

# Edtech Capabilities in the UK



# 12

of the Edtech companies ranked  
as being in Europe's top 20 are  
from the UK

The Education Foundation, 2016

# £129<sub>bn</sub>

Edtech is worth £45bn globally;  
a number projected to reach a  
staggering £129bn by 2020

London & Partners and Edtech UK





# Welcome to the home of world-leading Edtech

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## Engaging. Personalised. Effective.

As technology continues to disrupt traditional industries and work practices, world-leading UK Edtech startups, established companies and academic institutions are harnessing the power of technology to revolutionise the way education is taught, assessed and administered, both within and outside the UK.

This Edtech innovation and expertise is playing a key role in the positive transformation of education, including making classroom time more collaborative and integrated; teacher assessment more transparent and seamless; and improving accessibility through remote learning and online research.

Fast-growing and dynamic, the UK Edtech sector now offers a world of opportunities for international partners.

*“Technology is changing the world around us and changing education. Teachers are using it to make their teaching more creative, more innovative and more engaging and enjoyable”*

Matthew Hancock MP, Minister of State for Digital and Culture, Department for Culture, Media and Sport – *Technology in Education, A System View*

Use this guide to discover the UK's key Edtech capabilities and to find out how we can help you deliver better educational outcomes, whatever your specific challenges.

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## A global Edtech hub

The UK is an established and fast-growing hub for emerging Edtech. Over half of the European Edtech Top 20 list are from the UK, and we have more than 1,000 Edtech companies covering the full educational landscape, with expertise in **infrastructure, connectivity, hardware, software and content**.

The UK is world-renowned for the quality of its education system. The historical and ongoing success of our schools, colleges and universities in developing and delivering a leading curriculum relies on our drive to innovate and ability to adapt to change and global needs.

Thanks to technology, we are blending a history of academic excellence with our bold and pioneering learning systems to reshape the education system.

With a culture of innovation and wide array of competitive Edtech companies, the UK Edtech sector is well placed to help international organisations achieve better educational outcomes.

# 1,000

**There are more than 1,000 Edtech ventures spread across the UK, with 200 in London alone**

Edtech UK

# Helping teachers change lives

Great teachers have the power to make a positive difference to a young person's life by guiding and inspiring them through education.

UK Edtech providers recognise that teachers need support in order to do the best job. They are developing tools to reduce administrative tasks, freeing up precious time to spend on the individual development needs of each child.

Edtech initiatives are also re-evaluating the ways teachers assess the development of school children by moving away from only formative and summative methods to include valuable, cognitive assessment. These solutions are creating a 'whole pupil view' which links together education, mental health and wellbeing to give teachers a holistic understanding of their pupils' development.





# Improving further education

**Support from UK Edtech doesn't stop once a student leaves school.**

Our leading Massive Open Online Courses (MOOCs) have opened up huge opportunities to extend higher education to a global audience by facilitating open access and interactive participation via the web.

This level of flexibility is enhancing the future careers of students by giving them the opportunity to gain a world-leading education and top qualifications from wherever their location. The potential of this is particularly significant for those in developing countries where physical access to education is limited but virtual access is increasing rapidly.

UK companies also create effective learning platforms for employees in further education to enhance their vocational skills and benefit businesses with lower training costs and greater flexibility.

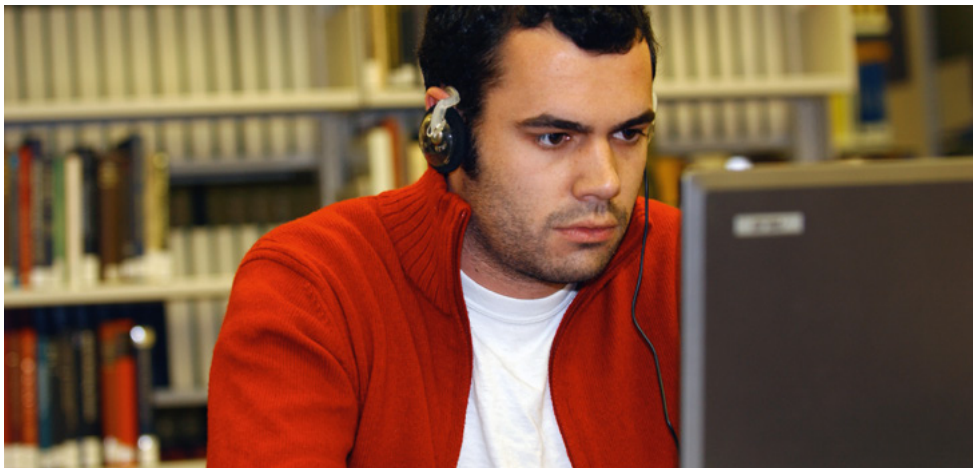
For manual skills training, we are innovating with exciting tech like augmented and virtual reality. This is enabling complex technical skills to be practiced virtually and safely, from surgery to plumbing.

## Flexible and effective

The UK's Open University has collaborated with a number of other universities and organisations to create a MOOC called FutureLearn, which now has 3.7 million registered users from nearly 200 countries.

Every course has been designed to be interactive and is delivered through storytelling, discussion, visible learning, and using community support to celebrate progress.

Individuals can also 'try before they buy' with a sample of a higher education course to see if it's right for them. They can also adopt a pay-as-you-go plan, making the course more affordable.









# Tomorrow's innovations today

The UK has a history of competitive educational technology innovation, blending hardware, software and the practice of teaching to further exploit existing technologies. Our companies are seen as among the most innovative in the development of digital learning resources.

We are exploring ways to apply artificial intelligence, analytics, assessment and adaptive technologies for effective educational use. Our studies of individual learning patterns, human emotion and brain science are creating personalised solutions to make education more fun and engaging.

UK Edtech innovations are also providing schools around the world with a leading edge due to the positive effects they are having on students' learning outcomes.

## £1bn

**UK schools have spent more than £1 billion on digital technology in the last five years**

Decoding Learning, NESTA 2013

## 70%

**Of UK primary and secondary school students are now using a tablet in class**

Tablets for Schools

## Gamified learning

UK content gaming companies are also focused on developing digital learning resources for schools, colleges, universities and businesses that are making education fun and engaging.

Innovations like Raspberry Pi, widely adopted in Europe and the US, are enabling coding skills to be delivered in more accessible, cost-effective and fun ways to encourage children to learn.

UK developers of language programme Memrise studied human brain science to develop a gamified experience to learn new languages on our smartphones.



# 5 reasons to partner with UK Edtech partners

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## 1. A global Edtech hub

The UK has emerged as a key player in the global tech scene. It has a vibrant Edtech ecosystem with a number of incubators and accelerators now in London that are creating innovative edtech start-ups and attracting talents and ideas from across the world. Of the 1000 Edtech ventures spread across the UK, there are 200 in London alone.

## 2. Developing key skills

UK companies are successfully developing new learning methods and technology to teach essential skills from coding to the access and understanding of data.

## 3. Full suite of expertise

The UK works across the entire Edtech landscape with expertise in infrastructure, connectivity, hardware, software and content.

## 4. Positive impact

UK Edtech companies are increasingly focussed on efficacy, ensuring that technology improves learning outcomes and is not deployed for technology's sake.

## 5. Open for business

Government policies, reductions in corporation tax, an international business language and cultural attitudes make it easy and competitive to partner with the UK.

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Department for  
International Trade

**great.gov.uk**

## **DIT**

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

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