



Rt. Hon. Lisa Nandy MP
Secretary of State for Culture, Media and Sport
Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ

Friday 10th October 2025

Dear Secretary of State,

Press ‘start’ on growth for UK video games – support the Games Growth Relief

We are writing as leaders across the UK’s video games and interactive entertainment industry to urge the Government to introduce a new Games Growth Relief in the forthcoming Autumn Budget.

We warmly welcome the Creative Industries Sector Plan and its recognition of the growth potential of the UK’s world-renowned video games and interactive entertainment sector.

The introduction of a Games Growth Relief for projects up to £15m (and on a tapered basis between £15m and £23.5m) is a targeted intervention that directly delivers on this ambition. It specifically supports the scale-up phase where our Great British studios transform from promising SME into the sustainable, globally competitive businesses that will drive our industry for generations to come.

Modelling done by Ukie and TIGA suggests that the introduction of a Games Growth Relief would deliver a return of up to £482m in annual GVA to the UK economy and create 1000’s of high-quality jobs in communities from Dundee to Brighton and Guildford to Manchester.

You have spoken powerfully about the need to put rocket boosters under the UK’s Creative Industries – the introduction of a Games Growth Relief is an opportunity to do exactly that for video games and interactive entertainment.

We appeal to you not to miss this opportunity – press ‘start’ on growth for the UK games industry!

Signed,

1. Susan Cummings, CEO/Co-founder, 10six Games
2. James Leedham, Director & Founder, 16 Bit Consulting
3. Matteo Vallone, CEO, 1TK Games Ltd.
4. Chris van der Kuyl, Chair, 4J Studios
5. Ian Goodall, CEO, Aardvark Swift
6. James Brooksby, CEO, Absolutely Games

7. Mike Hayward, Founder, Ace High Sports Ltd.
8. Kristan Rivers, Co-founder and CEO, Adinmo
9. Mark Fraser, Founder and Managing Director, Aero Astro Arts Ltd.
10. Shum Singh, Managing Director, Agnitio Capital
11. Liz Prince, Business Manager, Amiquis Ltd.
12. Tracey McGarrigan, CEO, Ansible PR & Comms Ltd.
13. Tony Gowland, Managing Director, Ant Workshop Ltd.
14. Fred Gill, Co-Founder, Antidote Games
15. Emily Bailey, Co-Founder, Antler Studios
16. Vaughan Holloway, Managing Director, Astrarium Games
17. Stuart John Whyte, Director of Production and Operations, Astrid Entertainment Ltd.
18. Tanguy Dewavrin, COO, Atom Universe Ltd.
19. Nina Adams, Studio Director, Auroch Digital
20. Leon Hijazi-Killin, Founder, Balance Patch
21. Kish Hirani, Chair, BAME in Games
22. Mike Gamble, Associate Director, Bastion G2M
23. Brian Joseph Allan, Studio Director, Bearhammer Games Ltd.
24. Bob Makin, General Manager, Behaviour Studios
25. Becky Saunders, Creative Producer, BetaJester
26. Jared Merritt, Director, Binary Spiders
27. Henrique Olifiers, Co-Founder, Bossa Studios
28. Reedah El-Saie, CEO & Founder, Brainspark Games
29. Daniel Diggle, Co-founder, Broxcorp Ltd.
30. Charlotte Cook, Founder and MD, Calm Consultancy Ltd.
31. Olly Bennett, CEO, Cardboard Sword
32. Jay Reid, Founder and Director, Carion Forge
33. Danielle Hazelwood, CEO, Centaurus Software
34. Jodie Donovan, CEO & Creative Director, Chokepoint Creative
35. Donna Orlowski, COO, Chucklefish Games
36. Alex Amsel, Co-Founder, Claymatic Games Ltd.
37. Erin Somervail, Lead Tech/VFX artist, Climax Studios Ltd.
38. Sandi Roberts, Co-Founder and Board Member, Cloud Imperium Games
39. David Miller, Head of Business Development, Coatsink
40. Cinzia Muso, Director, Diversity & Inclusion Consultant
41. Tara Mustapha, Founder and CEO, Code Coven
42. Stuart Muckley, CEO and Managing Director, Code Wizards
43. Victor De Magalhaes, Chief Revenue Officer, Companion Group
44. Steve Humphries, Technical Director, Compute Unit Ltd.
45. Simon Barratt, CEO/Co-founder, Cooperative Innovations
46. Robin Jubber, Game Director, Couch Heroes
47. Stephen Howe, Director, Critical Chance Collective
48. Cassia Curran, Founder, Curran Games Agency
49. Carl Dalton, Executive Producer, d3t
50. Alex Darby, Director, Darbotron Ltd.
51. Brent Koning, Global Head of Gaming, Dentsu Gaming
52. Diego Chiodini, Director, dev42 Ltd.
53. Will Byles, CEO, Dial M for Monkey
54. Veronica Costa Orvalho, Founder and CEO, Didimo
55. Ed Kay, Director, DinoBoss Ltd.
56. Michael Donoghue, Co-Founder, Dubious Design Ltd.
57. Ella Romanos, CEO, Ella Romanos Ltd

58. Frank Sagnier, Executive Chairman, Everplay
59. Daryl Vincent, Creative Director, Fail Forward Games Ltd.
60. Alex Moretti, CEO, Fallen Planet Studios
61. Joe Moulding, Game Director, Fallen Tree Games Ltd.
62. Gary Burchell, Founder and Director, Fireblade Software
63. Darshita Bajpai ,Principal Cinematic Animator, Firesprite Sony Playstation
64. Paul Farley, CEO, Firestoke
65. Claire Govier, Director, Fleetyard Studios Ltd.
66. Ian Masters, CEO, Flick
67. John Tearle, CEO, Flix Interactive
68. Alex Horne, Chair, Formation Games
69. Sarah Brewster, Managing Director, Freshseed
70. Kirsty Rigden, CEO, Futurlab
71. Adam Tingley, Regional Representative, Game Dev Local
72. Jackie Mulligan, Managing Director, Game Republic
73. Jamie Sefton, Managing Director, Game Republic
74. Simon Sparks, Co-founder/COO, GameDataCore
75. Anthony McGaw, Co-Founder, GameQuality.org
76. Miguel Cartier Soares Tomas, Angel investor, Games Angels
77. Rick Gibson, Director, Games Investor Consulting
78. Steve Bromley, Director, Games User Research
79. Jon Gillard, CEO, Gillard Consultancy
80. Daniel O'Toole, Director, Glitch Free Accounting
81. Jonny Hopper, CEO & Co-founder, Glowmade
82. Cat Burton, Founder, Goth Boss Studios
83. Paul Sulyok, CEO, Green Man Gaming
84. Ed Lane, Partner, Harbottle and Lewis
85. Sean Murray, Founder, Hello Games
86. Fred Jefferies, Managing Director, HexWar Games
87. Dan Thomas, Founder, HeyDanThomas Ltd.
88. Claudie Cote-Bergeron, Co-founder, Hologram Ghost
89. Rob Hewson, CEO & Creative Director, Huey Games
90. Kostas Zarifis, Head of Operations, Hypersonic Laboratories
91. John Lusty, Founder, Iconic Interactive Ltd.
92. Calvin Williams, CEO & Co-founder, IMPRNT Studios
93. Michael Heywood, Co-founder and CEO, Included Games
94. Caroline Miller, Managing Director, Indigo Pearl
95. Alex Chamorro, CEO, Infinity Fiction
96. Charu Desodt, Studio Director, Interior Night Ltd.
97. Louis James Melling, Director, Ironleaf Studios
98. Emily Bailey, Co-Founder, JECO
99. Philip Crabtree, Technical Director and Co-Founder, Kaizen Game Works Ltd.
100. Bobby Wertheim, Founding Partner, Kando Factory
101. Meher Kalendarian, CEO, KeelWorks Ltd.
102. Liz Corless, Marketing and Business Development, Keywords Studios
103. Jamie Bankhead, CEO, Konglomerate Games
104. Dave Burpitt, CEO and Co-Founder, Landmark
105. Roy Ashtiani, CEO, Last Arrow Games
106. Nick Button-Brown, Director, Laughing Pig
107. Michael French, Head of Games London & Festival Director, London Games Festival
108. David Gardner, General Partner, London Venture Partners LLP

109. Jason McGann, Director, LRV Creative Ltd.
110. Brian Woodhouse, General Manager, Lucid Games Ltd.
111. Silviu Soare, Director and Founder, Ludas Pax Studios
112. Matthew Knott, Co-Founder and CEO, Ludo Gamelabs
113. Carl Jones, Managing Director, Maccon Jones Ltd.
114. Harry Holmwood, CEO, Magicave
115. Oliver Moira, CEO, Maintain Altitude Ltd.
116. Harinder Sangha, COO & Co-Founder, Maverick Games
117. Phil White, CEO, Maze Theory
118. Siobhan Reddy, Studio Director, Media Molecule
119. Matt Hilson, CEO, Meeplecorp
120. Joe Arkley, CEO, Melodi Media
121. Hugh Milward, Microsoft
122. Luke Dodds, Director, Midnight Forge Ltd.
123. Daisy Fernandez, Design Director, Milktooth
124. Saad Choudri, CEO, Miniclip
125. Alex Moore, Design Director and Founder, Moore Games Ltd.
126. Tom Penrose, Chief Online Services Officer, Multiplayer Wizards
127. Rhianna Pratchett, Co-Director, Narratavia
128. Patrick O'Luanaigh, Chairman, nDreams
129. Elaine Green, Company Director, Nellyvision Ltd.
130. Callum Brighting, CEO, Netspeak Games Ltd.
131. Caolan McKendry, Director, NI Game Developers Network
132. Nick Parker, Founder and Partner, Nick Parker Consulting Ltd.
133. Luke Gibbard, CEO, No Ghost
134. Gordon Bell, CTO, Nosebleed Interactive
135. Ben Byford, Director, Nuclear Candy Games
136. Jennifer Schneidereit, Creative Director, Nyamyam
137. Kenan Wilsher, CEO, Observer Interactive
138. Robbie Singh, CEO, Omeda Studios
139. Dan Brewer, Founder, Original Big Games
140. Doug Hare, Co-CEO, Outplay Entertainment Ltd.
141. Stephanie Malham, Managing Director, Outright Games
142. Robin Flodin, CEO, Outright Games Group
143. Nick Parker, Co-founder and CEO, Parker Consulting
144. Alex Kane, Founder, Pawsmonaut Games
145. Paul Croft, Payload Studios
146. Liam Cullen, Art Director, Perchang
147. Gina Jackson OBE, CEO, Pitchify Ltd.
148. John Sanderson, CEO, Pitstop Productions
149. Phil Goddard, Founder & Creative Director, Play XD Ltd.
150. Ayan Sahin, CEO, Playabit Ltd.
151. Trevor Williams, Studio Head, Playground Games
152. David Amor, CEO, Playmint
153. Harvey Elliott, CEO, Playstack
154. Luke Thomas, Managing Director, Plus Accounting
155. Mitchell Smallman, Former CEO, Pocket Burger
156. Alan Yeats, CEO, Pocket Sized Hands
157. Zara Arakelyan, Founder and CEO, PolkaDots
158. Sitara Shefta, CEO, Pretty Cool Games
159. Jorg Tittel, Creative Director & Founder, RapidEyeMovers Ltd.

160. Antony Bowler, Managing Director, Razor Sharp Studios Ltd.
161. Jed Ashforth, Immersive Design Specialist, Realised Realities Ltd.
162. Harry Denholm, Director, Reason and Nightmare Ltd.
163. Jason Kingsley, Co-Founder, CEO & Owner, Rebellion
164. Charles Cecil, CEO, Revolution Software
165. Solomon Rogers, Founder/ CEO, Rewind
166. Daniel Barnes, Co-founder and CEO, Rift
167. Tim Scott, Senior Director of Public Policy EMEA, Roblox
168. Sarah Putt, Managing Director, Sarah Putt Associates
169. Jessica Saunders, Company Director, Salix Games Ltd.
170. Thomas Hislop, Co-Director, Salt Stone Studios
171. Richard Seabrook, Founder and CEO, Seacorp Technologies Ltd.
172. George Willard, Director, Secret Sauce
173. Justin Burke, COO, SEGA Amusements International
174. Caspian Prince, Director, Shaven Puppy Ltd.
175. Alyx Jones, Founder, Silver Script Games
176. Eloise Singer, Founder and CEO, Singer Studios
177. Josh Tarrant, Commercial Partner, Skeleton Crew
178. Mark Backler, CEO, Sketchbook Games
179. David Harper, Managing Director, Skyhook Games
180. Martin van der Meulen, Co-CEO & Development Director, Snap Finger Click
181. Sean Dromgoole, CEO, Some Research
182. Daniel Dyball, Director of UK & APAC Public Policy, Sony Interactive Entertainment
183. Adele Cutting, Founder & CEO, Soundcuts Ltd.
184. Kate Squires, Business and Operations Manager, South Westerly Games Ltd.
185. Andrew John Smith, Founder & CEO, Spilt Milk Studios
186. Csaba Berenyi, Managing Director, Sponge Hammer Ltd.
187. Miles Jacobson, Studio Lead, Sports Interactive
188. Jon Hare, Creative Director & Product Manager, Sporty Games UK
189. Ben Gunstone, CEO, Stainless Games
190. Gary Nichols, CEO, Starlight Games Ltd.
191. Pete Hawley, CEO, Stealth Startup
192. Christopher James, CEO, Steel Media
193. Doug McConkey, Business Director, Stellar Entertainment
194. Frank Arnot, Managing Director, Stormcloud Games
195. Oscar Clark, CEO, Stormlantern Consulting Ltd.
196. Liam Snow, Junior Gameplay Programmer, Straight4 Studios
197. Noel Austin, Managing Director, Strange Horizons Ltd.
198. Phil Clandillon, Managing Director, Studio 568
199. Harvey Hayman, Director, Studio Morgan
200. Adam Keely, Managing Director, Studio Wizards
201. Andy Stewart, Co-CEO, SUMO Digital
202. Robert Henrysson, CEO, Supermassive Games
203. Ed Chin, Co-Founder/ CEO, Supersolid
204. Michael Allender-Manners, CEO, Talewind
205. Tim Stok, Director, Public Affairs EMEA, Tencent UK
206. Darren Newnham, CEO, The CoLab Gamers Ltd.
207. Lucy Dove, Director, The Dangerous Kitchen
208. Nick Button-Brown, Founder, The Games Angels
209. Chris Hainsworth, CFO, TheGameCFO
210. Andrew Crawshaw, Creative Director and Founder, Thunkd Games Ltd.

- 211. Richard Wilson, Chief Executive, TIGA
- 212. Helen Routledge, CEO, Totem Learning
- 213. Adrian Ruiz-Langan, CEO and Co-founder, TruePlayers
- 214. Connor Crossland, Head of Corporate Affairs, Northern and Southern Europe, Ubisoft
- 215. Nick Poole, Chief Executive, Ukie
- 216. Mark Williamson, CEO, Umbra Dynamics Ltd.
- 217. Seyed Nasrohalli, Director and CEO, Unifiq Ltd.
- 218. Mark LeBreton, Chief Services Officer, Universally Speaking Ltd.
- 219. Maria Sayans, Managing Director, ustwo Games
- 220. Callum Underwood, CEO, Uwu Biz
- 221. Callum Woznow, Co-founder and CEO, Valor Studio Ltd.
- 222. Jonathan Burroughs, Founder and CEO, Variable State
- 223. Simon Webb, Founder and CEO, Vault Learning Ltd.
- 224. Vicky Roberts, Director of Marketing, vTime
- 225. Stuart Miller, Technical Director, Warp Digital Entertainment
- 226. Craig Fletcher, Founder & CEO, Wicked Sick Ltd.
- 227. Tamsin O'Luanaigh, Founder, Wise Cat Strategy
- 228. Ian Harper, CEO, Wonderful Worlds 5G Ltd.
- 229. Sam Carlisle, Co-Founder, XDS Spark
- 230. Elena Hoge, CEO, Yaldi Games
- 231. Simon Byron, Director, Yogscast