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# A Winning Edge – the difference is design

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29<sup>th</sup> April 2014



# Manufacturing is changing.

Production and sales only part of wider value chain including:

- R & D
- Supply chain management
- Distribution
- Servicing
- End of life (circular manufacturing)



# Future trends include

- Mass personalisation(3D printing, new materials etc.)
- Distributed production
- Digitalised value chains (big data, HPC, simulation)



## Design matters more than ever:

- Combination of creative and scientific (October conference at Design/Science Museums)
- Strategy and process as well as style



# Design impacts the bottom line

- Strengthens brand
- Differentiates product
- Responding to consumer needs
  
- Reduced cost of production
- Ease and maintenance
- End of life management



## Evaluation of “Designing Demand” showed for £1 invested in design:

- > £20 increased revenues
- > £4 in net operating product
- > £5 in improved exports
- Improved confidence, strategic thinking, brand and business identity.