

DESIGN BOOM

The UK has transitioned from an economy powered by might and machine to one increasingly powered by technology. Design has played a key role in these developments, from the industrial designers who pioneered post-war aviation to those designing robots and artificial intelligence today.

UK FIRMS IDENTIFY HOW THEY USE DESIGN

Even though design plays a central role in many companies, its contribution is often downplayed. The Design Ladder is a tool for rating a company's use of design. Companies on the lower steps of this "ladder" report less emphasis on the role of design. How UK firms responded:

STEP 4: DESIGN AS STRATEGY

Design is a central and determining element in the business – it is an essential factor in the overall business strategy.

STEP 3: DESIGN AS PROCESS

Design is an important factor in the business and is integrated into many aspects of operations and delivery.

STEP 2: DESIGN AS FORM-GIVING

Design is not a fundamental contributor to what the business supplies or produces but it is used at the interface with customers, e.g., in marketing or packaging or to bring a final finish to a product or service.

STEP 1: NON-DESIGN

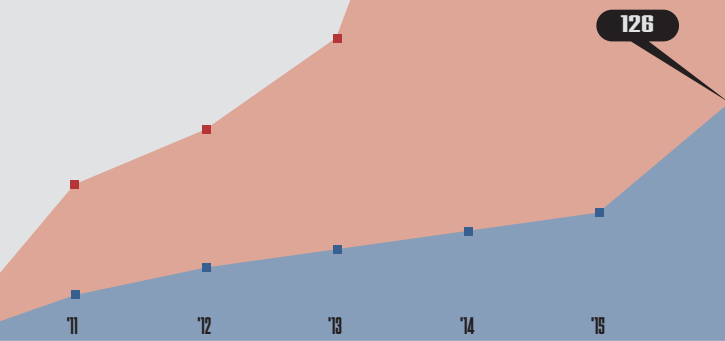
Design plays only a small or very peripheral part in the operations of the business.

DIGITAL DESIGN WORK IS INCREASING DRAMATICALLY

Although digital tools are used across the design economy, the "digital design" work category refers to people working in roles such as user-experience design, website and app design, video-games design and other forms of digital production. In 2019 the "digital design" sector contributed £53.9bn in GVA, 2.7% of UK total GVA. It is the largest and fastest growing design sector. It grew by 138% between 2010 and 2019 and accounts for 866,000 jobs. These jobs are highly productive, generating £66,823 each per annum – 15% more than the average UK worker's pay. Over 460,000 of those jobs (54%) are in non-design sectors, demonstrating the high demand for digital designers across the economy.

DIGITAL SECTOR OVERALL DESIGN

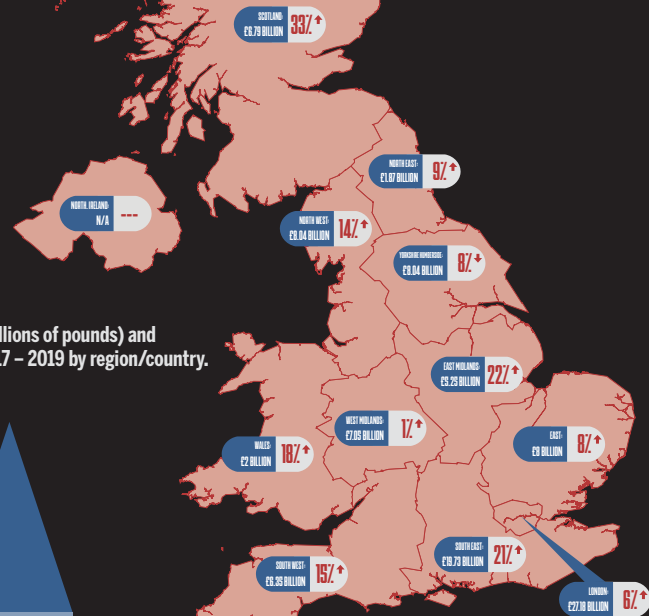
Real terms indexed growth for overall design and DCMS digital sector (2010=100)



HOW DESIGN INDUSTRY FARED REGIONALLY (2017-2019)

Between 2017 and 2019 almost all parts of the UK benefited from growth in the design economy, with each region generating at least £1.87 billion in GVA annually. Scotland has seen the fastest growth: its design economy grew five times faster than the Scottish economy. London continues to be a powerhouse for design. It is home to a third of all design businesses and generated 29.5% of all design economy in 2019.

2019 Design adjusted GVA (in billions of pounds) and percentage change between 2017 – 2019 by region/country.



DESIGN BY THE NUMBERS

The total number of businesses operating in the UK design industry has grown dramatically over the past decade, according to the Design Economy Study funded by London's Design Museum. The study analyzed Office of National Statistics data on design-related jobs. What they found:

70%

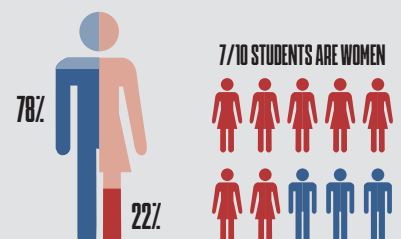
The number of design-related businesses in the UK has grown by 70 percent since 2010, compared to the slower rate of other industries, which have increased 27 percent over the same period.

1.5 MILLION

The design industry provides more than 1.5 million design-related jobs in the UK.

MALE VERSUS FEMALE DESIGNERS

The Office of National Statistics survey found that women make up just 22 percent of the design workforce, even though seven out of 10 students taking design at A level (Advanced Placement) are women.



"British designers are some of the most entrepreneurial people in our country."

— Design Museum co-director Alice Black