

SPORTS INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the sports industry.

Inside you will find sources of information such as market research (statistics, trends and developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the sports industry and also for those wanting to further their knowledge within this area.

Start-Up Information



Available at the BIPC and online with a library card

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation as well as highlighting other sources of information and advice available.

Business Opportunity Profiles (BOP)

Bike Shop	BOP196
Country Sports Retailer	BOP569
Personal Trainer	BOP379
Sports Shop	BOP317

Mini Business Opportunity Profiles (MBP)

Archery Instructor	MBP246
Go-Karting Circuit	MBP035
Martial Arts Instructor	MBP410
Outdoor and Extreme Sports Instructor	MBP422
Snooker Hall	MBP428
Sports Equipment Hire	MBP373
Water Sports Instructor	MBP228

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Sporting Goods Manufacturing
- Sporting & Outdoor Equipment
- Sports Clubs
- Sports Facilities



- Attitude Toward Sports Nutrition
- Economic and Social Impact of the 2010 World Cup
- Football - UK
- Football Business
- Golf Tourism Worldwide
- Horse Racing
- London Olympics 2012: What the Games Mean for Business
- Snowsports – UK
- Spectator Sports

- Sports & Exercise – Ten Year Trends
- Sports & Energy Drinks
- Sports Betting
- Sports Clothing & Footwear
- Sports Fashion – UK
- Sports Goods Retailing
- Sports Marketing & Sponsorship
- Sports Participation
- Sports Tourism Worldwide

Other electronic resources:

Many articles about this industry (from business journals and newspapers) are available from our electronic source **Newsbank**.

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

Federation of Sports and Play Associations A UK federation of 28 associations and groups involved in sports retailing, manufacturing and management. The site provides news, features and links to specific organisations including Fitness Products Association, Independent Sports Retailers Association, Golf Facilities Trade Association and Sports and Fitness Equipment Association. Website: www.sportsandplay.com

FIFA Official website of the Federation Internationale De Football Association, the international governing body for association football. Includes rankings, statistics, regulations and news. Website: www.fifa.com

Football Association. Official website of the Football Association, the governing body for association football in the United Kingdom. Includes news on players, fixtures and other information on British football. Website: www.thefa.com

English Football League Official website of the English football league. Includes news, fixtures, results and statistics. Website: www.efl.com

Golf Industry Worldwide golf industry directory. Includes news, tour information and a worldwide course directory. Website: www.golftoday.co.uk

Lawn Tennis Association LTA is the governing body of UK tennis. Website provides detailed information for players, fans, coaches and clubs. Website: www.lta.org.uk

Professional Footballers' Association The oldest sports players' association, founded in 1907. Represents the interests of professional footballers. Website: www.thepfa.com

Scottish Footballers Association Official website of the Scottish Football Association. Includes news and information on teams, fixtures, results and regulations. Website: www.scottishfa.co.uk

Sporting Goods Industries Association (SGIA) Trade Association representing manufacturers, wholesalers and distributors of sporting goods in the UK. SGIA Lobbies on behalf of the industry. Website: www.sgiauk.com

Sports England Sport England is responsible for the distribution of Lottery Funds to sport in the UK. Contains useful information sheets including countryside and water recreation, organisations producing information on health topics, participation statistics and qualifications for fitness instructors. Website: www.sportengland.org

UEFA Website of the Union of European Football Associations. Contains information on UEFA competitions, regulations, news and statistics. Website: www.uefa.com

UK Active Major trade association for the health and fitness industry in the UK. Formally known as the Fitness Industry Association. Website: www.ukactive.com

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Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



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