

Design plays a vital role in  
the prosperity of the nation.  
Here are the hard facts.

**Foreword**  
**by David Kester, Chief Executive, Design Council**

Britain's fastest growing companies are using design to drive their businesses forward. Firms which make little or no use of design are at a standstill or in decline. The link between success and design has never been clearer, and the performance gap between design-aware businesses and the rest has never been wider.

The evidence to back these claims is spelt out in the following pages. This edition of *Design in Britain* features the findings of one of the UK's most comprehensive, independent annual surveys of business attitudes, behaviour and performance. The research shows clearly that, whatever size a business may be and whatever sector it may operate in, growth and the use of design go hand in hand. It's a principle which applies equally in the public sector, where local authorities that are sophisticated users of design stand head and shoulders above the rest in terms of their performance.

*Design in Britain* should ring alarm bells for under-performing businesses, business advisors, politicians, policymakers and educationalists: anybody, in fact, who has an interest in fostering increased competitiveness and prosperity. While those who fully exploit design and innovation are reaping clear rewards, far too many organisations are failing to harness that power to help achieve their full potential. As a result, the whole nation is missing out.

The Design Council is determined to challenge this state of affairs. We have devised a robust and proactive new strategy which will see us campaigning hard to ensure that managers in business and the public sector have all the design ammunition they need in their armoury and that educators and designers are equipped to meet demand. By sharing the messages contained in this publication, every reader can become a part of the campaign to make life in the UK better by design.



## Business

Large numbers of businesses say design has become more important to them over the last ten years, but what difference is it really making? Our research now enables us for the first time to provide a rounded picture of the relationship between business success and the use of design and innovation. This section presents the key findings as well as assessing the state of the design industry.

*Information in this section is drawn from the Design Council's 2003 National Survey of Firms, unless stated otherwise. The annual survey is based on interviews with 1,000 businesses across all sizes and sectors of UK companies. The research is undertaken by an independent company, Public and Corporate Economic Consultants (PACEC).*

### Design linked to growth and competitiveness

Design Council research suggests strongly that, compared to the broad mass of businesses, successful companies are more likely to value design as a strategic business tool, use it in important areas of their operation and recognise its impact on their performance.

Nine out of ten businesses which had experienced rapid growth in the preceding 12 months regarded design as being integral to the firm's operation or said it had a significant role to play. Only 40% of moderately growing businesses and 26% of static or shrinking ones said the same.

# 74%

of rapidly growing companies say design has become more important to them over the last ten years in maintaining their competitive edge

# 44%

of all companies in the UK say design has become more important to them over the last ten years in maintaining their competitive edge

'Sometimes, design can be seen as a superficial veneer that can be applied afterwards, when very often the most important product decisions have already been made.'

Jonathan Ive, *The Guardian*,  
4 June 2003

'The importance and nature of good design needs to be inculcated in management thinking. It needs to be taught more widely, and not just to the specialists.'

George Cox, Director General,  
Institute of Directors, *IoD News*,  
July 2003

## Design inside businesses

Fast-growing companies are likelier than others to recognise the role of design in important business functions. In the key area of research and development (R&D), the number of rapidly growing businesses saying design contributed was almost double the number of businesses overall.

|                                      | All companies | Rapidly growing companies |
|--------------------------------------|---------------|---------------------------|
| Product development                  | 65%           | 84%                       |
| Packaging                            | 58%           | 68%                       |
| Marketing                            | 52%           | 89%                       |
| Research and development             | 42%           | 79%                       |
| Product engineering/service delivery | 27%           | 53%                       |
| Sales and distribution               | 24%           | 58%                       |

### Using design – how and when

The link between improved competitiveness and using design holds firm when examining how different businesses deploy design and at what stage they bring it in to new product and service development.

Eighteen per cent of rapidly growing businesses said they used designers at all stages of the process – double the number of businesses overall. While 45% of rapid growers said design didn't feature at all in new product and service development, this is far outstripped by the 69% of companies overall which said they didn't use design.

Relatively few businesses are accustomed to consulting designers in the early stages of work on products and services – and only 8% even have a formal process. Manufacturers are most likely to use designers, but even so only 47% of them involve designers in the process as a whole and only 18% use them in the idea generation, research and R&D phase.

Once again, fast growing enterprises are much more likely than average ones to use design at key times:

|  | All companies | Rapidly growing companies |
|--|---------------|---------------------------|
| Concept development                    | 13%           | 30%                       |
| Idea generation, research and R&D      | 9%            | 40%                       |
| Prototyping and detailed specification | 9%            | 40%                       |

'We cannot compete on the basis of low cost, low skill, low margin goods and we should not want to. Our response to even faster change and even greater competition cannot be protectionism. It has to be innovation.'

Patricia Hewitt, Trade & Industry Secretary,  
Lord Mayor's Trade & Industry dinner,  
26 February 2003

'A company must innovate, it must take calculated risks. It can't rest on its laurels.'

Simon Terry, Director, Anglepoise, *idFX*,  
August 2003

## Defining design

All rapidly growing businesses believe design is concerned with meeting customer needs, compared to just under two thirds of businesses overall. When it comes to seeing design as a means of developing new products and services, the difference is similar. More rapid growers than average businesses also view design as a business tool helping them to stand out from the competition.

| Definition: Design is...                             | All companies | Rapidly growing companies |
|--|---------------|---------------------------|
| Used to develop new products and services            | 68%           | 95%                       |
| About products working well to meet customer needs   | 65%           | 100%                      |
| A creative process enabling ideas to come to life    | 39%           | 63%                       |
| A business tool that can differentiate organisations | 34%           | 42%                       |

## Design and results

Successful businesses recognise that design, innovation and creativity have had an impact on their performance over the past three years. They acknowledge its contribution – to a great or fair extent – across a range of success indicators more readily than companies in general.

# 64%

of rapidly growing businesses say design, innovation and creativity have contributed, to a great or fair extent, to their competitiveness over the past three years

# 14%

of all companies in the UK say the same

|                                  | All companies | Moderately growing companies | Rapidly growing companies |
|----------------------------------|---------------|------------------------------|---------------------------|
| Increased employment             | 8%            | 11%                          | 48%                       |
| Increased turnover               | 13%           | 16%                          | 68%                       |
| Increased profit                 | 10%           | 13%                          | 58%                       |
| Developing new markets           | 8%            | 6%                           | 84%                       |
| Increased market share           | 8%            | 5%                           | 42%                       |
| Improved customer communications | 12%           | 16%                          | 58%                       |
| Competitiveness                  | 14%           | 15%                          | 64%                       |
| Productivity                     | 11%           | 14%                          | 79%                       |
| New products and services        | 12%           | 13%                          | 48%                       |

'Design will bring much more to a business than pretty sketches. It can change a business culture.'

Wayne Hemingway,  
Design in Business Week,  
12 November 2002

'Design can show people things they didn't know they wanted.'

Tom Dixon, Habitat,  
Design in Business Week,  
14 November 2002

Earlier research suggests the emerging technology sector is considerably more likely than businesses in general to see design's link to success. More than half (55%) said design was associated to a fair or great extent with increased profit, compared to 16% of companies overall. Sixty-six per cent of emerging technology companies associated design with competitiveness, while 18% of all businesses did so.

Source: Design Council National Survey, 2002

## Design and performance over time

Recent research has examined the share prices of publicly quoted companies recognised for their effective use of design and compared them to the FTSE 100 Index over a six year period.

The research shows that between December 1995 and October 2002 their share price outran the index by 65% and outperformed it by 23% in the 'bear' market period from April 2000 to October 2002.

Source: Design Index, Design Council, 2003

## Competitive platform – value, innovation or price?

Businesses believe they compete more by adding value than by cutting prices, but think the opposite is true of their domestic competitors.

Only a very small proportion of businesses say they compete on innovation.

| Competitive base | Own business | UK competition |
|------------------|--------------|----------------|
| Added value      | 59%          | 39%            |
| Price/cost       | 34%          | 56%            |
| Innovation       | 4%           | 2%             |
| Distribution     | 3%           | 3%             |

'In a sector where you face stiff competition it's about making your customers feel you're giving them a better service. There is just as much innovation and value in running a successful call centre as there is in selling loads of goods.'

Sir Richard Branson,  
*Feeling the Pulse of UK Enterprise*,  
telegraph.co.uk, 9 April 2003

40% of rapidly growing businesses use design in the idea generation, research and R&D stage of new product or service development.

Only 9% of businesses overall do so.

## Spending on design

Average spending on design is holding firm, with only 3% of businesses saying they have cut their design budgets, 80% keeping them unchanged and 17% increasing them.

Not surprisingly, the proportion of fast-growing businesses increasing their spending on marketing, advertising, promotion, sales and distribution is more than double that of companies overall.

However, when it comes to design, the contrast is far more marked. Nearly three quarters (74%) of rapidly growing companies increased spending on design, compared to only 17% of companies overall.

## Innovation spending – the global picture

British businesses are not as willing as their American and European counterparts to invest in innovation. According to the Community Innovation Survey 2001, £25.8billion is spent annually on innovation activities in the UK.

Research and development intensity – defined as investment as a percentage of sales – rose from 1.8% in 1998 to 2.2% in 2001 but the UK is still lagging behind the rest of the world.

# 2.2%

of sales revenue in the UK is invested in R&D

# 5.1%

of sales revenue in the US is invested in R&D

‘In the past decade, public awareness of design has risen dramatically, and a growing number of consumers cite design – aesthetics, functionality, effectiveness – as the primary reason for choosing a product.’

Deborah Dawton, Chief Executive, Design Business Association, in *Design Improves Profitability*, September 2003

‘Effective branding and communication can support a good product, but it will make no difference to a poor one.’

Dick Powell, *Design Week*, 25 September 2003

|               | R&D investment fbn | R&D intensity % |
|---------------|--------------------|-----------------|
| UK            | 16                 | 2.2             |
| France        | 12.7               | 3.1             |
| Europe        | 63.9               | 3.6             |
| Germany       | 20.1               | 4.1             |
| Rest of world | 44.6               | 4.1             |
| USA           | 98                 | 5.1             |

Source: 2002 R&D Scorecard

Only 8% of businesses know that R&D tax credits are available to SMEs and only 1% of companies said they had taken advantage of them in the past year.

## Renewal and rapid growth

Only 26% of companies said they had developed new products or services in the last three years, but this rises to 36% for moderately growing companies and 47% in the case of rapidly growing businesses.

While only 6% of businesses said they had introduced a new product, service or process based on a unique piece of technology in the last three years, 16% of rapidly growing companies had done so.

## Customer is king

Nearly all rapidly growing businesses get new ideas from their customers, compared to just over two thirds of businesses as a whole. Just over a fifth of rapid growers get their new ideas from internal R&D, compared to around a tenth of companies overall. When it comes to getting ideas from reacting to competition, those proportions are reversed.

| Source of ideas      | All companies | Rapidly growing companies |
|----------------------|---------------|---------------------------|
| Customers            | 68%           | 95%                       |
| Internal discussion  | 41%           | 74%                       |
| Suppliers            | 32%           | 32%                       |
| Competitors' actions | 20%           | 11%                       |
| Internal R&D         | 11%           | 21%                       |

‘If we fail, our customers tell us pretty quickly. Understanding what they want involves taking risks and taking risks requires courage.’

Maurice Helfgott, Marks & Spencer, *Design in Business Week*, 15 November 2002

### More small consultancies form as design industry fragments

There are strong indications that the design industry is polarising and fragmenting to cope with a more challenging business environment than it enjoyed at the turn of the millennium.

There are now 4,500 agencies, compared to 3,700 in 2001-02 and 4,000 the year before. While some consultancies have closed, smaller ones have formed and the turnover of others has shrunk, increasing the overall total and the number of companies with a turnover of £100,000 and below. Meanwhile, those in the band between £500,000 and £1million have been squeezed the hardest, while there has been a modest increase in the number of £1million-plus turnover agencies.

# 34%

of design consultancies in 2000-01  
employed 1 to 5 people

# 54%

of design consultancies in 2002-03  
employed 1 to 5 people

Predictably, turnover declined by 10% in the year to April 2003, falling from £5.9billion to £5.3billion, possibly as a result of the industry's continuing to settle following the surge in work generated by millennium-related projects and Lottery funding. The fall in overall fee income is levelling off, however. Between 2001 and 2002, overall fees dropped from £5billion to £3.9billion, while in the year to April 2003 they fell far less steeply to £3.6billion. Meanwhile, overseas fee income has almost halved, from £1.2billion in 2002 to this year's figure of £628million, suggesting that UK fees have actually risen.

Source: *Design Industry Valuation Survey*, Design Council and British Design Initiative, 2003

'Strategy is great, but only when you can boil it down and deliver something. That's where design can make the difference between a PowerPoint presentation and reality.'

Richard Eisermann, Design Council,  
*Design Week*, 4 September 2003

### Graphic designers are busiest

Graphic, branding and communications design is the UK's most common type of design activity. Of the 40% of businesses which had carried out design work in the past 12 months, 19% had focused on this area, while architecture, product, industrial and multimedia design were each undertaken by 7% and packaging by 5%.

### Top five design activities by industry sector

|   | Manufacturing  | Finance and business services      | Consumer services                  | Primary construction and communications                   |
|---|--|------------------------------------|------------------------------------|---|
| 1 | Engineering design   | Communications, branding, graphics | Communications, branding, graphics | Architecture, landscaping                                 |
| 2 | Communications, branding, graphics                               | Architecture, landscaping          | Architecture, landscaping          | Communications, branding, graphics                        |
| 3 | = Architecture, landscaping<br>= NPD, product, industrial design | Multimedia                         | NPD, product, industrial design    | Interior design   |
| 4 |  | Exhibitions and events             | Interior design                    | = Multimedia<br>= Engineering design<br>= TV, film, video |
| 5 | = Multimedia<br>= Packaging design                               | TV, film, video                    | Multimedia                         |   |





## Public Services

The public services debate in the UK usually focuses more on funding than on other factors such as modernisation and design. Research carried out for the first time by the Design Council explores the attitude of local authorities to the role of design in providing public services, focusing particularly on procurement, and compares the views of authorities awarded 'Beacon' status with those of other authorities. This section also sets out the background of central Government procurement spending.

### The best local authorities value design

Local authorities in England spend around £8.1 billion of capital budget per year and are responsible for education, social services, transport, housing, libraries and culture, agriculture and fisheries, consumer protection, employment services, sport and recreation, environmental services, the fire service, the police and the courts.

Housing takes up 26% of the national local authority budget with education (25%), transport (22%) and environmental services (13%) accounting for most of the rest. Over 90% of expenditure is on new construction or renovation of buildings and property.

To discover their attitudes to design, research examined a selection of local authorities, including ones given 'Beacon' status by the Government. Beacon awards recognise authorities which excel in any of a wide range of areas (selected every year) that have an impact on day-to-day service delivery.

# 92%

of Beacon local authorities value functionality as very, or extremely, important when choosing goods or services

# 50%

of non-Beacon local authorities value functionality as very, or extremely, important when choosing goods or services

'The "one size fits all" idea... is no longer good enough for the 21st century public service.'

Tony Blair, Prime Minister,  
9 September 2003

Focusing on factors influencing goods and services choices, we found that non-Beacon authorities are mainly concerned with durability of materials and cost. By contrast, Beacon authorities valued functionality the most, while durability featured less strongly. One respondent said: 'Good practice for procurement is about balancing quality with budgets. Design is fundamental to this, for poor design can lead to a misfocused service delivery.'

| Goods and services – factors rated very/extremely important | Beacon authorities | Non-Beacon authorities |
|---|--------------------|------------------------|
| Functionality   | 92%                | 50%                    |
| Value for money   | 92%                | 75%                    |
| Costs   | 80%                | 81%                    |
| Safety of goods   | 76%                | 69%                    |
| Aesthetics  | 52%                | 25%                    |
| Environment   | 52%                | 25%                    |
| Durability  | 44%                | 81%                    |
| Style   | 24%                | 31%                    |
| Maintenance   | 24%                | 31%                    |
| Image   | 12%                | 31%                    |

Source: Design Council research, 2003

When choosing suppliers, non-Beacon authorities are preoccupied mostly with cost. As one respondent said: 'Maybe we should consider design more, but the value accrued wouldn't justify the extra spending. It's easier just to open a catalogue and make a quick choice.' Beacon authorities also pay close attention to cost, but are far more likely than other authorities to choose suppliers who are innovative.

| Suppliers – rated very/extremely important | Beacon authorities | Non-Beacon authorities |
|--|--------------------|------------------------|
| Cost of goods                              | 56%                | 81%                    |
| Reliability                                | 32%                | 50%                    |
| Ability to work with suppliers             | 52%                | 50%                    |
| Reputation                                 | 40%                | 19%                    |
| Innovation                                 | 60%                | 19%                    |
| Flexibility                                | 12%                | 13%                    |

Source: Design Council research, 2003

### Central Government and the role of design

Procurement policy has undergone constant change over the past ten years. The creation of the Office of Government Commerce (OGC) in 1999 centralised Government procurement and placed an emphasis on efficiency and value for money. The OGC has so far insisted on design excellence in only one area – public buildings.

# £34bn    £11bn

is spent by six key departments on buildings procurement – an area where design is officially recognised as being vital to getting value for money

is spent by these departments on procuring goods and services. There is no official recognition of design's role here

The £11billion capital procurement budget is divided among the departments like this:

| Government department                              | Capital procurement budget |
|--|----------------------------|
| Home Office  | £899m                      |
| Department of Health                               | £2.47bn                    |
| Department for Education and Skills                | £2.5bn                     |
| Office for the Deputy Prime Minister               | £2.5bn                     |
| Department for Environment, Food and Rural Affairs | £348m                      |
| Department of Transport                            | £3.17bn                    |

Source: Design Council Research, 2003

The Department of Education and Skills' largest expenditure is on post-16 education and schools – £2.37billion, while spending on the NHS accounts for £1.95billion of the Department of Health's capital procurement budget.

### Rapid rise in capital procurement budgets

With one exception, the six departments' capital procurement budgets have risen sharply in recent years. Taken as a whole, this budget increased across the departments by 67% between 1998-99 and 2001-02.

|                                     | 1998-99 | 1999-00 | 2000-01 | 2001-02 | % growth since 1998-99 |
|-------------------------------------|---------|---------|---------|---------|------------------------|
| Education and Skills                | 888     | 1094    | 1582    | 2497    | 181%                   |
| Health                              | 760     | 969     | 1310    | 1871    | 146%                   |
| Transport                           | 1978    | 2474    | 2151    | 4316    | 118%                   |
| Home Office                         | 473     | 458     | 481     | 802     | 70%                    |
| Environment, Food and Rural Affairs | 284     | 343     | 344     | 513     | 81%                    |
| Office of the Deputy Prime Minister | 3171    | 3146    | 3797    | 2646    | -17%                   |
| Total                               | 7554    | 8484    | 9665    | 12645   | 67%                    |

Source: HM Treasury, 2003

'Proper investment in good design at the outset will save money and improve lives in the long term – that is, long-term value over short-term expediency. What needs to change is the very culture responsible for procuring new buildings and services.'

Lord Freyberg, House of Lords debate on the use of design in public services, 29 January 2003

'There is a clear link between well equipped schools and pupil attainment. Good furniture design is vital to ensure that classrooms are inspiring places to work and learn.'

David Miliband, Schools Standards Minister, on the launch of the Design Council's Furniture for the Future prototypes, 27 February 2003

'...if we want good quality schools we must give design sufficient emphasis in the procurement process, regardless of the procurement method.'

Audit Commission report on PFI in schools 2003



## Education

Design & Technology GCSE and A level remain popular, though new moves to make the subject a non-mandatory part of the curriculum pose a potential threat to this trend. Design also continues to attract rising numbers of Higher Education students from the UK and abroad, though fluctuations in the economy are having a distinct effect on their options when they enter the labour market as graduates.

### GCSE and A level Design & Technology stay popular

The number of pupils taking GCSE Design & Technology has remained largely constant since the late 1990s, although this may change in future years if the subject is made non-mandatory at Key Stage Four, as proposed by the Government.

| GCSE                | Figures in 000s |         |           |         |         |
|---------------------|-----------------|---------|-----------|---------|---------|
|                     | 1997-98         | 1998-99 | 1999-2000 | 2000-01 | 2001-02 |
| Design & Technology | 381             | 401     | 410       | 401     | 400     |
| Art & Design        | 183             | 185     | 181       | 175     | 167     |
| All subjects        | 4,622           | 4,716   | 4,749     | 4,944   |         |

Source: Department for Education and Skills

A Level Design & Technology has gained in popularity since the late 1990s, although numbers declined in 2001-02. These numbers could also be affected in future by the subject potentially being made non-mandatory at Key Stage Four.

| A Level             | 1997-98 | 1998-99 | 1999-2000 | 2000-01 | 2001-02 |
|---------------------|---------|---------|-----------|---------|---------|
| Design & Technology | 9,098   | 9,528   | 12,930    | 14,866  | 13,231  |
| Art & Design        | 19,069  | 19,805  | 28,852    | 33,891  | 28,895  |
| All subjects        | 427,683 | 429,607 | 606,995   | 683,914 |         |

Source: Department for Education and Skills

'It was a great idea to put design in the national curriculum and a terrible idea to provide no teachers.'

Sir Terence Conran, *Sunday Express*, 13 July 2003

## Design students: numbers increase again

The number of undergraduate and postgraduate students taking design courses has increased steadily over the past seven years, in line with the increase in student numbers across all subjects.

The number of overseas students opting to come to Britain to study design has increased more rapidly, reflecting the excellent reputation of British design courses and institutions.

|           | Total first year design students | Overseas first year design students |
|-----------|----------------------------------|-------------------------------------|
| 1994-95   | 14,948                           | 1,223                               |
| 1995-96   | 17,210                           | 1,904                               |
| 1996-97   | 16,541                           | 1,992                               |
| 1997-98   | 18,264                           | 2,377                               |
| 1998-99   | 18,513                           | 2,598                               |
| 1999-2000 | 18,232                           | 2,480                               |
| 2000-01   | 19,438                           | 2,788                               |
| 2001-02   | 20,225                           | 3,063                               |

Source: Higher Education Statistics Agency

# 35%

is the increase in the total number of first year design students in the UK over the course of seven years

# 150%

is the increase in the number of overseas first year design students in the UK over the course of seven years

### Courses

There are 1,812 undergraduate design studies courses in the UK and Northern Ireland, including 1,398 degree courses.

These are the top five regions:

|   |                |     |
|---|----------------|-----|
| 1 | Greater London | 227 |
| 2 | South West     | 193 |
| 3 | West Midlands  | 178 |
| 4 | East Midlands  | 150 |
| 5 | North West     | 138 |

There are also 282 Art & Design foundation courses and a further 241 undergraduate Design & Technology courses.

Source: UCAS, 2003

'Design & Technology fosters exactly the combination of problem solving and creativity that businesses want.'

Paul Priestman, *Yorkshire Post*, 24 June 2003

The number of undergraduate and postgraduate design qualifications awarded in the UK has increased roughly in line with the number of students, with 32% more awarded in 2001-02 than in 1994-95. But the increase in postgraduate qualifications (including doctorates and masters degrees) has been particularly marked – the number has more than doubled, while the number of undergraduate degrees awarded has gone up by 26%.

|           | All undergraduate | All postgraduate | Grand total |
|-----------|-------------------|------------------|-------------|
| 1994-95   | 10,047            | 749              | 10,796      |
| 1995-96   | 10,406            | 964              | 11,370      |
| 1996-97   | 11,016            | 1,101            | 12,117      |
| 1997-98   | 11,255            | 1,161            | 12,416      |
| 1998-99   | 11,530            | 1,237            | 12,767      |
| 1999-2000 | 11,605            | 1,419            | 13,024      |
| 2000-01   | 12,159            | 1,398            | 13,557      |
| 2001-02   | 12,684            | 1,555            | 14,239      |

Source: HESA

# 26%

more undergraduate qualifications in design were awarded in 2001-02 than in 1994-95

# 108%

more postgraduate qualifications in design were awarded in 2001-02 than in 1994-95

'Design & Technology applies to all areas of life. It isn't just about drawing nicely but about identifying problems and developing solutions. Design can change the way we live.'

Matthew Wood, designer and participant in Designers into Schools Week 2003

## Less room for graduates in manufacturing

A significant number of design graduates have traditionally found employment in the manufacturing sector. While this is still true, the number taking up jobs in manufacturing has shrunk significantly, while those starting work in wholesale and retail has increased. This is almost certainly a reflection of an overall fall in manufacturing employment. The Office for National Statistics has reported that the number of manufacturing jobs in total has declined by 16% over the past five years, from 4.2million in 1998 to 3.5million in 2003.

Source: *Guardian Unlimited*, 13 October 2003

## First destinations for design graduates – leading sectors:

|   | 1994-95 | 1995-96 | 1996-97 | 1997-98 | 1998-99 | 1999-2000 | 2000-01 | 2001-02 |
|---|---------|---------|---------|---------|---------|-----------|---------|---------|
| Manufacturing   | 15%     | 14%     | 17%     | 15%     | 15%     | 15%       | 12%     | 10%     |
| Wholesale and retail trade                              | 9%      | 10%     | 11%     | 11%     | 11%     | 11%       | 14%     | 17%     |
| Property development, business and research activities  | 11%     | 13%     | 14%     | 15%     | 16%     | 17%       | 15%     | 12%     |
| Other community, social and personal service activities | 9%      | 9%      | 9%      | 8%      | 9%      | 11%       | 10%     | 11%     |

Source: HESA

The Design Council website features articles, advice and in-depth information on design, plus examples of design in action in both business and the public sector.

Visit [www.designcouncil.org.uk](http://www.designcouncil.org.uk)

Do you have any suggestions for issues we can research in the future? We would welcome your views. Write to us at:

[designinbritain@designcouncil.org.uk](mailto:designinbritain@designcouncil.org.uk)

Design Council  
34 Bow Street  
London  
WC2E 7DL  
United Kingdom

Phone +44 (0)20 7420 5200  
Fax +44 (0)20 7420 5300  
Email [info@designcouncil.org.uk](mailto:info@designcouncil.org.uk)  
[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

Registered charity number 272099  
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