

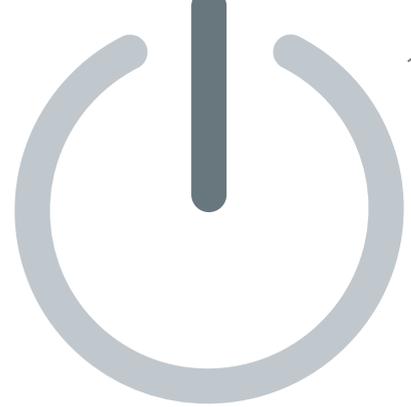
THINK MODERN

Creative and technological skills for the 21st century

Modern universities have pioneered new degrees to ensure that the businesses of the 21st century can benefit from a high-calibre workforce, skilled in **Science, Technology, Engineering, the Arts and Maths**.

Innovative courses once seen as huge risks are now well-established in the higher education sector, combining new and traditional skills across diverse, once separate disciplines.

This age of **STEAM** is digital.



THE CREATIVE ECONOMY IN THE UK

Creative and technological skills for the 21st century



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There are over **3 million** jobs in the creative economy, which equates to 1 in 11 jobs in the UK.¹

The creative industries included **284,400** businesses, over one in eight of all businesses in the UK in 2016.²

It is estimated that the creative industries will be worth **£128.4 billion** by 2025.³



The UK video games market was valued at **£5.1 billion** in 2017, one of the fastest growing sectors of the economy.

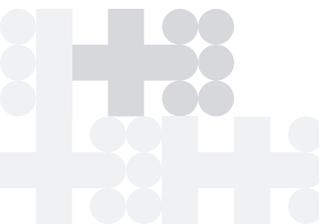


RESEARCH AND IMPACT IN STEAM

52% of research carried out at modern universities in Architecture, Built Environment and Planning⁴

53% of research carried out at modern universities in the category of General Engineering⁵

...was judged to be world-leading or internationally excellent in terms of its originality, significance and rigour.



REVOLUTIONISING STEAM

Creative and technological skills for the 21st century



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In 2017-18...

63% of architecture, building and planning undergraduates...



69% of creative arts undergraduates...

52% of biological sciences undergraduates...



59% of computer science undergraduates...

40% of engineering and technology undergraduates...

80% of cinematography and photography undergraduates...



80% of design studies undergraduates...

70% of fine art undergraduates...



89% of games students...

64% of software engineering undergraduates...



87% of computer generated and visual effects students...



62% of maritime technology students...

61% of minerals technology students...
...were at modern universities.



¹ Creative Industries Federation, statistics ² Creative Industries Council, press release
³ Sir Peter Bazalgette, "Independent Review of the Creative Industries" 2017 ⁴ REF 2014 ⁵ Ibid.
All data taken from **HESA records 2017-18** unless otherwise stated.