

SPORTS INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library 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.

Business Opportunity Profiles (BOP)

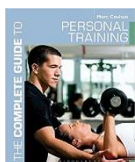
Bike Shop	BOP196
Country Sports Retailer	BOP569
Horse Riding School	BOP131
Livery Yard	BOP079
Outdoor Activity Centre	BOP174
Personal Trainer	BOP379
Sports Shop	BOP317
Introduction to Community Amateur Sports Clubs	BIF501
Tack Shop	BOP302

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

Small Business Help Books

This is a collection of books containing practical information for those starting and running a business. Located within the Business & IP Centre.



The complete Guide to Personal Training by Marc Coulson [SBH.BT.135]

A reference guide for anyone involved in prescribing exercise programmes to personal training clients. This guide contains practical tips for designing a range of appropriate client exercise programmes but always with a focus on the best ways you can sustain a financially successful business in this area - and how you can stand out from the crowd.



How to Build a Six-Figure Personal Training Business by Dave Fletcher [SBH.BT.46]

Using his own experiences as a highly successful PT, Dave Fletcher shows you how to apply your business brain and transform your passion for health and fitness into an income worthy of a top city professional.

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.



- Global Sports Betting and Lotteries
- Sporting Goods Manufacturing
- Sporting & Outdoor Equipment
- Sports Clubs
- Sports Facilities



- United Kingdom - Sports Equipment (via MarketLine)



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



- Men's sportswear trends review
- Sportswear Retailing in the UK
- The UK sports market 2017 – 2022



- Sportswear in the United Kingdom (reports also available for other countries)

Business News & Journals



EBSCOhost



EMIS

In, On and For Emerging Markets

In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

You will also find articles covering recent developments, and predicting future trends in your industry.

Trade Magazines and Newsletters

Trade magazines are useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).



Groundsman (Institute of Groundsmanship, monthly) [(P) DY 94 - E(9)] (available in the Science 2 Reading Room)

Covers management and maintenance of sports grounds for cricket, football, rugby and golf courses.



Sports Business International (SportsBusiness Group Ltd, monthly) [ZK.9.d.1230] (must be ordered using Explore the British Library)

Magazine aimed at managers, promoters and sports executives.



Sports Insight (Maze Media Ltd) [(P) 381.4568876 - E (1) BUS] (available in the Business & IP Centre)

Official publication of the Sports and Play Association. Contains news and features on sports apparel and equipment as well as related topics.

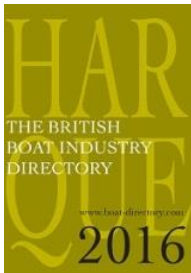
Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.

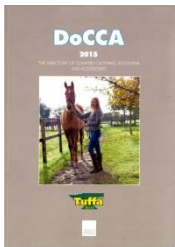


BIGGA: The British and International Golf Greenkeepers' Association Membership Handbook (BIGGA) [(B) DIR 338.4779635202541 BUS]

Contains contact details of suppliers and services to the golf/greenkeeping industry. Covers aeration, drainage, irrigation, turf and seeds and water/pond management.

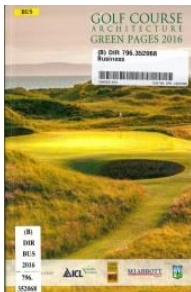


The British Boat industry Directory (Harque Directories Ltd.) [(B) DIR 623. 82 BUS]
Guide to the marine industry, listing related suppliers, contractors and services. Includes a section on products.



DOCCA: The Directory of Country Clothing, Footwear & Accessories (Alibi Publishing Ltd.) [(B) DIR 338.768702541 BUS]

Lists retailers, wholesalers, and manufacturers of clothing, footwear and equipment for country pursuits such as shooting and fishing.

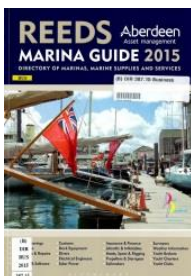


Golf Course Architecture Green Pages (Tudor Rose) [(B) DIR 796.352068 BUS]
Provides details of golf course designers and other suppliers of golf related products and services.



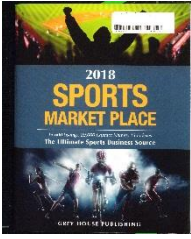
MSA Yearbook (Royal Automobile Club Motor Sports Association) [(B) DIR 796.7094105 BUS]

Motor Sports Association directory. Contains listings of suppliers and manufacturers but also includes comprehensive coverage of regulations and governance of all forms of motor sports from circuit racing to rallying and karting.



Reed Marina Guide (MS Publications) [(B) DIR 387.15 BUS]

Source directory for sail and power boat owners detailing facilities of over 150 marinas. Also lists suppliers and service providers around the coast of the British Isles and provides details of manufacturers and retailers of marine and boating equipment and related services.



Sports Market Place (Grey House Publishing) [(B) DIR 796.02573 BUS] Directory of manufacturers, retailers, sponsors and services covering over 100 sports. Includes a list of events and trade shows.

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. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.



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