

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

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2 / 3

The creative industries employ over **2 million** people in the UK and are projected to create an additional **1 million** jobs by 2030.¹

The creative industries exported **£36 billion** in services worldwide and accounted for almost **12%** of UK services exports.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 **£7.16 billion** in 2021, one of the fastest growing sectors of the economy.⁴



RESEARCH AND IMPACT IN STEAM

71% of research carried out at modern universities in Architecture, Built Environment and Planning.

63% 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.⁵

REVOLUTIONISING STEAM

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3 / 3

In 2021–22...



92% of computer games students...

78% of cinematography and photography students...



73% of creative arts students...

38% of computer science students...



70% of software engineering students...



83% of design studies students...

44% of ecology and environmental biology students...



69% of architecture, building and planning students...

43% of civil engineering students...



49% of computer generated and visual effects students...



72% of maritime technology students...

100% of minerals technology students...

...were at modern universities.



¹ Creative Industries Federation statistics 2020–21.

² Ibid.

³ Sir Peter Bazalgette, “Independent Review of the Creative Industries” 2017.

⁴ The Association for UK Interactive Entertainment, 2021.

⁵ Overall averages for modern universities calculated from REF2021 results.

All data taken from **HESA records 2021–22** and refers to undergraduates unless otherwise stated.