DBA Annual Survey 2019- Small Agencies

Preview

dba

Introduction

Welcome to the DBA Annual Survey for 2019 (Small Agencies)

The DBA Annual Survey remains one of the most comprehensive and accurate surveys of design business fees and salary levels and how they change each year. Since 1998 the results report has enabled DBA members to benchmark themselves against their peers and also to put their rates in context for clients. This year we have created a shorter survey for smaller agencies to take part in which should be easy for you to complete.

Only DBA member businesses are surveyed and only these businesses get access to the final report. All responses are treated in the utmost confidence. Members derive real benefit from the information supplied. Read about how DBA members use the survey in their own words here

Reasons for completing the survey

- Only those who participate in the survey get the full results - a printed report and full access to the online dynamic data tables.
- Access to the data will allow you to benchmark your figures against those of your peers. Are you charging enough? Are you not recovering enough of your time costs?
- Completing the survey helps develop your financial processes, having this type of information at your fingertips is essential for managing a successful profitable design business.

Introduction

The survey will be open for the whole of May 2019. You can keep logging in as many times as you like during that period to complete your response up to the point that you submit your data.

When you submit your response you will be able to save a copy for your records.

Completing the survey is not a test. If you struggle with any questions please contact eleanor.singh@dba.org.uk for help.

A note on data security

The data from this survey is analysed by Data Alive (who also manage the IPA's surveys). The data is analysed without any identifying markers except your DBA Member number. At no point is any data from a single agency which might identify them shared. Results are only ever shown as collective averages.

DBA Survey 2019

Welcome to the DBA Annual Survey 2019 - Please login below

1. Please provide your DBA Membership Number*

Please note that the membership number is listed in the email directing you to this survey. If you have difficulty finding either please contact Eleanor Singh on 0207 251 9229 or by email **eleanor.singh@dba.org.uk**

Agency Structure

2. What is the full time equivalent of staff in your business that are on payroll? - including directors and those that you might consider freelancers but are paid via PAYE (e.g. 3 half-time staff should be counted as 1.5 full time equivalent) *

No. [   ]

3. Do you have any non-UK staff originating from the EU? *
   ○ Yes
   ○ No

4. If so, how many

No. [   ]

5. Do you have any non-UK staff originating from outside the EU?*
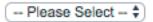   ○ Yes
   ○ No

6. If so, how many?

No. [   ]

7. What % of your employees are "indirect" - i.e. their time is not charged back to clients"

[   ] %

8. Does your company currently engage people on freelance contacts?
- ◉ Yes
- ◉ No

9.What is the full time equivalent (FTE) of freelancers that are not on payroll, but are included in overheads? - (e.g. 2 freelancers a month for 6 months should be counted as 1, and 6 freelancers a month for 3 months should be counted as 1.5)

No. [   ]

10. What type of entity is your business? *
Limited Company
LLP / Partnership
Sole proprietor / Sole trader

11. When is your financial year end?

[-- Please Select -- ⬍]

Offices

We would like to understand how income is generated across the UK.

Please give your business location and your annual gross income.

Gross income is the total of all fees invoiced for design services, plus any profit on bought-in services.

12. What is the location of your office and the income generated by it?

	Office Location	Gross Income
Office	-- Please Select --	

Forecasting

13. Please indicate the % split of your total gross income between the design disciplines you work in. If a project spanned more than one discipline please split the income proportionally if possible. The total should add to 100%

	Branding / Corporate Identity
	Digital
	Exhibition Stands / Displays
	Interior / Retail / Experiential Design
	Internal Communications
	Literature / Print
	Packaging
	Point of Sale
	Product / Industrial Design
	Strategy / Research & Innovation
	Service / User Design
	Other

0 out of 100% Total

Expectations

14. How do you realistically expect your total gross income to vary over the next 12 months compared to the previous 12 months? You might call this your budget. *

-10% or more	-8% to -10%	-5% to -7%	-3% to -4%	-1% to -2%	No Change	+ 1% to 2%	+3% to 4%	+5% to 7%	+8% to 10%	+10% or more
○	○	○	○	○	○	○	○	○	○	○

15. How do you expect your permanent staff levels to vary over the next 12 months compared to the previous 12 months? *

-10% or more	-8% to -10%	-5% to -7%	-3% to -4%	-1% to -2%	No Change	+ 1% to 2%	+3% to 4%	+5% to 7%	+8% to 10%	+10% or more
○	○	○	○	○	○	○	○	○	○	○

16. What do you consider are the biggest issues affecting your business in the near future?

Business Health

17. How would you describe the health of your business at the moment? Consolidated results of this question will run in our ezine insight during the summer and we will periodically poll the membership outside of this survey to see how business confidence changes throughout the year. (As with all questions in the survey responses are completely anonymous) *

o   Business is great and growing
o   We're doing OK, our client base is solid
o   We're likely to break even this year
o   Concerning; we are actively tightening our belts
o   Critical; we're struggling to stay in business

18. Which phrase best describes your approach to marking up bought in costs (such as print, photography, exhibition space etc) which is then charged back to the client?

o We don't - we charge the client exactly what we are billed
o We add a small fee of up to 10% to cover our time and costs
o We add between 10 and 20% to cover our time and costs and to acknowledge that we are managing cashflow for the client
o We add between 20 and 35% as a management fee to ensure smooth running of the project even when other services are bought in
o We add over 35% as a management fee as we feel our expertise ensure the smooth running of the project even when other services are bought in
o N/A - we never buy in services on behalf of a client.

Recovery Rate

19. On average what percentage of time incurred on billable projects do you actually manage to bill clients?

For example, if you work 10 hours at £80 per hour but you only bill the client £600, the answer to this question would be £600 divided by £800 x 100 = 75%)
This is different to utilisation rates which are asked for later in the survey Note: Please use numerical characters only

[   ] %

20. Are you affected by the late payment of invoices by your clients?
- ◉ Yes
- ◉ No

21. If yes, how overdue are the payments on average?
- ◉ 0 - 30 days overdue
- ◉ 30 - 60 days overdue
- ◉ 60 - 90 days overdue
- ◉ 90+ days overdue

22. How is your business impacted by the late payment of invoices?

23. Staff Turnover

How many people were working in your agency a year ago?

How many individuals are working in your agency now?

How many individuals, if any, were made redundant during the 12 month period?

How many individuals have left the agency during the 12 month period, excluding those made redundant?

Salaries, Charge Out Rates, Utilisation and Bonuses

24. In which of the following job roles do you have employees?

This is about job title rather than function. You may have an owner/manager that also account handles, does new business and manages the studio. We only need the information for the owner/manager, not for the other functions too unless of course there are other people in those roles as well.
The total number of people in this section should equal the total number of staff you gave at the start of the survey

	No. of Male Staff	No. of Female Staff	Average Salary (incl Dividend where applicable)	Hourly Charge Out Rate	% Utilisation	% Bonus
Managing Director						
Creative Director						
Design Director						
Senior Designer						
Mid Weight Designer						
Junior Designer						
Account Director						
Account Manager						
Account Executive						
New Business Manager						
Admin / Finance / Support						

Notes for Completion

FTE Staff: Please indicate the number of male and female full-time equivalent (FTE) staff in each position. If you do not have any staff in a certain position please leave blank. If a role is filled by a part-time member of staff put the appropriate decimal e.g. 0.5.

Average Salary: Please provide the average annual total salary including taxes, that members of staff receive in each position that you have staff in. If any part of the salary is paid as dividend this should be included when working out average salaries. We want a realistic picture of what people are earning not how they are reducing their tax liability.

If you have part time staff please provide the full time equivalent salary. We will multiply it by the figure supplied in the FTE Staff column. For example if you have a financial controller working 2 days a week earning £10,000 put 0.4 in the FTE Staff column and £25,000 in the salary column.

Notes for Completion (cont.)

Hourly Charge Out Rate: Please provide the average hourly rate for each position that you have staff in, in Pound Sterling. Leave blank for positions that are not charged back to clients.

Utilisation Rate: Please provide the average utilisation rate for each position you have staff in. Utilisation rate is defined as the percentage of total time charged to fee generating work, excluding holidays and illness. For example if a designer works 9am - 6pm with an hour for lunch they have 8 hours available to bill. If they bill 6 of those hours their utilisation rate will be 75% (6 / 8 x 100). If you don't monitor utilisation of staff in certain positions, please leave blank.

% Bonus: Please provide the average annual proportion of annual salary that was awarded to members of staff in each position that you have staff in.

25. Freelance Day Rates

What day rate do you pay freelancers in any of the following positions, in £. Leave blank if not applicable.

	£
Designer (3-8 yrs experience)	
Copywriter (3-8 yrs experience)	
Art Worker (3-8 yrs experience)	
Web Designer (3-8 yrs experience)	
Planner / Strategist (3-8 yrs experience)	

26. How, if at all, do you feel Brexit is, or will, affect your business?

And finally…

27. If you have any questions, comments or changes you would be interested

in seeing in future please leave a note here:

Thank You!

Thank you for taking our survey. Your response is very important to us, and it means you will have full access to the results later in the year.

Scroll to the bottom of the page to download and then save your responses as a pdf, which will help you complete the survey even faster next year.

**Find out more at
www.dba.org.uk**

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