

# Does new funding mean the UK government is taking games more seriously?

By Will Guyatt

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The world is full of strange takes. I saw someone on X taking objection to the fact governmental support for the UK games industry had been largely ignored by the media this week - themselves largely ignoring some rather significant developments elsewhere.

While the news cycle has moved on - there's still time to look at this and be cheerful that games' elevation into general government consciousness has been secured.



If you look at the £30m cash investment from the government - you might be excused for shrugging your shoulders. But the commitment looks deeper than the cash itself, and let's face it - any investment right now has to be a positive sign, right?

The creation of a new UK Video Games Council does plenty to help focus Whitehall's attention on the industry. It gives key players and voices a seat at the table, and access to civil servants and ministers at the Department for Culture, Media and Sport.

Given the monolithic structure of government itself, I imagine there's been many people helping to shift opinion to create this support, with full credit to the hardworking team at UKIE that do a great job of raising awareness of the industry.

Thanks to this, it would appear that for the first time, a UK government truly understands the significance and importance of the game industry, and in an interview with the Culture Secretary that ran on LBC this week - she appeared to finally be placing gaming on par with the UK's other creative industries.

The government believes its support will help create new jobs in games, with a particular focus outside of London. Which is good news for everybody.

This government interest comes after many dark years and is a great opportunity to create and support new games studios, encouraging them to experiment and bring new ideas to the market, which hopefully leads to more innovation and much-needed new IPs.

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Another part of the government announcement was the UK Games Skills Network - this is being pulled together to create a strategy to tackle industry skill gaps and create new pathways into jobs in games.

These initiatives can sound well-intentioned but wavy, but I have witnessed first hand how they can be life-changing. I've recently wrapped up a three-year stint on a similar initiative in the tech industry called Click Start which offered training and support to underserved communities.

I've met hundreds of inspiring people of all ages and backgrounds who have built careers in the tech space, with new opportunities for their families.

I know I'm guilty of regularly slamming the government for something I disagree with, but I don't do enough to praise them for the good stuff.

Credit where credit's due.



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He is former Head of Comms for Instagram, IGN and Future Publishing.