

The background features several decorative elements: a series of parallel diagonal lines in a light brown color, and several solid brown diagonal stripes of varying lengths and orientations, creating a dynamic, geometric pattern.

BIID DIVERSITY & INCLUSION STRATEGY

2021-2024

Advancing a diverse & inclusive profession

Introduction

The British Institute of Interior Design (BIID) is committed to fostering a diverse and inclusive interior design profession. We believe that a diverse workforce will not only ensure that every talented designer is able to succeed, regardless of their background, but will make the profession itself more creative and successful. Our own research has confirmed the many public and private conversations over the past year that there are still many barriers to entry and career progression within the profession.

This strategy outlines our plans for the next three years, including the issues we will be addressing, the groups we are aiming to impact, the partners we will aim to work with and the priority areas we will be focusing on. This Diversity & Inclusion Strategy has been developed by the BIID's Diversity & Inclusion Committee and has been approved by the BIID Council of Directors.



Lester Bennett — President
2020-2021



Lindsey Rendall — President
2021-2022

Groups we are aiming to impact

- a) Students studying interior design in the UK, both first time students and career changers
- b) Designers working in the industry, both those at the start of their careers and more experienced designers

Issues to address

The BIID has recently published 3 pieces of research 'Diversity Analysis of Interior Design Students at UK Institutions', 'Occupation Outcomes of Interior Design Students at UK institutions' and the 'Diversity In Interior Design Survey'. This research, in addition to research published by other organisations, has led us to propose that our D&I work in the immediate future focuses on the following issues (please note these are not listed in priority order):

Social Mobility

The 'Diversity Analysis of Interior Design Students at UK Institutions' showed that students from socioeconomically disadvantaged backgrounds were represented at higher levels than the general student population. This is encouraging as it appears that students from these backgrounds do see it as a career for them. However, 'Occupation Outcomes of Interior Design Students at UK institutions' shows that 58% of recent graduate interior designers have a parent with a degree compared to 54% of interior design students. The continued existence of unpaid internships as a route into the profession may also be a barrier to those graduates from a more disadvantaged socioeconomic background succeeding as a professional interior designer.

Race/Ethnicity

Our 'Diversity Analysis of Interior Design Students at UK Institutions' showed that 29% of interior design students were from an ethnic minority background compared to 23% of the overall student population. Our Graduate Outcomes analysis showed that 33% of graduates from an ethnic minority background were employed in an interior design related job 18 months after graduation compared to 35% of white graduates. In our 'Diversity In Interior Design' Survey, over 22% of respondents agreed with the statement 'I feel my race/ethnicity has created barriers to progression in interior design'. There are currently no national statistics on the ethnic diversity of the UK interior design profession as a whole but there is strong anecdotal evidence from interior design events and media coverage that the current profession does not reflect the ethnic diversity of the UK. Overall, while there do not seem to be significant barriers discouraging students from an ethnic minority background from studying interior design, there do appear to be various barriers to them succeeding as working professionals over the long term.

Gender

Women make up 83% of those studying interior design at BA and MA level and anecdotal data (for example the demographics of attendees at industry events) seems to reflect that this trend continues for working designers. There is currently no pay gap data for interior design so it is not known whether there is a gender pay gap. In our Diversity and Interior Design Survey however, over 18% of respondents reported facing sexist discrimination, with most respondents reporting this as sexism from contractors or other built environment professionals. This could suggest there is a continuing problem with gender discrimination in the wider industry, although not necessarily the profession itself.

LGBT+

Around 11% of the respondents to the BIID Diversity In Interior Design Survey identified themselves as LGBT whereas current ONS data estimates that around 2% of the UK population are LGBT. Less than 2% of respondents to the BIID Diversity In Interior Design Survey believed they had been the victim of discrimination because of their sexual orientation. This is in contrast to the most recent Stonewall 'LGBT in Britain – Work Report' published in 2018, which reported that 18% of respondents reported that they had been the target of negative comments or conduct from work colleagues in the previous year because of their LGBT status. Overall, the interior design profession does appear to be an inclusive place for LGBT designers. Given the wider incidents of discrimination on the basis of sexual orientation we believe it is important for this to be included here.

Age

While there are no national statistics available on the prevalence of ageism in the interior design profession, over 10% of respondents to the 'Diversity In Interior Design Survey' reported they felt they had been discriminated against because of their age.

Disability

Our 'Diversity Analysis of Interior Design Students at UK Institutions' showed that around 13% of interior design students reported a disability, compared to 12% of all students. There are currently no statistics available on the percentage of practising designers with a disability. With an increasing focus on designing inclusive environments, especially in light of an ageing population, it seems important that the profession itself is inclusive to designers with disabilities.

Religion and Belief

There are currently no national statistics available on the diversity of religion in the UK interior design profession and the BIID 'Diversity In Interior Design' Survey revealed that just under 2% felt that they had been discriminated because of their religion.

Partners we will aim to work with

- BIID designer members who recruit and employ designers in their practices and/or are able to offer internships, work experience and mentoring
- Trade shows aimed at a professional interior design audience
- Suppliers, brands and showrooms who sell products and services for interior designers
- Universities and colleges offering interior design courses

Our Priority Areas

1. Provide D&I resources and training for interior designers and design practices

We will provide a range of articles, training, and resources to help designers run inclusive and diverse practices including recruitment, work experience, internships and staff development.

2. Commission Research

Following on from our three recent pieces of research, we will undertake and publish research to try and provide better insights into the barriers to a diverse and inclusive profession.

3. Highlight diversity in the profession

We will showcase designers, practices and projects that demonstrate diversity and inclusion in action.

4. Students

We will offer information, events, and competitions for students to give all students the opportunity to showcase their talent and progress in the profession.

5. Our own organisation

In addition to working with the wider profession to ensure that they are running diverse and inclusive organisations, we will review our own policies and procedures to ensure a commitment to diversity and inclusion is embedded within the BIID.

How will we measure our success?

a) Halve the number of designers who feel that they have been discriminated against because of an aspect of their identity by 2024.

Reference

Our 'Diversity In Interior Design Survey' showed that 15% of respondents felt they had been discriminated because of their race or ethnicity, 10% of respondents felt they had been discriminated against because of their age and 18% of respondents felt they had been discriminated against because of their sex/gender.

How will we measure this?

In 2024 we will repeat our 'Diversity In Interior Design Survey', and in addition to asking designers whether they have every felt discriminated against because of an aspect of their identity, we will also ask a question specifically about discrimination they may have felt in the past 3 years and compare the two numbers.

b) Offer online diversity and inclusion training to BIID professional members with the goal of 75% of members completing a course or workshop by 2024.

Reference

Diversity and inclusion training tailored to interior designers is something that has been lacking for the profession. We do not currently have any statistics on how many designers have completed any diversity and inclusion training.

How will we measure this?

By analysing the membership bookings of those who take our online training, we will be able to understand what percentage of our professional membership has undertaken this training. We will publish the results on an annual basis.

Support Diversity & Inclusion with the BIID

If you would like to provide feedback, information or experience to the BIID on diversity and inclusion as it relates to the interior design industry please get in touch with us at info@biid.org.uk



biid.org.uk