

Responding to the UK Games Workforce Demographics Survey

Raise the Game is the leading industry initiative driving measurable progress in equality, diversity and inclusion. Powered by Ukie, we work with strategic partners across the industry to amplify their work, share knowledge and provide the support needed to build a safe, equitable and inclusive industry for all.

This response sets out what Raise the Game will do, and what we believe studios can do together, to close that gap.

What the survey tells us

As one of the three core pillars of the Raise The Game programme, the UK Games Workforce Demographics Survey gives us the clearest picture available of who works in games, and what working in games feels like right now. It suggests an industry with real strengths, experienced, diverse and in demand, but also a clear signal that we cannot ignore, people are proud to work in games, yet far fewer would recommend it to others.

- **Respondents show a workforce is powered by an experienced staff:** 97% of respondents have worked in the industry for more than a year, and 11% are now company owners or directors.
- **Talent affected by job losses bounces back:** Job losses among our sample were comparable to those in Europe, affecting more than a fifth of respondents to our survey. 16% of people told us they'd changed jobs to a more senior position and half of people who left jobs for any reason had started a new role within three months. However, 9% were still searching for a role in games after a year.
- **Respondents highlight a workforce that is more diverse than the wider UK workforce on several measures:** 5% non-binary or another gender; 33% identify as LGBTQIA+ (compared with 3.7% nationally); and 24% hold a non-UK nationality (compared with around 14% across the wider UK workforce). However, representation of people of Ethnic Minorities is much lower than the UK workforce, particularly with representation of Black people being at 1% of respondents (compared to 5% of the UK workforce)
- **Pride in the industry isn't translating into advocacy:** 81% of respondents are proud to be part of the UK games industry, but only 38% would recommend it as a great place to work.

That final finding is the one this plan is built around. An industry people are proud of but wouldn't recommend is one at risk of losing the talent, diversity and experience that make it strong. The practices set out below are aimed at closing that gap, and at protecting the strengths the survey confirms. This is the start of an ongoing piece of work, and we will continue to update this plan as our actions develop.

What Raise The Game is doing now

Alongside POC in Play and Melanin Gamers, we will also host a POC in Play meetup at the Ukie offices, creating space for connection and community within the industry.

We are also working with Melanin Gamers on a campaign to reach more young people from underrepresented backgrounds, encouraging them to consider a career in games and showing them effective routes into the industry, helping to build on the diversity that is already one of the industry's clearest strengths.

Support for businesses

Our aim is to support games businesses to build an industry where everyone can play. Below is a selection of best practices that can be used and deployed by businesses. These practices are drawn from our partners' expertise and grounded in what the survey tells us.

Rebuild trust through transparency

- Communicate long-term strategy clearly with teams, including being open about why decisions are being made.
- Open clear channels of communication so employees can speak directly with senior staff. A company where people feel heard is one they will recommend to others.
- Close the feedback loop. Respond to feedback directly and assign a senior member of staff to be accountable for specific change.

Establish and live your values

- Define your company values and follow them, ensuring every employee is empowered to embody them through action.
- With a third of the workforce identifying as LGBTQIA+, it is paramount that queer stories continue to be told and that LGBTQIA+ people feel safe in the industry. We recommend reading the report by Out Making Games and Video Games Industry Memo on the rise of LGBTQIA+ censorship in games available via Out Making Games' website.

Support wellbeing and psychological safety

- Safe In Our World offers a wealth of resources to support wellbeing in the games industry. Attend their free monthly training on mental health topics or join their Level Up Mental Health programme, completely free, for access to workplace wellbeing support and tools. The charity can also work directly with your team through personalised training and one-to-one support.
- Encourage self-advocacy. Helping your team identify their needs and advocate for them effectively is invaluable. Safe In Our World offers a free three-part course, A Guide to Self-Advocacy Speaking, designed to build exactly this skill set.

Make progression fair and visible

- Strengthen performance management so staff clearly understand their career progression, receive regular feedback, and can plot a path forward with their manager.
- Track how opportunities are assigned at your studio, and whether they lead directly to promotions, to counter unconscious bias in who gets the chance to progress.

A commitment, not a moment

The survey shows an industry with a great deal to be proud of, and a clear message about where we need to do better. This response marks the beginning of a sustained response, not a single or time-limited intervention, and Ukie and Raise the Game are committed to developing an action plan with our members and strategic partners, reviewing and updating it as our understanding develops.

Meaningful change cannot be achieved by Raise the Game alone. It will require sustained commitment from studios of every size, continued collaboration with our strategic partners, and the ongoing participation of the workforce whose experiences made this plan possible. We are grateful to everyone who contributed to the survey, and we look forward to continuing this work together - to make the games industry a place where everyone can play.



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