



Universities UK

Higher education in
FACTS & FIGURES

THE CREATIVE SECTOR

SUMMER 2009



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HIGHER EDUCATION IN FACTS & FIGURES: THE CREATIVE SECTOR

The creative economy is a success story for the UK. This is demonstrated by the high growth rate and contribution to the economy and the significant contributions to UK employment and businesses. The sector covers a number of industries and for the purpose of this card we have used the Department for Culture, Media and Sport's definition of both creative industries and occupations (see relevant table).

The creative sector is a significant and dynamic part of the knowledge economy and higher education has a wide ranging contribution to make to its development. The creative industry workforce is highly educated, with graduates making up the majority of employees within most industries. Creative subjects remain popular with interest in drama, dance, crafts, architecture and art subjects increasing significantly over recent years. In addition to provision of teaching in the creative subjects, universities play an important role in research, with the 2008 Research Assessment Exercise showing a significant proportion of research in the creative subjects conducted at UK universities as world leading. Interaction with creative employers, for example in the delivery of courses with the relevant Sector Skills Councils and with communities through the provision of events, both free and chargeable, is also significant.

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Creative economy

THE CREATIVE INDUSTRIES

Advertising
Architecture
Art and antiques markets
Computer and video games
Crafts
Design
Designer fashion
Video, film and photography
Music
Performing arts
Publishing
Software
Television and radio

Source: Department for Culture, Media and Sport (DCMS), 2009

CREATIVE EMPLOYMENT IN THE UK WORKFORCE: 1997-2007

Creative industry	1997	2007	Average annual growth (1997-2007)	Change (1997-2007)
Advertising	201,000	247,200	2%	23.0%
Architecture	95,800	120,700	2%	26.0%
Art and antiques	20,200	21,800	1%	7.9%
Crafts	95,000	109,700	1%	15.5%
Designer fashion	80,700	130,700	5%	62.0%
Video, film and photography	64,200	65,400	0%	1.9%
Music and the visual and performing arts	226,300	262,800	2%	16.1%
Publishing	308,500	275,800	-1%	-10.6%
Software, computer games and electronic publishing	379,400	640,900	5%	68.9%
Television and radio	97,600	103,400	1%	5.9%
Total creative employment	1,568,700	1,978,200	2%	26.0%*

* Total UK workforce increased by 11% between 1998 and 2007 (Labour Force Survey).

Creative employment covers employment in creative industries and creative occupations in other sectors.

Source: Creative industries economic estimates statistical bulletin - January 2009, DCMS

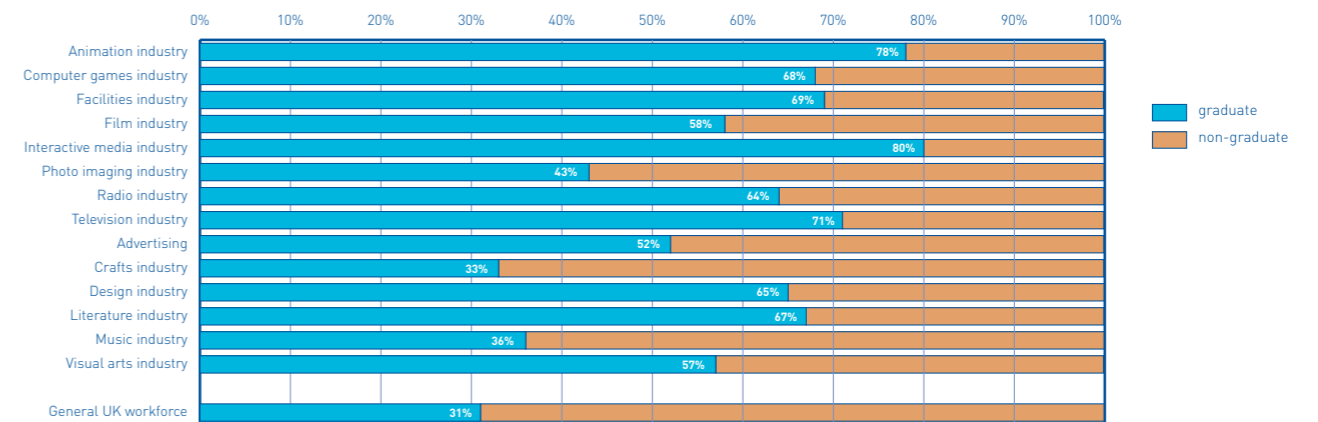
GROSS VALUE ADDED (GVA) OF THE CREATIVE INDUSTRIES TO THE UK ECONOMY: 1997-2006 (£ millions)

Creative industry	1997	2006	Average annual growth (1997-2006)
Advertising	3,400	5,300	2%
Architecture	3,100	4,700	2%
Art and antiques	260	490	5%
Designer fashion	280	450	3%
Video, film and photography	1,900	3,800	6%
Music and the visual and performing arts	2,700	3,400	0%
Publishing	6,500	9,500	2%
Software, computer games and electronic publishing	9,800	24,500	8%
Television and radio	3,500	5,100	2%
Total creative industries	31,500	57,300	4%*
Percentage of UK Gross Value Added	5.4%	6.4%	

*In comparison, between 1997 and 2006 the UK economy grew by an annual average rate of 3%.

Source: Creative industries economic estimates statistical bulletin - January 2009, DCMS

PROPORTION OF EMPLOYEES WHO ARE GRADUATES* BY CREATIVE INDUSTRY: 2006



* Graduate defined as individual with highest qualification held at NVQ level 4 or above.

Source: Skillset - Labour market intelligence digests (http://www.skillset.org/research/overview/industries/article_7067_1.asp) Creative & cultural skills - Industry research (<http://www.ccskills.org.uk/Industrystrategies/Industryresearch/tabid/600/Default.aspx>), DBIS; (<http://www.dcsf.gov.uk/rsgateway/DB/SFR/s000798/DIUSSFR05-2008.pdf>), Labour Force Survey

NUMBER OF BUSINESSES IN THE UK CREATIVE INDUSTRIES SECTOR: 1997-2008

Creative industry	1997	2008	Change (1997-2008)
Advertising	10,400	13,200	26.9%
Architecture	3,400	8,500	150.0%
Art and antiques	1,500	1,600	6.7%
Designer fashion	1,400	2,800	100.0%
Video, film and photography	4,800	11,000	129.2%
Music and the visual and performing arts	32,600	31,200	-4.3%
Publishing	7,000	8,200	17.1%
Software, computer games and electronic publishing	49,500	75,000	51.5%
Television and radio	2,300	6,000	160.9%
Total creative industries	112,900	157,400	39.4%
Total all UK industries	1,547,175	2,300,000	48.7%

Source: Creative industries economic estimates statistical bulletin - January 2009, DCMS; Commerce, Energy and Industry: Size Analysis of UK Businesses 1998, Office for National Statistics

Creative subjects at UK higher education institutions

TRENDS IN APPLICANTS TO CREATIVE SUBJECTS AT UK HEIs*: 2002-2008

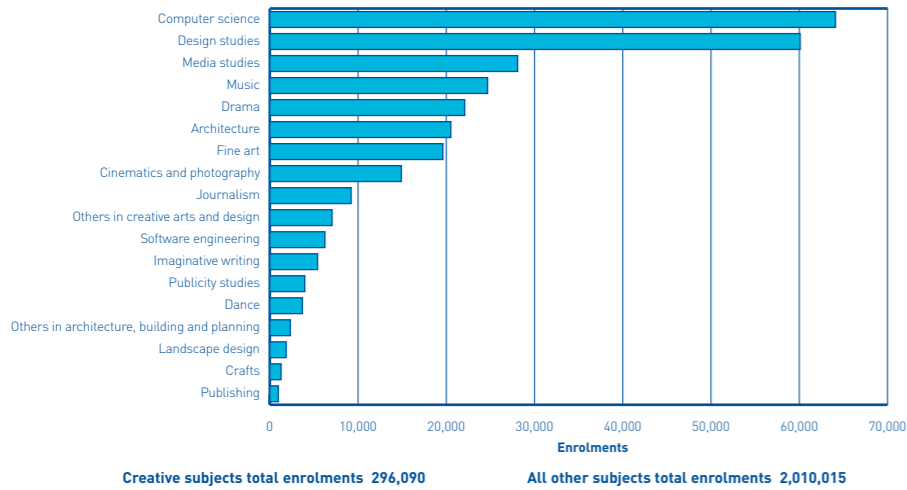
	2002	2008	Change (2002-2008)
Computer science	19,227	12,389	-35.6%
Software engineering	1,435	1,012	-29.5%
Architecture	3,221	5,985	85.8%
Landscape design	174	201	15.5%
Publicity studies	359	351	-2.2%
Media studies	3,846	4,871	26.7%
Publishing	46	50	8.7%
Journalism	1,605	2,773	72.8%
Fine art	5,167	5,979	15.7%
Design studies	18,948	21,757	14.8%
Music	4,908	6,107	24.4%
Drama	7,917	11,307	42.8%
Dance	809	1,900	134.9%
Cinematics and photography	5,322	8,046	51.2%
Crafts	417	566	35.7%
Imaginative writing	76	449	490.8%
Others in creative arts and design	1,463	12,687	767.2%
Creative subjects total	74,940	96,430	28.7%
All subjects total	461,365	588,689	27.6%

* Figures are for full-time undergraduate applicants, including degree, foundation degree and HND courses, to higher education courses at UK higher and further education institutions through the University and Colleges Admissions Service (UCAS).

Source: Universities and Colleges Admissions Service (UCAS) application data 2002 and 2008

Creative subjects at UK higher education institutions

CREATIVE SUBJECT ENROLMENTS* AT UK HIGHER EDUCATION INSTITUTIONS: 2007/08



* Covers all undergraduate and postgraduate level enrolments at publicly funded UK higher education institutions in 2007/08. This does not include HE level courses at further education colleges or those in privately funded higher education institutions.

Source: Higher Education Statistics Agency (HESA): Students in Higher Education Institutions 2007/08

ENROLMENTS* IN CREATIVE SUBJECTS AT UK HEIS: 1998/99-2007/08

1998/99	2007/08
Computing science	64,100
Architecture	20,515
Other architectural studies	489
Communication studies	4,554
Media studies	8,363
Publishing	387
Journalism	2,735
Fine art	15,230
Design studies	44,535
Music	13,997
Drama	11,703
Cinematics	4,461
Crafts	448
Art and design other	5,515
Creative subjects (40.2%)	211,175
All subjects (24.9%)	1,845,757
Increase in brackets	

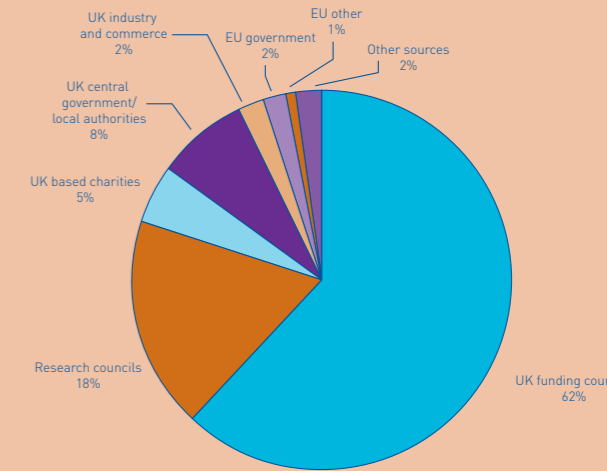
* Covers all undergraduate and postgraduate level enrolments at publicly funded UK higher education institutions in 1998/99 and 2007/08. This does not include HE level courses at further education colleges or those in privately funded higher education institutions.

Source: Higher Education Statistics Agency (HESA): Students in Higher Education Institutions 2007/08

Research

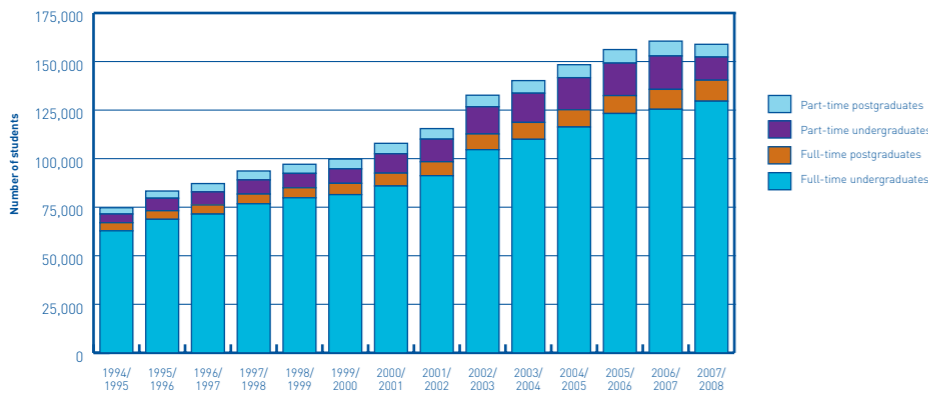
CREATIVE ARTS AND DESIGN RESEARCH FUNDING TO HEIS IN THE UK: 2007/08

Total research income £75.5 million



Source: Higher Education Statistics Agency (HESA) (2009): Finance Plus, Table 4, Higher Education Funding Council for England, Scottish Funding Council and Higher Education Funding Council for Wales 2007/08 QR allocations by unit of assessment

CREATIVE ART AND DESIGN STUDENTS AT HEIS IN THE UK: 1994/95-2007/08



Source: Higher Education Statistics Agency (HESA) (2009): Students in Higher Education Institutions, various years

CREATIVE SUBJECT PROVISION AT HEIS IN THE UK: 2007/08

Total number of creative subject HE enrolments	Number of institutions	Proportion of creative subject HE enrolments	Number of institutions
Less than 1,000	52	Less than 5%	23
1,000 - 1,999	51	5% - 10%	37
2,000 - 2,999	12	11% - 20%	52
3,000 - 3,999	17	21% - 30%	16
4,000 - 4,999	13	31% - 80%	4
5,000 - 7,500	6	81% - 99%	9
More than 7,500	1	100%	11
Total	152	Total	152

	Average number of creative subject enrolments	Average proportion of creative subject enrolments
Mean	1,933	23.8%
Median	1,453	14.3%

* Covers all undergraduate and postgraduate level enrolments at publicly funded UK higher education institutions in 2007/08. This does not include HE level courses at further education colleges or those in privately funded higher education institutions.

Source: Higher Education Statistics Agency (HESA): Students in Higher Education Institutions 2007/08, table 8j; Universities UK analysis

AVERAGE SCORE FOR 4* + 3* RESEARCH ASSESSMENT GRADE BY SELECTED UNIT OF ASSESSMENT: RAE 2008

Unit of Assessment	Average proportion of research classified as 4* + 3*	Number of institutions with more than 60% of research in 4*+3*
Creative subjects		
Architecture and the built environment	55%	14
Computer science and informatics	55%	36
Music	54%	26
Drama, dance and performing arts	52%	15
Communication, cultural and media studies	49%	14
Art and design	40%	13
UK all subjects	47%	
Median	49%	
Minimum	24%	
Maximum	71%	
Upper quartile	55%	
Lower quartile	44%	

4* research is world leading in terms of originality, significance and rigour; 3* research is internationally excellent in terms of originality, significance and rigour.

Scores given are averages of institutional 4*+3* proportions aggregated by Unit of Assessment.

Source: RAE 2008 outcomes (<http://www.rae.ac.uk/>)

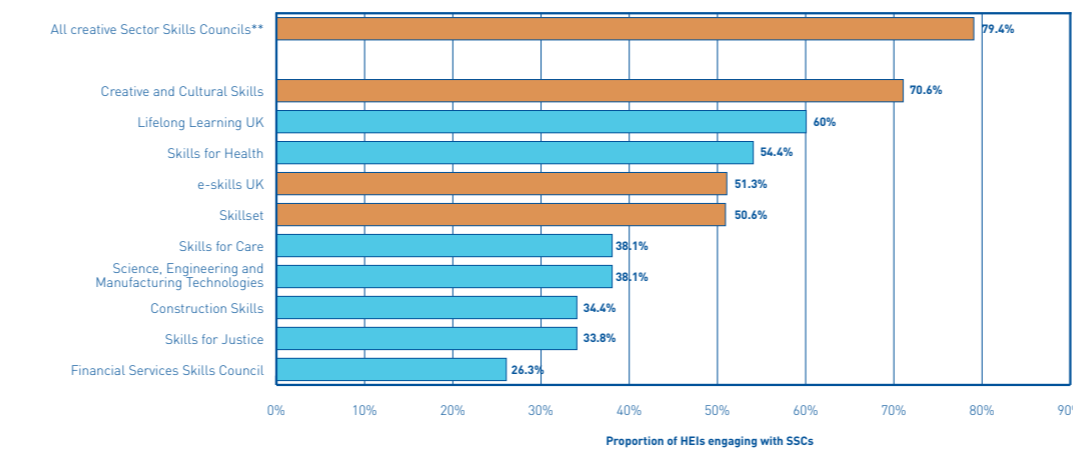
Business and community interaction

ATTENDEES AT FREE AND CHARGEABLE CREATIVE AND CULTURAL EVENTS AT UK HEIS, 2006/07-2007/08

	2006/07	2007/08	Change
Free events			
Public lectures	647,989	750,287	15.8%
Performance arts	407,679	585,544	43.6%
Exhibitions	4,635,953	4,515,015	-2.6%
Museum education	388,620	378,408	-2.6%
Chargeable events			
Public lectures	109,135	138,402	26.8%
Performance arts	1,370,225	1,705,048	24.4%
Exhibitions	896,506	582,998	-35.0%
Museum education	35,092	79,326	126.1%

Source: Higher Education Business and Community Interaction Survey (HE-BCI) 2007/08, HEFCE

TOP 10 SECTOR SKILLS COUNCILS* ACCORDING TO ENGAGEMENT WITH UK HEIS: 2007/08



Source: Higher Education Business and Community Interaction Survey (HE-BCI) 2007/08, HEFCE, Alliance of Sector Skills Councils (<http://www.sscalliance.org/SSCs/LinkstoSSCs.aspx>)

*Sector Skills Councils (SSCs) are publicly funded, employer-led organisations that cover specific economic sectors in the United Kingdom. They have four key goals:

- to reduce skills gaps and shortages
- to improve productivity
- to boost the skills of their sector workforces
- to improve learning supply.

** Creative SSCs include Skillset, e-skills UK, Creative and Cultural Skills and Skillfast UK.