

## MAYOR ROTHERAM ANNOUNCES GAMECHANGERS PLEDGE TO TACKLE VIDEO GAMES TALENT SHORTAGE

**A new initiative from the Combined Authority's Careers Hub brings together studios, educators and industry organisations to pave the way for the next generation of video game creators.**

**21st September 2023:** Mayor of the Liverpool City Region Steve Rotheram has announced his pledge to develop a new generation of creators who can take the region's video game industry to the next level.

Combining the creative might of game development studios, the expertise of education providers and the guidance of careers education, the GameChangers pledge is committed to developing new learning pathways, partnerships, funding opportunities and ways of working across the region.

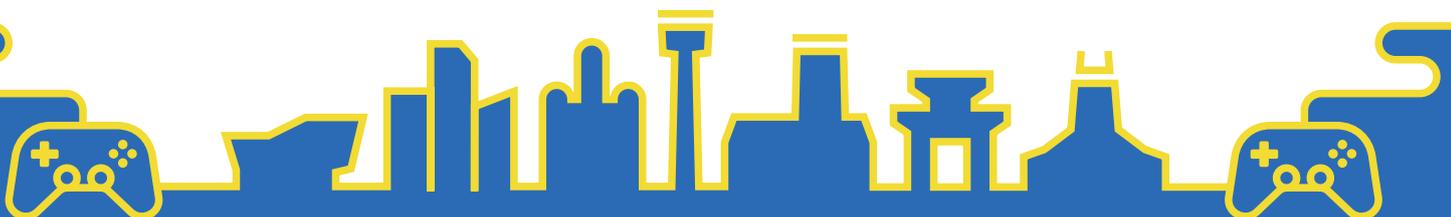
Leading games studios including Avalanche Studios Group, D3T, Firesprite, Lucid Games, Ripstone, Scenegrapp Studios, Skyhook Games, Universally Speaking and Wushu Studios have already signed a pledge committing to working together to develop local games talent. These studios have been bolstered by educational and charity institutions such as the NextGen Skills Academy and the LFC Foundation.

### **Steve Rotheram, Mayor of the Liverpool City Region, said:**

"Our area is home to a burgeoning digital and creative sector that supports thousands of SMEs, jobs and training opportunities, and generates millions for our local economy too."

"Fortunately, we have some of the best universities and colleges on our doorstep that can help us to attract and retain the graduates and trainees with the creativity and skills to shape the future of the sector."

"GameChangers is our pledge to support the next generation of video game creators, to nurture their imagination and fresh ideas, and ensure that together, we can take one of our fastest-growing industries to the next level."



**Investing in Liverpool's gaming future**

**Gill Walsh, Strategic Careers Hub Lead at the Liverpool City Region Careers Hub said:**

"This is such a fantastic initiative. Inspiring our young people about the possibilities open to them in the world of work is the foundation of what we do at the Careers Hub, and the GameChangers will play an important part of the work we do. With a gaming heritage that contributes approximately £50 million annually to the local economy we know that there is a significant demand for talent within the ever-growing video game industry in Liverpool City Region. The GameChangers skills pledge signifies a commitment not only from us but more importantly from the gaming industry itself to showcase this exciting industry to our young people ensuring its ongoing expansion and a bright future."

**Cllr Ian Maher, Portfolio Holder for Employment, Education and Skills said:**

"We have a rich gaming heritage in Liverpool City Region and a significant demand exists for additional talent within this growing video game industry. However, there is a shortage of candidates applying to fill the many roles that are on offer. That is why it is fantastic to see such an inspiring initiative from the region's gaming studios to help address the local talent shortage and inspire our future generations to come."

**Jamie Brayshaw, Chair of GameChangers and Head of Marketing at Ripstone said:**

"Collaboration is the cornerstone of the GameChangers mission and has always been at the heart of the Liverpool games industry. Many studios and organisations are already doing great work individually to support and nurture local career opportunities, and by pledging to combine our enthusiasm and effort, we can achieve much more. Today's announcement is just the start. We look forward to welcoming more employers, educators, skills partners and as many participants as possible to the pledge. Together, we can make a lasting impact on the future of talent in the Liverpool City Region and beyond."

GameChangers is calling on all studios, universities, charitable organisations and industry bodies in the Liverpool City Region to join GameChangers by pledging themselves to the partnership. The details of the pledge will be outlined on 28th September at the GameChangers launch event being held at Nova Scotia, Mann Island on the Liverpool Waterfront.

The GameChangers programme is being delivered by All About Futures/All About STEM on behalf of the Liverpool City Region Careers Hub.

