



Annual Report 2010

THE SOCIETY OF BRITISH INTERIOR DESIGN



THE FIRST ANNUAL REPORT OF THE SOCIETY OF BRITISH INTERIOR DESIGN

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SBID CELEBRATES FIRST YEAR

How have we done?

PRESIDENTS REPORT – Vanessa Brady

The Society already looks quite different from a year ago when, in April 2009, it was launched at the British Luxury Club in Bond Street, Mayfair, London. Based on the same values as other professions – education, integrity, best practice and trust – the Society of British Interior Design (SBID) sets out to define the profession.

Due to ten years of property growth, the construction and development industry had evolved, but interior design had not kept pace so this needed to be addressed. Research was undertaken to identify what was lacking and why the interior design profession had not grown in professional standing in the same way that other growth markets had improved market-share. The result identified the key missing element as education. In December 2008, meetings were held to form a new professional organisation, four months later the Society of British Interior Design was launched as a hub for the design profession.

Under the Freedom of Information Act, the SBID business plan had been released to the Public on request by Companies House, the registering body for business.

Our valued customers – the consumer – are at the centre of all of our thinking, all our planning and all our execution.

Our Brand

The clear benchmark of standardisation as exists in Europe was achieved by winning the support of the European Council of Interior Architects (ECIA) and demonstrating united measured standards in Britain for the first time thus providing strong links throughout the world when selecting a professional designer within Britain. In UK the word `architect` is a protected title as are all professions. `interior designer` is not a protected title therefore anyone can call themselves an interior designer. The consumer is unaware of the difference between professional designers by



qualification and competence and those with varying levels of experience and degrees of skill. In Europe definition is defined by full membership of the ECIA. The SBID membership of ECIA has, for the very first time, provided definition in UK of a qualified interior designer. Only now in Britain can potential customers separate a true measured professional interior designer from others without recognised endorsement.

The Interior Educators Group (IE) voted to endorse the SBID policy (to define degree programmes as the sole route to a career in interior design). IE represent 35 leading universities across UK providing a BA degree course. The endorsement of SBID as the sole organisation over two alternative applications from interior design organisations to promote the profession is further endorsement by IE of our ethos.

In the year past, the business impetus was firmly focussed on planning ahead. This strategic approach has positioned SBID during this financially fragile market in a strong position to move from strategic planning to operational direction. The organisation is founded on the principle that success is based on inclusiveness. SBID will not collaborate in an elite environment. Stakeholders across the UK have been invited to collaborate. Snobbery and rivalry is a thing of the past. We stand on a foundation of inclusiveness by professional standards regardless of postal code or background, but based purely on competence and industry knowledge. SBID will not indulge or connect with unethical, non-transparent practice of third parties nor will it support companies who operate within a conflict of interest under the Companies Act. Out of courtesy SBID approached business, event, marketing, media and other important stakeholders of the design world. Out of policy, we have only engaged with those who abide in business practice with our ethics.

The stage is set, the back office is now established and the outlook for the year ahead is very encouraging. Offices have been acquired by SBID, refurbished and staffed. The business plan has been rewritten, is protected from duplication and will now be fully implemented.

Independent research undertaken by SBID on national GDP, market sectors, turnover, profitability and competitor weakness provided SBID with a voice to government at the House of Commons and the Bank of England where for the past year SBID attended quarterly meetings and presented membership-consulted questionnaire feedback on practice, manufacture, industry threats and currency exchange barriers. This includes in particular SME(2) businesses in Europe along with finance and lending policies to the entire design sector. Through these efforts, SBID has been able to give government decision-makers figures to communicate concerns for interior practitioners, specifiers, retailers and investors. SBID is bringing interior design in-line with other industries as a serious valued profession for the first time.



Our cost plan has been reviewed quarterly, with the economic global market position factored heavily into the decisions SBID makes on business development and direction. The design sector marketplace was weak in the past year and has substantially threatened interior design in the commercial sector. All decisions were based on tangible researched fact. We took the strategic decision to reduce development and market penetration in year one. The result has left SBID financially secure for the trading year ahead. The decision was a difficult one to make but one that has paid dividend long-term, allowing SBID to move forward financially secure with focussed direction and position.

With strong management, a clear code of conduct and the European charter for practice and competence of minimum standards defined, SBID has quickly developed a highly regarded brand. This uniquely places SBID ready to execute the following:

- **Business Plan** strategies to promote best practice, product and manufacture creating and developing effective routes to market to design professionals.
- **Education** direction and internships for degree course students only. Education direction for existing practitioners. Developing the bursary fund and grants provided for students on a degree course.
- **Student Competitions:** £10,000 cash prize plus six-month paid internship with a UK leading architectural design practice for undergraduates of student chapters.
- **Launching Business Bureau** to members
- **Membership Directory:** creating and developing the partnership and delivery of unique and innovative technology
- **Consumer Protection** providing clear separation of practitioners without measured standards of competence from SBID members. Not because we as an organisation say so, but by endorsement and engagement of an independent Charter, Universities and other bodies of standardisation.
- **Status** as a not-for-profit organisation. SBID was founded as a charitable institute. The prospectus was drafted as a charitable organisation primarily providing benefit to the public, our professions benefactor. As a charitable organisation, SBID returns all profits to



the business. It does not mean that it is run without the intention of making a profit, it simply means it does not pay profits as dividends to shareholders in the way that a company limited by guarantee for private enterprise or public limited company does. As such, the status of the company's leaders is trustee not director. Accordingly founding trustees are titled President and Vice-President.

- **Growing our UK qualified professionals profile**

Without a membership campaign, the members who have joined to date have been purely those that have come forward as supporters; no formal membership campaign has yet been launched. Even so, the numbers have continued to grow and the professional standing and calibre of design practitioners represents many of the top individuals and practices in Britain from individuals, small practices and global companies. Many of the professionals who have joined have not previously been a member of the many interior design organisations across the UK.

- **Driving our UK Business Development**

Launching the Business Bureau in year two provides our professional SME members with opportunities that large practice and PLC entities do not, in the main, require. The needs of each sector and membership have been carefully considered, by incorporating these different opportunities and threats an offer has been created to fit each professional size, style and sector of the design profession and industry, thereby becoming a true and real big society. In addition we aim to bring PLC and corporate business together through a targeted network.

BUSINESS BUREAU FOC (1)

SBID specific insurance policies, non payment protection policy

Providing business banking introductions and advice

Health & Safety advice on legal business requirements'

Unique member's directory

Business templates

Speakers Bureau

- **Expanding our European market opportunities**

A unique and exclusive agreement with the Italian Chamber of Commerce in the UK has provided SBID with a bridge to connect the best Italian manufacturers and suppliers with British agents and practitioners through the unique directory service being launched



in the near future. Further agreement and alliances with France have been created as well as with Poland, Germany and Belgium. Due to an agreed, measured level of competence created by ECIA membership, the mix and matrix of our members and 14 member countries of ECIA in Europe has provided the confidence to trade on new horizons. With the Euro as a consideration on currency exchange, added value and revenue streams can be considered as advantages by our members when appropriate.

- **Developing our specialist categories**

In the year ahead, we will further develop the core values of education and sustainability. We launch the Campaign for Wool, representing the interior design sector in this global wool campaign. SBID is working with BRE to research the measures of sustainable products used in the development and construction of a residential home. As the representing organisation for interior design, SBID will bring added opportunity for the profession, the public and stakeholders in general.

Competitions for students and payment for internships is paramount to the ethics of a profession and best practice. SBID do not endorse exploitation of such students and actively promote reimbursement of costs and contribution. A student mentoring introduction to a design professional member is part of the SBID plan for membership benefits. This will provide an undergraduate with a mentor throughout their studies; it will also provide corporate members with a lifelong endorser of their brand. The aim is to provide the student with the alternative view of the processes of the supply chain through a project, giving them – as a professional practitioner – valid insight of such processes and logistical issues for products that will be the future specifications of professional designer's commissions. Manufacturers and suppliers have created an ongoing and valuable relationship to future professional practitioners, an invaluable product endorsement.

Implementing our Business Plan across all sectors

SBID was incorporated in April 2009 specifically as a not-for-profit entity. With the help of our allies overseas and within the UK we have established a global network to bring opportunity to our regional, national and international members, all of whom have signed up to a combined code of practice and a code of ethics. In doing so, we have created protection for consumers while bringing our members additional competitive opportunity.



A membership professional organisation is only effective if there is both an appetite for such a destination and, once formed, the organisation provides the tools needed. We have created our own space, identified the problems of the profession and clarified areas where doubt existed. As with all business, if it is wrong, it will fail, if it hits the right notes, then it will prosper. In a fast-changing world and economy we are nimble, we listen, we campaign and we lead.

SBID BECOMES MARKET LEADER IN FOUNDING YEAR

We are the nation's hub for interior design professionals with more members than any other organisation in Britain; in association with 35 universities providing a degree in interior design across the UK we are the voice of the profession and the industry.

- **Our Plan for the Future – Review**

SBID will continue to develop strong alliances with industry in Europe, Canada, USA and many other countries where the standards and artisan crafts of tradesmen and skills both new and traditional will be encouraged and respected. SBID has a prime focus in promoting best practice. This is identified in employment conditions, encouragement of knowledge transfer, education and value. 'Design excellence' is the working ethic of every component of business development and deployment. This thinking and delivery has partly contributed to making SBID Britain's number one choice according to the opinions of design professionals.

The aim of SBID is to promote improvement; this is achieved through communication, collaboration and education. The result is an improved and informed public opinion of the ability, value and performance of a monitored design professional. This will encourage more instructions and increase the size of the interior design sector. We help members with introductions within an exclusive network for design professionals

Improving public perception of interior design is being achieved rapidly through our policies and measured system of standard performance. Best business practice techniques assist SME (2) which represent 98% of all business in UK. Research has identified the needs of SMEs and SBID has responded by addressing the issues cited by members with



legal templates for various project styles and values and ensuring the risks faced by different commissions are addressed. This is an example of one of many issues SBID have addressed. Insurance, dispute resolution, mediation and a policy to specifically protect SBID members against non-payment by third parties has also been created by one of the world's largest insurance providers. A policy to protect the consumer's payment has also been created; in this fair and balanced SBID policy, all parties can receive a fair and financially transparent result from engaging an SBID Member. SBID is further developing safety-net procedures to promote best practice to protect both parties. This policy is to encourage members to improve on expectations when or if something goes wrong rather than punish and exclude them. SBID aims to provide direction and assistance in such circumstances, it will not do anything to damage the reputation of any individual member. The overall aim of joining a membership organisation is to promote the benefit of professional standards. The purpose of an organisation such as SBID is to offer support and protection to its members and therefore add value for consumers to take into consideration. Our education standing committee will provide procedures for members to develop and improve so as to prevent negative recurrence. This provides a further example of professional improvement through collaboration and professional standards.

In the year ahead, the Executive Board of Directors, under the direction of the Advisory Board where appropriate, will articulate further strategies of the Business Plan and initiate revised strategy as appropriate. Despite peaks of recovery during this global financial downturn, the financial crisis is far from over. While business across the world remains fragile, a start-up business such as SBID will remain optimistic but cautious when implementing policies.

The Board will review all positions on committees and boards identifying strengths and employing additional support where necessary. The structure and business plan strategies have provided sufficient flexibility for SBID to remain sufficiently nimble to react with speed when appropriate to market forces.

In the year ahead, SBID campaigns on sustainability, an SBID-specific measured toolkit for building efficiency, the internship programme for degree students, the Campaign for Wool spearheaded by HRH Prince Charles for interior design will each gather impetus. With careful monitoring, achievement and progress will be measured.

Key Performance Indicators (KPI)

Every profession is measured by qualification and delivery. The KPI of interior design is therefore the path of education and the procurement



route of practice. The rest is peripheral dressing. Interior design has not developed in line with both market development and other professions as it has not engaged with the two KPIs that measure success.

If you asked ten members of the public and ten designers the same question, “What is a key performance indicator to describe a professional practicing interior designer?” the odds are that you might receive 20 different answers. SBID will define the route to a career and practice route of an interior designer through clearly identified KPIs each quarter. In review we will measure our performance and, where necessary, address and amend our direction to ensure we arrive at the right destination, providing a clear and concise description of interior design as a profession.

Market share (Membership) 2%

The market is unrepresented in volume but has several small players solely representing interior design. Many represent design generally, some have formed after SBID and some have been around for many years but none have really created an impact specifically on the interior design market. One reason is that no organisation has recognised the value of measured education. Failing to promote a degree course as the basis for a professional career path as per any other profession has been pivotal to such failure. The fact that many design schools have provided courses from privately owned companies with a personal interest in preventing a degree course route has served to further damage both the image and advancement of interior design.

Another reason for failure was to resist engaging the construction industry with interior design, as many designers believe they are independent and unconnected from the construction sector. SBID believes that closer links and engagement with construction are a fundamental part of the interior design profession recognising that almost all individual practitioners and practices will either engage or partner with building and construction firms throughout a project. The overlap of construction and design is inevitable and both industries must connect from the outset. It is imperative to connect with such industries to share knowledge, something that will deliver mutual benefit.

Equally important and recognised by SBID is product knowledge due to designer’s recommendation and specification of products. It makes sound practical and tangible sense for manufacturers and designers to engage with products therefore SBID has partnered with The Building Centre., the largest building destination for products and research in UK and home to many organisations including BRE, the UK Green Council and many others.



Major commercial practitioners with substantial purchasing budgets, when surveyed, agreed that engagement with the construction industry and associated professions is a valid and natural route towards shaping the industry. Finally, ignoring the impact of government on the profession has meant that interior design had failed to be recognised as a profession of economical value.

As President of SBID I aim to promote ethics, develop business opportunities and lead the profession. I have 28 years' practical experience in the profession with my own construction company and practice. I have negotiated with as many in industry as will listen and I have passed this knowledge to those that can make a difference. My passion and now my duties have encouraged me to lobby government for business and also represent interior design as a profession at the Bank of England. Research of property-related sectors, banks, business leaders and education leaders has shown overwhelming support of the broadness of the SBID business model and frustration at the state of the profession. Its current status suggests that interior design is not represented effectively or viewed as relevant by a large number of professional practitioners. This underlines the need for the creation of an organisation that can attract a broad membership and speak with authority on behalf of the interior design industry.

Research also showed that those designers who did not belong to any interior design organisation at all had, in the main, substantial business experience and traded in the highest turnover category, held a degree and were engaged by national and international firms and industries. SBID has membership predominantly in this group of design professionals. It has been this leadership and direction that has made SBID grow to be the largest UK professional membership organisation in the UK in just one year.

Our Core Business

To meet the needs of the consumer (the public) first, and the design practitioner as second, we have shifted the paradigm, definition is passed to the consumer and therefore looking at the protection and wants from the perspective of a consumer we approach the issue of professional and competence from a unique position. SBID has a holistic approach to the problem.

We are:

- growing our UK qualified professionals profile
- driving our UK Business Development
- expanding our European market opportunities
- initiating our International market partnerships
- developing our specialist categories
- implementing the Business Plan across all sectors



Our Disclosures

SBID promotes transparency therefore, where appropriate and in areas which will not cause a threat to the prosperity of a business or market positioning, SBID will disclose information about the business conduct and plans to the public and to its members.

Finance Disclosures

Funding has been provided for the first year and divided into percentage investment of 90% - 10% per investor share as per the cost-plan which forms part of the overall internal Business Plan.

The company was formed as a not-for-profit charity.

The 50-page business plan consists of strategies which have not been made public. The business prospectus has been released to the public.

SBID has not accepted any donations or sponsorship from third parties during the founding year so as to remain entirely independent. Directors have paid for their own travel and attendance expenses where appropriate or costs have been met by SBID. The SBID has purchased tickets for all ceremonies and rejected when offered, honorary tickets for events that our own members would pay to access. This policy is the fundamental basis of best practice; in addition all Directors have provided their time for the benefit of SBID and therefore the profession free of reward or benefit.

Market Position

We are already the leading choice for professional practitioners involved with interior design. Our members range from the world's largest architectural design firm and second-largest national architectural practice through to sole practitioners.

The core business is divided into three categories

- Practice
- Education
- Supply & support services



END OF YEAR 1 MEMBERSHIP PROJECTIONS

Business Plan Projections

200
(Design professionals)

Actual Membership

1510
906

Growth increase

[x7]

Membership growth outperforms predictions by over seven multiples in founding year.

The perception of interior design is that it represents residential users and homes but research shows the residential sector is one of the smallest competitive sectors. It has the highest exposure to the designer and represents one of the lowest turnover values.

Market value represented by SBID members*

80%

*The sector of market turnover SBID membership represents

Is the largest turnover of the profession albeit just 20% of practitioners compete in this space. More than 79% of sector turnover is completed and commissioned by SBID members of the design profession.

The future will be a challenge which we will relish from a position of strength now that business foundations have been developed. We look forward to the year ahead with trepidation and relish.

SBID is here to stay!

Vanessa

Vanessa Brady
President and Founder
Date: April 2010



EXECUTIVE BOARD OF DIRECTORS

Report from Vice President – Simon Cavelle

One of the most important drives the Society had in its first year was to ensure it worked in collaboration with like-minded organisations, in our effort to be inclusive. Establishing interior design as a profession is founded on education. SBID clarified minimum standards with guidelines and then invited students and course leaders to comment. Communication with the European Council Interior Architects (ECIA) helped us develop such standards and ensured they linked with our sister organisations in Europe. Full membership of the ECIA was achieved having undergone the rigorous review of the adopted codes of conduct and industry standards in September 2009. This was the first of several groundbreaking achievements by any UK organisation. The SBID is the only UK organisation to have achieved the recognition in Europe or set levels of standards and moreover the position opens the gateway for our membership to network on an equal footing with our European colleagues.

The future for the profession is now cemented for the benefit of practitioners and consumers. The digital network allows students to connect with each other from university to university and therefore share networks of communication. SBID have plans to further connectivity opportunities around the UK and link this match with opportunities currently under discussion and in progress. To be a student of interior design on a degree programme in UK today is now the most opportune time to steer the profession.

PR & Marketing Report from Digital Editor – David Slater

(On behalf of Research & Marketing Director)

We are working to make SBID a globally recognised organisation; our message is simple and clear. The Society of British Interior Design is the leading professional body of interior designers, partners and suppliers.

We promote three main sectors: practice, education and suppliers. These are defined through our marketing to re-enforce the value of being a member of The Society of British Interior Design. The quality of education and training of our membership is what has made the Society stand out from the crowd.

Newly designed membership cards will identify members on presentation. This will be one step further than just a loyalty card, as it will bring REAL savings to the member in all categories of membership, with benchmarked benefits appropriate to each category.

Two membership plaques have been designed. All companies and individual practitioners will be able to enhance their profile with a professionally produced wall display. From our experience this is yet another tool to demonstrate the professional standing of our members.



With the policies, partnerships and systems now established, the marketing and public relations plan is now ready to activate on an accelerated scale. With various packs and promotional data now ready, SBID will launch the marketing information and education packs in the new design.

A digital platform has been built, with web design streamlined for enhanced navigation. We will be introducing RSS feeds for website news which will help with information being sent to an iPad or iPhone app over the following months.

The member section will be launched with a wealth of information that each member can tap into, education and knowledge will be at the top of the list; well trained companies always prosper over their lazy rivals. We will make it easier for people to buy into training; it takes hours to find the right course or online training if you don't know where to look but the SBID member section will alter this in a click.

The world has changed and technology is constantly bringing new ways for you to read books and newspapers. The SBID app will mirror the website news, allowing for a push on national and regional events and getting local and national information out to everyone without to the need to go to the website.

Video streams allow members to learn about new projects we are involved in, similar to the all important campaign for wool. As the iPhone and iPad are now the most popular mobile devices, we have exploited this technology for the benefit of our members. Regional directors have the opportunity to upload events via SBID's main office which will go to all their regional members, thus providing access for the SBID message to carry further and faster. Digital media is one of the most powerful tools we have as we enter the second half of this year, LinkedIn, Facebook and Twitter attract millions of users every day.

Looking forward to the year ahead, increasing our profile and delivering on our mission, the marketing is growing at a massive pace. We have taken on additional team members, employing a further four people to cope with the business growth.

Report from Education Director – Axel Griesinger

Fundamental to the role of SBID as a professional organisation for interior designers is the input to and involvement with UK educators and institutions offering academic education in the field of interior design. These offerings need to academically, professionally and personally prepare interior design students for the ever changing profession. SBID is open to involvement with all academic courses offering a BA degree in Interior Design.

As education is so critical an area for SBID, the first duty as Education Director was to establish an Education Board in consultation with the Executive Board of Directors. The Education Board consists of five members who are either interior design educators or practitioners. In the year ahead The Board will continue to meet every two months to monitor and direct the activities of SBID in the area of education.

In order to have a clear structure to work within, the Education Directors' second task was to draft an SBID Education Division factsheet to define the various aspects of the role of the Education Board and its Director. The areas covered within the document include: the mission, goal and projects of the



education division, the division structure including the role of the Board and Director, the membership criteria, student member benefits and student chapter model. Considerable time was spent to ensure that the factsheet would govern the activities of the Education Board fully in line with the aims and vision of the Executive Board. The proposals were reviewed and accepted by the Board.

Membership of the European Council of Interior Architects (ECIA) demonstrates that SBID has met very high educational standards which will continue to form the basis of the role of the education programme of SBID.

The Interior Educators Group (IE) voted to endorse the SBID policy to define degree programmes as the sole route to a career in interior design. IE represent 35 leading universities across UK providing a BA degree course.

The Education Board fundamentally maintains neutrality and does not interfere with philosophies or programme structures of the educational establishments in order to maintain impartiality.

As part of the implementation of the defined activities of the Education Board, the first prototype Student Chapter of SBID was introduced with the Interior Design Department of the American InterContinental University London campus. The model was refined through review and adjustment during the course of the year. This has proved to be a vital model to test the ground for future student chapters which will now be actively promoted to other UK institutions in autumn 2010 following the success of the founding student chapter.

A network of UK SBID Student Chapters will foster strong links between students and faculty from different institutions in order to establish networking opportunities at various levels. This also gives SBID a format to launch student competitions, conventions and various other UK wide activities.

An elected student representative from one of the student chapters will become the sixth member of the SBID Education Board.

An exciting and fundamental part of our strategy is to promote the principles of the SBID Sustainability Board and Sustainability Strategy to our student members and to be able to encourage involvement from our student chapters incorporating those principles throughout all of their activities.

In accordance with the mission of the Education Board, an SBID student competition is being formulated which will be open to all students of degree courses across the UK in autumn 2010. The competition award has a prize fund of £10,000 including a six-month paid internship. The involvement in setting up this competition is fully in line with the aims of Education Board. The competition is being promoted by SBID and the award and internship are being provided by a renowned interior designer. The competition will also widely promote the activities of SBID across the UK to students and educational establishments.

Having now formed a strong and clear focus and having tested the student chapter format, other initiatives of the Education Division over the forthcoming year include: student chapter newsletters, student careers day aimed at student and associate members of SBID, mentorship programme, internship assistance programme, scholarship and bursary programme, annual student exhibition showing work from all chapters and student chapter awards. We perceive that our function includes the formulation of strong links to the industry and



designers through our activities, which will bring students into close contact with professionals.

The strong cohesive foundations of the Education Board and the strength of the Board itself mean that, despite our significant aspirations, we are confident that the considerable and significant achievements and successes of the Board this year will be continued in the coming year.

Report from National Director

Developing the national grid for SBID was a challenge. Firstly the value and earning capacity of those in different regions across the UK varies substantially. The style of designer differs from region to region and the presumption that those in some regions need to or wanted to engage with professional standards for their profession was not actually the case. I canvassed various designers, suppliers and stakeholders at various levels of competition and offering different services, the results were surprising. Designers expressed a desire for standards, they did want quality and they did want change. In some areas the buy-in was immediate and encouraging, in others it was hostile, collectively we obtained a strong picture from across the industry of what designers, students, suppliers and consumers want from interior design. The data and all information received was analysed over the year and continually fed into the overall plan to create a regional grid of value. Local small groups of design from across the UK were invited to engage with SBID. Each of the 11 regions of UK have a regional design group or organisation and nine of those regions are now engaged with SBID providing all SBID members with a true representation across the UK. Equally such regional groups represent local skill and talent as well as providing a platform to all other small interior design groups as well as providing an opportunity for the national spread of SBID, and of course the international reach through EU membership to all member Countries of European Council of Interior Architects (ECIA) to network and develop opportunities. SBID have now obtained a wider spread of membership skills and each region has a plan to provide four events per year, one networking event, one educational event with the University member of the IE group, one CPD and one local interest event. SBID therefore intend to provide the equivalent of almost one event per week, in addition to trade events and supplier introductions. The regional directors roles have now been created and plans

Advisory Board Report

Shaping a national organisation for an emerging profession is a major challenge. A negative image of interior design has been banded about unfairly through TV and consumer magazine makeovers by suggesting anyone could be a designer professional and complete a professional transformation for a few hundred pounds over a weekend or faster. Trying to formalise and set Society of British Interior Design (SBID) members apart from fellow peers was always going to be an enormous task. The formation of SBID was not going to please everyone in the industry, however, it was certainly going to please education providers and graduates alike; this is endorsed by the fact that this is the first ever buy-in of universities collectively with a design organisation. It has also gone to



change the manner in which interior design in UK is perceived abroad by fellow professional governing bodies. At last, a destination to separate practitioners with high standards of competence from those without. The Advisory Board's role is to provide guidance in the categories of risk and opportunity for an emerging industry within overlapping areas of business where interior design has an influence. The position and calibre of the members and their rank is a hint to the thought and experience applied to the formation of this charity. The expertise of values such as law and finance as well as marketing and compliance demonstrates the depth of value and knowledge-base of experience SBID values.

Standing alone from the crowd is always a challenge when you try to bring about change in a industry. Forming a national charity is even harder and needs dedication and teamwork to succeed. The Executive Board has benefitted from the full commitment of the Advisory Board skills of individual members. The Executive Board Directors have been available when required to offer advice with directional issues, anti-competition and contract negotiations with partnering organisations. In addition we have been able to advise from a position of knowledge of industry. This combination has forged the business model and strategy to move forward at a lightening speed.

The year ahead will bring many new challenges as the various agendas SBID have created increase in impetus and are launched. The Advisory Board remain determined and proud to assist this young organisation to achieve great things for a emerging profession.

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Membership

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KEY

- | | | |
|---|-----|--|
| 1 | FOC | Free of charge |
| 2 | SME | Small Medium Enterprise
SME is a business with less than five employees or with a turnover of under £5 million pound. It represents 95% of all business entities in UK. |