



# Annual Report 2013

THE SOCIETY  
OF BRITISH AND  
INTERNATIONAL  
DESIGN



# SBID ANNUAL REPORT 2013 THE SOCIETY OF BRITISH INTERIOR DESIGN

Setting up an industry organisation is a controversial thing to do, some said it wasn't necessary, others said it was wholly overdue and desperately needed, others didn't care, whatever the opinion it was never going to be easy and it was not done to make a profit for those connected to it, it was done by those who I had worked with in my business world over many years and I invited them to join me as a Director of my Advisory Board. Of course I needed a selection of stakeholders from the industry also and therein I decided to get a selection of people who were unknown in the industry to give them a chance to promote their views and advance missed opportunities. What we expect and what happens aren't always the same and it was very quickly evident that this process was unworkable.

The vision and support didn't alter the enthusiasm from several supporters in government, business and industry, so I took the decision to stop supporting the start-up personally and start again. I wrote off my entire investment and since we started again without Trustees, SBID has flown. The Department of Business, which has monitored our progress alongside the conduct of others, provided immediate consent to change the name of the not-for-profit organisation and the Society of British Interior Design has been renamed as the Society of British and International Design. We have not changed the acronym but we have embraced the international market which was so interested in SBID but confused by our boundary in regards their place of business or country of birth.

The SBID will still answer to Society of British Interior Design as well as Society of British International Design but we hope in this transition to remove doubt and negativity.

SBID is now an official, professional not-for-profit, international organisation. This means that all the profits are put back into the business, not paid to shareholders. SBID starts the year ahead without debt, without negativity and with full government support to enter new markets for the business of design around the world as the UK destination for international trade in the interior design sector.



SBID has also launched its Healthcare Council. Consisting of some of the most senior and respected members of the professional healthcare and design communities, the Council will create a platform for advice to the design industry at large. The Healthcare Council will examine research, science and manufacturing, reviewing the impact of design on of wellbeing and behaviour of those that use the space in buildings and healthcare environments.. Good design improves wellbeing, and improves the return on investment. The aim of the Healthcare Council's work is to improve manufacturing through consultation with influential and informed buyers and specifiers. It's been a very productive year indeed.

A new Board and a new focus will take SBID in a positive direction for the year ahead.

*Vanessa*

Dr Vanessa Brady OBE  
President and Founder  
Date: April 2013

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