147 Toys, games, childrens' carriages and
sports equipment

This Report on the Toys, Games, Children's Carriages and Sports Equipment Industry relates to establishments engaged wholly or mainly in manufacturing children's toys of all kinds (except rubber toys), children's bicycles, scooters and
tricycles, indoor games, including chess and draughts sets and jigsaw puzzles, and conjuring apparatus; perambulators, push chairs, folding baby carriages, invalid carriages, etc; including parts such as wheels and axles; sports and gymnastic equipment and requisites. Playing cards, powered
billiard tables and bagatelle boards are excluded.

This industry corresponds to minimum list heading 494 in the Standard Industrial Classification (Revised 1968) which has been used for the first time as a basis of classification in the 1968 census.

The industry corresponds to the Toys, Games and Sports Equipment Industry (Par 122) in the Reports on the last detailed Census of Production for 1963, except that perambulators, push chairs, etc and invalid carriages which were shown
the Report on Perambulators, Hand-trucks, etc (Part 67 ) are now included.
Throughout this Report the figures given for 1963 have been re-classified, as far as possible, according to the Standard Industrial Classification (Revised for 1963 and 1968 are on the same industrial basis. Howeve been arbitrary.

In interpreting the data in the tables it is essential to bear in mind the notes and definitions which appear on pages (i) to (iv).

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Footnotes continued from page $147 / 3$.Including services rendered to other organisations (anounts charged for hiring out pl
machinery or other goods, for providing transport, or for technical or other services
rendered).
(d) Administrative, technical and clerical employees.(e) Excluding expenditure for establishments not yet in production(e) Excluding expenditure for es
(f) Acquisitions less disposals.

ABLE 1 Industry summary, 1963 and 1968 United Kingdom (a) (b)

(a) For 1968, estimates for establishments not making satisfactory returns and for small establishments,
from which only employment data were collected, accounted for 13 per cent. of the total figures
in which they were incorporated: of this, unsatisfactory returns accounted for 5 per cent.
from which only employment data were colitected, accounted for i3 per cent. of the tota fige
in which they were incorporated: of this, unsatisfactory returns accounted for 5 per cent.
For 1963 the comparable figures were 13 per cent. and 3 per cent. respectively.
(b) The following information relates to small establishments (employing fewer than 25 persons) in this

$$
\begin{aligned}
& \text { Number of establishments } \\
& \text { Average number employed } \\
& \text { Working proprietors } \\
& \text { Other persons employed }
\end{aligned}
$$

535
535
3,780

Footnotes continued on page 147/2.

TABLE 2 Analysis by size of establishment within the industry, 1968
(i) Output and employment

All establishments: United Kingdom

| Vimicer employed on average during the establishment (a) | Estabmen'ts | $\begin{array}{\|c} \text { Enter } \\ \text { prises } \\ \text { (b) } \end{array}$ | Total number employed on average during the year (a) | $\begin{gathered} \text { Gross } \\ \text { output } \end{gathered}$ | Net output | Net output |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Number | Number | £'000 | $£^{\prime} 000$ | £ |
| 1-5 | 166 | 165 | 486 | , | .. | . |
| 6-10 | 83 | 83 | 655 | . | . | . |
| 11-24 | 162 | 154 | 2,746 | .. | .. | .. |
| 25-49 | 42 | 39 | 1,625 | 4,509 | 2,248 | 1,383 |
| 50-99 | 41 | 41 | 2,985 | 7,513 | 3,979 | 1,333 |
| 100-199 | 37 | 29 | 5,346 | 16,123 | 7,513 | 1,405 |
| 200-299 | 26 | 17 | 6,437 | 18,388 | 9,045 | 1,405 |
| 300-399 | 6 | 6 | 2,107 | 4,327 | 2,459 | 1,167 |
| 400-499 | 5 | 5 | 2,253 | 6,656 | 3,414 | 1,515 |
| 500-749 | 8 | 6 | 4,534 | 12,564 | 7,099 | 1,566 |
| 750-999 | 5 | 3 | 4,378 | 13,823 | 6,706 | 1,532 |
| 1,000 and over | 5 | 3 | 9,119 | 19,950 | 13,625 | 1,494 |
| Unsatisfactory returns | 114 | 105 | 2,307 | .. | .. | .. |
| Total | 700 | 605 | 44,978 | 120,323(c) | 64,941(c) | 1,444(c) |

(ii) Enployees, wages and sal aries

All establishments: United Kingdom

| Number employed on average during the year by the est abl i shment (a) | Employees |  | Wages and sal aries |  | Wages and sal aries per head |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Openatives | 0thers (d) | Operatives | 0 thers (d) | Operatives | 0 thers <br> (d) |
|  | Number | Number | £'000 | £'000 | £ | £ |
| $\begin{aligned} & 1-5 \\ & 6.10 \end{aligned}$ |  | $\cdots$ | . |  | $\cdots$ | $\cdots$ |
| 11-24 |  | . |  | . | .. | $\cdots$ |
| 25-4.9 | 1,293 | 29.3 | 834 | 307 | 645 | 1,049 |
| $50-99$ | $\therefore 449$ | 499 | 1,445 | 540 | 590 | 1,082 |
| 100-1999 | 4,326 | 996 | 2,866 | 1,061 | 662 | 1,065 |
| 200-2999 | 5,371 | 1,055 | 3,502 | 1,183 | 652 | 1,121 |
| 300-399 | 1,760 | 345 | 991 | 361 | 563 | 1,045 |
| 400-499 | 1,806 | 447 | 1,280 | 435 | 709 | 974 |
| 500-749 | 3,929 | 604 | 2,642 | 838 | 672 | 1,387 |
| 750-999 | 3,364 | 1,013 | 2,159 | 916 | 642 | 905 |
| 1,000 and over | 8,368 | 751 | 5.961 | 758 | 712 | 1,009 |
| Unsatisfactory returns |  |  |  |  |  | .. |
| Total | 37,440(c) | 6,885(c) | 24,822(c) | 7,344(c) | 663 (c) | 1,067(c) |

[^0](b) The sum of the figures for the size groups exceeds the total for the industry to (c) size group
(c) Including estimates for establishments employing fewer than 25 persons and for
(d) Administrative. technical and clerical amployees.

TABLE 3 Percentage analysis of employees, by age and sex, 1969 (a)
All establishments: United Kingdom

| All establishments: United Kingdom |  |  |  |
| :--- | :---: | :---: | :---: |
| Ages | Mal es | Fenales | All employees |
| Under 18 <br> 18 and over | Per cent. | Per cent. | Per cent. |
|  | 2 | 4 | 6 |
|  | 36 | 58 | 94 |
|  | Source: Department of Employment |  |  |  |

(a) The percentages relate to the numbers employed (excluding working proprietors) at June 1969, the earliest date for
which the information is available on the basis of the which the information is avail able on the basis of
Standard Industrial Cl assification, (Revised 1968).

Footnotes to Table 4
(a) Some establishments employing fewer than 25 persons were included in returns for larger establishments.
amounted to 13 establishments in 1968 and 16 in 1963 .
(b) The method of classifying returns to sub-divisions of the industry is explained in the notes; the characteristic
products of each sub-division are identified in Table 5 .
The
The sum of the figures for the sub-divisions exceeds the
total for the industry to the extent that enterprises made
returns for more than one sub-division.
(d) Including services rendered to other organisations (amounts charged for hiring out plant, machinery or other goods,
for providing transport, or for technical or other services for provid.
rendered).
(e) Direct sales of goods (excluding canteen takings) made to, and work done for, the general publ ic by larger
establishments are included. These amounted to $£ 203,000$
in 1968 Shime establishments are included. These amounted to $£ 203,000$
in 1968 . Similar information is not available for 1963 .
(f) Characteristic products relate only to sub-divisions of
(g) For sub-divisions of the industry, this is the ratio of
sales of character istic products to total sales of goods
produced and work done. For the industry as a whole, saos
produce and work done. For the industry as a whole,
this is the ratio of total sales of principal praducts by this is the ratio of total sales of principal products
the industry to total sales of goods produced and work the in
done.
(h) Administrative, technical and clerical employees.
(i) Excluding expenditure for establishments not yet in
(j) Acquisitions less disposals.



For notes to this table - see page 147/5.

TABLE 5 Sales of principal products of the industry by larger establishments, including sales by establishments classified to other industries, 1963 and 1968
Establ ishments employing 25 or more persons:
Analys is of returns received, United Kingdom


TABLE 5 (continued)


## 147/10 TOYS, GAMES, CHILDREN'S CARRIAGES AND SPORTS EQUIPMENT

TABLE 5 (continued)

| $\begin{gathered} \text { Indust try } \\ \text { sub- } \\ \text { division } \\ (\mathrm{a}) \\ \hline \end{gathered}$ |  | 1963 |  | 1968 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Quantity | Value | Quantity | Value | Enterprise | Entries |
| 20 | Invalid carriages and bath chairs complete (excluding mechanically propelled) |  | £'000 | Thousands | £'000 | Number | Number |
|  |  | . | 678 \{ | 7.2 | $\begin{array}{r} 70 \\ 605 \end{array}$ | * | * |
|  | Parts of children's carriages, etc | .. | 328 |  | 525 | 10 | 12 |
|  | Total children's and invalid carriages, bath chairs and parts thereof |  | 8,285 |  | 8,387 | .. | .. |
|  | Other products | . | 797 |  | 379 | 17 | 17 |
|  | Waste products | . | 93 | . | 91 | 33 | 45 |
|  | Work done other than repair work | .. | 575 | .. | 465 | 19 | 22 |
|  | Total |  | 59,735 |  | 95, 243 | .. | .. |
|  | Sales in other industries (see Table 6) |  | 5,285 |  | 8,145 | .. | .. |
|  | Principal products of this industry sold by establishments in the industry |  | 54,450 |  | 87,098 | 125 | 153(e) |

(a) The number given is that of the sub-division of which the item is a characteristic product. The sales shown are total sales by larger establishments, not merely sales by establishments classified to the sub-division
(b) Toys made of rubber, $\begin{aligned} & \text { so } \\ & \text { Industry, (Part 144). }\end{aligned}$
(c) For 1963, described as 'Children's bicycles (with frames of less than 15 inches) and tricycles c) For 1963, described as 'Children',
(with wheels less than 14 inches)',
(d) For 1963, including 'Unclassified metal toys'.
(e) This figure represents the total number of returns made for larger establishments in this industry which is less than the total number of establishments shown in Table 4 on account of combined
returns covering more than one establishment.

TABLE 6 Sales of pristablishments Sales of principal products of the industry

Establishments employing 25 or more persons:

|  | 1963 | 1968 |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Value | Value | Entries | $\begin{aligned} & \text { Principal } \\ & \text { industries } \\ & \text { in which } \\ & \text { produced (a) } \end{aligned}$ |
|  | £’000 | $£^{\prime} 000$ | Number |  |
| Toys and indoor games <br> Toy perambulators and toy folders; scooters and pedal motor cars; children's toy and pavement bicycles (with frames less than 14 inches) and tricycles (with wheels less than 20 inches) (b) |  |  |  |  |
|  | 677 | 1,982 | 7 | 83,114 |
| Toys wholly or mainly of metal, not elsewhere specified | 189 | 545 | 6 | 63,74,82,94 |
| Toys and games and parts thereof made wholly or mainly from plastics | 1,361 | 2,126 | 70 | 108, 146, 149 |
| 0 ther descriptions of toys and parts thereof, and indoor games (excluding playing cards, table tennis tables and equipment, and darts and dartboards) | 1,470 | 417 | 14 | 97, 131, 136, 140 |
| Parts of toys, not elsewhere specified, sold separately | 127 | 218 | 9 | 82,83,97 |
| Sports equipment |  |  |  |  |
| Sports gloves for boxing, cricket, fives, etc | 93 | 235 | * | 115,123 |
| Sports goods carriers (ie bags for cricket, tennis, golf and other sports) and other requisites of leather etc (including leather cricket and hockey balls, and footballs, complete, and leather cases therefor) | 200 | 193 | 8 | 114,149 |
| Fishing tackle (excluding hooks, lines and nets) | 138 | 31 | 5 | 97,98,122 |
| 0 ther sports equipment and parts thereof | 828 | 1,586 | 43 | 88,97, 144, 149 |
| Children's and invalid carriages and parts thereof | 202 | 813 | 5 | 63,69,83 |
| Total | 5,285 | 8,145 | . |  |

(a) The references given are to the 1 ist of industries at the front of this report. (b) For 1963, children's bicycles and tricycles described as 'Bicycles (with frame

TABLE 7 Sales of other than principal products by larger establishments in the industry, 1963 and 1968
Fistablishments employing 25 or more persons:
Anialysis of returns received, United Kingdom

|  | 1963 | 1968 |
| :---: | :---: | :---: |
|  | Value | Value |
|  | £'000 | £'000 |
| Articles, components and semi-manufactured goods made wholly or mainly of plastics | 124 | 551 |
| Metal furniture and miscellaneous metal goods |  | 640 |
| Furniture and upholstery, bedding and soft furnishings, shop and office fittings | 2,749 | 1,155 |
| Other goods |  | 1,452 |
| Repair work | 186 |  |
| Services rendered to other organisations (a) | 126 | 560 |
| Total value of goods sold without having been subjected to any manufacturing process (merchanted or factored) | 4,595 | 11,457 |
| Canteen takings | 155 | 211 |
| Total | 7,935 | 16,025 |

(a) Amounts charged for hiring out plant, machinery or ot her goods, for providing
transport, or for technical or other services rendered to other organisations.

TABLE 8 Production of certain principal products of the industry by large establishments, 1963 and 1968

This tahle is not applicahle to this industry.

TABLE 9 Purchases by larger estahlishments of selected principal products of the industry, 1968

This table is not applicable to this industry.

TABLE 10
Purchases by larger establishments in the industry, 1963 and 1968 Establishments employing 25 or more persons: Analysis of returns received, United Kingdom

|  | 1963 |  | 1968 |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Quantity | Cost | Quantity | Cost |
| Materials for use in production <br> Steel except finished parts, wire and scrap | Th.tons | $£^{\prime} 000$ | Th.tons | $£^{\prime} 000$ |
|  |  |  |  |  |

Plates, 3 mm . thick and over
Sheets under 3 mm . thick (including electrical sheets) Hoop and strip (including tape of all thicknesses)

Tinplate and blackplate (a)
ight metals and non-ferrous metals in all forms except Light metals and non-ferrous me
finished parts, wire and scrap
Aluminium and aluminium alloys
Lead and alloys of lead (excluding solder)
Zinc and alloys of zinc
Steel tubes and fittings therefor (for golf club shafts, perambulators, etc)
Wire and wire manufactures (other than insulated wire)
0ther parts and components of metal
Rubber
Leather
Finished strings for tennis and other rackets
Timber
Softwood, sawn or planed, but not further prepared
or manufactured

Hardwood, sawn or planed, but not further prepared

Plywood, including blockboard, laminboard and battenboar
Woven piece goods (other than narrow fabrics) wholly
or mainly of
Cotton
Wool
Canvas
Paper and board other than for packaging
Paint and varnish (including lacquers and stains)
Glues and adhesives (including formulated adhes ives,
but excluding unformulated synthetic resins bought a
such) (b)

$t$

|  | 1963 |  | 1968 |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Quantity | Cost | Quant ity | Cost |
| Materials for use in production (continued) | Th.cwt. | £'000 | Th.cwt. | £ ${ }^{\prime} 000$ |
| Synthetic resins and plastics materials (excluding leathercloth and reinforced plastics) |  |  |  |  |
| Granules, moulding and extrusion compounds of polyethylene and polypropylene and copolymers | 56.7 | 448 69 | \} 128 | 1,294 |
| Polyvinyl chloride (including copolymers) |  |  |  |  |
| Polymers and copolymers (including the net resin content of latices, solutions and dispersions, plasticised moulding and extrusion compounds) | 50.9 | 455 | 88.6 | 728 |
| Plasticised and unplasticised sheet, film, rod, tube, profile shapes and foam | .. | 166 | 40.2 | 620 344 |
| Polystyrene (including copolymers) |  |  |  |  |
| Moulding and extrusions compounds | 86.0 | 859 | 147 | 1,271 |
| Sheet, film and foam (including expandable beads) (c) |  | $44\{$ | 5.9 $\cdots$ | 101 22 |
| Plastics goods moulded and fabricated (including components and fittings) |  | 1,422 | .. | 2,230 |
|  | Th.gal. |  | $\begin{gathered} \text { Th.gal. } \\ 51.9 \end{gathered}$ | 21 |
| Lubricating oils and greases | 28.6 | $\left.\begin{array}{l}10 \\ 29\end{array}\right\}\{$ | $\begin{aligned} & \text { Th.cwt. } \\ & 1.1 \end{aligned}$ | 6 |
| Replacement parts for firms, own machinery, plant and vehicles, and accessories and consumable tools bought as replacement |  |  |  | 7 |
| Tyres and other spare parts for firms' own road goods vehicles <br> 0ther | $\}$ | 359 | $\cdots$ | $\begin{array}{r} 74 \\ 855 \end{array}$ |
| All other materials for use in production | .. | 6,923 | .. | 7,710 |
| Paper and board |  |  |  |  |
| Boxes, cartons, drums and canisters (with or without metal ends) of paper and cardboard |  |  |  |  |
| Fibre-board packing cases | . | 2,212 | . | 3,383 |
| Wrapping and packing paper (including paper coated with plastics and any laminates incorporating paper but not metal) |  |  |  | 347 |
| Plastics (other than transparent regenerated cellulose film) |  | 332 | .. | 228 |
| Cellular foam |  |  |  |  |
| Film (up to 0.01 inches thick) of polyethylene | .. | (d) | . | 31 |
| All other packaging materials of polyethylene |  |  | . | 67 |
| All other packaging materials | . | 72 | . | 534 |
| Fuel and electricity (e) | Th.tons |  | Th.tons |  |
| Coal | 15.2 | $\begin{aligned} & 91 \\ & 46 \end{aligned}$ | 10.7 | 68 |
| Coke (including screenings) and manufactured fuel | 1.9 | 17 | 1.9 | 23 |
|  | . ${ }^{\text {al }}$ | 7 | . ${ }^{\text {a }}$ | 12 |
| Derv fuel and motor spirit for use in road vehicles | Th.gal. 366 |  | Th.gal. 487 |  |
| Other liquid fuels (including |  |  |  | $\begin{array}{r} 143 \\ 55 \end{array}$ |
| etc and liquefied petroleum gases) | 1,797 | 80 27 | 3,337 | 162 18 |

TABLE 10 (cont inued)

|  | 1963 |  | 1968 |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Quantity | Cost | Quantity | Cost |
| Fuel and electricity (e) (cont inued) | Th.therms | £'000 | Th.therms | £,000 |
|  | 2,404 | $\begin{array}{r} 133 \\ 88 \end{array}$ | $3,161$ | 253 61 |
| Electricity | .. | $502\{$ | 93, 008 .. | 576 247 |
| All other fuels |  | (d) |  | 109 |
| Total cost of materials and fuel |  | 24,308 |  | 37,015 |
| Goods purchased for merchanting |  | 3,708 |  | 9,322 |
| Canteen purchases |  | 152 |  | 251 |
| Total cost of purchases |  | 28,168 |  | 46,588 |

(a) Terneplate was specifically included for 1963.
(b) For 1963 , described as 'Glues and adhesives (including compound synthetic resin adhesives, but excluding synthetic resins bought as such)'.
(c) For 1963, described as 'Sheet, film, tape, foil and foam'
(d) Not recorded separately for 1963.
(e) 0 wing to risk of disclosure of information relating to individual firms, total quantities of
electricity generated in firms, own establishments in 1963 and 1968 cannot be given.

TABLE 11 Transport costs and employment of larger establishments, 1963 and 1968
Establ ishments employing 25 or more persons:
Analysis of returns received, United Kingdom

|  | Unit | 1963 | 1968 |
| :---: | :---: | :---: | :---: |
| Average number mainly employed on transport | No. | 302 | 321 |
| Transport costs |  |  |  |
| Wages and salaries | $£^{\prime} 000$ | 207 | 313 |
| Derv fuel and motor spirit | " | 110 | 197 |
| Tyres and other spare parts for road goods vehicles | " | .. | 74 |
| Payments to other $\quad\{$ by road | " |  | 957 |
| Payments organisations for transport $\quad\left\{\begin{array}{l}\text { by rail and ot her } \\ \text { means excluding } \\ \text { postal services }\end{array}\right.$ | " | 1,082 | 806 |
| Costs of operating road goods vehicles |  |  |  |
| Insurance | " | 25 | 37 |
| Vehicle licences | " | 19 | 42 |
| Depreciation | " | 207 | 161 |
| Payments to other organisations for repairs and maintenance | " | 70 | 119 |
| Total | " | 1,720 (a) | 2,706 |

(a) Excluding tyres and other spare parts for road goods vehicles,
not collected separately for 1963.

TABLE 12 Payments for certain services, etc by larger establishments, 1963 and 1968 (a)

Establishments employing 25 or more persons: Analysis of returns received, United Kingdom

|  | Amounts payable |  |
| :--- | ---: | ---: |
|  | 1963 | 1968 |
| Repairs and maintenance to | $£{ }^{\prime} 000$ | $£{ }^{\prime} 000$ |
| Buildings | 88 | 189 |
| Road goods vehicles | 70 | 119 |
| Plant, machinery and other capital equipment | 209 | 941 |
| Insurance, licensing and depreciation of road goods |  |  |
| vehicles (b) | 251 | 240 |
| Rates, excluding water rates | 408 | 746 |
| Hire of plant and machinery | 34 | 137 |
| Postage, telephone, telegrams, cables and telex (c) | 341 | 535 |

(a) No deduction is made for these payments to arrive at the figures of net output given in this report.
(b) For details see Table 11.
(c) Excluding Telex for 1963.

TABLE 13 Percentage analysis of twelve-month periods covered by returns from larger establishments, 1968

Establishments employing 25 or more persons: Analysis of returns received, United Kingdom

| Year ended | Percentage of total returns received | Percentage of total number employed |
| :---: | :---: | :---: |
| 1968 | Per cent. | Per cent. |
| April (a) | 2.6 | 1.5 |
| May | 0.0 | 0.0 |
| June | 4.6 | 1.4 |
| July | 2.0 | 0.9 |
| August | 0.7 | 0.2 |
| September | 3.9 | 2.5 |
| October | 3.9 | 2.7 |
| November | 3.9 | 1.9 |
| December | 58.2 | 65.7 |
| 1969 |  |  |
| January | 4.6 | 16.6 |
| February | 0.7 | 0.1 |
| March | 13.7 | 6.3 |
| April (b) | 1.3 | 0.3 |
|  | 100 | 100 |

(a) From 6 April.
(b) To 5 April.


[^0]:    (a) Including working proprietors.

