



# Annual Report 2014

THE SOCIETY OF BRITISH  
AND INTERNATIONAL DESIGN



# SBID ANNUAL REPORT 2013

## THE SOCIETY OF BRITISH INTERIOR DESIGN

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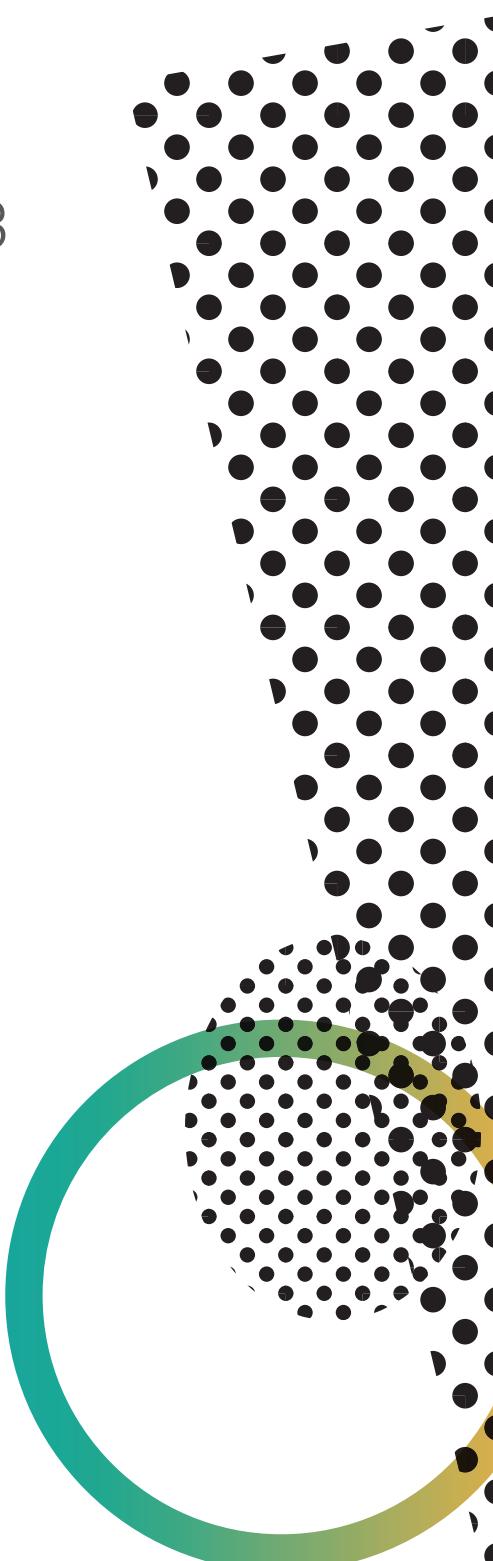
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## INTRODUCTION

SBID is the official British standard bearer organisation for professional practice of interior design in Europe and around the world.

2014 is the final year in a five-year plan to set standards and processes across the interior design industry.

A lack of clarity in the differences between services that a decorator provides and those that an interior designer provides leads to confusion and complaints from consumers. In turn this causes damage to the reputation of individuals and the profession of interior design. By consulting with all stakeholders across the design industry and sharing information, SBID has increased awareness and set a fast pace for Britain to catch up, engage





and excel in design, innovation and product manufacture, becoming a valued sector within industry and an important source of income to the British economy. With professional identity defined internally, we are now finally positioned to promote interior design externally.

## DYNAMICS

Each year SBID concentrates on a competitive industry sector; 2014 is the year of connectivity. We connect through transport and digital platforms every day in our work, but as designers and manufacturers we also examine and push the boundaries in transport and digital communication. Both these industries have overwhelmingly altered the way interior design has been transformed by consumer awareness and added value. It is an industry partnership that SBID embraced in a five year plan for growth.

The annual SBID International Design Awards is held at the House of Lords and the Dorchester Hotel; the theme in our judging panel this year is transport.

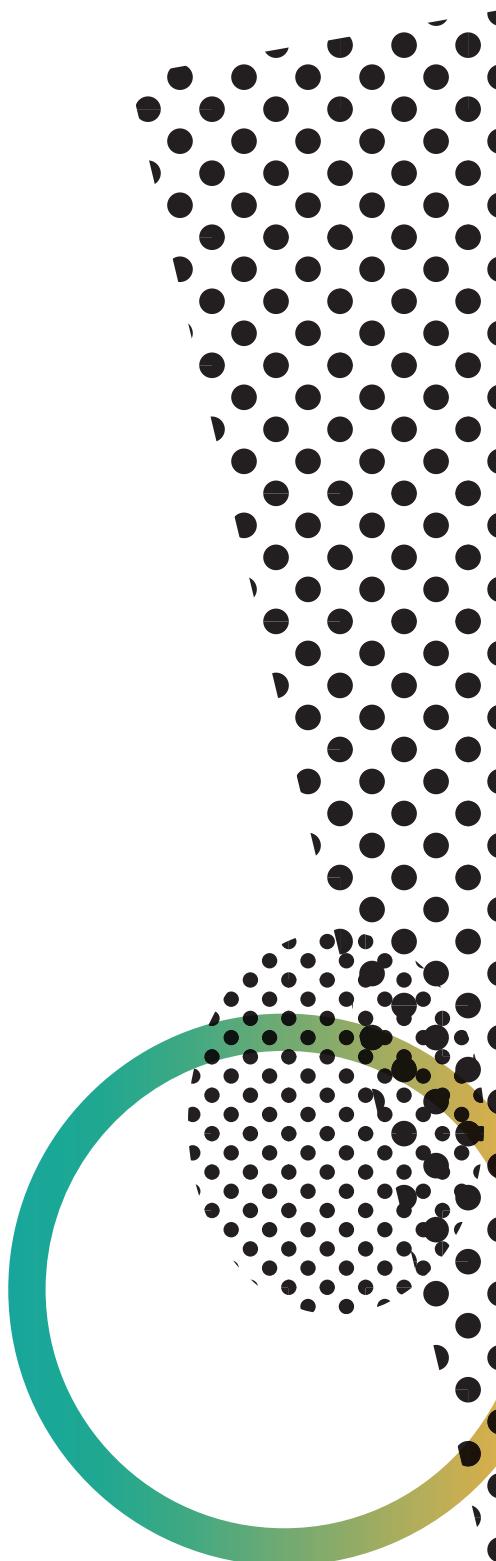
From a London riverside office the SBID team has grown in just five years to 13 people. Collectively they run the organisational and routine functions of this international organisation.

Success doesn't just occur: luck has nothing to do with it. Success is built on an idea, a plan and backed with measured and reviewed data. The office was fitted with a full hi-tech IT(1) computer reading system. Data storage and monitoring was reviewed by an independent Google-appointed operator. The joint opportunity provided evidence of who viewed our data, how long they stayed on our websites, their key areas of competition and what was copied from the SBID website. This data provides an overview of how interior design is valued by the public, allowing us to position ourselves strategically and effectively for the future.

Our nimble structure enables us to adapt swiftly with acquired knowledge and to revise skills and experience appropriately, in order to accomplish our mission of effectively developing the profession of interior design.

The advisory board, expert panels and selected regional directors have connected in a matrix system with additional research and business direction. After gathering data we can see where changes needed to be implemented and where we were missing opportunities. The result creates an improved horizon for trained, qualified and experienced practising professionals within their respective fields of expertise.

The information helped us to provide micro and macro-sized enterprises with valuable information and opportunities in order to improve their business. Design practitioners and architects form the





base of the SBID organisation, providing quality assurance through membership accreditation. Manufacturers and industry support services complete the matrix which creates two-way benefit.

Ground-breaking strategies have now become standardised through duplication within the industry, creating a trend and establishing standards. Established procedures based upon knowledge-share consultation with our partners around the world ensures professional services provided by SBID members are completed to a consistent and recognised standard.

In collaboration with the 20-year-old Council of Interior Design Qualification (CIDQ), based in Washington DC, USA, we currently represent the British (and European) element of the CIDQ Task Force, formed to create an internationally-translated competence test. The exam competence qualification differs from a university degree which develops and measures design skills. The CIDQ exam will measure competence and industry knowledge on matters such as building regulations and compliance.

As design evolves into an influential profession within the British economy, SBID aims to separate those that are neither trained, qualified, insured nor competent from those who are professionally capable, experienced and trained to provide advice and services for a fee.

We accomplished this separation without damaging the reputation of any alternative competitive sector by providing an accredited profession differential, not simply design flair alone which previously in Britain was the case. The government has already provided a route to market for other categories within the sector skills of crafts and trades through apprenticeship schemes and financial business support initiatives.

Separation of these key areas provides clarity for consumers and brings a much needed choice to the market. Monopoly and anti-competitive conduct is illegal and is managed independently by Civil Service destinations.

- SBID raises industry awareness on subjects and issues that directly affect members' ability to promote and protect design services.
- SBID provides leadership direction and business opportunities, and through industry awareness campaigns it influences, develops and enhances member profiles to create recognition for the services provided.
- SBID protects members' skills from less qualified third-party suppliers by separation through accreditation. This promotes the recognised status of an accredited and respected quality-assured professional.



During procurement of the five year plan, one factor caused SBID concern; that of designers unqualified via training and ECIA guidelines. Such designers will not generally be competing in the commercial sector where SBID members fit. However, the consumer had no knowledge of exactly what a designer's role and skill sets are and was therefore unable to differentiate the professional from the less competent. Alternative routes to market exist to ensure that we have not shut off the creative path for hobbyists and less competitive stakeholders, creating essential separation for professional industry providers and ensuring that competition exists.

In conclusion, designers that do not meet SBID quality assurance have myriad alternative design destinations to choose from within Britain or globally on the internet.

SBID provides accreditation for professional interior design as the official British standard bearer provider.

## LAW

Business direction focussed on completing agreements and collaborations with counterpart and umbrella organisations, government and industry broadly. In 2013, having protected the main asset, SBID concentrated on creating a platform to promote the design industry and expanded the International Design Awards. The awards were an immediate success based upon the calibre of entrants from around the world.

Every sector and representative of the design industry has been approached, invited and consulted to engage with SBID. This inclusive consultation held out an olive branch to long established entities and pockets of industry that had become disenfranchised, disconnected or alienated from their industry peers. Each destination was invited to share, engage and collaborate with a new business-led focus to develop their business profile, reputation and income in an unprecedented drive to establish national and global protection of British design. Over 130 destinations were visited or consulted, some were invited to engage and participate with all-party lobby groups in the House of Commons where SBID is both active and a contributor. This quickly established routes to market and identified legal restrictions.

## COPYRIGHT PROTECTION

Intellectual property, copyright and trademark theft are a substantial threat to the income generated from ideas that feed investment in technology, products and commercially sold advice. Lack of enforcement remains a major concern to the creative sector and business generally. In consultation with numerous public and private



government departments in Britain and overseas, SBID identified a route to protect copyright theft and the loss of profit that the owner of an idea faces when competitors duplicate or steal ideas before the originator has benefitted financially or publicly from its inherent value.

### **Intellectual Property Campaign (IPC)**

An SBID campaign was launched in 2011 to promote and protect the fundamental right that the creator of a design, or design product, remains the commercial property of the creator of that idea or design. Before he sadly passed away two years ago, Bee Gee Robin Gibb CBE was SBID's Ambassador for Intellectual Property (IPC). Robin was President of CISAC, the global organisation in France for intellectual property to the creative arts.

John Whittingdale, the Secretary of Media, Sport and Culture, supported SBID and invited Founding President Vanessa Brady to represent interior design alongside music, film, and product at a creative industry forum. A cross-section of commercial ideas theft, taken from the creator before financial return was realised, has been evidenced and was later submitted by request in a document to the House of Lords. Legislating against the practice of 'commercial idea-theft' is paramount to the success of British innovation and future investment.

With the fast pace of internet trading and international governing law, consultation for enforcement can only take effect when carried out in consultation and collaboration with stakeholders around the world.

Since 2009 SBID has been consulting with the digital industry and international protection agencies with the aim of creating a global platform to protect ownership of an idea or product and to implement achievable strategies that punish the individuals that blatantly abuse legislation. Theft and anti-competition create barriers to investment, jobs and Britain's GDP. SBID has promoted values to actively prevent reputation damage which stymies growth. Such conduct prevents industry growth cementing a preconceived opinion of infamy and incompetence in commercial design. This ongoing private consultation will further establish the efficient, effective and influential presence of SBID in the creative industries.

### **Name change**

As part of continued growth SBID identified the restrictions of being described as a 'British' rather than 'international' organisation. Following a survey over three months SBID received 81% of enquiries referencing birthright, passport identity and country of practice eligibility for membership. The name change from Society of British Interior Design to Society of British and International Design has finally resolved that issue and demonstrates the open door right of entry



for a professional from anywhere in the world. Consent for the name change without further proof of evidence of registration was approved by the Secretary of State with immediate effect. Having clarified the international status of the British standard bearer organisation, SBID will still answer to the former title.

## FINANCE

As part of our growth and market penetration strategy it is inevitable that where we started is not where we should finish. To do so would demonstrate failure.

As business develops and information is disclosed it often becomes apparent that some entities with different interests do not fit the ethical and corporate social responsibility criteria of SBID. It is our duty as a professional organisation to step away from an individual, investor or company which may not meet our ethical or political mission guidelines.

Sometimes making the decision to separate or discontinue a consultation or collaborative agreement creates short term additional costs and barriers, but conduct and investment in such measures is part of business development costs. SBID has taken the steps to sever a variety of associations for a variety of reasons but each strategic decision ensures that SBID remains pure and true to its values. It has kept SBID on target: it has not been the easiest route but it is the only route.

### Income

The company obtains income from membership fees, sponsorship and advertising. The Five Year Business and Finance Plan (IP protected) for growth and development was drafted and reviewed by the President of SBID with the advice and consultation of Advisory Board Member Andrew Rolfe, SBID solicitors, chartered accountants and government advisers. The plan, in consultation with government, provided a huge task and opportunity for all stakeholders to benefit from the outcome.

Following the annual review, the opportunity for financial growth is tested, reviewed and sound. This platform provides a horizon for improved industry recognition both at home and abroad. The clear road ahead ensures development and promotion can now proceed with confidence.

Sponsorship packages will for the first time now be considered. In 2011 SBID agreed to support existing members facing financial hardship during the global crisis. This support will continue.



## EDUCATION

Within the education sector, universities and schools were identified and monitored and those who met the standards of content and qualification were invited to consult and collaborate with SBID, government initiatives and in research.

The curriculum content of international design degree courses was examined to identify relevance, highlight gaps and compare with other countries around the world. Thus, in consultation with learning and practicing establishments, interior design data was successfully exchanged to create an improved route to market across Britain for the next generation of British designers.

The research identified the lack of industry support for post graduates when they return, sometimes without employment, to their home environment. This gap helped us to establish the student mentoring programme in collaboration with London Metropolitan University.

The inaugural Metamorphosis Programme was launched in 2014 to provide an annual year-long mentoring opportunity for both students and SBID professional members in practice and manufacture. Connecting the design sector through digital means eliminates geographical boundaries and financial limitations for students and graduates and provides much needed industry support from SBID professionals.

In addition, SBID identified the lack of financial planning in the curriculum and highlighted this as a pilot for training establishments to improvise.

## CPD

Continued Professional Development and Continued Practice Development (CPD) is a condition of accredited membership. In accordance with membership, practitioners must fulfil the minimum 24 hour accredited CPD requirement. These CPD programmes need not all be from SBID-accredited providers, however they must be an SBID-recognised provider to qualify as part of the annual requirement.

Members are invited to apply to become a CPD provider and host or provide accredited CPD training.

In the 12-month pilot period of 2010/11 the CPD programme was evaluated, SBID provided 44 free of charge CPD seminars to members across Britain as a membership benefit.

Following the pilot scheme, the accredited programme was successfully launched, exceeding planned expectations. It demonstrated professional designers' appetite for qualified evidence and industry support. Additional development of the SBID CPD Programme will be launched at the 2014 SBID International Design Awards ceremony on 14 November.



## EDUCATIONAL DESTINATIONS

With agreements with numerous universities across Britain providing an interactive forum for undergraduates, SBID's proactive position to engage and promote the next generation of designers has grown stronger year on year.

Following positive dialogue with government representatives, SBID supports and collaborates with an educational think tank. This alliance has enhanced the education platform by geographical and learning disciplines. In April 2014, the ECIA Board were invited to a tour of the facilities of Arts University Bournemouth (AUB). As an ongoing understanding between SBID, AUB and ECIA, the collaboration now represents a broad and diverse education system in Britain.

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

The educational breeding ground must be transparent, neutral and open to change. Tomorrow's designers are our visionaries, our leaders and our innovators: they are new to the industry and it is our duty at SBID to support graduates in shaping their future before and as they enter industry.

## THE EUROZONE

The threat of the financial collapse of the Eurozone was a significant factor in the business plan from 2009. It would be reckless not to plan or consider a contingency plan for such a massive threat having watched the economic fallout of countries such as Iceland, Cyprus and Spain.

Countries such as Portugal, Ireland and Greece are being bailed out by Eurozone funding; Italy has eighty billion Euros of debt owned by British Banks; all these factors challenge the strength of the Euro .

Exchange rates and business loans cause further strain on an already pressured design industry and demonstrate how much Europe has suffered throughout the past five years. We must therefore look further afield than Europe to create an informed picture of the financial horizon.

The world's three top leading banks are Chinese. The financial lead has moved from USA to China. This global paradigm shift affects the cultural change of the way in which Britain competes in global business. In particular, the threat to the creative industries, which are already struggling to absorb further price increases, has caused a positive market reversal.

Product manufacturing is returning to countries where quality and standards are paramount to brand values. Consumers are prepared to pay a premium for quality. Cheap labour costs in overseas call centres



reflects badly on the company using those services. Ethically created profit is affecting the bottom line.

China's manufacturing industry is a staple resource to the nation through an ever-increasing export market. China recognises its shortfall on innovation and design however, and it is in design itself where our skill and competence is unrealised, unchallenged and unprotected. Britain is now engaged in much business activity through a variety of support programmes with China. The British standard of safety, quality and above all consistency in high standards provides an added premium which is envied around the world.

As a nation, Britain has not protected the prosperity of its once proud and respected manufacturing industry. Britain does not have a competitive service industry to match other world leaders but Britain does have a reputation for standards and quality in design thinking and quality manufactured craftsmanship. Therefore our aim at SBID was to protect the creative industries – the arts, design and innovation – before we set out to promote it.

In this competitive creative sector where SBID comfortably sits, innovation and design are considered market leaders and national treasures. We were consistently monitored and reported our strategies before they were announced to the public throughout.

We must not believe that individual practitioners are the best: it is as a collective industry that we lead in Britain. Within Europe we are simply a partner. In this field SBID has successfully identified the threats in industry by quality and price point. SBID has therefore united not only within Europe but also in Canada and the USA to collectively measure and raise industry standards, share knowledge and enhance the skills of designers and industry support-services.

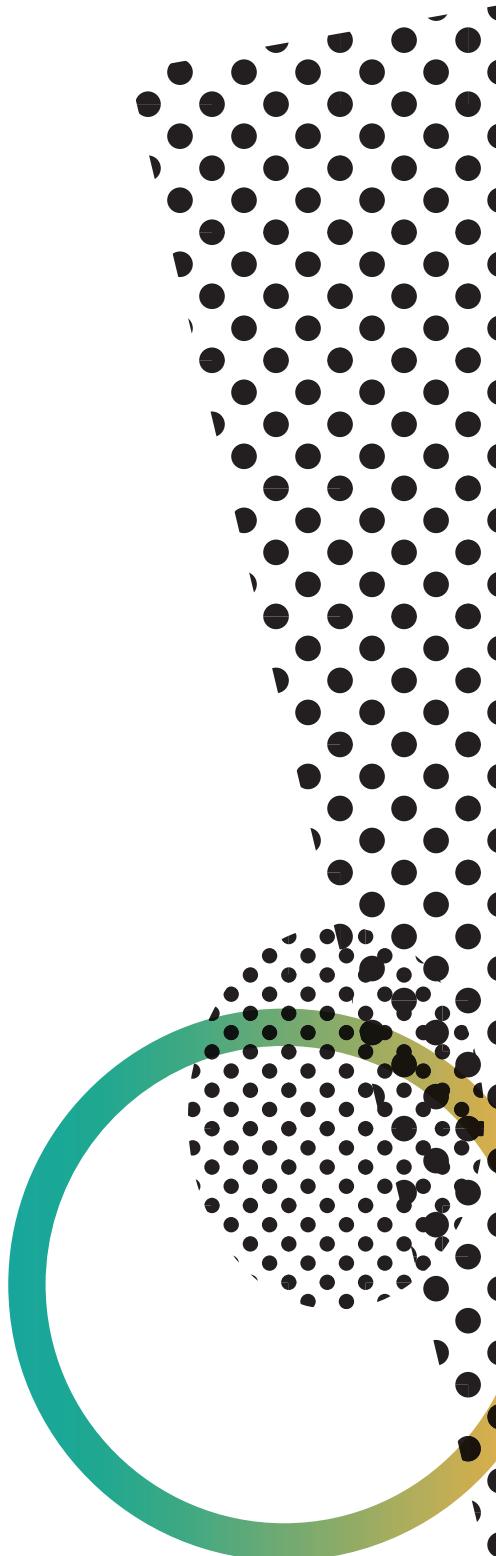
We are not challenging betterment (i.e. improvement on existing service delivery). The quality assurance system SBID has defined through consultation and research provides clarity to the interior design industry at large. We have created standards for the interior design industry. In five years we have created our goal and delivered our mission.

## GOVERNMENT LOBBYING

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

- Education
- Intellectual Property
- Finance

The provision of research on the issues faced by the industry was the foundation of a research project undertaken in 2012 to reshape the industry for growth.





## SBID FUNDAMENTAL OBJECTIVES

### 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 European law. The European Council of Interior Architects and Designers (ECIA) was established 20 years ago and exists to create a united educational criteria. In 2013 the ECIA completed a five year global review of education and set the minimal basis to practise as an accredited designer on an international scale.

Of the 34 EU member countries, just 19 are ECIA members meeting its stringent criteria. Many of the unlisted countries have simply not yet met the highly acclaimed entry level of membership.

There are many other countries and organisations beyond Europe which have requested collaboration with SBID; many through lack of proof to meet our standard have been rejected.

### United industries

Inclusion by SBID of architects is critical to the united and professional structure of a completed building. It is important that a designer is as qualified professionally in the service they are representing as an architect is in their profession. Without equally qualified services provided by a designer as exists in architecture (architects undertake seven years in education to become fully qualified) rightly, architecture and interior design will not unite thus we continue with a fragmented industry.

SBID is delighted to have the support of two highly skilled, qualified and respected executive directors in Michael Rose CBE and Owen Luder CBE whose aims and objectives are to unite the design industry through their experience in building products, construction, architecture and jointly in education.

## THE NEXT GENERATION

### 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 receives £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. This forum has been converted into an open gathering which was renamed the 'Hub'. It is a destination for the next generation to view their ideas and concerns to the industry.



### Competitive industry categories

The three categories of membership break down further into competitive areas of services provided by SBID accredited designers. In 2011 SBID carried out a survey of membership competitive sectors:

Sectors	Percentage of members specialising in these sectors
1 Hospitality	67%
2 New Build - Residential	15%
3 Bars and Restaurants	25%
4 Refit (residential)	35%
5 Public Space (airports, shopping centres)	44%
6 Healthcare	18%
7 Office	32%
8 Marine (boats)	18%
9 Aeronautical (airlines)	12%
10 Government	62%

## SBID MEMBERSHIP

Emphasis on membership is based on standards and not competitive discipline.

Membership as identified by market research is primarily in the contract sector. This is based upon qualification of entry to membership, market forces, project size and overall business acumen. SBID recognises this paradigm may change in the future.

As the economy in the building sector is returning to pre 2008 recession turnover, SBID will carry out additional research in market share. As the residential sector grows and reshapes our overall industry, it brings security and continuity in the market back to a stable position. This is the perfect environment upon which to build a new economy. However, research demonstrates this is not a key area of SBID membership at this time, making it an area of future growth to be exploited.

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

Two global high profile campaigns address innovation and job skills and both are supported by financial investment.



## INCOME

Membership is open to anyone sufficiently qualified from any country, regardless of where they practise or where they were born, however we only lobby for industry and profession changes with Britain.

This unique position has created the growth and opportunity for collaboration and knowledge-share with the most respected British companies. The knowledge-share agreements SBID formed have proven to be a staple of its success enjoyed in such a short period.

## LOOKING AHEAD

The work to date is just the beginning of a long and never ending journey for the interior design industry. The gauntlet will eventually be picked up by others who want to drive the ambitions of SBID further in the future. Many will have different ideas and directions for growth and development. This is part of what the creative industries represent: ideas, change and diversification.

SBID is a destination of ideas, creating an environment for financial investment to provide an income and provide jobs for its members. In return, SBID simply aims to be the most trusted creative destination for consumers. SBID will now concentrate on the service logistics of a successful business introducer.

A handwritten signature in black ink that reads "Vanessa".

Vanessa Brady OBE  
President and Founder  
Date: April 2014

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### KEY

IT	Intellectual Technology
SME	Small to Medium Enterprise
PAYE	Pay as You Earn (Taxation)