

In-house design teams in the UK

There are 6,500 in-house teams¹ in the UK, 10% more than in 2005. The number of designers working in in-house design teams has increased by 8% since 2005. However, the total budget reported by in-house design teams has decreased by 34%, and few in-house design teams expect their budgets to increase in the coming year. Overall though, in-house design teams appear to have weathered the recession quite well. This may be because many are well established, having been in operation for 15 years or more. More than three quarters of in-house design teams work in communications design and just over a third are based in public sector organisations.

Number of in-house design teams and in-house designers in the UK

How many in-house design teams are there in the UK?

There are 6,500 in-house design teams in the UK (in businesses with 100 plus employees). This is a 10% increase since 2005.

How many designers work in in-house design teams in the UK?

There are 83,600² designers working in in-house design teams in the UK. This is an 8% increase on 2005.

Profile of in-house design teams in the UK

What disciplines do in-house design teams work in?

Four fifths of in-house teams work in communications design, an increase of almost 20% since 2005.

	In-house design teams '05	In-house design teams '09	All UK design businesses
Communications	59%	78%	62%
Digital & multimedia	33%	33%	48%
Interior & exhibition	20%	16%	16%
Product & industrial	38%	22%	11%
Fashion & textiles	6%	2%	2%
Service design	6%	4%	1%
Other	6%	4%	3%

How big are in-house design teams?

Just under two thirds of in-house design teams employ fewer than five designers.

Number of designers	In-house design teams	Design consultancies
0-4	63%	74%
5-9	20%	19%
10-49	15%	6%
50+	2%	1%

Where are in-house design teams located in the UK?

	In-house design teams '09	All UK design businesses '09
London	20%	23%
South East	18%	17%
East	10%	10%
Yorkshire and the Humber	9%	7%
West Midlands	8%	8%
North West	8%	7%
Scotland	7%	7%
South West	6%	7%
East Midlands	6%	6%
North East	4%	2%
Wales	4%	3%
Northern Ireland	2%	3%

How long have UK in-house design teams been operating?

UK in-house teams are well established; more than half have been operating for 15 years or more.

	In-house design teams '09	All UK design businesses '09
Less than a year	2%	9%
1-3 years	9%	28%
4-6 years	12%	23%
7-10 years	15%	14%
11-15 years	12%	7%
15+ years	51%	19%

How big are the businesses³ that in-house teams are based in?

In-house design teams can be found in businesses of varied sizes.

In-house design teams '09	
100–149 employees	20%
150–249 employees	19%
250–499 employees	20%
500–1199 employees	20%
1200+ employees	21%

How many of the businesses that have in-house teams are in the public, private and third sector?

A third of in-house design teams work in the public sector. Very few third sector businesses have in-house design teams.

In-house design teams '09	
Private sector	59%
Public sector	36%
Third sector	5%

Where do in-house design teams sit within a business?

Half of in-house design teams are based within another department, most commonly marketing or communications.

In-house design teams '09	
Stand-alone in-house design department	40%
Design teams within another department	50%
Working in a variety of departments	11%

What percentage of in-house design teams undertake work for external clients on a commercial basis?

One in five in-house design teams report undertaking commercial work for clients outside their own business.

Why do businesses have in-house design teams?

The most common reason for businesses to have in-house design teams is to ensure cost effectiveness. This has become more important for businesses over the last five years.

	In-house design teams '09	In-house design teams '05
Cost effectiveness	65%	47%
To have In-house expertise	40%	39%
Speed	27%	18%

What industry sectors are in-house design teams part of?

In-house design teams are most commonly based in public sector organisations and manufacturing businesses.

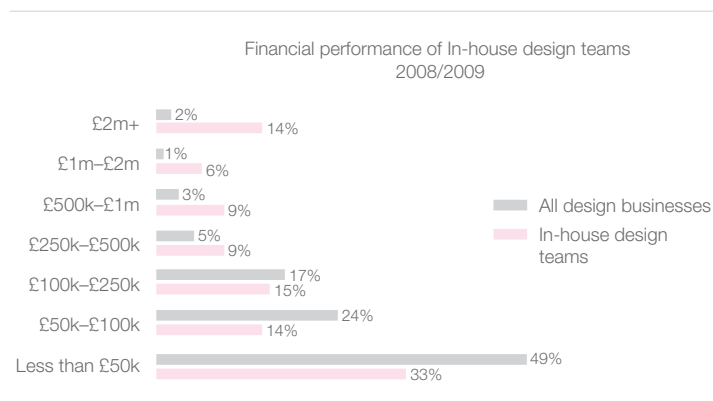
	In-house design teams '09	All UK design businesses '09
Public administration, Health, Education	36%	28%
Manufacturing	24%	24%
Business services, Financial	16%	40%
Hotels, Transport, Communications	7%	17%
Wholesale, Retail	6%	28%
Construction, Utilities	5%	10%
Agriculture, Mining	1%	2%
Recreational, Cultural and Sporting	4%	16%
Other	15%	33%

Financial position of in-house design teams

What is the value of the collective budgets of UK in-house design teams?

UK in-house design teams' budgets have a total value of £3.8bn – this is a decrease of approximately 34% (adjusted for inflation) since 2005.

How did UK in-house design teams perform last year?



How did UK in-house design teams' budgets for last year compare with the year before?

Just over a third of in-house design teams saw no change in their budget over the last financial year.

	In-house design teams '09	All UK design businesses
Substantial decrease	2%	7%
Moderate decrease	11%	19%
No change	35%	16%
Moderate increase	13%	31%
Substantial increase	1%	6%
Don't know	40%	22%

How do UK in-house design teams expect their budgets to change next year?

More than 40% of in-house design teams do not expect their budgets to change significantly in the coming year.

	In-house design teams '09	All UK design businesses
Substantial decrease	1%	2%
Moderate decrease	10%	10%
No change	42%	18%
Moderate increase	16%	47%
Substantial increase	2%	11%
Don't know	30%	12%

Job market for in-house design teams

What percentage of in-house design teams recruited staff last year?

31% of in-house design teams recruited at least one designer last year. This is in line with recruitment levels for design consultancies (also 31%) but 20% down on 2005 figures when 51% of in-house design teams had recruited over the previous year.

What percentage of in-house design teams made redundancies last year?

9% of UK in-house design teams made redundancies last year compared to 7% of all design businesses.