



Annual Report 2016



SBID

THE SOCIETY
OF BRITISH AND
INTERNATIONAL
DESIGN

SBID ANNUAL REPORT 2016

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THE REVIEW

As Brexit has changed the way in which the UK will trade in the future in Europe it may also impact on trading conditions of some of our members who trade in euros and sterling and supply or sell goods and services between the UK and European countries. As an international organisation it is our remit to assist our members and lobby the UK Government for protection where we find areas of high risk to the prosperity of Micro Small Medium Enterprise (MSME).

We have consulted with many of these potentially at risk manufacturers and international designers to review their initial concerns, from when the referendum was announced, presented and then voted upon. Surprisingly, exit from the monetary union was not one of their concerns after the initial shock of the result was further analysed. Manufacturers have told us that they do not see the UK departure as being a massive financial threat or trading in general as a problem. The balance to this result is therefore in the bigger picture; how much money will the treasury actually have to find from its own resources to distribute in lieu of EU funding in lieu of the benefit of the subsidies and bursaries we once received.

In this past year, we have spent our time in review to foresee potential risks and further secure the future of SBID. We have reviewed partnerships, some were unsuitable, while others were ineffective and some did not meet our code of ethics. Having streamlined our partnership agreements and strengthened positive connections with our partners worldwide, we are now positioned with a very effective assembly of trade, business and professional partnerships. This improved participation has freed up time at the London office for us to review our delivery and carry out research on the benefits of membership and the impact we have on



the profession. We have improved our communications around the country for regional meetings and we have provided a bigger and more informed global events system online as well as local, national and international venues.

We have reviewed the offers provided from the perspective of our member's relevance to consider from a member's perspective the importance and significance of belonging to a global body. In this exercise we carried out substantial analytical research and we are now in a position to only provide the services, benefits and opportunities relevant to those members that require them at the time and place required. We have altered the membership benefits to reduce the price of entry and provide members with the flexibility to choose what they want to participate in, and prevent wasted fees on benefits that they may not have time to enjoy.

eSociety our quarterly magazine has been a huge success and with an analytical review, we know what you like to know about and we have addressed the content and the way we deliver it. Our method of delivering Accreditation has changed also. As we have tightened up our remit now that we are an International established professional body, and as the first organisation to recognise education as the route to a career in interior design, we adjusted the rules with the European Council of Interior Architects (ECIA) to allow the UK to catch up with the rest of the world. We are now in a position with support from the British government and the European Charter of Education to provide a more relevant accreditation for international learning and marketplace.

We also launched the 20/20 programme at the Dorchester Hotel as part of our three day annual event in November which concludes with the world famous Awards Ceremony.



THE FUTURE

We have streamlined our various offerings into distinct business zones which has been communicated through our separate websites for the SBID Awards, CPD. While the core organization offering remains on the main SBID website, our standalone sites provide a deeper understanding and clarity of definition for our various audiences. This divide will bring with it on target information following research outcomes, for the SBID audience and our global partnerships participation.

In 2017, we will be launching the National Healthcare Advisory Boards (NHAB) first publication following four years of research and a lifelong learning experience and expertise of the NHAB members and experts. The book has been written by of the professional Healthcare community. Members of the SBID healthcare panel will be contributing to the broad knowledge of Council members from designers, manufacturers, researchers and educators. Members of our expert panel will be adding to the knowledge of council members, including designers, manufacturers, researchers and educators. This first of its kind publication, will be a reference handbook and will serve as a point of reference for all healthcare stakeholders.

The industry continues to grow in healthcare and the luxury hospitality sectors as we first predicted in 2011. When they seek a destination for leisure, innovation and design are the highest priority for consumers, followed by service and value. This is excellent news for the industry and those who compete in this area.

We have partnered with Mishcon De Reya to provide information on business amortisation and Intellectual Property protection in law for this

year's annual 20:20 Meet the Buyer conference at the Dorchester Hotel and later in the year we will co-host a trade compliance conference with the National Association of Shopfitters and Interior Contractors on CDM Regulations during which members of both organisations members can learn about their duties and responsibilities as well as enjoy opportunities to network.

CHANGES

With changes to our status in the education system, SBID holds a dominant position as the only direct link to the European Charter of Education. This pre-eminent position in education provides UK universities with an opportunity to share knowledge and create exchange visits as part of the student performance criteria encouraged and recommended by the British government to improve global skills of interior design learning in UK universities for a global marketplace of employment. We have linked this requirement with trade and export and signed contracts with trade shows, government and universities as well as manufacturers.

SBID cancelled agreements with course leader education groups and forums to work directly with universities and avoid any conflict of interest with individual destinations. During 2017, we will release further details about this stronger link to education for employment on the website and social media channels.



FINANCIAL

Passing profit back to our membership is a hugely important part of the ethos of SBID. Putting funds back into the business for the benefit of members ensures that we are now in a position to reduce our annual fees.

Managing both people and profit is at the core of our ethos and best practice. Profit is not a dirty word; it is generated from adding value. It is clear that SBID has added value to the industry in the past seven years, through a global recession and, now, as we part from the European Union. It remains to see the impact, if any, that Brexit will have. Be it positive or negative, SBID is in a robust position to address it and is now nimble enough to react instantly to any adverse external effects as they arise.

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