

# 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



2 / 3

The creative industries employ over **2 million** people in the UK, with jobs growing at 3 times the UK average over the past decade.<sup>1</sup>

The creative industries contribute **£13 million** to the UK economy, **every hour** and are growing five times faster than the wider economy.<sup>2</sup>

It is estimated that the creative industries will be worth **£128.4 billion** by 2025.<sup>3</sup>



The UK video games market was valued at **£7 billion** in 2020, one of the fastest growing sectors of the economy.<sup>4</sup>



## RESEARCH AND IMPACT IN STEAM

**52%** of research carried out at modern universities in Architecture, Built Environment and Planning.

**53%** of research carried out at modern universities in the category of General Engineering.

...was judged to be world-leading or internationally excellent in terms of its originality, significance and rigour.<sup>5</sup>



# REVOLUTIONISING STEAM

Creative and technological skills for the 21st century



3 / 3

In 2019-20...



**92%** of computer games students...

**78%** of cinematography and photography students...



**73%** of creative arts students...

**43%** of computer science students...



**76%** of software engineering students...



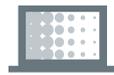
**83%** of design studies students...

**43%** of ecology and environmental biology students...



**68%** of architecture, building and planning students...

**45%** of civil engineering students...



**94%** of computer generated and visual effects students...



**70%** of maritime technology students...

**100%** of minerals technology students...

...were at modern universities.



<sup>1</sup> Creative Industries Federation statistics. <sup>2</sup> Ibid. <sup>3</sup> Sir Peter Bazalgette, "Independent Review of the Creative Industries" 2017. <sup>4</sup> The Association for UK Interactive Entertainment, 2020. <sup>5</sup> Overall averages for modern universities calculated from REF2014 results.

All data taken from **HESA records 2019-20** and refers to undergraduates unless otherwise stated.