



## How businesses benefit from using design

- This presentation is drawn from the National Survey of Firms presented in Design in Britain completed by the Design Council.
- The purpose of this presentation is to help you as a design consultant, business advisor or teacher, make the case for design to your clients or students.
- Please feel free to edit and use this presentation as you wish, but be careful to protect the integrity of the data.
- The full report is available on our website at [www.designcouncil.org.uk](http://www.designcouncil.org.uk)

## **Design in Britain**

### **Robust**

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National Survey of Firms is the most comprehensive investigation into the ways UK business understand, use and benefit from design

1,500 interviews with chief executives or heads of design

# **Design in Britain**

## **Robust**

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Across all sizes and sectors of UK companies

Representative of UK businesses

Research undertaken by independent  
company, Public and Corporate Economic  
Consultants (PACCEC)

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## **Section 1**

### **Benefits to business and the economy**

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- Competitiveness, quality, productivity
- Financial rewards
- Sharper competitive edge
- Products, services, ideas

## Competitiveness, quality, productivity

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Where design is integral,

**44%**

of companies see a resulting  
increase in competitiveness  
and turnover.

## **Financial rewards**

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Design-intensive companies outperformed the FTSE 100 by 200% over a ten year period.



## Sharper competitive edge

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27%

of all companies consider that design has become more important in maintaining a competitive edge.

## Sharper competitive edge

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Design is increasingly important to the competitive edge of

**50%**

of manufacturers.

## Products, services, ideas

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Only

**32%**

of companies have introduced  
a new product or service in  
the last three years.

Where design is integral,

**67%**

have done so.

## **Section 2**

### **Innovate and compete**

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- Competing through innovation
- Ingredients of success
- RD&D: Research, design & development

## Competing through innovation

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**45%**

of companies that don't use design compete mainly on price. Where design is significant, only

**21%**

have to compete on price.

## **Ingredients of success**

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Design is the seventh most important ingredient of success for UK companies. It is second most important for rapidly growing businesses.

## RD&D: Research, design & development

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Less than

**1/5th**

of companies that know  
about R&D tax credits have  
actually used them.

## **Section 3**

### **Using design**

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- Role of design
- Product and service development
- Role of designers
- Measuring design investment



## Role of design

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Design is integral  
or significant to

**33%**

of growing companies,  
but to only

**11%**

of shrinking ones.

## **Product and service development**

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Sales of Marks & Spencer's travel fans increased by 105% after redesign by Smallfry. Development costs were recouped in just 12 days.

## Role of designers

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**11%**

of companies would be more likely to use designers if they were professionally accredited.

## Measuring design investment

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**57%**

of companies that invest in design have no accounting mechanism to measure the return on their investment.