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Let your A level winners be creative says Epsom's Arts University

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Ahead of A-level results day and Clearing, University for the Creative Arts (UCA) has written an open letter to parents and carers asking them not to discourage their children from making the creative choice and ultimately pursuing their dreams this week.

UCA writes on behalf of the children that came before, those that didn't choose games over geography, marketing over medicine or animation over accounting due to pressure from their parents and carers, of which there are many examples posted on the online community, The Student Room. *"I'm honestly just doing linguistics for my parents. They expect me to get a 'good' degree, to get a secure job – they think working in the film industry won't get me anywhere."*

The University, which for nearly 170 years has delivered creative education, acknowledges it's only natural for parents and carers to feel uncertain when children say they want to pursue a creative subject. "*We understand the hopes and concerns that come with guiding children's higher education and subject choice. Parents and carers want the best for them – a secure future," says* UCA's Vice-Chancellor, Professor Melanie Gray.

This is reinforced in UCAS' Project Next Generation report, which states parents want to guide their children towards the pathways that have the best capacity for earning and stability. As a result, almost half (48%) of children in the report, agreed that they feel pressure from parents to make 'good' decisions about their education.

UCA reassures in the letter that 'a creative choice is a career choice,' with the creative industries worth £124 billion a year to the UK economy and support more than 2.4 million jobs. Long-term, the sector is also part of the Government's modern Industrial Strategy – a 10-year plan backing the UK's strengths with ambitions for eight high-growth sectors, aiming to increase productivity and create jobs.

Professor Gray, adds: *"With this letter we're not reprimanding parents and carers, we're simply asking them to support their children and have confidence in them choosing what they love. We have seen time and time again, children not pursuing their creative dreams, which now more than ever, have a secure future."*

UCAS' report acknowledgesparents and carers play a pivotal role in the crucial choices children make about their future. It also shows children's higher education choices are inspired by their passions. Support and reassurance, not pressure, is needed to empower children in their decision making.

Support ahead of A-level results day and Clearing is available on UCA's dedicated webpage, uca.ac.uk/clearing for parents and carers, as well as those wanting to make the creative choice. On Friday 15 and Saturday 16 August, the University also welcomes anyone to tour its campuses and ask staff and current students questions. For those not yet applied through Clearing, Staff will also make on-the-spot offers to those suitable.

Image: Student work by UCA BA Graphic Ryon Pattison

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