



L6: Living and Commercial Spaces Designer

UOS reference number: ST0965

Level of occupation: Level 6

Typical duration of apprenticeship: 48 months

Occupation summary

This occupation is found in the furniture and interiors industry. Living and Commercial Spaces Designers work in a range of environments from bespoke design retail showrooms or studios to divisions of large national retailers, client's homes and office environments. This includes bespoke design, creative skills and related services for sophisticated kitchens, bedrooms, bathrooms, dining rooms, home offices, boats and connected living spaces, these can be multi-generational and accessible orientated designs. Work can also involve one-off commercial developments such as bespoke furniture within hotels, bars, offices, leisure, education, communal spaces and health centre projects.

The broad purpose of the occupation is to create bespoke, specific furniture designs for homes, kitchens, living spaces using creative skills to meet individual clients' needs. Key duties include taking clients briefs to develop, deliver and present compelling client focussed bespoke design solutions and managing associated costs; managing and maintaining the showroom; managing and developing team members and managing furniture design projects including all aspects of the client journey from the first introduction and pre-sales experience through to post-installation relationship management Living and Commercial Spaces Designers may work directly with clients. They may also work as part of a team with other professionals, such as architects, developers, house builders, joinery companies, manufacturers and interior designers.

In their daily work, an employee in this occupation interacts with people at all levels in the organisation including managers, sales and design colleagues and externally with clients and third-party providers to manage and co-ordinate all aspects of bespoke design and installation of a project. These can include installers, solid surface fabricators, appliance suppliers, builders,

contractors, artisans and crafts people, lighting designers and service-related engineers as well as mainstream furniture manufacturers or joinery companies. Living and Commercial Spaces Designers work in a range of environments, taking account of accessibility issues. Environments include bespoke design retail showrooms or studios, divisions of large national retailers, client's homes and offices.

An employee in this occupation will be responsible for delivering the customer requirements to a high standard. They achieve this by leading the design process, from initial client introduction, through to post-installation relationship management and resolving budgeting issues. They are responsible for their own work, often operating to tight timescales. They usually report to a senior manager/owner and are usually responsible for a team and the showroom/studio. Living and Commercial Spaces Designers are responsible for managing departmental budgets. They understand and contribute towards management accounts allowing for design legislation, quality, timescales, targets, budgets, training, health and safety, environment and sustainability.

Typical job titles

Bespoke Furniture Designer Kitchen Designer Showroom Designer/Planner Bathroom Designer Bedroom Designer Kitchen Sales Designer Kitchen Sales Manager KBB Designer Contract Kitchen Planner Home Office Designer Senior Designer Kitchen Design Manager Head of Kitchen Design Creative Director Design Director

Are there any statutory/regulatory or other typical entry requirements?

No

Occupation duties

Duty	KSBs
Duty 1 Plan, promote, market and evaluate bespoke living and commercial spaces design services using business positioning techniques, demographics and marketplace information.	K12 K13 S1 S12 S13
Duty 2 Develop client briefs to deliver and present compelling client focused living and commercial spaces bespoke design solutions with associated costs and timescales, using appropriate technical disciplines and techniques.	K4 K5 K6 K7 K10 S2 S3 S4 S7
Duty 3 Secure sales by selling bespoke living and commercial spaces design skills, communicating ideas and unique selling points and fulfilling the clients individual design requirements.	K11 S8 S11 B2
Duty 4 Perform living and commercial spaces spatial planning solutions, for example floor area, cabinet runs, appliance tolerances, weight restrictions and material performance, connections to services such as lighting design and air extraction to make bespoke furniture designs work in context.	K3 K4 K9 S5
Duty 5 Prepare detailed bespoke production living and commercial spaces design drawings and specifications, with associated services including plumbing, wastewater and electrics, including dimensional requirements for quotations and fitting and to gain post-design approval from the client.	K1 K4 K7 K9 S9
Duty 6 Select, critically analyse and evaluate the effectiveness of materials, processes, costs and their sustainability when designing spaces and production of bespoke furniture and associated products.	K3 S6
Duty 7 Design bespoke living and commercial spaces products for manufacture including researching and sourcing appropriate materials, appliances, home technology, individual components and manufacturing processes to be used, using appropriate technical disciplines and techniques.	K3 K8 K14 K15 S14 B1
Duty 8 Manage bespoke furniture design projects including all aspects of the client journey from the first introduction and pre-sales experience, managing sub-contractors, through to post-installation relationship management.	K16 K20 S15 S16 S17 S18 S19 B3

Duty 9 Manage administration associated with the living and commercial spaces design department, for example statutory requirements for related health and safety legislation.	K17 B4
Duty 10 Manage, coach and develop team members including co-ordinating timetables, sales leads, organisational structure, people management and motivation.	K18 K20 S10
Duty 11 Prepare and manage the living and commercial spaces design department's budget and contribute to the management of company financial planning.	K19 S20
Duty 12 Keep up to date with relevant bespoke furniture design trends, developments in bespoke furniture design techniques and contribute to wider debates within the organisation and profession.	K2 S6

KSBs

Knowledge

K1: Drawing conventions: standard drawing practices, visual presentation techniques, CAD design software and IT application in presentations.

K2: Current and future home, workplace, community spaces, kitchen and living spaces design trends: technology, environmental, sustainability, health and wellbeing.

K3: Construction processes, craft building techniques and materials: constraints and service requirements. Health and Safety, environment and risk assessment

K4: Principles and application of ergonomics, spatial planning and anthropometrics: environmental psychological dimensions and multi-generational design.

K5: Design requirements for specific individuals and groups: multi-generational, accessible design, communal living & workplace related cooking and eating. Including the differences for individual client designs

K6: Home, kitchen, living, workplace & community related spaces, furniture, fittings, appliances, technology and finishes

K7: Décor and materials origins, costs, characteristics, sustainability, colour, maintenance, performance, and application.

K8: Furniture manufacturing, artisan and bespoke techniques: impact on designs

K9: Building codes for example Fire Safety: Document B, Ventilation: Document F, Sanitation, hot water safety and water efficiency: Document G, Access to and use of buildings: Document M

K10: Principles of generating customer quotations, costs and profit margins.

K11: Sales and communication techniques: psychology of sales, building rapport, presenting solutions, customer engagements, handling objections, knowing when to say no, adapting offering for the audience.

K12: Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.

K13: Managing and implementing brand equity, brand awareness and strategic brand management.

K14: Business models for furniture manufacturing and making:

K15: Furniture manufacturing techniques, processes involved, CAD systems and effects on product design, materials used and how they are machined or hand made.

K16: Project management techniques and the application of project management software.

K17: Business planning and monitoring techniques: specific, measurable, achievable and realistic targets (SMART), key performance indicators (KPI's) and continuously measuring business performance.

K18: People management techniques: delegation, motivation, training, communication, persuading and influencing, performance and time management, target setting, leadership and, diversity, equality and inclusivity considerations.

K19: Commercial awareness: management accounts, budgets, profit and loss accounts and balance sheets.

K20: Health and Safety at Work Act (HASWA), Disability Discrimination Act and Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR)

Skills

S1: Develop and assess sales leads, consultations and written briefs.

S2: Research and design client briefs. For example, using 2D, 3D and 4D drawings and sketches as well as using virtual and augmented reality software.

S3: Present client briefs. For example, offer alternative solutions to clients.

S4: Undertake spatial analysis, review potential options, and advise clients in support of their aims.

S5: Survey proposed spaces to ensure design meets manufacturing, services and installation requirements.

S6: Research new products, materials, technologies and processes.

S7: Produce client quotations.

S8: Discuss, refine, and adjust designs and quotations to finalise and agree sales.

S9: Create client presentations in a drawn format for example sketches, images, swatches, samples and mood boards

S10: Communicate with colleagues, customers and stakeholders: for example, verbal, written and visual.

S11: Close sales, using techniques such as negotiation, buying signals, growing repeat business and customer care initiatives

S12: Critically research and analyse size of target market and demographics.

S13: Record, report and evaluate outcomes of marketing activities

S14: Translate presentation drawings into production drawings for use in manufacturing and fitting processes.

S15: Create an operational schedule, including, from first point of contact, initial design consultation, contractual confirmation, component ordering, delivery, installation to post-installation relationship management.

S16: Communicate, written and verbal for example agreeing operational schedule with relevant stakeholders.

S17: Devise a programme of processes to carry out on site installation.

S18: Quality check and assess the installation meets the client's brief.

S19: Rectify snags and issues and sign off work with client.

S20: Provide financial information contributing towards management accounts For example, reviewing budgets, profit and loss accounts and balance sheets.

Behaviours

B1: Committed to sustainability and minimising environmental impact

B2: Customer focused. For example, works to deliver customer requirements, having the capacity to listen to clients wider and long term needs as well as immediate functional requirements.

B3: Adaptable. For example, changes style or approach dependent on situation, circumstances and environment.

B4: Collaborative. For example, takes account of impact of own work on others, helps and supports colleagues and suppliers.

Qualifications

English & Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.