

To: The Rt Hon Bridget Phillipson MP, Secretary of State for Education and Minister for Women and Equalities

Cc: Rt Hon Lisa Nandy MP, Secretary of State for Culture, Media and Sport; Rt Hon Pat McFadden MP, Secretary of State for Work and Pensions

Subject: Backing the introduction of Digital Creativity GCSE

Dear Secretary of State,

We are writing as representatives from across the UK's creative and digital industries to ask for you to support the introduction of a new Digital Creativity GCSE – a bold, future-facing qualification backed by educators, industry leaders and skills experts from multiple sectors, designed to provide young people with the skills they need to pursue a career in the creative and digital industries.

The UK's creative industries are one of our country's great success stories, contributing £124 billion to the economy and employing 2.4 million people. These industries span film, fashion, design, publishing, music, advertising, video games and more – and they are united by a growing demand for digital skills and creative thinking.

However, our school curriculum has not kept pace. Technology isn't just about code, it's about creativity, problem solving and design. In short, we are preparing young people for yesterday's jobs with yesterday's tools. The proposed Digital Creativity GCSE would develop the skills needed across multiple sectors - design, collaboration, ethical technology use, computational thinking and creative problem-solving, helping to transform passive consumers of digital content into active creators and innovators.

It is creativity that gives the UK the edge as a nation.

Despite the introduction of the Computing GCSE in 2014, digital literacy among school leavers remains low. The existing Computer Science GCSE is too narrowly focused on coding, leaving no space for creative exploration. A Digital Creativity GCSE, delivered as an optional subject and introduced alongside a reformed Computer Science GCSE, would give students real choice at Key Stage 4. Since 2016 the percentage of female GCSE Computer Science students has remained at about 20% of the overall cohort of students taking the subject. A new Digital Creativity GCSE could close the gender gap in digital education, with evidence from the Digital Schoolhouse network suggesting that within its first year alone, it would equal in popularity to its GCSE Computer Science counterpart.

This is not just about adding a subject. It's about future-proofing our workforce, unlocking talent, and ensuring the UK remains globally competitive in the creative and digital economy.

We are asking you to:

- Introduce a Digital Creativity GCSE.
- Work with the creative industries and education leaders to develop a qualification of real value.

By aligning our education system with the needs of our economy, we can give the next generation the skills and confidence to lead in a rapidly changing world.

We would welcome the opportunity to meet with you to discuss how this qualification can be delivered in a way that benefits young people, employers, and the UK economy alike.

Kind Regards

Nick Poole OBE, Ukie CEO

Professor Ruth Falconer, Head of Department for Games Technology and Math, University of Abertay
Dr Dayna Galloway, Head of Department for Games and Arts, University of Abertay
Ryan Locke, Head of Centre for Excellence in Games Education, University of Abertay
Mark Fraser, Founder and Managing Director, Aero Astro Arts Ltd
Jennifer King, EMEA Education Lead, Adobe
Samantha Ebelthite, Director, Amplified Games
Henrique Olifiers, Co-Founder, Gamer-In-Chief, Bossa Studios
Dr Jo Twist OBE, CEO, BPI (British Recorded Music)
Reedah El-Saie, Founder and CEO, Brainspark Games
Andy Payne, CEO, Just Flight and Chair of British Esports Federation
Stuart Muckley, CEO, Code Wizards Group
Sandi Roberts, Co-Founder and Chief Business Officer, Cloud Imperium Games
Charlie Kennard, CEO - Day One Trust
Peter Marshman, CEO, Digit<all>
Gemma Brown, Co-CEO, Dovetail Games
Dr. Hamit Soyel, Chief Scientific Officer, Dragonfly AI
Liam Buggs, Chief Innovation Officer, eduthing
Andy Tomlinson, Director of Public Policy EMEA, Electronic Arts
Theo Lomas, Director of Public Policy, Epic Games
Fred Gill, Founder, Finding the Fun Ltd, Chair of Antidote Games
Ian Masters, Founder & CEO, Flick Games
Sean Murray, Co-Founder, Hello Games
Sir Ian Livingstone CBE, Co-founder Games Workshop, author, General Partner Hiro Capital, UK Games Industry Hall of Fame
Charu Desodt, Studio Head, Interior Night, UK Video Games Council
Fiona Evans, CEO, Into Film
Martin Allen Morales, CEO, Institute of Imagination
Paul Bainsfair, Director General, The Institute of Practitioners in Advertising
Jon Bellamy, CEO, Jagex
Kelvin Plomer, Senior Director Games Operations, Jagex
Alexis Garavaryan, CEO, Kepler Interactive
Mr Derek Peaple, Managing Director, The Leading People Company Ltd
Gary Burnett, Professor of Digital Creativity, School of Design and Creative Arts, Loughborough University
Toby Williams, Programme Lead, Mastered Studios
Tom Penrose, Chief Online Services Officer, Multiplayer Wizards
Gustavo Herrera, Ukie Board Member, Nintendo UK
Nick Button-Brown, Chair, Outright Games

Harvey Elliot, CEO, Playstack
Prof Paul Curzon, Professor of Computer Science, Queen Mary University of London
Prof Steve Uhlig, Head of the School of Electronic Engineering and Computer Science, Queen Mary University of London
Prof Pat Healey, Professor of Human Interaction, Queen Mary University of London
Prof Simon Lucas, Professor of Artificial Intelligence, Queen Mary University of London
Prof. Simon Colton, Professor of Computational Creativity, AI and Games, School of Electronic Engineering and Computer Science, Queen Mary University of London
Stefano Petrullo, Founder, Renaissance PR
Noirin Carmody, Founder, Revolution Software, UK Games Industry Hall of Fame
Tim Scott, Senior Director of Public Policy, UK and Middle East, Roblox
Laura Mansfield, CEO, ScreenSkills
Nicky Ormrod, General Counsel & Chief People Officer, SEGA Europe
Richard Jolly, CEO and Co-Founder, Splash Damage
Will Lowther, Vice President of Business Development, Splash Damage
Miles Jacobson OBE, Studio Director, Sports Interactive
Daniel Dyball, Director Public Policy UK & APAC, Sony Interactive Entertainment
Gary Dunn, Co-CEO and COO, Sumo Digital
Dave Gould, Senior Director, Take-Two Interactive, Member of UK Video Game Council
Beverly Clarke MBE, CEO/Founder, Technology Books for Children
Neil Hatton MBE, Chief Executive, UK Screen Alliance
Dr Doug Specht, Head of School, School of Media and Communication, University of Westminster
Yota Dimitriadis, Professor of Computing Education, School Director of Inclusion and Disability, ATHENA Swan IoE Lead, Institute of education, University of Reading
Professor Matt Jones, EPSRC Research Fellow & Chief Operating Officer of Responsible AI UK, Computational Foundry, Swansea University
Prof Harold Thimbleby, Emeritus 28th Professor of Geometry, Gresham College, London; Swansea University, Wales
Connor Crossland, Head of Corporate Affairs, Northern and Southern Europe, Ubisoft
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Simon Byron, Managing Director, Yogscast Games