

Soldiering On Through Life Trust becomes SBID's official Charity

SBID has officially partnered with the Soldiering On Through Life Trust to support injured service and ex-service personnel and highlight the importance of fit-for-purpose interior design.

As a standard-bearer trade organisation, SBID nurtures its corporate social responsibility and a partnership with the Soldiering On Through Life Trust (SOTLT) makes this duty of care to others achievable.

The purpose of SOTLT is to relieve the financial hardship of people who have served, or who are presently serving in the armed forces and who are now suffering from physical disability due to injury and/or mental disabilities, by making grants available through the various military charity support organisations.

Because of life-changing disabilities and injuries, some of our heroes' homes often need to be adapted to fit around their altered lifestyle and requirements, and this is where SBID accredited interior designers and manufacturers have the vision, knowledge and expertise to help improve lives and safety in the home.

Vanessa Brady, SBID President and Founder, said: "First we will identify the challenges faced, then design the solutions and specify the most ethically designed and manufactured products created by the best brands and artisans from around the world. Fit-for-purpose design is what we strive for, with products that are installed correctly and specifically meet the brief.

"Designers must comply with legislation and building control regulation for disability and in this environment address legal and human challenges by reviewing real problems faced by real people. The case study that we offer will provide valuable feedback directly to government ministers who endorse campaigns for change and support the Soldiering On Awards. In turn this will improve delivery for all; manufacturers in their research and development of product design, designers in their specification and

Society of British Interior Design

10 Molasses Row
Plantation Wharf
York Road
London
SW11 3UX

Press Manager
Emmanuelle Chazarin
emmanuelle@sbid.org
0207 738 9383

knowledge of human and legislation restrictions, and end-users in functionality.

Many dedicated 'disabled' bathrooms etc. in public space such as hotels and shopping centres etc. are ugly, why is that? We hope to work with manufacturers in this hugely valuable market sector to reduce R&D costs and develop this valuable and rewarding product sector."

Major Ian Mattison, Chief Executive of the SOTLT, said: "We are delighted that SBID has chosen the Trust as their official charity this year. The design and functionality of these soldiers' lives is only highlighted by the day-to-day difficulties they face when returning from the front line. The support from SBID members will make a real difference, providing unique solutions through innovations - helping them face and overcome the challenges that we all take for granted.

"We could not have wished for a better partner to help champion our cause and satisfy our overall objective of easing the pain and improving the quality of life back home for our heroes."

- ENDS -

About SBID (Society of British Interior Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited.

SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain.

www.sbid.org

About Soldiering On Through Life Trust

Our aim is to relieve the financial hardship of people who have served, or who are presently serving, in the armed forces – and their families - and who are now suffering from either physical disability due to injury and/or mental disabilities, by making grants available through the various military charity support organisations. We will organise and be involved in several well publicised events to raise the profile of as many charities as we can whose aims are similar to ours and provide much needed funds to help them do this.

www.soldieringon.org

For additional media information or images, please contact:

Emmanuelle Chazarin, Press Manager, 0207 7801 1436 or

Emmanuelle@sbid.org



**Society of British
Interior Design**