

SPORTS INDUSTRY GUIDE

Updated 31 January 2012



Directories

SportBusiness Marketplace 2012 (SportBusiness Group) [(B) DIR 796.02941 BUS]

Includes a major games and events calendar for 2010-2013 with organisers' details, a country by country listing of sports federations and details of NOCs, government agencies, broadcasters and main stadia. Also provides regional TV sports viewing and rights value summaries prepared by TV Sports Markets and highlights of major sports event sponsorship deals and commercial partnerships.

The British Boat Industry Directory 2012 (Harque Directories Ltd) [(B) DIR 623.82 BUS]

Guide to the marine industry, listing related suppliers, contractors and services. Includes a section for products.

Reeds Marina Guide 2012 (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.

Sporting Goods Business: UK Guide to the Trade 2011 (Datateam Publishing Limited) [(B) DIR 338.476887 BUS]

Directory of manufacturers and distributors with classified listings of equipment. Includes an index of brand names and their suppliers.

TOD: The Outdoor Directory 2011/12 (Alibi Publishing Ltd) [(B) DIR 381.45687 BUS]

Comprehensive listings for the UK outdoor clothing, footwear and equipment industry. Includes retailers, wholesalers, manufacturers and trade associations.

DOCCA: The Directory of Country Clothing, Footwear & Accessories 2011/2012 (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.

UK Tackle Trade Directory 2011 (DHP Trade Ltd) [(B) DIR 338.47688791 BUS]

Lists manufacturers, wholesalers and agents and includes a brand index, product listings, retailers and importers and exporters of fishing tackle products.

Directory of Game Keeping: Dog 2010 (Blaze Publishing Limited) [(B) DIR 639.905 BUS]

Includes listings for dog welfare and nutrition, estate management, ammunition and gun suppliers and other products and services relevant to game keeping.

Motor Sports Association: Competitors' Yearbook 2010 (Royal Automobile Club Motor Sports Association Ltd) [(B) DIR 796.7094105 BUS]

Comprehensive directory for anyone competing in or officiating motor sports. Contains section on regulations as well as listings of relevant manufacturers and suppliers.

Shooting Club Directory 2009/10 (Blaze Publishing Limited) [(B) DIR 799.302541 BUS]

Provides listings of shooting/gun clubs in the UK by region.

Britsport 09 (SportBusiness Group, 2009) [DIR 796.02941 BUS]

The sports industry's directory of contact information for suppliers in the UK. Includes listings and contact information for TV sports production and sports branding companies, suppliers of sports equipment and a wide range of other service providers to the sports industry.

The Federation of Sports and Play Members Directory 2009 (Group Information Services Ltd) [(B) DIR 688.7025 BUS]

Includes an A-Z list of full and affiliated members and provides details of sporting goods manufacturers and suppliers.

British Trade Suppliers Directory 2006/7 (Equestrian Management Consultants) [(B) DIR 381.456361083702541 BUS]

Includes brand names and product listings for the equestrian trade.

Market Research & Statistics

UK Sports Retailing 2011 (Verdict) [available onsite via electronic sources]

Provides market size, forecasts to 2015, company profiles and sector trend analysis.

Sports Equipment (Key Note, 2011) [A-Z sequence by title] [also available onsite via electronic sources]

Comprehensive analysis of the sports equipment market in the UK. Includes market definition, market size, SWOT analysis, company profiles and forecasts to 2014.

Sports Clothing & Footwear (Key Note, 2011) [A-Z sequence by title] [also available onsite via electronic sources]

Covers UK market size, industry background and outside suppliers to the industry, competitor analysis, buying behaviour and forecasts to 2013. Includes profiles of five market leaders.

Sports Sponsorship (Key Note, 2011) [A-Z sequence by title] [also available onsite via electronic sources]

Report covers market definition, market size, current market issues, global market, industry background, buying behaviour, competitor analysis and company profiles.

Business Ratio Report: the Sports Equipment Industry (Key Note, 2011) [A-Z sequence by title]
Detailed analysis of UK-based manufacturers and suppliers of sports equipment. Contains industry overview, company profiles and performance league tables.

Economic and Social Impact of the 2010 World Cup (Mintel, 2010) [A-Z sequence by title] [also available onsite via electronic sources]
Analysis of consumer viewing and spending behaviour around the competition. Also looks at how gambling and pub revenues will be affected as well as sales of sports goods, electrical goods and off-trade sale of alcohol, etc.

Sports Market (Key Note, 2010) [A-Z sequence by title] [also available onsite via electronic sources]
Covers UK market size, industry background, competitor analysis and buying behaviour with forecasts to 2014. Includes PEST analysis.

Brand & Sport Licensing Source Book (Max Publishing Limited, 2010) [(B) MKT 658.827094105 BUS]
Examines how brand and sport licensing is expanding and explains how retailers and manufacturers are able to take advantage of the enormous potential of brands and sports licensed material.

Black Book: Formula One 2010 (SportsPro Media) [(B) MKT 796.7205 BUS]
Review of previous season and a preview of the following season. Contains useful contacts within the industry.

Gambling Insider: In-Depth Analysis for the Gaming Industry (Players Publishing, 2010) [(B) MKT 338.4779505 BUS]
Features articles and analysis on the global gaming industry. Includes results from the 2010 readers' choice awards.

SportBusiness in Numbers 2010 (SportBusiness Group, 2010) [(B) MKT 338.47796 BUS]
Global report covering sponsorship, broadcasting rights, TV viewing figures, sports participation statistics and features profiles of top sporting leagues and events.

Sport and Exercise – Ten Year Trends (Mintel, 2010) [A-Z sequence by title] [also available onsite via electronic sources]
Analyses trends in sports participation in the UK. Looks at the affordability and accessibility of sporting facilities and examines how individual sports are trying to maximise their appeal to members of the public.

Sports Market Forecasts 2009-2013 (Sport Industry Research Centre) [(B) MKT 338.47796094105 BUS]
Provides both short-term and long-term forecasts for individual sports markets as well as looking at general trends in sport.

Essentials: Sport Clothing & Footwear – September 2009 (Mintel) [A-Z sequence by title]
Detailed consumer analysis for the UK market. Also contains company profiles, brand analysis and forecast data to 2014.

Football Clubs and Finance (Key Note, 2009) [A-Z sequence by title] [also available onsite via electronic sources]
Report covers market definition, market size, current market issues, global market, industry background, buying behaviour, competitor analysis and company profiles.

FM: Formula Money (Money Sport Media, 2009) [(B) MKT 338.437962 BUS]
Formula One's financial performance guide. Contains statistics on team performance, grand prix events and media, licensing and sponsorship deals.

European TV & Sports Rights (TV Sports Markets, 2008) [(B) MKT 381.45791456579094 BUS]
Analyses the key broadcasters in 20 of Europe's biggest TV markets and details the major TV sports rights deals in each country.

Maximising Revenue from Ticketing and CRM (SportBusiness Group, 2007) [(B) MKT 338.47796 BUS]
Provides analysis of global ticket sales volumes and values. Also examines issues such as marketing, setting optimum prices and customer relationship management. Includes case studies.

Asia: Opportunities in the Business of Sport (SportBusiness Group, 2007) [(B) MKT 338.47796095 BUS]
Analyses commercial opportunities in the Asian sports market. Provides regional and country profiles and looks at major sporting events, TV rights, consumer attitudes and the popularity of different sports.

Small Business Help

Sports Goods Retailer – BOP317 (COBRA, 2011) [available onsite via electronic sources]
Examines key trading issues, market issues and trends facing new sporting goods retail businesses. Includes useful sources of further information.

Sports Club – BOP499 (COBRA, 2010) [available onsite via electronic sources]
Useful information on starting up a sports club, including market and trading issues, legislation, required skills and qualifications and further sources of information.

Personal Fitness Trainer – BOP379 (COBRA, 2009) [available onsite via electronic sources]
Fact sheet containing useful tips for starting up as a personal fitness trainer. Includes necessary qualifications and skills, market and trading issues, useful information sources such as trade associations and key legislation.

Sports Coach – BOP453 (COBRA, 2009) [available onsite via electronic sources]
Practical tips for getting started as a sports coach. Covers key market issues, qualifications and training, insurance requirements and further sources of information.

Trade Magazines & Newsletters

Football and Sports Arena (Grandflame Ltd, bi-monthly) [(P) 769.069 –E(1) BUS]
Publication aimed at the decision makers in the sports arena market. Contains news and articles relating to pitch and stadium management including hospitality and catering.

Groundsman (Institute of Groundsmanship, monthly) [(P) DY 94 – E(9)] (Science 2)
Covers management and maintenance of sports grounds for cricket, football and rugby and golf courses.

SGB (Datateam Publishing Ltd, monthly) [(P) 338.47796094105 -E(2) BUS]
Newsmagazine for the UK sports goods trade, including product news and more in-depth features. Published for the UK Sports Industries Federation.

Sport Business International (SportBusiness 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, monthly) [(P) 381.4568876 –E(1) BUS]
Official publication of the Sports and Play Associations. Contains news and features on sports apparel and equipment and related topics.

Sports Management (Leisure Media Company Ltd, monthly) [ZK.9.b.13874] (Must be ordered using Explore the British Library)

Magazine published for the Sports & Play Contractors Association. Contains news and new product information for managers of sports facilities, including swimming pools, stadia, golf courses, athletic tracks, etc.

Sports Turf Amenity and Leisure (Institute of Groundsmanship, bi-monthly) [(P) 338.763596420941 -E(1) BUS]

News about the groundsmanship profession including turf management, public garden management, amenity and local authority parks and open spaces, machinery, etc.

Turf Professional (Nelson Communications Ltd) [(P) DY 94 -E(1)] (Science 2)

Aimed at managers of sports grounds, football and rugby clubs, recreation grounds and golf courses. Includes company news and product reviews of horticultural and grounds maintenance equipment.

Internet Sources

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 and features and links to specific associations, 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

Fitness Industry Association

Major trade association for the health and fitness industry in the UK. Promotes a Code of Practice for the industry and is currently running a campaign to improve the fitness and well-being of the UK public.

www.fia.org.uk

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 English football.

www.thefa.com

Football league

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

www.football-league.co.uk

Golf Industry

Worldwide golf industry directory. Includes news, tour information and a worldwide course directory.

www.golftoday.co.uk

Scottish Football Association

Official website of the Scottish Football Association. Includes news and information on teams, regulations, fixtures and results.

www.scottishfa.co.uk

Sporting Goods Manufacturers Association (SGMA)

SGMA International is a trade association of manufacturers and marketers of sports apparel, athletic footwear, licensed products, fitness and sporting goods. Provides details of market surveys available from SGMI and includes a searchable product database. Although global in coverage, there is an American bias.

www.sgma.com

Sport England

Sport England is responsible for the distribution of Lottery Funds to sport in the UK. Contains useful information sheets produced by the Information Centre: 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

Note: 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 Explore the British Library.



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