



# Annual Report 2011

THE SOCIETY OF  
BRITISH INTERIOR DESIGN



# ANNUAL REPORT 2011 THE SOCIETY OF BRITISH INTERIOR DESIGN

SBID exists to raise standards through an accredited quality assurance system for its members.

In 2011 business direction focused on completing SBID's many agreements and collaborations with counterpart organisations, umbrella organisations, government and industry. The SBID has, in the past year, concentrated on business development and industry review to render the organisation efficient, effective and influential.

## **Dynamics**

SBID operates from a London riverside office, run by a team of nine people who each perform the organisational and routine functions of the day-to-day business. The dedicated office has undergone a full fit-out installation of a hi-tech IT (1) system and installed a new computer system. Data storage and monitoring has also been reviewed as well as rebranding and redesign of the SBID corporate image. These changes and updates position the organisation strategically and effectively for the future.

The Executive Board brings together the required skills and experience to develop the profession of interior design. The new advisory board, expert panels and regional directors are experienced and practicing professionals, each a leader in their respective fields of expertise.

Design practitioners and architects form the base membership of the SBID organisation, which provides a quality assurance scheme through accreditation. Established procedures ensure services provided by members are completed to a consistently recognised standard.

SBID raises industry awareness on subjects and issues that directly affect members through its ability to promote and protect design services.

SBID provides support and direction, opportunities, and – through industry campaigns – influences, develops and enhances members recognition for the qualified service provided. It also protects members' skills and promotes the recognised status of an accredited and quality assured professional.





## FINANCES

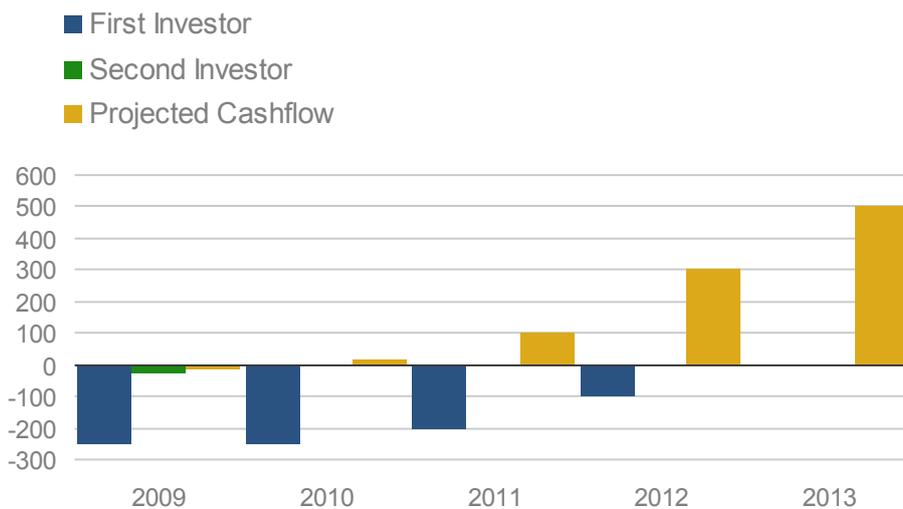
In 2011 the SOCIETY OF BRITISH INTERIOR DESIGN (SBID) became a fully not-for-profit organisation. A capital investment by two founding Investors was made to the company in 2009 (*investor #1 of £400,000 four hundred thousand GBP and investor #2 of £25,000 twenty-five thousand GBP*)

The company obtains income from membership fees, sponsorship and income through third party cash streams.

SBID Five Year Business and Finance Plan (*IP protected*) for growth and development was drafted and reviewed by the President of SBID with advice and consultation of the Advisory Board member, Andrew Rolfe and SBID solicitors and chartered accountants.

In accordance with the initial business plan, cash-flow chart and investors repayment on capital, the return of sums invested, will be in accordance with LIFO standard accounting rules.

The business plan (*IP protected*) sets out the strategy and processes to develop the organisation, to provide opportunities for members through research, business connections based on reputation and professional delivery. SBID will continue to open new channels in the marketplace.



Following the annual review, the year ahead is on target for growth; with a few alterations, due to market forces, SBID is looking forward to the year ahead with confidence.



Sponsorship has been proposed by third parties. The strategy and structure of SBID must be fully defined before receiving sponsorship funding. Any terms attached to sponsorship while planning is in process could be considered a conflict of interest and so sponsorship was temporarily declined.

Sponsorship packages will be reconsidered in year four of growth and development.

Founding Members were recognised for their loyalty to the Society of British Interior Design and gifted a unique renewal rate premium as a thank you from the organisation for support during difficult times for the industry. As a responsible Society, SBID also agreed to support any existing member who faces financial hardship during this difficult trading period.

### **Cash Streams**

Income is generated through membership fees, paid events and sponsorship. Membership is divided into four titled categories. Various sub-sections within these categories ensure a place in SBID for everyone who can meet the quality assurance system:-

## THE EURO ZONE

The threat of the collapse of the Eurozone is a significant factor in our business plan. It would be reckless to assume that such a massive threat would not or could not occur, having watched the financial collapse of countries such as Iceland and Greece. Countries such as Portugal, Ireland and Greece have been bailed out by the Eurozone on a piecemeal basis. If the euro weakens further, Italy with its 80 billion Euros of debt owned by British banks will cause a significant impact on the design industries and in turn on our members and the prosperity of smaller SMEs. This will create a domino effect, with Spain following closely behind. The threat of the Euro currency rate increase or collapse poses an immediate impact on the British economic recovery and the most major impact on the design industry at large since the world debt crisis began.

The third SBID membership category, Manufacture and support services, is at threat by competitive price point (*the ability for the consumer to purchase goods in a different exchange rate*).

The world's three leading banks are Chinese, the transfer of global trade currency and financial lead has moved from the USA to China. This shift changes the paradigm forever. It is a cultural shift as well





as a financial one, which will alter the way in which Britain competes in the world. In particular it is a threat to the creative industries, who are already struggling to absorb price increases in order to remain competitive, protect profit margins and compete harder for sales.



SBID identifies standards, quality by service provided, quality of goods provided as its unique selling point; it has therefore reduced the immediate threat of duplication at reduced cost by deflecting the global markets trend.

China's manufacturing industry is buoyant and is a staple resource to the nation; despite this, China recognises its own shortfall in innovation and design. It is in design where our own industry skills are unrealised, unchallenged and unprotected. As a nation, Britain has not protected the prosperity of its once proud and respected manufacturing industry, it does not have a service industry therefore Britain must protect its creative industry – the arts, design and innovation.

In this competitive sector into which SBID fits, innovation and design is a leading area; this is not as individuals but as one nation. We must not believe that as individual practitioners we are strong; it is a collective industry that leads in Britain, and within Europe. In this capacity, we recognise the threats provided by quality in industry and price-point.

SBID has therefore united not only in Europe but in Canada and USA where our aim and drive is to share and raise industry standards, share knowledge and enhance the skills of designers and industry support-services. We are not challenging betterment (i.e. improvement on existing service delivery); the quality assurance system SBID has defined through consultation and research provides clarity to the industry at large.





## Jurisdiction

Britain may be an island but it does not compete as one, it is part of Europe and governed first by British law but ultimately by European law.

The European Council of Interior Architects and Designers (ECIA) was established 17 years ago and exists to create a united educational criteria by degree and work experience as the minimal basis to practice as an accredited designer.

Of the 34 EU member countries, 16 are ECIA members, meeting its stringent criteria. Many of the unlisted countries have simply not yet met the high entry level of membership. In 2009, SBID applied to join ECIA and was selected over another British application from a rival organisation that did not meet the standards of ECIA.

## EDUCATION

As design evolves into a fully influential profession to the British economy, SBID aims to separate those who are untrained, unqualified, uninsured or incompetent from those who are professionally capable, experienced and trained to provide paid advice and services. It aims to do this by providing an accredited and separated differential profession that does not rely on design flair alone.

SBID believes that talent is a gift it is not a profession and without damaging the wider industry, the two have been sympathetically separated by SBID so as not to damage those that do not attain the quality assurance system.

The separation of these two areas of service has naturally caused and will continue to cause much controversy in the industry. This is good. The aim of reform is not to create friendships. In order to upgrade, legitimise and control interior design as a service on an international and local scale, making waves cannot and should not be prevented.

The only issue that caused SBID concern was regarding those designers unqualified by training and outside ECIA guidelines. Such designers will not be competing dominantly in the contract sector and do not pose a threat to SBID members, who tend not to be competing at the same competitive scale. In any case, consideration had to be – and was – given to all reactions arising from actions for change, to protect the livelihood of those who do not fit or do not wish to belong to SBID or its ethos.





It was therefore concluded that design practitioners who do not meet the quality assurance system have sufficient alternative destinations in the myriad design organisations across Britain. Therefore the existence of SBID can only be regarded as a benefit to all stakeholders.

### **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 for Europe and secured in Britain by SBID. This international recognised quality certificate adds an additional level of credential to a designer's competence. The exam board are studying the test exams performed in London through SBID on behalf of NCIDQ; the outcome and process is independent and the local relevant criteria will be converted into an exam for Britain. SBID recognises and accepts membership of NCIDQ qualified practitioners in accordance with the revised competence criteria from the ECIA Code of Practice.

### **CPD**

Continued Professional Development and Continued Practice Development (CPD) is a condition of accredited membership. Practitioners in accordance with membership must fulfill the minimum 24 hour accredited CPD requirement. These CPD need not all be from SBID providers, however they must be accredited to qualify towards the annual requirement. Members are invited to host or provide a fully accredited CPD and, in the past trading year, SBID provided 44 CPD seminars to members across Britain free of charge as a membership benefit. Since the launch, the accredited programme has been an immediate success, exceeding expectations. Additional development of the SBID CPD PROGRAMME is being developed in the year ahead with various partnerships.

### **EDUCATIONAL DESTINATIONS**

Agreements with numerous universities across Britain provided an interactive forum for undergraduates and SBID's proactive position of engaging and promote the next generation of designers has grown stronger year on year.

Following positive dialogue with government, SBID chose to cancel the initial route, which was to engage directly with an independent and unendorsed education group and instead formed a separate direct agreement through an invited think tank. The benefit of this alliance





has enhanced the education platform by geographical and learning disciplines. A newly formed Education expert panel now represents a broad and diverse cross section of the education system in Britain. This wider reach consists of representation of a broader and more diverse curriculum. The panel includes current and former university course leaders and ECIA Education Programme panel members from the original SBID Education panel (before it was disbanded) and education advisors.

Only those studying a recognised university degree in interior or architectural design are invited to partner with SBID.

An agreement with Janine Stone Architectural Design Practice was successfully launched in 2010 for all SBID-recognised universities providing a BA or Masters course for students to enter their projects (free of charge) in a competition which provided a £10,000 cash prize and a six-month paid internship in a choice of locations across Britain, sponsored by Janine Stone.

2012 sees further collaborative and inspiring plans revealed, to conclude the three categories of SBID membership that make up the design industry.

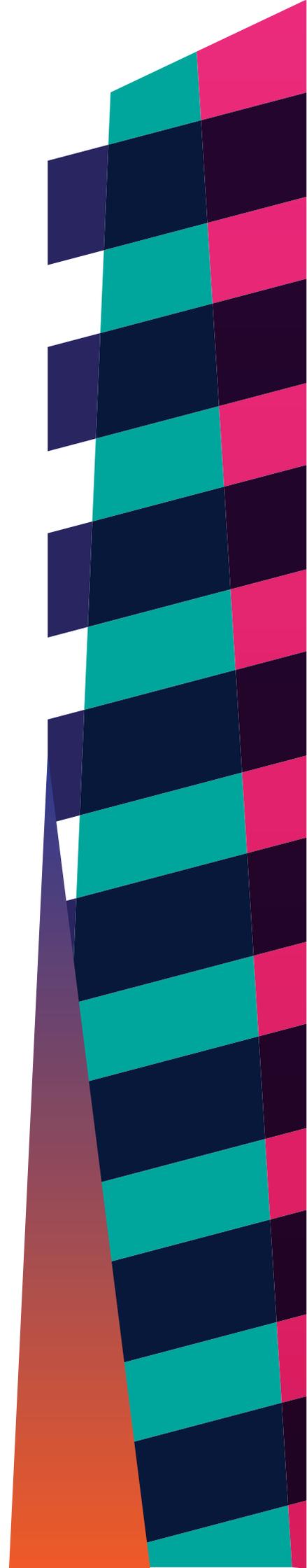
The educational breeding ground for design must be transparent, neutral and open to change. Tomorrow's designers are our visionaries, our leaders and our innovators – SBID supports graduates. They need assistance today, while still shaping their own future and before they enter industry.

## PRACTITIONERS AND DISCIPLINES

Interior designers have developed and shaped their own profession until now. Britain has had some 30 plus organisations representing interior design; this excessive number demonstrates the industry's fragmented approach and highlights the need for reform. As design is an artistic skill, it is inevitable that opinions will differ in the direction and content of the delivery of personal and national expectations.

This lack of clarity differs entirely from professions such as accounting or medicine, which have clear guidelines of competence and service delivery.

This is a confusing and unclear marketplace for consumers, who merely want to instruct a designer in the knowledge and comfort that the designer has levels of education and tacit skill to perform the services on offer.





As interior design courses churn out some 3,500 graduates per annum in UK alone, it is clear that interior design is a growing profession recognised as a career path that requires training.

Due to the complexity of the service provided and the lack of a quality assurance system for interior design, those who do possess the skills through training and experience are not provided with visible recognition. The profession is ill served by its custodians and SBID has begun to address this problem.

#### **Other global interior design organisations**

Several presidents of ECIA member countries founded the International Federation of Interior Architects and Designers (IFI). This organisation includes countries in Europe and beyond. Although the IFI formally invited SBID to apply for membership, it was declined at that time and we will review it in the near future as SBID develops.

SBID has formed a collaborative agreement with the International Interior Design Association (IIDA) in USA and The Interior Designers of Canada (IDC) Both these organisations and SBID are recognised by the National Council of Interior Design Qualification (NCIDQ), the qualification regarded by design professionals across the Americas and Canada as the ultimate measure of acquired competence.

In conclusion, SBID now has a national education platform reaching junior school children from the ages of five to 11, through to university students. Equal European standards collaborating with 16 other countries and SBID counterparts in Canada and USA as well as the NCIDQ qualification exam organisation, recognised worldwide.

These national, European and global quality-selected counterpart partnerships improve our market position and increase overall opportunity for members. Further collaborative agreements have been negotiated to be concluded in this trading year that will continue to strengthen SBID's position in national and international business for our members and bring added opportunity for our counterparts and third-party partners.





### **Manufacturers and support services**

Providers to the design industry by product and services are Professional Industry Partners (PIPs). This sector provides the important third arm of SBID's membership and service.

Products specified by designers include surfaces and utility infrastructure as well as more obviously associated items, such as furniture. SBID also includes construction services such as contractors and organisations whose members constantly overlap with services provided by or related to the services required as a consequence of interior designer's advice.

## **SBID FUNDAMENTAL OBJECTIVES**

- Inclusion by SBID of architects is critical to a creating a united and professional structure. It is important that a designer is as qualified professionally in the service they are undertaking as an architect is in their respective profession. Architects undertake seven years in education to become fully qualified therefore if equivalent standards do not exist in design, architecture and interior design will not unite and a fragmented industry will persist. SBID is delighted to have the support of two highly skilled, qualified and respected executive directors in Michael Rose OBE and Owen Luder MBE, whose aims and objectives are to unite the design industry through their experience in building products and construction, architecture and jointly in education.
- Participation in the Kitchen and Bathroom Forum (KBF)  
SBID was invited to join the major industry parties of the kitchen and bathroom industry with the overall objective of raising standards and reducing consumer complaints. The industry currently experiences £80 million worth of complaints. The collective objective is to provide training, procedures and standards to increase consumer expectations and reduce complaints by both training and consumer expectations.

### **Executive Board and the Team**

The board has been restructured and SBID has strategically invited members from key areas to provide the advice and experience that a growing organisation needs to perform effectively.





The board consists of an interior design practitioner, an architect, a construction materials and built environment baston, a sustainability and retail design expert, a product marketing and industry sector expert and others.

The acceptance and position of Directors representing industry sectors that are already established brings important and critical direction for SBID. Twice-President of RIBA Owen Luder CBE provides significant influence and insight to SBID for the built environment. Michael Rose OBE is Chairman of the Building Centre, which houses the construction products for buildings in Britain. With combined knowledge and experience in construction and architecture of over 80 years, this skilled team has the vision to transform the industry. SBID believes designers need basic building control and regulation knowledge to accurately specify and configure internal space or the advice sold. This sector is much overlooked by designers but without inclusion and understanding designers will not meet the compliant criteria nor client expectations. Out of courtesy and in the spirit of inclusion, selective organisations in the building-related sector are consulted by invitation and invited to work with SBID at various levels. Many see the advantage and opportunities this can bring to the industry as well as to their own organisation.

We cannot develop an industry or profession without experience from practice, or specialists of industry so each of these four categories are represented on the board.

A national organisation cannot function on volunteers as it is ultimately a full-time business. Volunteers are invited to promote SBID but are not required to procure business roles. Business, for continuity and specific expertise, is run on a day-to-day basis by contracted and PAYE employed staff who are trained and qualified in target-specific areas.

Identifying the roles required, shaping the job descriptions and finding the right people to work together and alone has been, as is expected, a challenge. The existing team is almost complete and achieving their targets. Further investment in training will be provided in the year ahead.

### **Brand development**

As part of the annual review, SBID examined the external image of the company and carried out a survey with respondents within and unconnected to the industry.

The logo and symbol for different offers reflects the purpose of SBID, clarified with a design created by a contracted brand





development consultant and a design company. In addition, a web development company has redesigned the functionality and navigation of the SBID website. The symbols for members by category have been designed to fit the reviewed categories and a symbol for the SBID accredited CPD programme has also been created as well as the corporate branding.

### Categories

The three categories of membership break down further into competitive areas of services provided by SBID accredited designers

Interior Design Practitioners	1	Hospitality
	2	New build – residential
	3	Bars and restaurants
	4	Refit (residential)
	5	Public space (airports, shopping centres)
	6	Healthcare
	7	Office
	8	Marine (boats)
	9	Aeronautical (airlines)
	10	Government

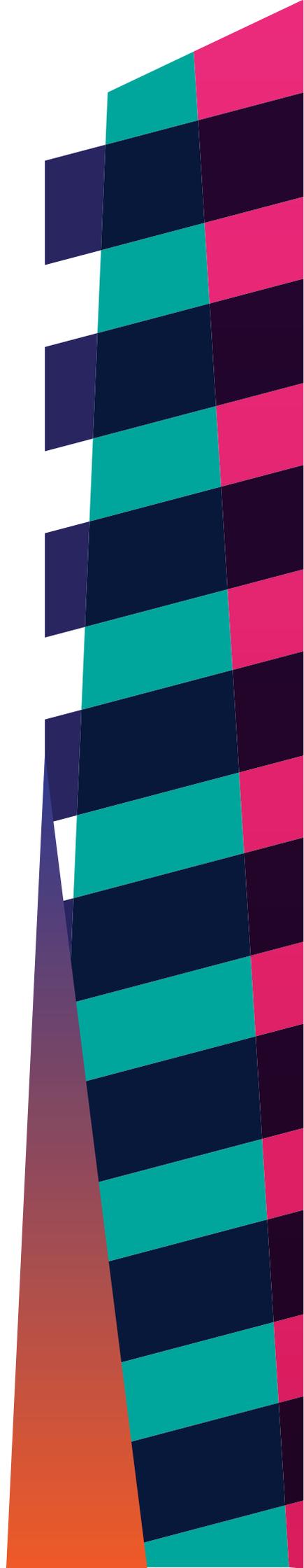
Percentage of Members specialising in above categories:-

67%	Hospitality
15%	New build – residential
25%	Bars and restaurants
35%	Refit (residential)
44%	Public space (airports, shopping centres)
18%	Healthcare
32%	Office
18%	Marine (boats)
12%	Aeronautical (airlines)
62%	Government

### MEMBERSHIP

The majority of our membership is in the contract sector due to the qualification of entry to membership, market forces, project size and overall business value as identified by market research. SBID recognises this paradigm will change as the economy recovers and consumer's disposable income swells.

As the residential sector grows it will reshape our overall industry, bringing security and continuity as the market returns to a stable position. However, research demonstrates this is not the key area that





fits the SBID membership at this time and so it is a sector for growth which is yet to be exploited. Emphasis on membership is based on standards and not competitive discipline.

The global recession has caused many advantages as well as risks, eg business closures. The ever-changing marketplace has put added emphasis on the importance within the design industry to connect and promote partnerships with fellow, like-minded professionals. Such collaborations are encouraged and develop a secure business platform among our members both locally and internationally.

Levels of membership have been established by connecting quality service providers by ethics and standards with professional end users. Although membership continues to grow steadily in 2010/2011, our emphasis in the past year was specifically on business development. The year ahead will focus on services that SBID provides for members. With planning, testing and trials completed in 2011, we are now confident that value of membership is provided. The past year saw the development of sponsored international trips; the introductions to trade events, many of which SBID has officially partnered with; invitations to attend many varied SBID-accredited CPD free-of-charge seminars across Britain; contribution to industry news, trade publications and newsletters as well as trade missions, sponsored international events; networking opportunities, conferences and roundtables to develop and stimulate the industry for personal and industry growth.

SBID also plays an important role in representing members by lobbying government on key policies for change in areas that affect the prosperity and integrity of interior design.

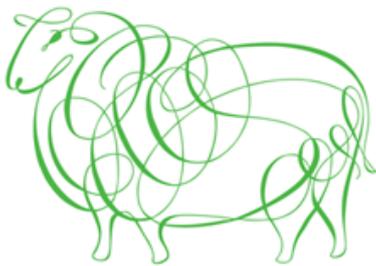
<u>Membership</u>	<u>Type</u>	<u>Description</u>
<b>Accredited Practitioner</b>	SBID	Four years education plus two years work experience.
<b>Practitioner / (not yet Accredited)</b>	Trained Member	Qualified by education and or work experience but incomplete for accreditation.
<b>PIP* (Professional industry partner)</b>	SBID Verified.	Support services and providers of goods.
<b>Undergraduates</b>	Member	Enrolled on a recognised degree course from an establishment providing a Bachelor of Arts degree as a minimum.





## CAMPAIGNS

### CAMPAIGN FOR WOOL (CFW)



## THE CAMPAIGN FOR WOOL

PATRON: HRH THE PRINCE OF WALES

SBID continues to represent the interiors sector of the five-year global Campaign for Wool convened in 2009 by HRH Prince Charles to promote awareness of wool as a natural fibre. The Ambassador for SBID for Wool is Dame Vivienne Westwood.

SBID successfully formed and created a supply chain story in 2010. The awards ceremony was a legacy for New Zealand farmers to obtain a fair pay deal for a minimum rate under a contract between the New Zealand government and New Zealand landowners to provide quality wool at the correct quality micron from sheep farmed on land that conforms to a government standard management system.

The wool was mixed with jute from the coffee bean sacks from the Fair Trade Coffee Bean Farmers supplying Starbucks Inc.

The fibre was woven into a yarn and then created into a fabric, designed, dyed and then finally upholstered in Starbucks's London flagship store before rolling out the design of the upholstered fit-out across Europe in a Starbucks five-year refurbishment programme.

This creative supply chain success was developed between New Zealand (a British Commonwealth Country) Italy, Britain, Ireland and USA in an incredibly short time for such a far reaching project. The success was recognised by SBID through the CFW at an award ceremony to commemorate all five categories who against all odds, persevered in creating the success of the project.

SBID presented the five key Enterprise Awards to commemorate the success of working together for the betterment of the industry.





### **INTELLECTUAL PROPERTY CAMPAIGN (IPC)**

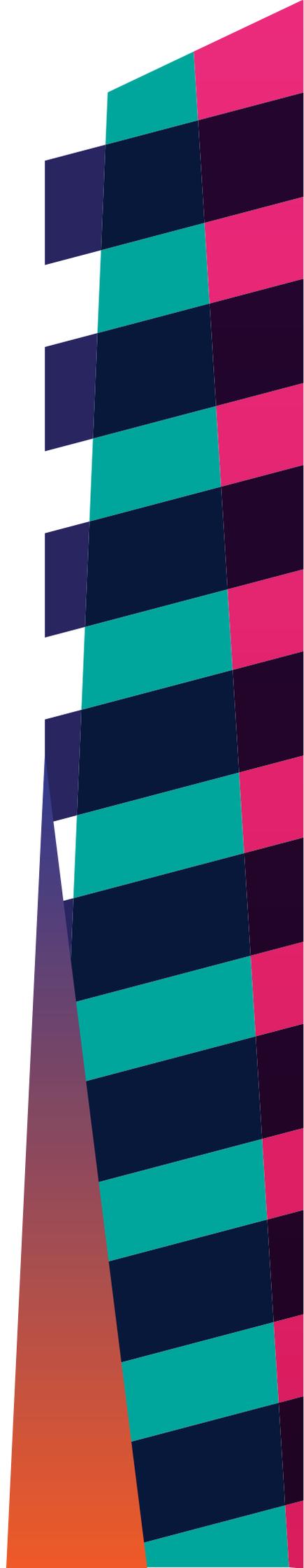
The second SBID campaign is to promote and protect the fundamental right that the creator of a design, or design product, remains with property of the owner of that design. The SBID Ambassador for IPC is Robin Gibb (CBE) of the Bee Gees. Robin Gibb is President of CISAC, the global organisation for intellectual property to the creative arts.

Both these high profile, global campaigns cover important issues in two of the three sectors of SBID's membership (ie professional industry providers and practitioners).



### **Income Generated**

SBID membership is open to anyone from any country regardless of where they practice or where they were born, however we only lobby for industry and professional changes with Britain. This unique position has created growth and opportunity for collaboration and knowledge share with the most respected parties. The knowledge share agreements SBID has now formed have proved to be a staple of the success enjoyed in such a short time.





## GOVERNMENT LOBBYING

SBID is collaborating with official departments and their industry appropriate destinations on three important subjects for our members:

- Education
- Intellectual Property
- Finance

Providing research on the issues faced by the industry will become the foundation of a financial research project in 2012 to reshape the qualified industry for growth based on the surrounding data already collated.



## LOOKING AHEAD

In year four of the five year plan, SBID will release the components and objectives of the partnerships formed.

Expenditure due to currency exchange from overseas membership sales generates high bank charges. SBID, as an attractive sponsorship destination creates opportunities from original and new sponsorship deals. Single capital costs associated with a start-up business have in the main now been met providing potential surplus or reduced expenditure and investment opportunity. SBID is now set for growth and business development.





## OFFICE

The Society of British Interior Design (SBID)

10 Molasses Row  
Plantation Wharf  
York Road  
London  
SW113UX

**Contact:**

**W** [sbid.org](http://sbid.org)

**E** [admin@Sbid.org](mailto:admin@Sbid.org)

**W** [info@Sbid.org](mailto:info@Sbid.org)

**T** 020 7738 9383

Enquiries

Membership

