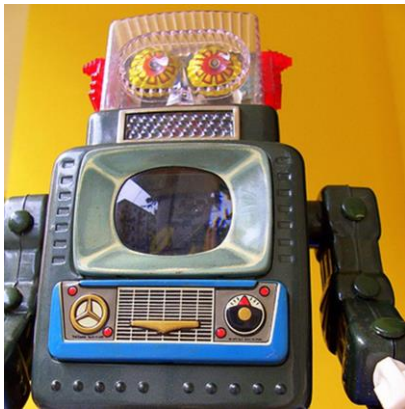


# **TOYS, GAMES AND GAMING INDUSTRY GUIDE**

Updated July 2020



This is a guide to some of the resources available within the Business & IP Centre relevant to the toys, games and gambling 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 these industries 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, company structures etc.

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

Available online at [www.askaboutbusiness.org](http://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)

Betting Shop	MBP095
Children's Indoor Play Area	BOP007
Gaming Café	MBP288
DVD and Video Game Hire	MBP198
Handmade Toy Maker	BOP009
Outdoor Play Equipment Retailer	MBP048
Specialist Model Shop	MBP412
Toy Shop	BOP337
Video Games Shop	BOP364

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## 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 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 etc.



- Computer Game Publishing in the UK
- Computer and Gaming Product Retailers in the UK
- Video & Game Rental
- Games and Toys Manufacturing in the UK



- Attitudes towards Video and TV
- Mobile Gaming
- Mobile Device Apps
- Lifestyles of Children's and Teens
- Teens' and Tweens' Technology Usage
- Casinos and Bingo
- Gambling Review
- Lotteries
- Online Gaming and Betting
- Video Game and Consoles

- **Toy Retailing**
- **Video Game Accessories**

**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.**

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## Internet Sources

Websites containing free sources of industry statistics, information and contacts.

**Association for UK Interactive Entertainment**

Association for the computer and video games industry. Includes details about the association, accreditation and age ratings. More detailed reports are available to purchase and links to members.

<http://ukie.org.uk/>

**BACTA**

The Trade Association for the pay-to-play leisure machine business in Great Britain, representing the interests of over 685 companies and 1,170 individuals. Free information on the website includes news and information on the safety-inspection of ride-on machines. [www.bacta.org.uk/](http://www.bacta.org.uk/)

**Betting and Gaming Council**

An international association for the online gambling industry. The website includes a directory of members, discussion of social issues, news, regulatory information, and a calendar of events.

<https://bettingandgamingcouncil.com/>

**The Bingo Association**

The organisation for bingo promoters in the UK. The site includes news and a calendar of events.

[www.bingo-association.co.uk](http://www.bingo-association.co.uk)

**The British Association for Early Childhood Education**

Early Education, founded in 1923, is the British Association for Early Childhood Education. It is the leading national voluntary organisation for early year's practitioners and parents with members and branches across the UK. The website includes free news and information leaflets. [www.early-education.org.uk/](http://www.early-education.org.uk/)

**British Toy and Hobby Association**

Site for the main trade body in the UK. Includes listing of members and their products. There is also a list of the main regulations concerning toy safety. The full text of information leaflets produced by the association on toy safety, advertising, toy guns and other issues is available. There is also information for toy inventors. Now includes information on the British Toy Fair industry show, which no longer has a separate site. [www.btha.co.uk/](http://www.btha.co.uk/)

**British Toymakers Guild**

The British Toymakers Guild represents around 150 makers of traditional hand-made toys. It has various factsheets on the different types of toys made and a member's directory that can be downloaded.

[www.toymakersguild.co.uk](http://www.toymakersguild.co.uk)

### **GamesIndustry.Biz**

A resource for people who make and sell games. There are some industry facts, figures and news. [www.gamesindustry.biz/](http://www.gamesindustry.biz/)

### **Gambling Commission**

The official government organisation regulating gambling in the UK. The website contains a great deal of information on types of gambling, statistics on gambling in the UK, and the legal obligations on the industry. There is also a directory of companies and individuals holding licenses to operate gambling establishments and businesses. [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### **Harrogate International Toy and Christmas Fair**

Site for the other major UK trade fair for the toy industry also held each January. Includes details of exhibitors and their products. Useful for finding suppliers of the latest toys. [www.harrogatefair.com](http://www.harrogatefair.com)

### **Intellectual Property Office**

The game of games – IP and the British digital games industry – blog post with some insight into intellectual property for games. <https://ipo.blog.gov.uk/2018/03/29/the-game-of-games-ip-and-the-british-digital-games-industry/>

### **National Association of Bookmakers Ltd**

The NAB seeks to raise the status and prestige of bookmaking, to safeguard the rights and interests of its members while mindful of the needs of the Horseracing and Greyhound Racing industries, and to give practical help and advice to the membership both directly and through the affiliated area associations. Website has links to other related activities and news. <http://nab-bookmakers.co.uk/>

### **National Casino Industry Forum**

A UK organisation for casinos. The website contains a directory of members, news, a calendar of events, a guide to casino games, positions on social issues, and information on careers in the industry. [www.nationalcasinoforum.co.uk/](http://www.nationalcasinoforum.co.uk/)

### **The Puppet Centre**

The Puppet Centre is a registered charity formed in 1974 to promote and further the arts of puppetry and animation in all their forms. It also services the needs of anyone interested in professional, amateur and educational puppetry. [www.puppetcentre.org.uk](http://www.puppetcentre.org.uk)

### **Toy Industries of Europe**

Site for the European toy industry. Includes brief statistics and an archive of information briefings, press releases and publications on toy industry issues. <https://www.toyindustries.eu/>

### **Toy Retailers Association**

Useful site containing free market information and statistics on toy sales, a brief information sheet on setting up as a retailer – with suggested reading, information on toy safety, the toy of the year listings and a full list of members. [www.toyretailersassociation.co.uk/](http://www.toyretailersassociation.co.uk/)

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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**Business & IP Centre Manchester,**  
Central Library, St. Peter's Square, M2 5PD  
0161 234 1990  
[businessinfo@manchester.gov.uk](mailto:businessinfo@manchester.gov.uk)  
[www.manchester.gov.uk/bipc](http://www.manchester.gov.uk/bipc)