

# 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**.

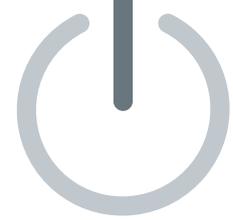
Innovative courses once seen as huge risks are now well-established in the higher education sector, combining new and traditional skills across diverse, once separate disciplines.

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.<sup>1</sup>

The creative industries contribute **£111.7 billion** to the UK economy, more than the automotive, aerospace, life sciences, oil and gas industries combined.<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 **£5.7 billion** in 2018, 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 2018-19...

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



**72%** of creative arts undergraduates...

**46%** of biological sciences undergraduates...



**50%** of computer science undergraduates...

**38%** of engineering and technology undergraduates...

**80%** of cinematography and photography undergraduates...



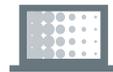
**81%** of design studies undergraduates...

**72%** of fine art undergraduates...



**89%** of games undergraduate students...

**64%** of software engineering undergraduates...



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



**71%** of maritime technology students...

**78%** of minerals technology undergraduates...

...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 2018-19** unless otherwise stated.