

# WonderWhat

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Fastest growing sector in the UK economy  
1 in 8 UK enterprises are creative enterprises  
£105.5 billion GVA to UK economy

# Creative industries boom

Growing the UK's creative industries 2018  
– a report by the *Creative Industries Federation*

# Foundation for growth is education

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**'Creativity crisis' looms for English schools due to arts cuts, says Labour**

At schools 37% decline GCSE arts subjects between 2010 and 2020 – art being pushed to edge of curriculum in favour of STEM



# Long term decline of creative subjects in education

**Funding cuts to go ahead for university arts courses in England despite opposition**

Education secretary Gavin Williamson says money will be put towards STEM and medicine courses



The education secretary, Gavin Williamson. Arts groups have warned cuts would affect the viability of some courses at universities, leading to possible closures. Photograph: Taylor Sato/DUMA via/REX/Shutterstock

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## Decline in creative A Levels

About 6500 fewer students sat A Levels for creative subjects, outpacing a general decline in the number of ex

Intensified short term competition for share of market

# HE creative sector response?

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But the real issue is upstream

~~Which Uni~~  
**Which GCSE & A Level  
subjects?**

**We already support art  
teachers to encourage  
creative curiosity...but we  
tend to preach to the  
converted**

**Is there something  
more we can do if we think  
a little bigger?**



If the pandemic taught us anything, it is how important the arts and creativity is/are to us  
We are all engaged in creativity – but how do we access the production of it?

# How do we democratise creative careers?

**And what about the role  
of creativity in the  
workplace of tomorrow?**

*“Only by changing education can our children compete with machines... we have to stop teaching knowledge...we have to teach something unique, so that a machine can never catch up with us.*

*These are the soft skills we need to be teaching our children– the values of believing, independent thinking, teamwork and care for others.*

*We need to teach them music, painting, art– to make sure that humans are different. Everything we teach should be different from machines. If the machines can do it better, we have to think about that.”*

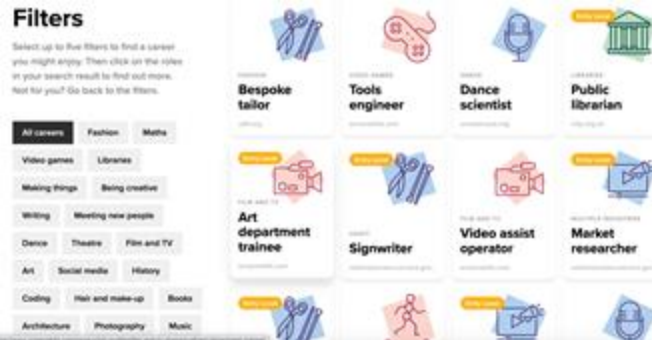
*Jack Ma, Davos, 2018*

Creative careers in many cases are along way from the curriculum - lack of transparency/lack of knowledge

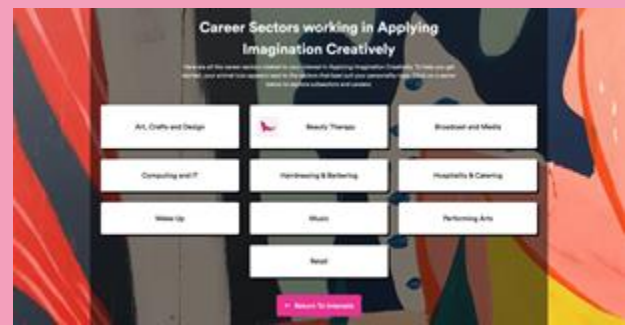
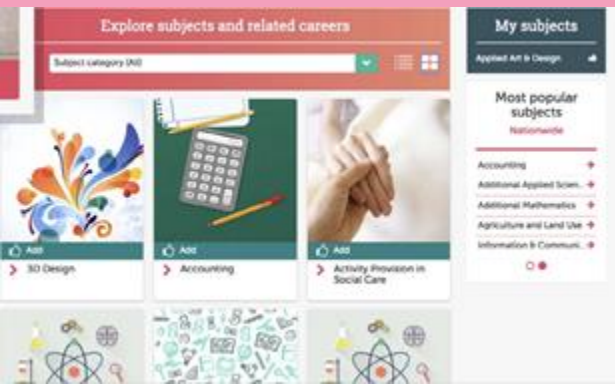
Low starting salaries and peripatetic nature of creative industries off putting

Exacerbated by the pandemic

# **Decline in creative careers advice – is this *an* opportunity?**



# What creative careers advice is available?



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The ERIC logo is displayed in a stylized, multi-colored font (yellow, red, and blue) at the top of a dark blue rectangular box.

**All the Best Career Advice in  
One Place**

Filtering the best career content from across the internet, so you don't have to.  
Currently focusing on creative & tech industries.

**Entrepreneurs have  
also spotted the problem  
and the opportunity**

These are all word-based search engines

And if you don't know the name of the career,  
how are you going to type into an engine and find it?

# The conundrum

They learn visually, can we therefore create  
a visually-led search engine for them?

**Recognise that  
creative people often  
are different**





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