



Annual Report 2015

THE SOCIETY OF BRITISH INTERIOR DESIGN



ANNUAL REPORT 2015

Industry Overview

As we reflect on the achievements that SBID has created for the British interior design industry and encourage the industry generally to adopt our policies with consent and through collaborative agreement, we have also been aware of risk and monitored market forces.

In an industry rife with unhealthy competition and egos, SBID policy has always been to stand above in-house bickering and instead, focus on the issue to hand. Only in this way will we gain the support, trust and respect of complimentary professions who are willing to embrace interior design as a valued necessity and not as an expensive luxury.

SBID was established seven years ago on a platform – the route to market. We started by recognising emerging talent through education. This was created by listing what education looked like at that time and consulting on content within the degree-level curriculum as well as monitoring a variety of British universities. We compared that data with other countries in Europe and also the USA and we have now successfully created education as the fundamental route for the profession of interior design within the UK. This puts us in line with 18 fellow countries of Europe.

This core value was later adopted by our colleagues throughout the industry in the UK, paving the way for the future growth. This has been achieved by identifying knowledge taught in universities, knowledge gained through work experience and knowledge-share with fellow groups, organisations and others around the world. SBID then negotiated with the Minister of State for Universities and Science and reviewed the curriculum content taught in a selection of highly regarded universities providing BA and Masters degrees for interior design and interior architecture.

This review was carried out by course leaders, principles, interior design employers, practitioners and others. After reviewing the data being taught and measuring the success rate of employment against untrained applicants, we consulted with practicing professionals as collated the responses to establish the value placed on the degree achieved by British students, but importantly it provided the bigger picture as to the value the consumer placed on practitioners with training knowledge compared to those with no training at all. SBID then compared knowledge transfer from the UK curriculum with



knowledge of graduates from other countries; Europe and USA and fed this data back to the Ministry. The result demonstrates the position of the UK with European competitors and provided a measured league table. This outlined where the UK was strong and where change and improvement were required.

Looking at trading standards and industry complaints provided through the Retail Trust and the former government watchdog, the Office of Fair Trading, SBID gained valuable insight into customer satisfaction while further analysis helped SBID define these national industry complaints by category of seriousness; risk to life, bad design (through lack of training), bad management and unreasonable consumer complaints. These statistics were measured beside the retail statistics of purchase to define the highs and lows and determine what impact, if at all, design has had on consumer purchase power, manufacturing growth and therefore industry growth which leads to an improved UK economy.

To achieve a measured and accurate assessment this data gathering and research was carried out without announcement to prevent influence which could manipulate the final analysis result.

A review of the marketplace was also undertaken and monitored over a five-year period. This long-term measurement provides a consistent and true overview of best practice, competition, UK expertise and growth compared with other European countries, consumer confidence and influence (compared with proportionate national disposable income spend) across sectors such as investment, leisure, sport and hobby.

Having analysed how the industry self regulates, how this is managed and compared the results with fellow organisations in Europe from the European Council of Interior Architects (ECIA) and partners around the world, SBID has successfully compiled analysis of the interior design industry. This data is invaluable for the UK government to make financial decisions for sector investment and private investors to see areas of opportunity.

In the majority of cases, the results were comparatively similar in status, activity and conduct year on year. It was the different areas that took a further two years to investigate to determine the cause, check the results and then, to ensure accuracy, repeat the process.

This measured seven-year research and statistics data provides an overview of the interior design industry in UK which helps us unlock further opportunity, respond to areas of weakness and risk, and establish security for the industry ahead. This will allow SBID and the British interior design industry to continue to grow healthily alongside our competitors around the world. This document helps the UK measure opportunities for investment and therefore helps industry stakeholders invest in sectors of growth and excel in areas where market trends identify opportunity.



In turn, this knowledge helps SBID members gain a competitive advantage. SBID has successfully established education as the platform for the route to market in British interior design. This first move in the UK to establish education was strongly contested but with time the industry has now embraced education while interaction with leading universities embedded in the mindset of governing educators.

The Plan

SBID established the first British partnership across Europe with the long-established European Council of Interior Architects in our founding year. This set the first standard of business with an internationally adhered and adopted code of conduct.

Overriding individual law of each country within Europe, the European Union governs all European countries collectively, therefore Britain was subject to but not included in the process on how interior design should be led, managed and protected.

Unlike most professions, interior design fails to have title protection therefore in the UK anyone can describe themselves as an interior designer regardless of whether they have training, experience or insurance. This is a industry-wide issue and in Europe with four countries governed with title protection and the remaining ECIA members without protection, our aim and structure is to provide the united European voice to change the law and provide title protection to the interior design profession.

The UK had been excluded from this hugely important forum established for 22 years as the education standards had not been met by any of the variety of interior design specific organisations.

This milestone achievement for UK strengthened the opinion of British designers in the view of consumers and investors by providing a security and confidence of the UK design industry equal to other countries in Europe. SBID elevated the UK position which was recognised, protected and capitalised by the British government.

The Economic Crisis

In 2009 when the global economy was in its worst recorded low since 1930s, SBID received £440,000 capital investment spread over four years to establish the UK as a leader in interior design. Now, six years on, the organisation is self funding without debt and runs a full-time paid secretariat.

The brand is a hugely valuable asset for our members and the international design community as can be seen through the calibre of entries of the coveted SBID International Design Awards.

Intellectual Property and Copyright.

We divide this global problem into two categories; theft and protection along with enforcement and punishment. SBID has consulted and engaged five specialist law firms on different aspects of protection over a six-year



term to advise and witness intellectual property theft. They have measured the outcome and impact of IP and copyright theft. It includes the financial loss to the victim of this crime. The greatest loss in the design industry is the theft of a commercial idea and how this loss can be measured in financial terms, how it might be investigated in a digital climate and how culprits who engage in commercial theft of an idea once it is bought to market can be punished in a digital economy.

This issue is a global problem and costs companies, inventors and the owner of the stolen commercial idea billions of pounds per annum not to mention the lost potential tax revenue generated from the commercial value. While we are a long way off finding an agreed solution between governments, enforcement agencies and those who steal, we were fortunate enough to have the support of the late Robin Gibb CBE of the Bee Gees who was the SBID Ambassador.

Robin was the President of CISAC, the global organisation for the protection of intellectual property rights.

Robin campaigned and successfully changed draconian laws in some countries. SBID is proudly still collaborating with CISAC and solely represents interior design among an array of cross-sector creators within the creative industries. In 2011 some 68 countries were represented at the CISAC Global Summit. Progress with a variety of governments and creators is being made.

The Digital Highway

Addressing technology is so strongly resisted by creators because they are themselves leaders of change and because digital technology moves at a lightening speed.

Our role, as an official national organisation in business to the interior design profession, differs from a chartered body, an institute or a watchdog which each have a very specific remit. As the title suggests, our role as the industry Society for Interior Design is to embrace the pan-industry stakeholder, the entire spectrum of anyone and everyone involved in the industry. With such a broad remit we have ensured that the opportunities brought about by the digital age are available, taught and embraced by all ages at all levels of knowledge with access to the internet becoming available to all, connecting the UK and the design industry with the global community for a connected future.

SBID has established a strong digital platform on social media and monitors other parties within the industry. We remove identified, purchased or false status followers, likes, plays and other statistics by separating true analytics from falsely increased spikes; we record the activity and this provides accurate data. We work with Google, Facebook and YouTube.



We also employ technology consultants who collate evidence on our behalf and we have consulted with official fraud protection bodies to monitor false readings. This data ensures that we invest our funds and time where opportunities exist and not where adverse marketing spikes might misguide us. We are also able to predict future changes and make decisions based upon those possible outcomes to ensure our strategies permanently remain on track.

Such data provides strong evidence of how we protect sensitive material. SBID has also consulted with the Metropolitan Police on criminal activity. Collectively this work identifies how SBID must manoeuvre to protect and promote the organisation from risk in the global community.

Trading Position

In a global market it is naive to trade solely within the UK or on a single platform. Global business is the only way to trade in the digital economy, the Internet has no boundaries.

We have enlisted time-measuring return on investment before entering new markets. Each strategic step is based on carefully measured, sound and strategic knowledge.

While we own the hugely successful SBID Design Excellence Awards within the SBID Group and the organisation invites membership from around the world, we do not at this time wish to venture into geographical locations where training of interior design, copying and quality are not under strict protection or control. Without minimal standards of regulation it is impossible for us to monitor duplication from a distance. Therefore SBID chose strategically to simply partner those countries within Europe where standards have been established collectively and where a single law governs all. Through the European Council (ECIA) an inclusive proactive and established forum we can unite, create and lobby change. SBID also collaborates with British Commonwealth countries Canada and New Zealand (as 80% of the country's wool is made into British carpets) along with USA. Finally, with head of state endorsement from a variety of Gulf States, we have identified opportunities for the development of quality business. The British standard of interior design, product and industry through these strategic destinations of choice are protected as well as providing secure mutual opportunities for growth.

This year, we are pleased to announce a new joint venture with the International Interior Design Association from the USA hosted in the Middle East. This is a market we have waited patiently to enter until SBID was fully established.

Other design organisations in the USA entered into partnerships with us in 2009. As CEOs retire and fresh leaders emerge, quite rightly the dynamics change. This year we have reviewed our strategies and that has led us to cancel a variety of partnerships that no longer fit either the



business direction, ethos or ethics that is the basis on which SBID exists: that is, leadership, responsible best practice and quality at every size and price point.

Building relationships must be a mutually beneficial task, providing strength and increased opportunity to both parties. SBID therefore took an aerial view at every mission and has measured the value to the industry, value to paying members and value to the organisation's resources. The return on the investment along with the ethical conduct of operators and management of error and failure was key to retaining quality partnerships.

This is a measured business decision and the result has provided a clear route to preserve and enhance the reputation of the SBID brand as a leader in the business of design.

New Markets

Following a strategic organisational review, SBID is ready to enter new markets. With a strong heritage, a clear focus and vision we can bring new business opportunities to our members and improve the position for the UK in new markets.

Timing is everything and finally, the timing is right for SBID to seize the opportunity. In this year, SBID will enter the Gulf States. This destination is rich in expertise, with business leaders who have been educated around the world possessing the vision and insight to recognise that oil as a commodity of trade will be replaced with sustainable energies such as wind and solar power. This leaves these richly educated and entrepreneurial businessmen with investment funds for new opportunities.

In the first collaborative partnership with our counterpart professional contract organisation from USA, the International Interior Design Organisation, we jointly launch our first discussion and presentation of global interior design practitioners projects in the Middle East in October in Dubai. This geographical location is the global destination of choice for SBID's main future business development. With funds, investment opportunities and an eagerness for diversity, the Middle East is well placed to host the first of numerous business events planned over the next four years across the region and provides opportunity for export and business in a steady, tested, educated and diverse community.

It is with a carefully selected business profile, a tried-and-tested heritage and a collaborative partnership that SBID is in a position of strength to compete fairly and with respect to all industry stakeholders.



Announcement

With the economy returning to steady growth, financial stability is returning and bank interest rates are therefore set to rise from record lows to pre-recession Bank of England base rates. The economy is returning to positivity. With this prospect and the structure of an industry body for interior design now fully established it is time for me as Founding President to pass the responsibility and task, as well as the honour I have had in serving in the role as President onto the incumbent choice of Honorary President Elect. After seven years I have a final task to undertake away from the government of SBID.

My replacement has been selected to steer SBID through the next stage of development, and carefully nurture the standards and goodwill already established. The announcement of the SBID Honorary President will be made in April 2016

Vanessa

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President and Founder
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