

EU referendum vote: the industry's strengths remain

One week on from the EU referendum result and there's no denying the impact continues to reverberate following the vote to leave. The UK design industry must recognise that its capability to design a better future for business, government and society simply can't be underestimated at this unique time.

Deborah Dawton, DBA CEO, states: "The DBA's message to you is clear: UK design is world leading. Our industry's proven ability to drive both business and economic growth has not changed, nor has the quality and effectiveness of our offer. UK design is a potent business asset and a sound commercial investment."

The creative industries have been growing at almost twice the rate of the UK economy, with an established global client base. And within the creative industries, design has been experiencing the fastest growth. The value design brings to the economy is undeniable. It is fundamentally important that this continues to be recognised, and in the months and years ahead, the DBA will continue to work to ensure the voice of our membership and industry is heard. We will support the industry to not only tackle the challenges, but to also capitalise on the opportunities presented. The arguments for design are resounding – it's a drum we can, and will, wholeheartedly and repeatedly beat.

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