

Rt. Hon. Lisa Nandy MP
Secretary of State for Culture, Media and Sport
Department for Digital, Culture, Media and Sport
100 Parliament Street
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October 2025

Press start on growth - open letter to the Secretary of State for Culture, Media and Sport

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:

[SIGNATURES TO BE ADDED]