

5.0 DATA COLLECTION

5.1 AIMS

A questionnaire was devised for issue to RIBA registered architects' practices in (1) Bristol (2) The Black Country. The questionnaire would be issued by electronic means. It would be designed to establish (1) the current awareness of green roofs amongst British architects (2) the architects' recent successes, or failures in this field and the attendant contributing factors.

5.2 QUESTIONNAIRE CONTENT

The questionnaire would be restricted in its length to encourage a high level of response. The introductory explanation of intent was kept short and polite, as were the concluding remarks. Recipients were advised that any form of reply would be helpful. Each questionnaire was personalised before issue, to include the name of the architects' practice.

It was designed with the hope that it would reproduce legibly in all popular email programmes. Formatting was kept to a minimum. It was written in plain text. A double return was inserted between each question. Recipients were offered alternative methods of indicating their response.

A blank copy of the final questionnaire template is attached as Appendix 1.

5.3 QUESTIONNAIRE ISSUE

The questionnaire would be issued by email to all RIBA registered architects' practices with a valid email address in the two sample areas. This produced initial samples of 73 for Bristol and 78 for the Black Country.

All 151 questionnaires were issued by email between 18 and 20 August 2004.

Of the total number issued, 10 were returned "mail delivery failed: returning message to sender". Attempts were made to identify the correct email address from other sources i.e.

practice website or internet directory search. It was possible to identify the correct email address for 4 of these 'bounced' emails.

A practice in the Black Country sample responded to politely point out that they had relocated and were no longer in the sample area.

Therefore in total the number of questionnaires emailed to valid addresses was 144. That is 70 to Bristol and 74 to the Black Country.

5.4 QUESTIONNAIRE REPOSE

It was advised that a response rate of around 17% was not unusual for this type of exercise¹. This would have necessitated here a response by 25 questionnaire recipients.

From Bristol the total number of completed questionnaires received was 17.

From the Black Country the total number of completed questionnaires received was 18.

Responses were received between 18 August and 7 September 2004.

No respondent offered contact details or invited a follow-up interview. No suitable examples of extensive green roofs in an urban or suburban setting were identified for a follow-up study.

An analysis of the responses received will be carried out in Chapter 6.

5.5 MISCELLANEOUS DATA COLLECTION

- Email issued to Dusty Gedge, Livingroofs.org, 30.10.2004.
Aim: to make enquiry about input in Laban Dance Centre brown roof
Reply received 31.10.2004 [attached as Appendix 2]
- Telephone call made to Elizabeth Williams, Blackdown Horticultural Consultants, Somerset, 1.11.2004

¹ Paola Sassi, tutor at the Welsh School of Architecture, provided this figure based on her experiences in practice.

Aim: to make enquiry about North Swindon Pizza Hut sedum roof and ask opinion of green roof industry in Britain.

[Transcript attached as Appendix 3]

- Email issued to Dr Alun Rhys Tarr, Technical Director, Blackdown Horticultural Consultants, 10.11.2004

Aim: to make specific enquiry about North Swindon Pizza Hut sedum roof

Reply received 11.11.2004 [attached as Appendix 4]