

Are you design-aware?

The aim of this questionnaire is to establish if you know of any design businesses in your constituency, how well you know them and your broader thoughts on the role and quality of UK designers.

For this questionnaire the term 'design business' include businesses who carry out:

graphic/branding design, web design, product design, industrial design, interior design, fashion design and furniture design.

Name:

Constituency:

1. Do you know of any design businesses in your constituency?

Yes I know of many Yes there are a few No Don't know

2. Have you visited a design business in your constituency?

Yes I've visited many Yes I've visited a few No Don't know

3. Has a design business in your constituency ever written to you?

Yes No Don't know

4. Would you describe the number of design businesses in your constituency as:

Growing Stable Declining Non-existent Don't know

5. Are you aware of any programmes or initiatives being run in your constituency to support or advise design businesses?

Yes No

6. Can you give an example of where good design is having a positive effect in your constituency?

7. Can you give an example of where bad design is having a negative effect in your constituency?

8. What word / words would you use to describe the British Design Industry? Please tick.

World Class Unprofessional Competitive Under threat Highly skilled

Average Growing Declining Don't know

9. Number each of the following organisations 1 - 4 according to how familiar you are with them:

1: Very familiar **2:** Quite familiar **3:** Know the name **4:** Never heard of them

- a) Design Council
- b) RSA
- c) National Endowment for Science, Technology and the Arts (NESTA)
- d) Design Business Association (DBA)
- e) British Design Innovation (BDI)
- f) Chartered Society of Designers
- g) D&AD
- h) Royal Commission for the Exhibition of 1851
- i) CABE
- j) British Council
- k) Arts Council

10. Number each of the following visions 1 – 5 according to how important you see the role of design in helping to achieve them.

1: Fundamental **2:** Quite important **3:** A factor **4:** Not important **5:** Totally irrelevant

- a) Creating successful, competitive British businesses
- b) Supporting UK manufacturing
- c) Providing more effective and efficient public services
- d) Creating a more energy efficient population
- e) Attracting overseas investment

11. Give one example of what or who you would consider exemplifies good British design.

Contact email address: _____

Telephone: _____

Thank you for taking the time to answer these questions.

Please return to sender, or to:

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This questionnaire was originally compiled by Joanna Shaw for the APDIG and the Royal Commission for the Exhibition of 1851.