

SPORTS INDUSTRY GUIDE

Updated July 2020



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



accessible via
electronic
databases

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 and company structures.

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

Available online at www.askaboutbusiness.org with a Manchester library card (also available to library card holders from Blackpool, Bolton, Lancashire, Oldham, Salford, Stockport, Tameside, & Trafford libraries).

Business Opportunity Profiles (BOP)

Bike Shop	BOP196
Country Sports Retailer	BOP569
Horse Riding School	BOP131
Livery Yard	BOP079
Outdoor Activity Centre	BOP174
Personal Trainer	BOP379
Sports Shop	BOP317
Introduction to Community Amateur Sports Clubs	BIF501
Tack Shop	BOP302

Mini Business Opportunity Profiles (MBP)

All-terrain Boarding Centre	MBP073
Archery Instructor	MBP246
Betting Shop	MBP095
Bike and Watersports Equipment Hire	MBP373
Go-Karting Circuit	MBP035
Indoor Climbing Centre	MBP255
Martial Arts Instructor	MBP410
Outdoor and Extreme Sports Instructor	MBP422
Snooker Hall	MBP428
Bike and Watersports 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 – all of which can be found from market research.

These reports also cover market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities and threats.



- **Gambling and Betting Activities**
- **Online Sporting Retailers**
- **Recreational and Sports Rental and Leasing**
- **Sporting Goods Manufacturing**
- **Sporting & Outdoor Equipment**
- **Sports Clubs**
- **Sports Facilities**



- **Attitude Toward Sports Nutrition**
- **Betting Shops**
- **Economic and Social Impact of the 2010 World Cup**
- **ESports**
- **Football – UK**
- **Leisure Centres and Swimming Pools**
- **London Olympics 2012: What the Games Mean for Business**
- **Major Sporting Events**
- **Online Gaming and Betting**
- **Skiing & Snowboarding – UK**
- **Spectator Sports**
- **Sport and the Media**
- **Sports & Energy Drinks**
- **Sports Betting**
- **Sports and Outdoor Fashion – UK**
- **Sports Sponsorship**
- **Sports Participation**
- **Ten Pin Bowling**

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. 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. 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. www.thefa.com

English Football League

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

Golf Industry

Worldwide golf industry directory. Includes news, tour information and a worldwide course directory. 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. www.lta.org.uk

Professional Footballers' Association

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

Scottish Footballers Association

Official website of the Scottish Football Association. Includes news and information on teams, fixtures, results and regulations. 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. www.sgi auk.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. www.sportengland.org

UEFA

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

UK Active

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

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection.



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