

UK DESIGN GROWTH

BIG NUMBERS ON DESIGN'S GROWTH

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.

2.5x

Startups in the design world are founded at two and a half times the national average.

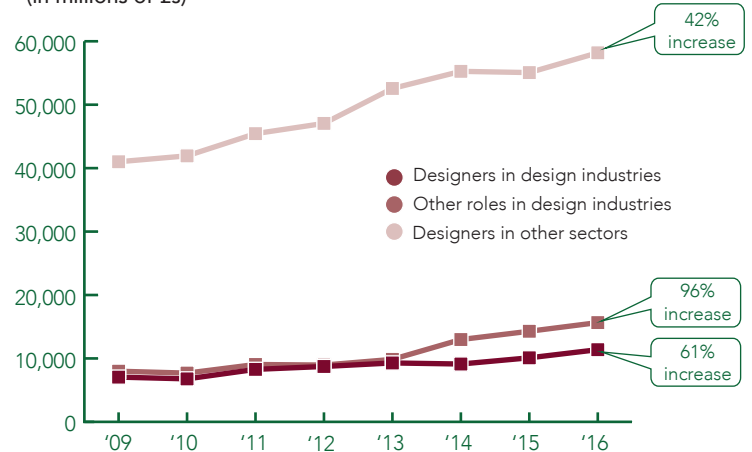
1.5M

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

DESIGNS ECONOMIC CONTRIBUTION

The UK's design industry contributes significantly to the economy. In 2016, designers generated £85.2 billion gross value added (GVA). That's a whopping 7 percent of the UK's total GVA. The "GVA" is similar to the United States Gross Domestic Product (GDP).

Design economy gross value added by worker type, 2009-2016 (in millions of £s)

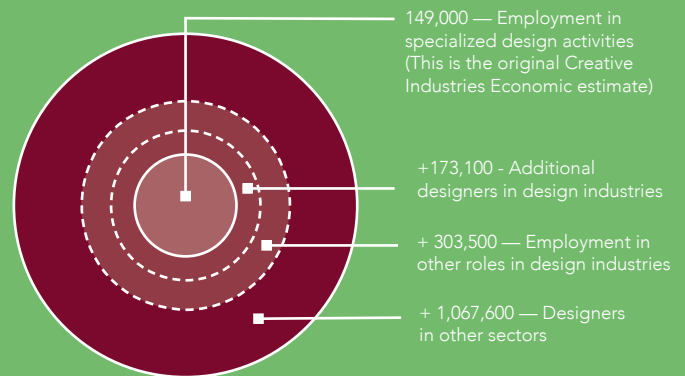


DESIGN ENCOMPASSES MORE

In order to address the cross-pollinating nature of design, the Design Economy Study redefined design-related employment as broader than that of traditional estimates. They included product, fashion and graphic designers — the most narrow definition— but also added:

- designers within building environment, crafts, IT and engineering
- designers who contribute to the wider economy including non-design intensive sectors

As a consequence, their study includes an additional 1.54 million people compared to the more conservative Creative Industries Economic Estimates:

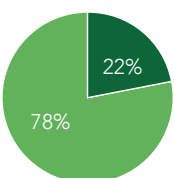


SOURCE: UK'S DESIGN COUNCIL

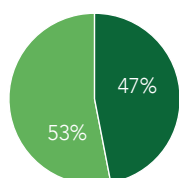
DESIGN STILL MALE DOMINATED

Women are less likely than men to be in senior roles. Only 17% of design managers and 14% of designers at foreman or supervisor level are female. However, women are entering the design economy at a faster rate than men. Since 2010 the percentage of women working in the design economy has grown 42%, compared to 17% for men.

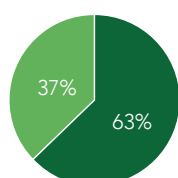
Men Women



DESIGN WORKFORCE



UK WORKFORCE



ARTS & DESIGN STUDENTS

MEN HOLD MAJORITY SENIOR POSITIONS

UK design continues to be a relatively young, male-dominated workforce (78%) versus the wider UK workforce (53% male).

This trend persists despite women making up 63% of all students studying creative arts and design courses at university, and 38% of students studying architecture, building and planning.

