

“I’ve been meaning to join for a while.”

“What are you about these days?”

“What would my business get out of membership?”

DBA Membership 2011

Whatever your questions, there’s never been a better time to join. Read on for some good reasons to make 2011 the year.

To discuss joining the DBA,
call John Scarrott on 020 7251 9229
or drop a line to john.scarrott@dba.org.uk

For further information on the DBA
visit www.dba.org.uk

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DBA- building the bridge between design and business

What can design consultancies do to make their services more professional and better adapted to the needs of business? How can client businesses make the best use of design thinking and expertise to help them achieve their objectives?

As the trade association for the UK design industry, the Design Business Association (DBA) has been engaging with both these questions in a variety of ways, for 25 years. Our Design Effectiveness Awards, to mention just the highest profile example, have played a vital role in helping to demonstrate the commercial value of good design.

Over the years, our main focus has been on helping our members to professionalise their businesses and maximise their potential. We've done this in a wide range of ways, from providing training programmes and business advice, to organising overseas trade missions, to explore opportunities in international markets.

But now, we're raising our game. In response to the rapidly changing business environment in which our members operate, we have developed a new and sharper strategic focus for our activities. We're determined to put the DBA at the heart of building a better, more robust, more clearly sign-posted bridge between design and business, both here in the UK and overseas.

So, how is the DBA changing? One of our key objectives has always been to help build stronger and better relationships between design and business. But what's new is our role as a dynamic force for change - working closely with both sides. We're no longer simply representing design to business, we're actively building that bridge between the two.

The bridge is a set of initiatives to positively influence the outcomes of great design for both clients and agencies. They include the following:

- **Client's representation on the DBA board:** We're appointing three leading business people to the DBA board, to ensure strong representation of the client perspective.
- **A new business membership category:** To foster dialogue and productive debate, we're opening up membership of the DBA to the businesses that use design.
- **Ramping up visibility of design effectiveness:** amplifying the message and importance of measurement and value of design communicating these values worldwide.
- **DBA Members' Directory:** Explained in more detail later this completely new approach to the design procurement process is the single most important step so far in transforming the relationship between business and design.

We're called the Design Business Association, with equal emphasis on both those first two words. Now, by renewing our efforts to bring the two sides together, we're delivering on the promise implied in our name.

DBA members- who they are and why they join.

The numbers- some statistics to paint a picture

DBA membership is now pushing close to the 400 mark and continuing to grow. The members employ in excess of 5000 staff and are based across the UK with more than half based outside London. They work in diverse areas ranging across graphics, brand, interiors product and digital areas. The businesses range in size from 1-man bands to global agencies.

Beneath the surface- what makes a DBA member

DBA members all possess certain qualities that mark them out in a crowd. They're ambitious. They take pride in their work and the industry they work in. They're professional in how they run their businesses and in dealings with clients. They're committed to supporting and developing themselves and their team. They care as much about the effectiveness of their work as they do the creative element.

Oh and one more thing, they're incredibly bright! They think about the bigger picture. They know that they're stronger together when they reach out and connect with their peers. They care about raising standards and improving aspects of their industry. They believe they have a part to play in achieving this change. They join the DBA because they want to influence the shape of their industry and how it is perceived.

Amongst other things, being part of the DBA helps them to live these values.

So why should you become a DBA member?

You should become a DBA member because you share the above values or aspire to nurture them within your business. We will then give you a range of benefits in the form of products, services and advice and support that will enable you to live these values, create more success for yourself and your team and in doing so, make it easier for you to turn what you love doing into a business.

The benefits of DBA membership fall into 4 different areas:

Area	Member Benefits
Differentiation-	Directory, Effectiveness Awards, Benchmarking, quality mark
Team performance-	Training, Events and Webinars
Business performance-	Business advice from experts in the design sector
Advocacy-	Established channels and mechanisms for influence

To skip forward to more detail on the tangible benefits of membership, go to page 6.

Case study- The DBA Directory

How the DBA brought design and business together to create a better way to buy design

Background

How did we know there was a genuine need and desire for a completely new common approach to the design procurement process? Because the people involved, on both sides, told us so. For years, DBA members had been reporting serious problems with the increasingly stringent demands made upon them by potential new clients. At the same time, we learned from our Client Advisory Group - made up of leading design-buyers from companies such as Waitrose, BT, Cisco and Standard Life - businesses were struggling to track down the right suppliers of design services, in an efficient and timely manner.

What we did

Working together we have developed a best practice Request for Information/Pre-Qualification Questionnaire, and worked with our 400 plus members to collate all the necessary information to appear in the Directory. Which means that design-buyers can now simply go online, and assemble a shortlist of suitable procurement-ready consultancies in just a few clicks.

The outcomes

The DBA Members Directory is a free service that could save millions. The Directory provides three levels of information on DBA members, from the basic facts about the business through to detailed financial data. For clients, it's a service provided free of charge by the DBA. And for our members, it's included in their annual subscription. So, no toll to cross the bridge, in either direction.

As for the key benefit offered by the new DBA Directory, it's simply expressed: major time and cost savings, on both sides. We know that client organisations can often spend months compiling a shortlist of appropriately qualified design consultancies. Similarly, our members frequently groan about the tens of thousands of pounds it costs them to get on pitch-lists. At a stroke, the Directory will massively reduce these very significant costs. In fact, we believe that, in total, it could save clients and design consultancies millions of pounds a year.

The Client Advisory Group that lead the development of the Directory:

Raymond Turner	Principal	Raymond Turner Associates
Terry Bloom	Managing Director	Spearmark
Philippa Butters	Head of Corporate Communications	Yell Group
Dee Cooper	Product & Services Director	Virgin Atlantic
David Delaney	Global Brand Manager	HSBC Private Bank
Tom Foulkes	Global Head of Marketing	Buro Happold
Clive Grinyer	Director of Customer Experience	Cisco
Maggie Hodgetts	Head of Graphic Design	Waitrose
David Mercer	Group Head of Design	BT
Peter Rowe	Procurement Specialist	Standard Life
Graham Burchell	MD	Challs

At a glance - 10 tangible benefits of DBA membership

1. Present your best self in the Online DBA Members Directory The Directory is the channel into which we will drive clients and promote our members. It has been developed with the input of clients and agencies to be the most effective way for them to find each other. It will allow us to support you to win work through making it easier for you to successfully apply for work involving a tendering process. It will hold PQQ level information on your business securely for you. If you don't have that information we'll help you to create it. Visit www.dba.org.uk to see the Directory.

2. Access the Online DBA Salary and Charge Out Rates Survey What fees are your competitors charging? What salaries are they paying? Use our exclusive survey of DBA members' rates and salaries to position yourselves within the industry: www.dbareview.org.uk

3. Save money with the DBA Commercial Insurance scheme You can save a guaranteed 10% on your existing premiums through this unique policy in association with Bluefin. **Call Charlotte Durkin for a comparison quote on 020 7335 0717**

4. Free coaching session on how to develop design effectiveness case studies that sell Natalie Maher runs individual one-to-one sessions with DBA members to build design effectiveness into their work. Natalie has achieved year on year gains in winning entries and has helped many members work with their clients to develop a road map for building effectiveness into their work.

5. A complete annual training and development programme for your team. We can tailor a programme to suit your business and your people saving you time and money.

6. Download and use the DBA membership statement and member logo In a crowded marketplace your membership gives you an additional way to articulate the values by which you run your business.

7. Access to approved Experts in Business Development, Marketing, Human Resources Advice around a number of areas from business development to strategic positioning of your brand. Contact John on 020 7251 9229 to discuss your requirements.

8. Free Legal, Financial and Business advice and Legal and Financial Health-Checks Need a question answered in a hurry and don't want to clock up a bill? These are the numbers that you need. Our team of advisors across business legal and financial areas are on hand to answer your questions. There is an online resource of templates including terms and conditions and employment contracts. The DBA's solicitor can also be engaged by members at rates that reflect your DBA membership.

9. Free membership ezine, Insight DBA members quarterly ezine packed with advice and articles written by experts and members to inform, inspire and keep you in touch with your peers.

10. Free monthly webinars A topical webinar focusing on an area of key importance and interest for design businesses. Topics coming up include Design Effectiveness and Blair Enns on Winning without Pitchin

What members say about us

'I cannot thank you enough for your very excellent review of the Russian contract under the DBA free legal advice service. You have highlighted some very pertinent points of law and areas for us to act upon! **Peter Waring Global Director Equator Design**

"I am amazed at the savings we have made through the DBA insurance scheme- more than three times our total DBA membership fee! The service Bluefin provide is first class. We now have a policy tailored exactly to our needs which is cheaper and provides peace of mind."
Sue Redgate Finance Manager Purple Circle

"Entering the DBA awards is a *huge* thing for us, they are the epitome of why we are here as an agency; they show that strategic design really does add value to and can transform a client's business. I think its incredibly important for a body such as the DBA to exist for this reason, to acknowledge, support and celebrate the value of design in today's commercial world."**Victoria Zawistowicz Head of Operations , People and Development 20120 London**

'We have used and referred to the DBA membership during pitches and on our website. We know it has had a positive effect on our clients." **Andrew Wishart Client Services Director Switch Design Consultancy Birmingham**

"Being part of the DBA helped us to win a pitch for major grand slam rugby league club. In a market that is oversupplied it helped us differentiate ourselves as a design business. "
Andy Bradshaw Creative Director Oneighty Creative Lancashire

"We had a question around benchmarking and wanted access to an expert in this area. The DBA put us in touch with the right person. We also think that the new online directory that they are launching will have a positive effect on the way clients buy design and help us to generate more business."**David Tulett Managing Director Point 6 Design London**

"Having a comprehensive, validated list of charge-out rates helps us to benchmark accurately – particularly useful when pitching for new business via PQQs. We now know that when a clients says 'you're a bit expensive', they're factually wrong!" **Tim Purvis Managing Director Bentley Holland and Partners Ltd**

"We had a question around negotiating a rebate with a procurement department. We called the DBA and they put us in touch with an expert who was able to give us the right information to negotiate successfully'. **Evey Mckenzie Client Services Director Chaos Design Guildford Surrey**

"We wanted to make sure our policies and procedures were correct. We contacted the DBA and they put us in touch with their procurement expert. He came in and we went through our information together. His knowledge and expertise was invaluable in helping get our policies up to scratch and win new business." **Nicola Dew Marketing Manager Purpose Design London**

"We started the company 2 years ago with 2 people. Since then we have grown to 6 people. In the next 1-2 years we want to grow our team to 10-12. An important part of this process is to hone our business process and administration. Joining the DBA gives us access to expert business advisors that know our industry and can help us get there-all at the end of a phone line."

Mark Stringer Creative Director Ahoy

DBA Membership Application Form

Fax to 020 7251 9221 or post to DBA, 35-39 Old Street, London EC1V 9HX

Membership is available to businesses that earn more than 50% of their total income from providing design services. They must have been in business for at least one year and be able to supply three client references.

Please read the following important information before completing the application form:

- Membership lasts for a minimum of one year with fees payable in advance.
- Membership fees are banded depending on number of staff (total permanent UK based).

Sole trader	£350.00 + vat (£420)	21-50 employees	£2280.00 + vat (£2736)
2-3 employees	£680.00 + vat (£816)	51-75 employees	£3080.00 + vat (£3696)
4-10 employees	£1040.00 + vat (£1248)	76-100 employees	£4100.00 + vat (£4920)
11-20 employees	£1560.00 + vat (£1872)	101+ employees	£5200.00 + vat (£6240)

The DBA reserves the right to validate subscription bands at any time.
- Membership of the DBA is continuous and written notice of termination must be received at least one month before the yearly renewal date.
- In the event that membership is terminated previous to the yearly renewal date the member shall not be entitled to a refund or any part of the full year's membership fees, whether previously paid or outstanding.

Applicant details

Main contact:	Telephone number:
Job title:	Fax Number:
Email address:	Website:
Company name:	Number of employees:
Principal trading address:	

Please circle your chosen payment method:

Cheque / BACS / Credit Card / Quarterly Direct Debit (first payment to be paid by cheque or credit card)

We will contact you directly to arrange payment by your chosen method

Applicant declaration

1. I/We apply for membership of the Design Business Association & agree to the rules of membership as set out above.
2. My/Our principle business activity is the provision of design services.
3. I/We understand that membership will be subject to the "Memorandum and Articles of the Association".
4. I/We agree to adhere to the Design Business Association Code of Conduct (available at www.dba.org.uk).
5. I/We agree to pay the Design Business Association membership fees as set out above.
6. The information I have supplied is correct.

Signature for and on behalf of the applicant:
Name (CAPITALS):

Company:

Signature:

Date:

Instruction to your Bank or Building Society to pay by Direct Debit

Please fill in this form using a ballpoint pen and send it to:

Design Business Association
35-39 Old Street
London EC1V 9HX

Originator Identification Number

7	2	4	7	7	2
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Reference Number (allocated by DBA)

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Name(s) of Account Holder(s)

Bank / Building Society account number

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Branch sort code

--	--	--	--	--	--

Name and full postal address of your bank or building society

To: The Manager	Bank/Building Society
Address	
Postcode	

Instruction to your Bank or Building Society

- o Please pay the Design Business Association Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee.
- o The amounts are variable and may be debited upon various dates - but only after prior notice is given by the Design Business Association
- o I will inform the Bank/Building Society in writing if I wish to cancel this instruction
- o I understand that this Instruction may remain with the Design Business Association and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

Banks and Building Societies may not accept Direct Debit Instructions from some types of accounts

This guarantee should be detached and retained by the Payer

The Direct Debit Guarantee



- o This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- o If there are any changes to the amount, date or frequency of your Direct Debit (the Design Business Association will notify you five working days in advance of your account being debited or as otherwise agreed. If you request the Design Business Association to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- o If an error is made in the payment of your Direct Debit, by the Design Business Association or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society – If you receive a refund you are not entitled to, you must pay it back when the Design Business Association asks you to
- o You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us. Please make sure you are not in the middle of your membership year as you will be liable to pay the balance owed immediately.