

# Design

## standards

ALEX JENKINS looks at how a new protected title for interior designers is set to come into force.

**T**he British Institute of Interior Design (BIID) has announced a new protected title for professional interior designers, BIID Registered Interior Designer®.

This new title is a way to help clients to identify interior designers who have met the BIID's rigorous professional standard, when they are selecting someone for a project.

It is hoped the launch of this new title will bring much needed clarity to the current field.

Currently, while in the UK the term 'architect' is a legally protected title, governed by the Architects Registration Board (ARB), there is no similar government regulation for interior design.

"We are absolutely delighted to be launching BIID Registered Interior Designer® and we are confident it will provide a much needed professional benchmark for our industry, as well as providing a helpful starting point for clients when they are looking to commission a credible and qualified interior designer," says BIID president Daniel Hopwood, well known for co-presenting The Great Interior Design Challenge.

"BIID Registered Interior Designer® is a symbol that an individual has met our high standards of professional competence and we are hoping the new title will raise standards across the profession at every level.

"It is also a registered trademark and use of the logo will be strictly controlled to ensure only those designers who have met the rigorous standard are able to use the title."

The introduction of the title has been met with a positive response.

Interior designer and BIID member Clare Pascoe, who lives in Oving, says she is 'fully supportive' of the initiative, which she regards as long overdue.

"The term 'interior designer' has been hijacked by interior decorators," she says, explaining there is a massive difference between decorating a home and being qualified to discuss more structural changes in a property.

"There is a difference between the two. For example, you would not take on contents insurance and expect the building to be covered," she says as a way of explanation.

However, she warns that BIID will have to publicise the new title extensively for potential clients to realise they should look out for the accreditation.

Meanwhile well-established Hove interior designer Katherine Richards says while she agrees something needs to be done, she has mixed feelings about the new title.

"I do not think it will stop people who will call themselves an interior designer because they know what colour they like to paint their bedroom wall," she states.

She says the best way to make sure you get a professional service is through recommendations.

"People want to meet their interior designer through referrals and from word of mouth," Katherine says. "I do not think it [the new title] will make a difference."

*BIID president Daniel Hopwood*

To find out more about the new Registered Interior Designer® title, visit [biid.org.uk/about/registered](http://biid.org.uk/about/registered)

## Requirements for the title are:

Six years of education and work experience.

The support of professional referees.

Professional indemnity insurance.

Successful completion of a face to face registration assessment where a demonstration of extensive professional

practice knowledge must be evidenced through presentation of a completed design project.

Once a designer has become a BIID Registered Interior Designer® they must adhere to the BIID's code of conduct and annual continuing professional

development (CPD) requirement to remain on the register.

In addition to being able to describe themselves as a BIID Registered Interior Designer® individuals will also be able to use the post nominals RegID after their name.