Why?

A policy disconnect between the acknowledged importance of creativity and innovation to the UK economy, its globally recognised pre-eminence, and a description of a degree in the creative industries as low value.
YouGov insights

– Interviews with businesses and universities prompted over **20 critical skills for the UK’s global competitiveness**
– And identified **global threats to UK competitiveness**
– These were put to the YouGov Business panel, consisting of over **2,000 top UK businesses**
The UK Economy Future Challenges

- Competition from emerging economies, e.g. China, Singapore: 56%
- Tackling climate change: 45%
- Attracting and retaining talent in the global marketplace: 42%
- Need to increase productivity: 39%
- Changes to freedom of movement/mobility: 35%
- Adapting to the rapid pace of change: 34%
- Automation and AI: 34%
<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Problem-solving</td>
<td>77%</td>
</tr>
<tr>
<td>Communication</td>
<td>66%</td>
</tr>
<tr>
<td>Critical thinking</td>
<td>64%</td>
</tr>
<tr>
<td>Digital skills</td>
<td>64%</td>
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<tr>
<td>Analytical skills</td>
<td>63%</td>
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<tr>
<td>Initiative</td>
<td>62%</td>
</tr>
<tr>
<td>Adaptability</td>
<td>60%</td>
</tr>
<tr>
<td>Creativity</td>
<td>56%</td>
</tr>
<tr>
<td>Relationship building</td>
<td>55%</td>
</tr>
<tr>
<td>Questioning mindset</td>
<td>55%</td>
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</tbody>
</table>
Skills for Innovation

Problem solving skills are #1 for all sectors.

The top 10 priority skills tell us that it’s a real mix of logical, social, creative, intuitive as well as analytical thinking that business is looking for.

We define this portfolio as ‘Skills for Innovation’.
Case studies

TUCAN Studio: Teesside University

Deloitte Digital

Saturday Clubs

Chip[s] Board®: Kingston University
Connecting to policy

Innovation is a key pillar in the Government’s ‘Plan for Growth’:

“Support and incentivise the development of the creative ideas and technologies that will shape the UK’s future high-growth, sustainable and secure economy.”
Designers spend their lives solving problems. That’s what the job is all about. Through their education and training they learn creative, critical and practical skills.

Sir John Sorrell CBE
Designer and UK Business Ambassador

Without investing in creativity we won’t produce the really innovative tech businesses which go beyond tech to the end-to-end experience. If we don’t grow the talent, someone else will.

Andrew Pearce
Managing Director, Accenture

These valuable skillsets are key in enabling businesses to become more resilient and competitive, especially amid the current global uncertainty.

Low Yen Ling
Minister of State, Ministry for Trade and Industry, Singapore
# Next steps

## Government

- **Invest in the skills for innovation** the UK needs to support its future competitive advantage
- BEIS to convene key government departments ahead of the CSR to **promote the skills for innovation we need** to build back better
- DfE (working with its equivalents in the devolved nations) to **develop a Creative and Innovation Skills Strategy** that identifies and promotes strategically important creative subjects and skills that businesses want
- DCMS to continue to **support the Creative Careers Programme**, and develop programmes in government to embed creative skills across departments

## Regulators

- **Define high value degrees by the skills for innovation** students acquire and businesses say they want
- **Incentivise and reward** provision of strategically important creative subjects that align with business skills needs
- **Develop metrics that recognise skills for innovation** rather than simple salary data that does not support entrepreneurship, start-ups or future skills
## Next steps

### Universities

- Promote high value innovation skills across their subject portfolios
- Embed business and entrepreneurial skills in creative degree curricula
- **Entrench multi-faculty consultancy** across the curriculum
- Work with local and national employers to deliver career opportunities that foster future-facing skills
- Build partnerships with employers to foster creative approaches to problem solving, from hackathons to short courses and micro-credentials

### Employers

- Recruit and reward applicants with the skills that are the foundation of the UK’s competitiveness; the skills that drive the creative ideas and technologies that will shape the UK’s high-growth, sustainable and secure economy
- Develop graduate recruitment programmes with local and regional Higher Education Institutions to acquire graduates with the skills that drive innovation
- Engage with opportunities to build future skills, such as the Department for Education’s Bootcamps
Discussion