



Annual Report 2012



THE SOCIETY OF BRITISH INTERIOR DESIGN



SBID ANNUAL REPORT 2012

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A view from the industry

The recession has left its effect on most industries and casualties are inevitable. Growth has seemed a distant memory in the design industry over the past three years and survival has been the common denominator for the past two years. However, the tide is turning and although profit is hard to achieve due to competitive and keen pricing, it is evident that with finance flowing back into property investment over the past year the industry is beginning to re-emerge in a stronger position albeit within a different landscape.

With corporations cutting cost-of-sale margins, reducing staff numbers, eroding company reserves and so forth, the remaining industry players at corporate level have keener margins than ever when we review project



proposals. The price the industry has paid was high although being busy again in many sectors of design business has definitely improved the landscape. Construction investment is beginning to recover from separate financial sources, but return on sales remains flat. Wearing out equipment without margin is unsustainable.

Growth is slow and industry players must work twice as hard for half the profit. While smaller firms and individuals have lower overheads and can diversify sufficiently to reinvent themselves, profit and cash-streams must be identified before we look for industry growth across all scales of business.

Over the last three years the interior design landscape has changed the paradigm. This shift will pay off for the design industry in Britain in the future.

ACHIEVEMENTS

SBID has been active on the international scene of design standards, hosting the Board of the European Council of Interior Architects (ECIA) from Norway, Finland, Switzerland, Italy and Belgium for the Education Seminar in the SBID boardroom in London. Our own Chairman of Education, Frazer MacDonald Hay, travelled from Edinburgh to attend the important education meeting to benchmark unilateral standards of educational training across Europe. The ECIA has made Frazer the European Council leader of the education programme for the year ahead which positions SBID and Britain as a leading force across Europe. Frazer will remain in both roles at SBID and ECIA but will also take over as Head of Education at the Glasgow School of Design in Singapore later in 2012.

The Far East is an area where SBID is engaging with measured caution and with support of the government through UK Trade and Investment, MPs and shadow Ministers in Britain.

A successful visit in July 2011 from Susan Wiggins CEO of Interior Designers of Canada (IDC) concluded in securing a stronger future partnership including how we will work together in 2012/2013

SBID has also signed a further contract with the Spanish interior design counterpart organisation CDICV, strengthening our links and opportunities for members in both countries. This agreement adds to the existing agreement with the ECIA, the national Canadian organisation IDC, and the American organisation IIDA. The official Spanish agreement was finalised at a ceremony in Valencia in September 2011.

A visit to Paris to meet the Manager of Development of Authors' Councils and non-musical Repertoires of CISAC (Council of International Confederation of Authors and Composers Societies) took place with Vanessa Brady, President of SBID, and a





representative of Robin Gibb, who is the official SBID Ambassador of IP and President of CISAC.

The official lunch followed a meeting in June at the House of Lords. Baroness Wilcox, the Minister of Business Innovation and Skills, and the British Intellectual Property Office (IPO) both backed the SBID campaign. CISAC's 232-strong membership is comprised of authors' societies from 121 countries. Through them, we represent about 3 million creators and publishers of artistic works in all genres including music, drama, literature, audiovisual and the visual arts. Royalties collected by CISAC's members in 2009 reached 7.152 billion (up 1.7% from 2008).

Established in 1926, CISAC is an international NGO with head office located in France, and regional offices in Chile, Hungary, Singapore and South Africa.

As an international organisation, CISAC's fundamental role is to facilitate the operation of its member societies with a view to enabling them to seamlessly represent authors across the globe and, in particular, assist them in ensuring that royalties flow to authors for the use of their works anywhere in the world. Therefore CISAC deals with many different issues and a broad audience primarily with legal, business and technical questions related to royalty flow, digital exchange of information on works, creativity and cultural diversity and the status and rights of creators.

CISAC has a broad audience: the creative and entertainment industries; the "commercial users" of works protected by copyright such as radio and TV broadcasters, cable operators, telecom operators, ISPs, etc.); policy-makers and Government officials (in particular the European Parliament and the European Commission); IT developers and providers; software industry and the manufacturers of recording devices and blank media; Intellectual Property and copyright lawyers, teachers and legal experts; authors' societies and creators. SBID can finally pull all the strands together, this project has taken an enormous amount of work behind the scenes and would not have happened without the support of Robin Gibb and his team. His influence and that of the British IPO and parliament and the European Council will hopefully lead to a positive change in legislation for designers and manufacturers across Britain.

The ministry for intellectual property is positioned within the business sector. The Ministry for Business and the IPO concede that piracy and poor duplication of great British design costs the UK billions of pounds per annum in revenue, which means money lost from the potential profits of our members. In 2011 for the first time in interior design, from work commenced in 2010, SBID was delighted to have created a direct link between interior design and business in numerous areas that can effect change. This came about after





gaining support of influential government officials and bodies along with major artists, broadcasters and artistic creators from the united creative industries.

In the two-year review of management and support structure announced during the year, the Boards and experts panels are mainly now in position following due diligence reviews. Visit the website www.sbid.org/DNA for up to date news and opportunities to become a representative of SBID on an expert panel, for an event or to become a member. Each position is granted by measured qualification as SBID is a serious destination for design professionals only.

Secondly, in its service performance we have created a fair-trade policy predominantly addressing individual and smaller practices in the residential sector albeit applicable pan-industry. It is the smaller business and individuals that do not invest in training nor have the resources to challenge an injustice. It was therefore an important area to prioritise. Raising and setting standards has placed SBID members in a position of authority. Authority should not be confused with superiority with which we do not associate. Authority has been achieved by meeting the international standards of the European Council of Interior Architects. Regardless of the current financial troubles within Europe, it remains fact that Europe and European law governs and overrides British law. It is that law that we must always look towards when competing in a global or local market. Britain had failed to meet entry level standards of the European Council during its seventeen year existence prior to choosing SBID solely from both British applications submitted in 2009. It is therefore a great achievement and even more so as a first attempt application, which is also a rare occurrence for SBID to reach the required standard of entry.

Our Membership of the highly regarded Council endorses our position in Europe leading British talent and professional standards in a new direction. The world is a dangerous place for unprotected interior and product design, therefore we tread with caution. It is imperative that we protect before we promote.

NCIDQ

The long negotiated agreement between NCIDQ (National Council of Interior Design Qualification) and SBID over the past two years has been crystallised in an agreement for NCIDQ to be launched in Europe through Britain through SBID. This internationally recognised quality exam certificate adds an additional level of tested competence to accredited SBID members. Credentials such as education, competence, continued professional development all demonstrate a designer's willingness and ability to conduct and procure a truly holistic and competent service. The English exam board are studying





the test exams performed in London in association with SBID on behalf of NCIDQ. It is translating what is relevant to local and national laws while ensuring the exam remains a fair and equal transaction from the existing USA edition. The outcome and process is independent and the relevant content will be converted into a two day exam specifically addressing areas of knowledge, compliance and competence relevant to Britain and Europe. SBID recognises and extends preauthorised membership of NCIDQ qualified practitioners in accordance with the revised competence criteria from the ECIA Code of Practice. Collectively ECIA, NCIDQ and SBID create a national and international standard currently and previously unequalled in Britain.

CPD

Continued Professional Development and Continued Personal Development (CPD) is a precondition of accredited membership. Practitioners in accordance with membership criteria must complete the minimum 24 accredited CPD points. CPDs need not entirely be provided by or accredited by SBID providers, but any CPD programmes must be accredited, endorsed, tested and measured by an independently recognised provider in order to qualify towards the annual requirement.

Members are invited to host or become a fully accredited CPD provider. In the past trading year, 2010/11 SBID provided 43 free CPD seminars to members across Britain as a complimentary benefit of membership.

Since its launch announcement in 2010, the accredited programme has been a success, exceeding our joint partner expectations. Development of the SBID CPD programme is continually evolving. The partnership with third parties will be launched in September; meanwhile we are now open for business and invite applications for CPD providers to register their application. The SBID CPD Programme is now fully and independently accredited. The time taken to ensure this project was fully tested was worth waiting for. We will not proceed until everything is completed correctly, it simply would not add value if we were to do so.

The USA refers to Britain as Europe, not as a single country, and Europe is the largest trading destination globally in financial trade.

SBID has only engaged with countries and continents where we can protect our brand, our members and their interests. If we do not believe the country or continent promotes the standards reflecting the way we conduct business, we will not engage. It is the value and integrity of SBID membership as a brand that reflects the quality we are building brick by brick.





INSURANCE & TERMS OF ENGAGEMENT

Over the past two years SBID has created a bespoke insurance policy for professional indemnity specifically for our professional accredited membership. The copyright and protected policy is unique to the industry. This is the second bespoke policy for interior designers on the market; both policies were created in consultation solely with business consultant Vanessa Brady, in partnership with leading insurance providers. The first policy was underwritten by Cox Plc and donated to the industry free of charge, the latter by Insurance Direct PLC in consultation with SBID. The original policy created four years ago did not adequately address today's market challenges. The SBID policy goes much further it has also been created as a pack. In January 2013 SBID members will be able to purchase a licence to use the SBID contract as frequently as required during the 12-month insurance policy. The joint package is suitable for accredited members in practice only and removes the loophole for clients to retain or refuse payment among many other covenants. Non-payment is a professional risk to business and it has notoriously stymied growth and prosperity in the design industry. The contract has been drafted by SBID Advisory Board lawyer Andrew Rolfe, an experienced real estate and finance lawyer, in association with Vanessa Brady, an interior designer in practice. The outcome dovetails with the insurance policy to work as a pack.

EDUCATION

SBID has set the British professional standard in interior design education to equal that of Europe, where the ECIA set the required standard of education for an accredited European organisation member. This standard is set as an entry requirement of: four years of recognised education plus two years of work experience and 24 hours CPD per annum. The current recognised university degree course providers (as identified by the chairman of the European Council education programme) are listed on the SBID website. The programme of knowledge required to practice is often entirely different to that taught in educational establishments and many providers of education provide certification that is unrecognised for commercial business. SBID does recognise and supports students in various courses in Britain and students on a second year degree course are supported when they most need assistance, while in education. A £50,000 bursary has been set up and this is broken down into individual university student forums of 12 or more





students. Each forum is included in various methods of interest to assist learning, inspire innovation and mentoring. SBID encourages internships that intend to lead into employment, with a focus on areas such as sustainability and compliance. The ECIA education programme has been reviewing the issues designers experience across the world. Our education chairman, Frazer McDonald Hay is also the ECIA's chairman of education. The course content review is of great benefit to SBID students, learning practitioners and consumers in general. As the chairman setting out change and an international standard with European representatives including Holland, Norway, and Sweden (founding directors of the International Federation of Interior designers IFI) we are secure in the ability and knowledge that such proven respected peers from countries that no longer belong to the IFI agree that it is indeed standards that will effect change and not organisation membership badges. Education and how it is transferred to the next generation is the key to the future influence of design

SUSTAINABILITY

Investment into our future was recognised and addressed in our business prospectus document registered with the departmental body for all and every business registration (commonly known as Companies House). It is our responsibility to design and encourage new methods of energy saving, energy conversion and upcycling. Britain has, for various reasons including lack of investment, shown an unwillingness to adopt change and a lack of know-how. As a nation we've been slow to grasp our industry responsibility and effect change compared to many other countries which have taken a lead. SBID has presented seminars, conferences and engaged in case studies, CPD-accredited programmes, research and promotion of sustainability and education as core values of design. As an organisation, we believe in partnering with experts and learning from each other.

SBID has created a unique sustainability expert panel and we are represented by BRE on the executive board. The knowledge at this level of research and investment into structure building and development is immeasurable for future benefit. Investment now can be a valuable tool of the future and can make the difference between an approved planning application versus a rejected one or a sale versus no sale. Capital investment approval is particularly important in the current market difficulties. Sustainable interiors are now high on the agenda for homeowners. This has been led by the government through product manufacturers and, in , specifically by utility services such as water, electricity and gas. Rising utility bills force us to take notice and open opportunities to innovate in processes and functions.





Washing machines now use less water, cars are energy and fuel efficient when idle, lights use less energy to generate increased lumen output. This is true innovative design, led by business, based on scientific research, technology and investment.

INFRASTRUCTURE INVESTMENT

An IT support system has now been successfully installed at the SBID office. The purchased server was outsourced for independent review following an entire overhaul by expert consultants. We now have a high speed service that is capable to host the traffic and data channelled through the office system, not just for the requirement today but incorporating future expansion. The office structure has also been reviewed for increased efficiency. A bespoke IT programme has been created to fit our specific needs, our database, finances and calendar are all now fully integrated and data can be extracted at the tap of a key.

SBID has developed the membership base, carving our own space in the market as a destination for industry professionals. On two levels of separation and filter we have identified the trading problems. Firstly, separation of design providers into those who are professional in practice from those who claim to be a professional but without training or monitoring but who trade in the same space within the industry. This was defined by identifying a British design professional through an international standard and code of conduct across Europe. The reach and independence of SBID includes and supports an individual to practice as an independently monitored professional by competence and training. Such standards are relevant be it in an English small home town or globally. This specification defines the capability of a professional designer. It is a standard set by and in partnership with equally qualified partner countries in Europe.

Secondly, the definition of a professional once trained is the process of delivering a service. This has been defined in the knowledge required to practice day-today, but also by direction. SBID identified the negative industry issues, the solution and route for problem solving and protection. Theft of the core product, that of an idea (when it is an idea created to generate income by the creator) is to often stolen by competitors. SBID has been monitoring theft of ideas and the profit lost due to the action for the past three years and used various case studies in a commissioned report to generate and effect change at government level. This will protect our industry, our income and promote Britain's position in import/export values. The year's review should not omit the unequal input from the current SBID





team who have converted a start-up business into an international organisation now held in high regard. It is the standards with which we have set ourselves that has propelled SBID's success with and by those who matter, our members.

THE DESIGN EXCELLENCE AWARDS

SBID's Design Excellence Awards were launched at Maison & Objet in Paris France in 2011. Design professionals and architects submitted entries from 22 countries.

Robin Gibb agreed to travel to Paris to support SBID and present the awards to the winners. Unfortunately, as we are all now aware, Robin was ill with cancer, a fact that was not public knowledge at the time. Despite insisting that he would be able to support SBID and undertake the journey, he was unable to do so. Fortunately, household name, and TV and radio star for over thirty years Mike Read stepped in at an hour's notice on behalf of Robin and presented the trophies to our winners in the Business Lounge.

Due to the launch success, this year we have created the website, engaged Professor Jimmy Choo as a celebrity judge along with industry-related leaders of brands of excellence. We also have a select panel of experts who pre-qualify technical criteria and ensure the brief has been correctly identified. Further details can be found on the dedicated SBID website. This year the awards will be held in Italy.

THE FAIR TRADE POLICY

The Fair Trade Policy launched in spring demonstrates how SBID promotes the interests of our members in practice and in manufacture while also protecting both retailers and consumer interests. The policy propels SBID members to an enhanced competitive position when tendering against non-members as it protects the interests of all parties, not just the product providers, retailers and trade but also the consumer because quite simply, it promotes and represents fairness.

THE FELLOWSHIP AWARD

The Fellowship Award is presented annually and was launched in 2009 to celebrate and recognise outstanding contribution to design. A single recipient per year receives this prestigious award in celebration and recognition of personal achievement to further the profession of British design, not just by completing their job, but beyond what is required or expected. This year, the Fellowship Award will be presented to architect Liam O'Connor for his everlasting contribution to London's landscape in the design for the Bomber Command Memorial, the first ever British memorial designed with an interior.





It is an apt and timely opportunity to recognise Liam who now joins our founding Fellow Mark Wilkinson OBE who in 2009 was presented with his Fellowship Award in Milan by the British Consulate with for his contribution in craftsmanship in bespoke kitchens and furniture. In 2010 the award was presented to Robin Gibb for his global contribution to Intellectual Property protection for creators within all creative industries to retain the right to own the benefit and wealth generated by an idea.

The award has recognised craft, product and architecture. In 2013 the award will be presented to a recognised designer. The overriding contribution recipients of this award achieve in the profession and industry of design, is achievement beyond the realms of simply doing their job.

Liam O'Connor will be officially presented with his award in Milan. The Bomber Command Memorial is officially opened by Her Majesty the Queen in Green Park London on June 28th before a glittering audience of international dignitaries from around the world during the Queen's Golden Jubilee year.

INTELLECTUAL PROPERTY

The late Robin Gibb CBE of the Bee Gees was the SBID Ambassador of Intellectual Property and the global ambassador for intellectual property for the Confederation of International Societies of Authors and Composers (CISAC) which works towards increased recognition and protection of creators' rights. CISAC was founded in 1926 and is a non-governmental, non-profit organisation. SBID visited CISAC in Paris at its headquarters with our Ambassadors representative early in 2011 and collectively all three parties consult on the issues we face in our respective and independent industries. SBID has also consulted with radio, TV, film and product industries on IP issues to ensure the comprehensive problem of policing theft of ideas which were created in a commercial capacity to generate income by the inventor are fairly addressed. SBID also identified the initial step as an broader issue which can only be addressed as an industry of creators of ideas, it is a major reason why Robin was so supportive of SBID and why since 2009 we have campaigned to engage the interior design industry to address the issue. The problem cannot be addressed in a single profession, it is a global problem and it affects the creative industries collectively. Interior design – as individuals and an industry – has typically acted in a superior manner, to its own detriment. The fact remains; it had little to be superior about, we have called the industry to join in this campaign we launched at the House of Commons and collectively create change for good.





As an emerging self-regulated profession, commercial practice is and has been successful due to self-regulation in corporate governance because corporate business conducts itself according to corporate regulation, if it did not, it simply would not be in business. Unfortunately but often quite rightly, the perception of individual design practitioners is one of caution. It has generally conducted business less successfully and has failed to adopt, study or acquire business ethics when compared with professions. We cannot blame others, it is our industry, our own responsibility, it is simply not good enough to sit back and watch. It is not the government, a corporation or someone else's responsibility to change it, fund it, or identify it...it is our industry and therefore we are the most appropriately positioned to get up create and drive change.

It is the journey that matters. The successful result is inevitable, then our job is done. It is why SBID was created and we pledged when we launched as a independently funded industry body that we would get this subject addressed as an industry priority.

After completing a three-year research project and receiving a government invitation to submit a fully identified problem-solving method of resolve, in March 2012 a report was submitted to a government review board. SBID has identified the issues that have prevented growth and industry respect. The report identified issues, organisations and solutions. Further information will be disclosed at a later date.

PROFESSOR JIMMY CHOO

Professor Jimmy Choo OBE is the SBID Ambassador of Design with a global reputation in product design. Jimmy therefore has proven success and knowledge in specific areas such as colour, texture, ergonomics, scale, engineering and business. Jimmy Choo is a name that is known by every woman and man with an interest in design around the world. As the Ambassador to the Malaysian government also, this partnership enhances global opportunities for SBID members.

SECRETARIAT

With eight people now permanently working at our offices on the river in central London, we have grown from an 'idea' to shake up and improve the design industry into a fully viable business in just three years.

The number of staff required, staff training and facility equipment vis-a-vis income generated remains a challenge. We remain understaffed and constantly overworked, each time we meet a bar, we raise it. The infrastructure costs (one-off investment costs) without





government funding, a sponsor or any independent source of income have all been met from fees and income generated through sponsored events the secretariat perform and membership fees.

COMBINED KNOWLEDGE

The executive board consists of individual experts of their field, each bring many years of specific skills to elevate SBID into a position of knowledge, unequal experience and provide a specific value to the organisation.

The Board will now create the structure and procedures to comply with corporate governance directions as laid out in the constitution of the Society of British Interior Design

LAW

SBID was incorporated as a charity. It was later converted to a not-for-profit organisation. The articles remit and core values are industry-wide, it is a service business and therefore 'people-orientated' Assembling a team, creating an international business, setting courses, formats, programmes structures and training is expensive and time consuming. The people that make up what SBID as a business entity is; the employees, the boards, the expert panels and regional volunteers and the most important people, our design professional members, all need vetting. This takes time, and monitoring is as important as the selection itself. Not every choice is a perfect choice but not being afraid to act on errors is more important than sufferance. That means we sometimes make decisions that, short term, will cause loss of market share, but that is the benefit of big picture vision, setting goals and sticking to the core values of SBID standards will keep us on the right track of success. As a new business it is important to ensure the foundation is strong, the team are integrated, capable and pro-active and the business offer is valuable to the end user.

As a three-year-old business, being replicated by other organisations in three countries is flattering. Being studied by your peer group within a university MBA is a compliment to the organisation itself and a further endorsement of the acclaim SBID has achieved. In the year ahead, SBID intends to launch new projects and is currently in planning to benefit our members' competitive position in design and manufacture.

BARRIERS OF ENTRY

SBID has moved at an alarming rate of achievement and has made great allies, partnerships and friends, with equal measure around the world. In a recession, our members' interests and focus has firstly and





quite rightly been directed in job and business prosperity. However we recognise that success has caused and provoked envy and in some cases, negativity. This is natural in any relationship, but British individuals, business representatives and stakeholders must abide by the law, they must abide by the rules in which they signed up to as laid out in business and company law along with laws that govern business conduct in Britain even if simply working as a volunteer, the rules and law still apply. A de-facto director or representative is governed in law by the same regulation as a registered listed Director and therefore the law, correctly leaves no hiding place for corruption or anti-competition. Those who behave with impropriety and reject the code of corporate governance are unwelcome at SBID. Individuals who work in interior design and bring the wider British industry into disrepute will be held to account not by SBID, that is not our remit. Those who prevent freedom of trade or act with impropriety, in breach of best practice or simply act with maliciousness and capriciousness will no longer be tolerated. SBID has a duty to protect all of its interests and will always act on its duty of care.

Volunteers can give time when time allows, but running a business is a full-time job. Although in general it is a good idea to have volunteers, in practice, to run a company you must have people with a financial stake in a business to encourage input, continuity and experience. To form an industry organisation, realistically a secretariat is required and this can only be achieved with a fully-employed team. SBID now has an assembled effective and efficient team of eleven employees (including our first intern) and will be seeking two further members in the year ahead as we continue to grow.

Additionally SBID has a supportive national director in ten regional areas covering the entire country to provide local knowledge for members as additional support to the central London head office. With certain areas being more pro-active than others, SBID has been reviewing statistics against local GDP to measure graphs, we can identify through an analytical process where additional support and opportunity exists.

This data has been analysed and acted upon. New opportunities create business, the product may of course be design, but the core business remains the same: profit, reputation, growth. Depending on your values and business resources, these three values will and should alternate in importance and prominence.

The restrictions proposed (and now in place) within the Charities Commission prevented the chosen route and amortisation of SBID.





RISKS

The scale and growth of SBID has taken us by surprise in equal measure with industry rivalry, which, had been hoped would fade away in the first year as industry competitors accept there is a non-competitive space for an alternative destination.

Although SBID does not address direct provocation industry-wide propaganda has caused a barrier to entry. It is with reluctance and regret therefore that SBID has filed an official complaint to the appropriate government bodies against individuals, organisations and companies with whom we have collated strong evidence of anti competitive conduct for numerous breaches including, copyright theft and intellectual property theft. With accumulated evidence, SBID has, with other parties and individuals, instructed various law firms to enforce the law and seek compensation.

All SBID-owned documentation submitted for registration to Companies House re: business plan, prospectus, supporters and financial detail sponsors etc. were handed to an industry rival on each of their three applications made under the Freedom of Information Act. The law currently does not have a clause to prevent an anti-competitive applicant from receiving such information; this does not simply apply to SBID but to all business activity. After three years we have overcome the issue i.e. the loss of revenue the action created (passing our business plan containing un-enacted-upon business strategy and proposals) by request, to a government department and ministry which is reviewing this anti-competitive loophole. A report has been submitted on this specific case

FINANCE

The office building was fully refurbished in 2009 with an initial IT system installed, the IT system recommended by the independent consultant proved to be inefficient so an entirely new system has been installed replacing it along with a new telephone system, both now allow SBID to track and monitor every visitor to our website and telephones for training purposes.

Brand developers were instructed to create an image for SBID once it had carved its market position. In the first review a second website was commissioned. Keith Siseman, a marketing consultant and project manager was engaged to manage the task. Branding and corporate identity was redesigned to fit the ethos of SBID. Computers, engineers, furniture, lighting etc all has been selected to fit and reflect what SBID stands for; transparency, leadership and longevity. SBID is nimble enough to adapt to change as required but measured and compliant; it holds design at the core of all business. After various functionality tests and alterations, the website is now ready to upload





the mass of data, held back for numerous reasons of protection. As the business has developed it has of course changed its needs, this also applies to the design of the office.

Although SBID does not intend to be a threat to anyone or anything, it does intend to create a professional destination to help consumers make a measured choice and help those within the industry to improve and provide their skills professionally. In doing so, we develop an industry and therefore encourage trade and create profit.

We help consumers and potential clients make an informed decision. We aid our members in obtaining commissions, to sell their products and to increase their market share. The outcome is a transparent, efficient profession and a developed industry. This is therefore a win, win, win scenario for all stakeholders.

Practitioners are encouraged to adopt the Fair Trade Policy to further encourage professional qualification, standards, services and transparency.

Finance background

SBID was created on an investment of up to £250,000 p.a. pledged for each year of the founding three years. For each of these years, the infrastructure investment has predominantly been used to pay for office rent and fit out, first payment setting-up costs and salaries. SBID does not and never has had any debt. The business is now established.

MEMBERS BENEFITS - PUBLISHING

The SBID members' magazine now meets the standard to fit our quality members. A partnership to fit both design professionals and architects proved difficult in one magazine, so we chose several. Throughout the year we will announce various alliances but at this stage our official publisher is Pro Publishing and the Members Journal; SOCIETY is a highly regarded publication. SBID has entered into an agreement with two publishers to provide SBID editions and content to strategically fit our members sector. Our own in-house journalist will be contributing and collating content from our members and the wider industry.

UK TRADE & INVESTMENT

Trade agreements created between SBID and third-parties around the world are of particular interest to members and the British economy. Past events have proven successful in 2011 in Brazil and this year we plan to develop sales and jobs for members in Hong Kong through import and export in November 2012. Planned events for the year ahead are underway. UKTI was originally contacted





by SBID to register the need for a new diverse and business-driven organisation. This was acknowledged and supported and our partnership for import and export is hugely valuable to UK Plc.

Many trade missions and sponsored overseas trips including airport shuttle and hotel costs have been provided for our members in the past three years. These have provided networking opportunities and open new buying agreements, present new products and broaden the mind for designers to be more creative. 292 sponsored overseas trips have been provided for our members across Europe.

PROMOTION

Agreements are now established with parties with whom SBID wishes to work. We have introduced ourselves around the industry, not every introduction creates a partnership or provides a natural beneficial synergy, but we have identified where we wish to compete.

The research has provided SBID with a fully measured and defined landscape of the industry. The perception and opportunities for professionals to now compete externally with an endorsement that has created a value, now exists. In year four, we will be proactive in our visibility.

SBID has been used as the business model for research by the Past President of our counterpart design organisation in Canada for the thesis of an MBA at Birmingham City University, a leading university providing a Master's in Business Management.

SBID will now become active in new areas in the industry.

THE FUTURE

The database appears to be of huge value to the industry due to the high calibre of membership practitioners, the fact that it is identified as being of intellectual value and exclusive enhances our unique position. For various reasons, in the initial three years it was SBID policy not to release this data while another design organisation blatantly duplicated numerous and constant initiatives from our business model, website and public presentations. Data will not ever be sold or passed to third parties without consent, such as independently pre-authorised media promotion (TV, radio, print) and members can choose the level of media attention and marketing they require as part of their membership package.





Now established, SBID will strategically review all trade shows and events so as to adjust the fit to suit out membership needs, budgets and quality. The result will be a more streamlined fit for our members. We will also review the diary of events to ensure we provide a strategic fit for members after processing the feedback from questionnaires carried out on behalf of The Bank of England, PLCs, SMEs and the House of Commons.

Vanessa

Dr Vanessa Brady OBE
President and Founder
Date: April 2012

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Membership

