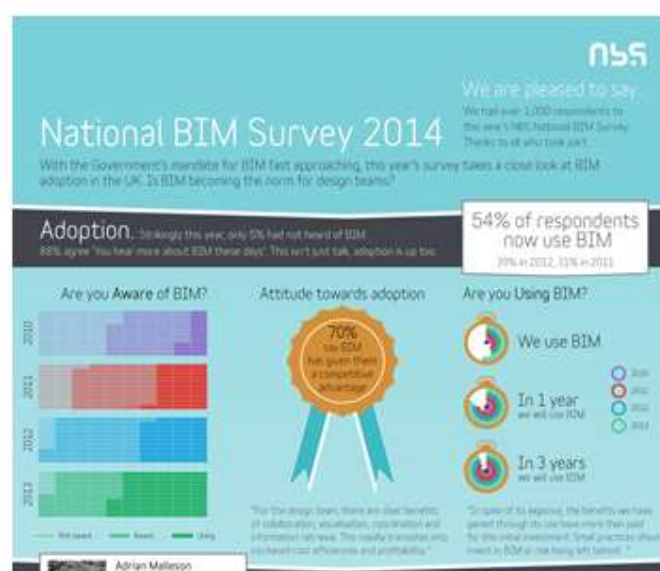
Percentages exclude those unaware of BIM or unsure of their answer



# Infographics

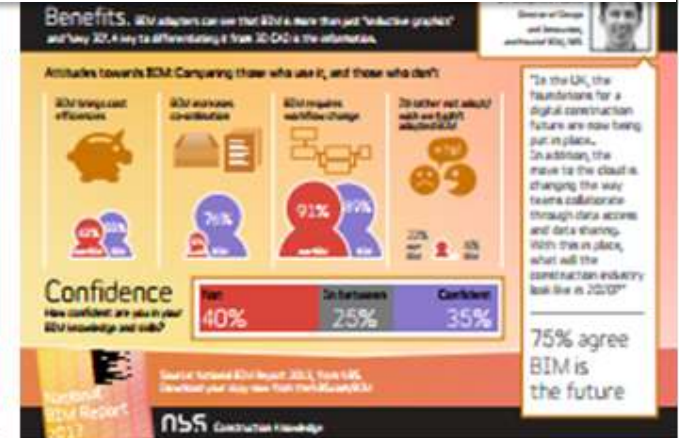
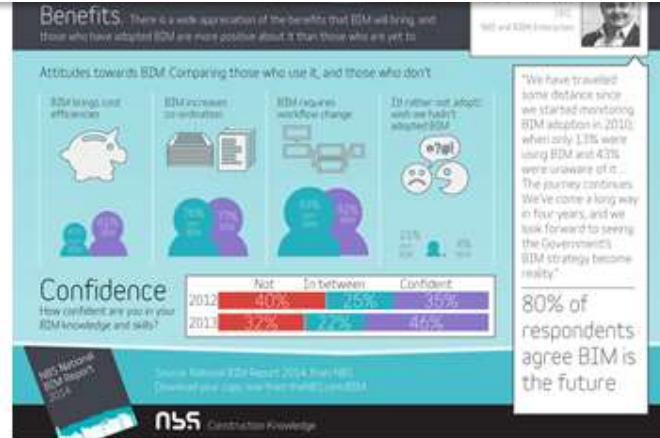


# Infographics



Source: National BIM Report 2014, from NBS.  
Download your copy now from the [NBS.com/BIM](http://NBS.com/BIM)

**NBS** Construction Knowledge





# Infographics



Retweeted by George Mokhtar

**Stefan Mordue** @StefanMordueNBS · Apr 23

Our latest **NBS 2014 #BIM survey infographic** [ow.ly/w4ydS](http://ow.ly/w4ydS)



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Retweeted by allister lewis and 2 others

**Stephen Hamil** @StephenHamilNBS · Apr 23

As is now the tradition, a top **infographic** illustrating our @thenbs #bim report - #BSL2014 - [thenbs.com/images/bim/NBS...](http://thenbs.com/images/bim/NBS...) [pic.twitter.com/1tCVC69seW](http://pic.twitter.com/1tCVC69seW)



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Retweeted by Claire Bowles and 1 other

**Casey D Rutland** @CaseyRutland · Apr 23

"@TheNBS: Take a look at our National #BIM Survey 2014 Infographic [ow.ly/w4ydS](http://ow.ly/w4ydS)" #UKBIMCrew



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Topic: Specification

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NBS Specification Survey

## Focus:

- Plans of Work
- Specification timeline
- Attitudes
- Methods
- Integration / BIM
- Future

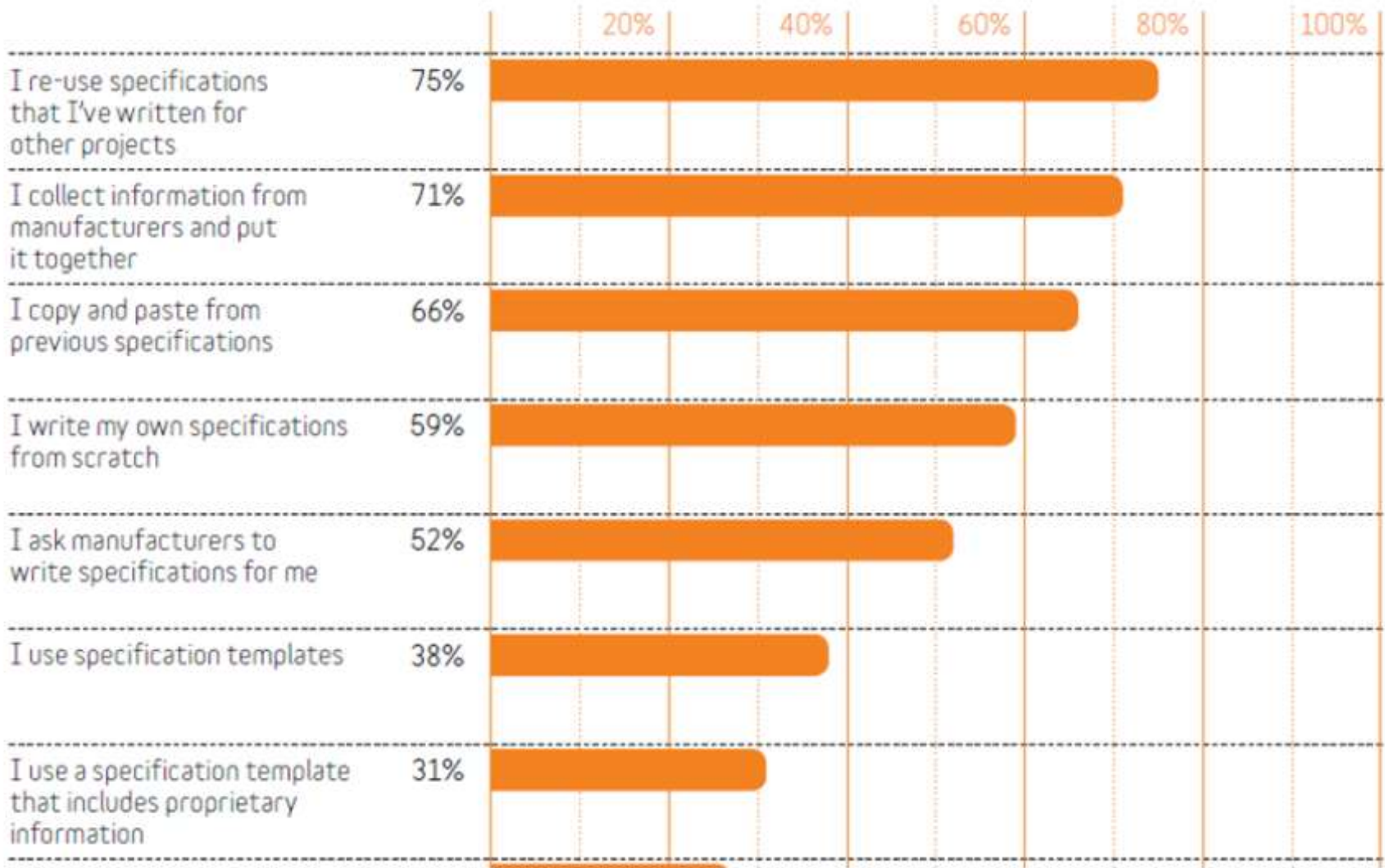


## Key findings: 2014

- Specification & BIM
- Digital linkage
- Whole timeline benefits
- Future specification will integrate disciplines
- Current lack of collaborative working
- Information management



Overall, when you write specifications, which of the following processes describe how you do it?



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Topic: Law

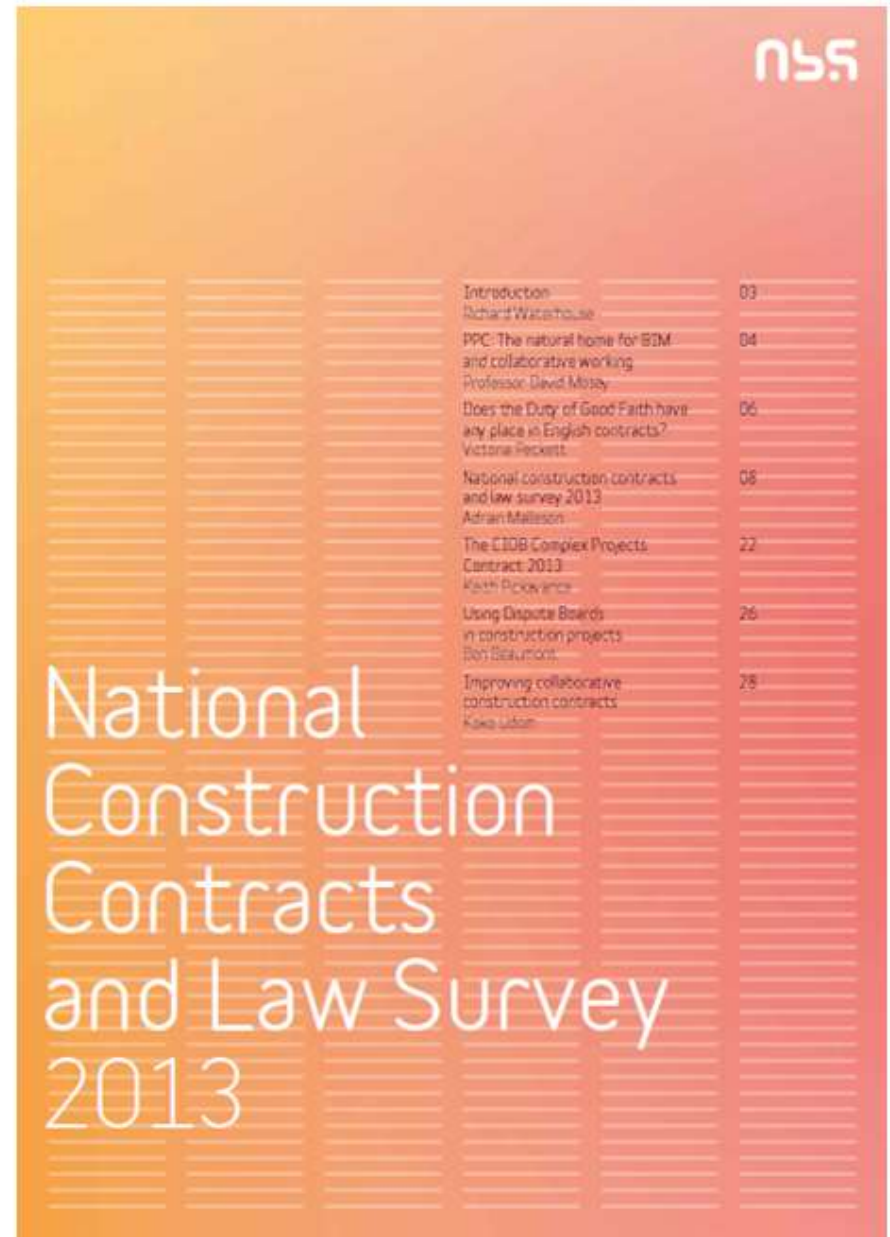
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# NBS Construction Contracts and Law Survey



## Focus:

- Contract forms
- Disputes
- Procurement
- Appointment
- Pricing
- Collaboration

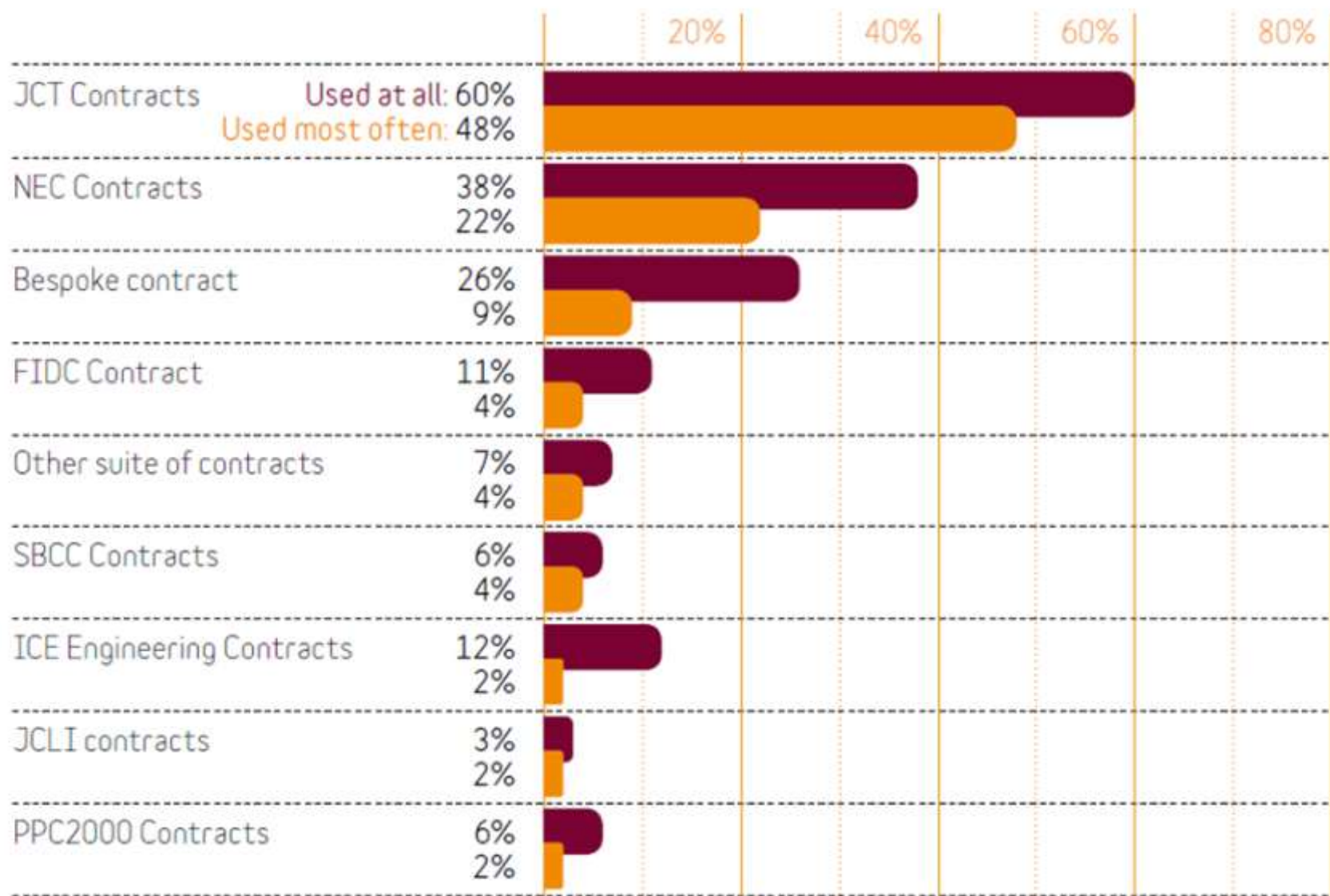


## Key findings:

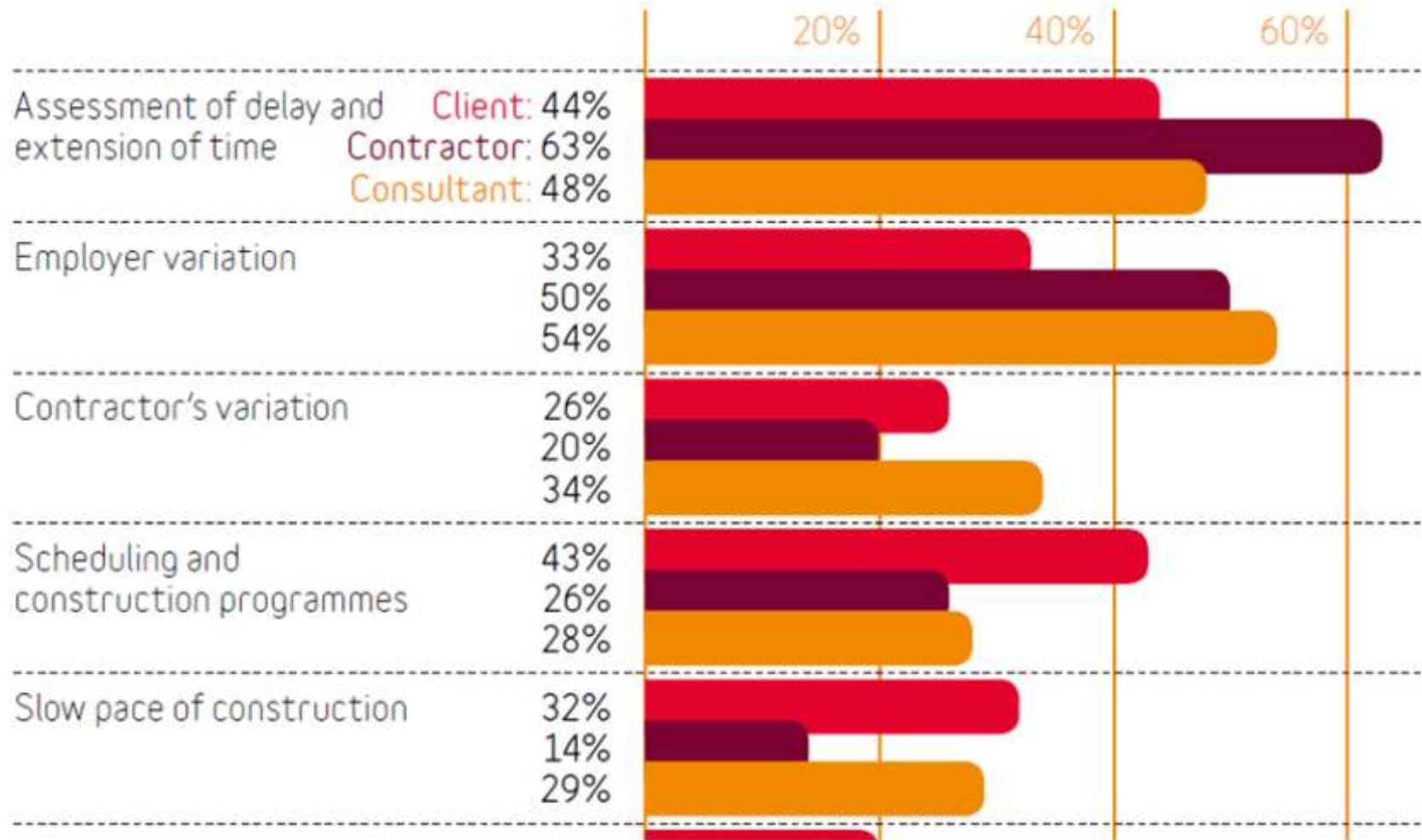
- Increased need for contracts which facilitate BIM and collaboration
- More respondents in dispute (time, value)
- Prevalence of bespoke contracts and appointment documents



## Contracts used: at all / most often



During the construction phase of the project, which of the following matters did you find to be the most difficult or recurrent in 2012?



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Topic: Sustainability

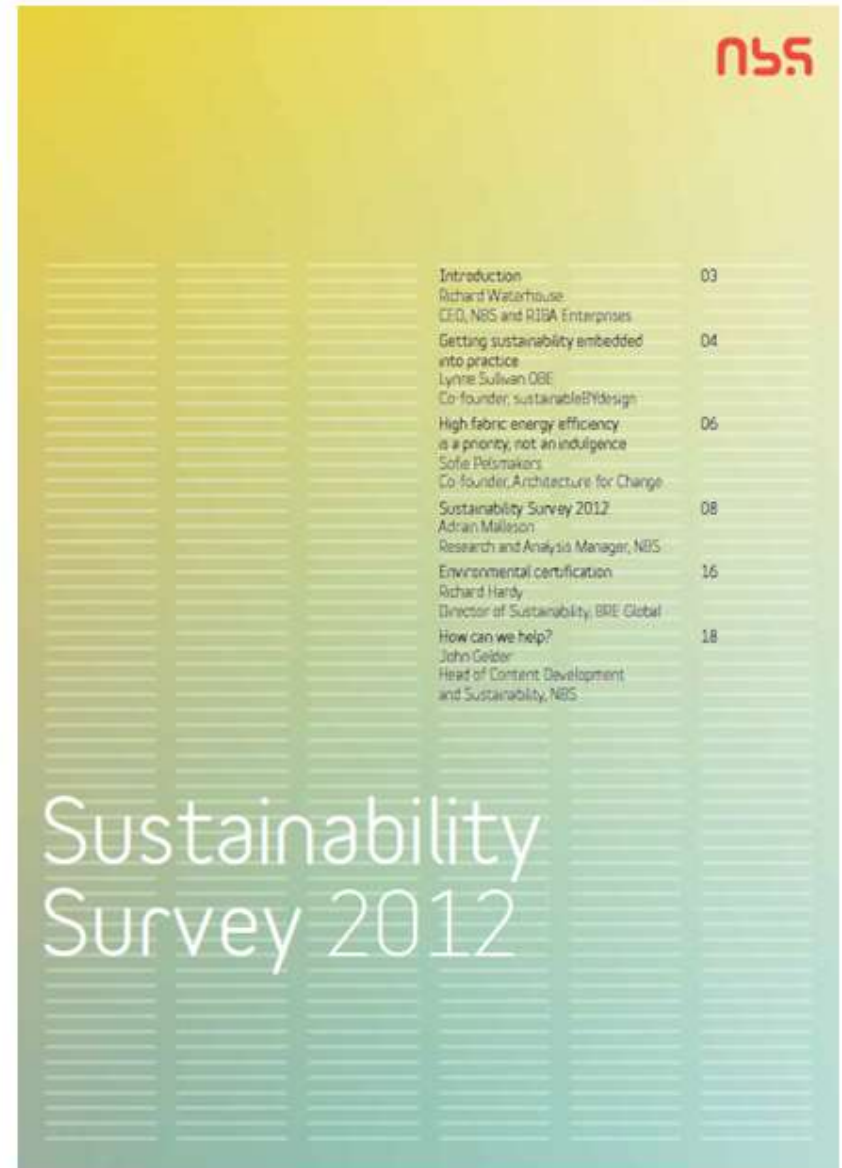
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NBS Sustainability Survey



# Focus:

- Industry definitions
- Environment
- Ecological, social, economic
- Aspects of sustainability
- Assessment methods
- Product certification





# Key findings:

- Difficult to define
- Multiple priorities:
  1. Health
  2. Waste
  3. Water use & pollution
  4. Air pollution
  5. Community
  6. Operational carbon
  7. Ecosystem
  8. Recycled materials
  9. Transport
  10. Embodied carbon

## Views on sustainability

People define 'sustainability' in different ways and we wanted to find out what people mean when they refer to it. Therefore, we asked people to tell us, in their own words, how they define sustainability. The definitions people gave varied widely, but common themes did emerge. Sustainability was widely understood to be about safeguarding the future:

"Saving the planet for future generations."

"Balancing the needs of today with the ability to maintain the environment for tomorrow."

"Managing resources responsibly so that the earth can continue to support human life."

People strongly associated safeguarding the future with minimising the use of non-renewable resources, particularly energy:

"Reduce the environmental impact and use of finite resources."

"Less raw material usage, less energy consumption."

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Topic: BIM

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NBS International BIM Report

## Focus:

- Verify state of BIM in different countries
- Examine attitudes and adoption rates
- Impartial, reliable data about international BIM
- Produce annual report



# Participants:

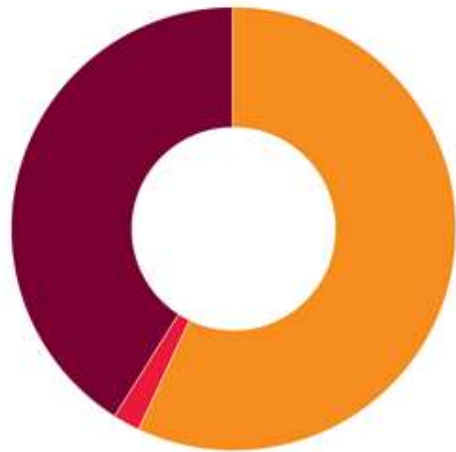
Our thanks to Digicon, Masterspec and Rakennustieto for running the surveys in their countries.

- UK
- Canada
- New Zealand
- Finland



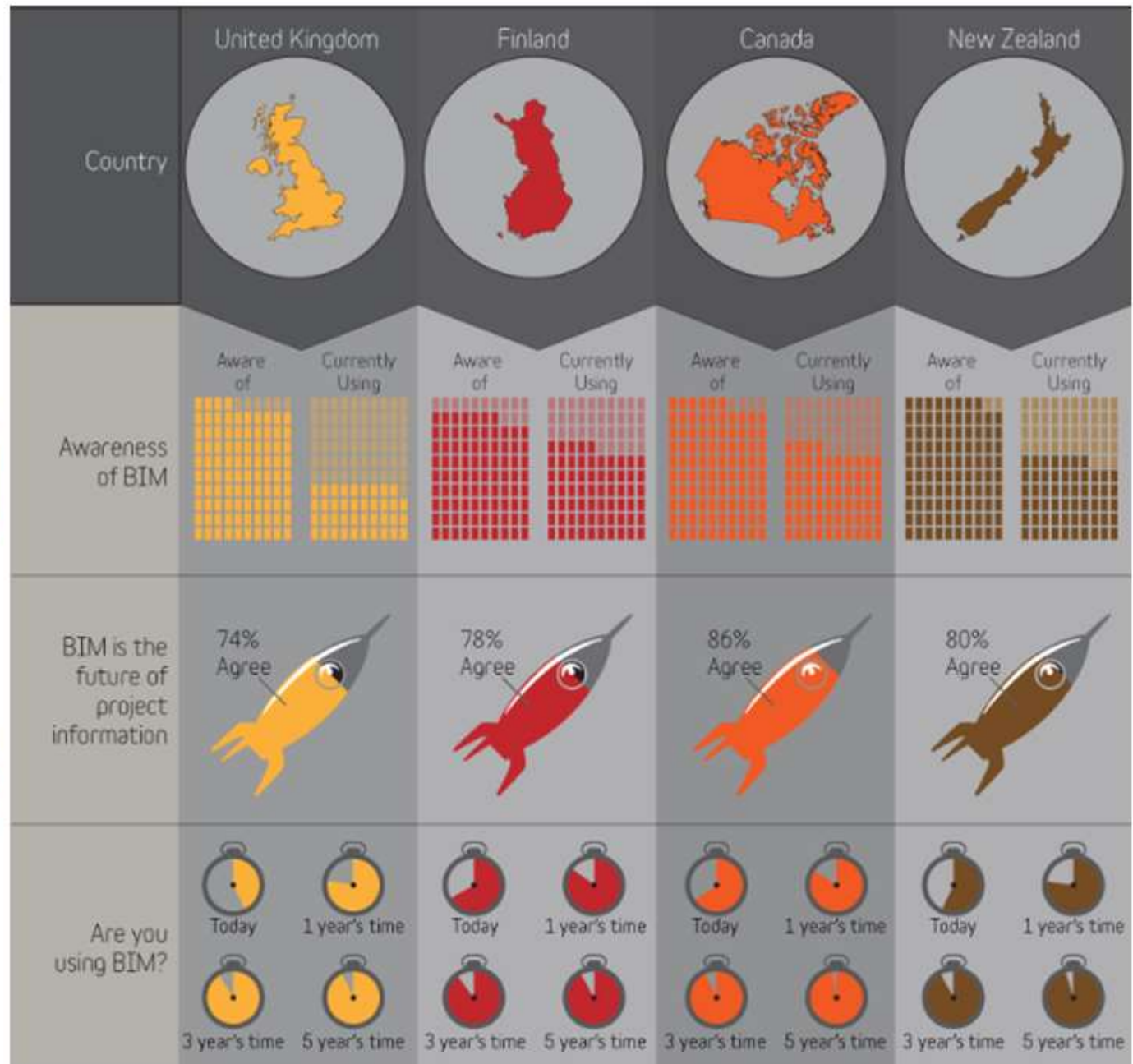


# Key findings:



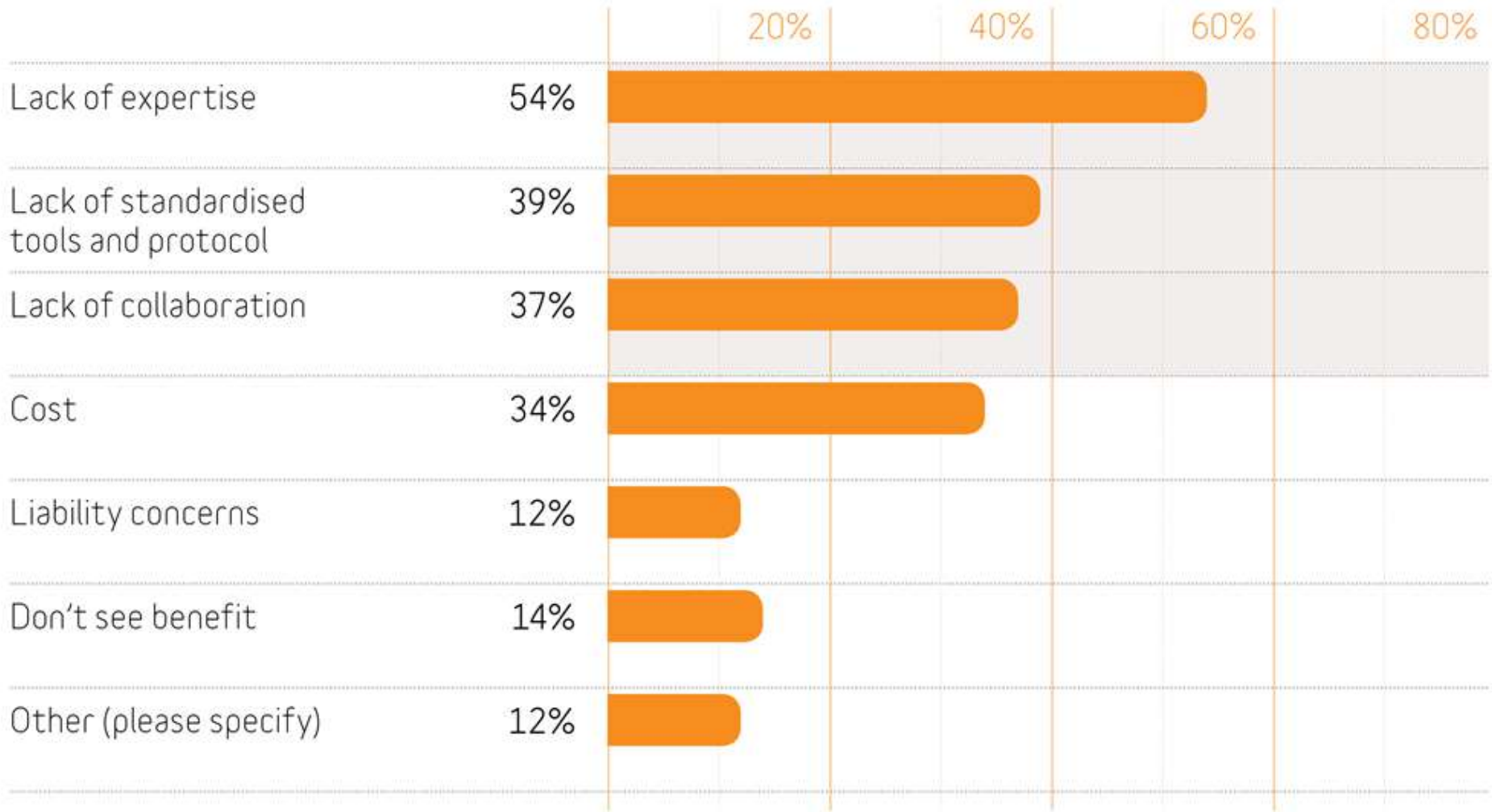
Awareness and use of BIM

Aware and currently using BIM	57%
Neither aware nor using BIM	2%
Just aware of BIM	41%





# What are the main barriers to using BIM?



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Getting involved

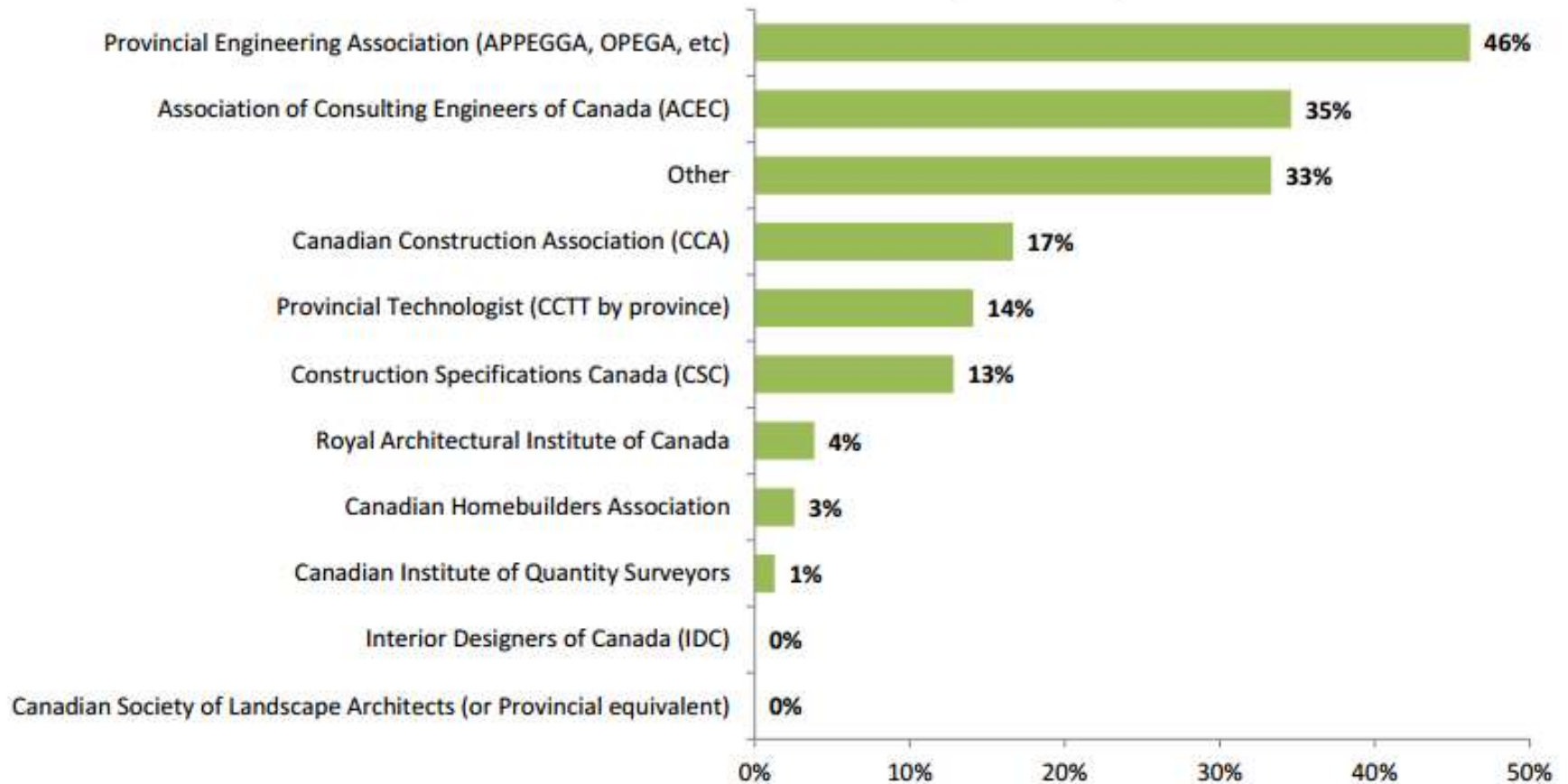
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Call for participants

## Getting involved:

- We would value your involvement
- Core questions are required for comparison, but survey can be localised and expanded
- Hosting responses
- Top-level analysis
- Localised output

## Which institutes or associations do you belong to?



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Thank you

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