

B R I T I S H

T  Y &  
H  B B Y

A S S O C I A T I O N

1944 2014



# The importance of toys

Toys should be seen as the “tools” of play. The primary role of a toy, like play itself, is to provide fun and entertainment. Through play, children learn naturally the skills they will need in later life, without knowing they are learning. Play, and toys, enhance cognitive behaviour, encourage physical activity and stimulate creativity. They aid in the development of physical and mental skills which are necessary in later life.



Children have always played naturally given time and freedom but evidence shows us that toys have been made to stimulate play throughout history. The earliest known toys were made from rocks, clay and wood and date from around 3000BC and have been found to exist in most ancient civilisations, such as the Indus, Egyptian, Ancient Greek and Roman.

In the UK, from the late seventeenth century, children began to be seen as people in and of themselves with the right to flourish and enjoy their childhood. As childhood became more cherished for its own sake, the variety and number of toys steadily rose to engage children in activities that encouraged development and enjoyment, with toys such as jigsaw puzzles, rocking horses, hoops, wagons, kites, spinning wheels and puppets becoming popular.

In the nineteenth century, with growing prosperity, children from certain demographic classes had more leisure time on their hands. This led to toys being produced using more industrial manufacturing methods to meet demand. Emphasis was put on toys that had an educational purpose to them, such as puzzles, books, cards and board games and by the end of the nineteenth and into the beginning of the twentieth century great British classics such as Plasticine, Meccano and Hornby were emerging.

In the twentieth century wages were rising steadily in the western world allowing more working-class families to afford toys for their children. Mass production was used to provide the supply to meet this rising demand.

Manufacture of toys was interrupted by the Second World War as British toy companies turned their factories over to vital munitions production.



The existence of the BTHA began during the last year of the war.

After the Second World War, as society became ever more affluent and new technology and materials for toy manufacture became available, toys became more common in the household and incorporated the latest technologies as they became available - from the invention of modelling clay to the latest mobile app technology.

Children’s welfare, time, freedom and development have been increasingly important over the past seventy years and in 1989 the convention on the Rights of a Child was approved by the United Nations including, under article 31, *the child’s right to play*.

The complexity of toy technology, the materials that toys are made from, and the variety of toys available may have all changed over time but the way in which children play, and the engagement of toys within that play has not changed significantly, although it continues to evolve – and will continue to bring joy to children for years to come.

# Introduction

## from the Chairman

This commemorative brochure has been produced to celebrate the 70th anniversary of the British Toy and Hobby Association (BTHA) in 2014. It aims to give a flavour of some of the work that the BTHA does on behalf of its members, the wider industry, and those interested in toys more generally, in the context of the past 70 years of the BTHA's history. Throughout the following pages you will discover why the BTHA was set up in the midst of the Second World War and how the objectives of the Association have altered, or in some respects remained surprisingly unchanged, over the years.

Reading back across the many documents that plot the history of the BTHA, and the industry more generally, it is amazing to note how topics of interest still current today have been widely discussed over those 70 years, such as toy safety harmonisation (from as early as 1972) and the value of play (from 1971).

Whilst many of the topics on which the BTHA has represented members have changed with the passage of time, the primary reason for the existence of the Association has remained constant; to protect and promote the interests of members in conducting their business of producing good quality toys.

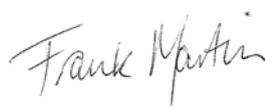
In fact, looking back over the records of the Association to produce this booklet one thing becomes clear; the importance of producing good quality safe toys in a responsible

and ethical way has always been important to BTHA members, but never more so than it is today.

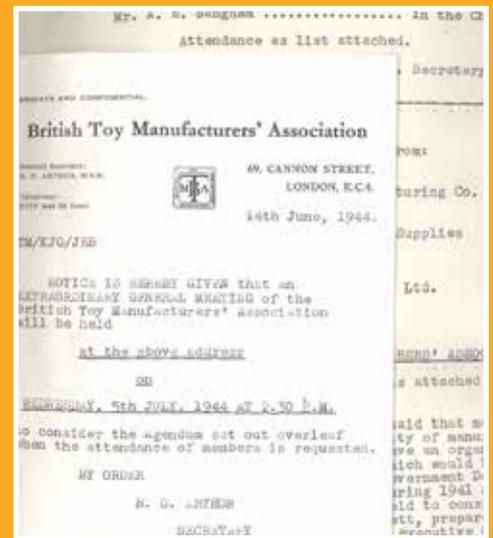
The BTHA is actively engaged on a wide range of issues on behalf of members. Core activities encompass safety issues, environmental and sustainability agendas, ethical manufacturing, responsible marketing, and trade issues at home in the UK, at European level and on a global basis. The BTHA evaluates future threats and opportunities; defends and promotes the industry; builds practical databases, tools and guidance to ease legislative or administrative burdens; and promotes the value of toys and play for child development.

BTHA members produce 90% of the toys sold in the UK and the Association exists to represent them to government, public bodies, the media and opinion formers and also acts to promote the industry, its products and the value of play particularly by means of the annual Toy Fair. The BTHA is a respected organisation within the toy industry and with external stakeholders.

In this, the BTHA's 70th year it is a privilege to be listed beside the other Chairmen and Presidents of the Association who have helped to guide the organisation since its foundation, all of whom are listed at the back of this publication, and to be in the guiding position as the BTHA entered this anniversary year.



**Frank Martin**  
Chairman  
2012–2014



Since 1944 the Association has worked hard to enhance the standing of the British toy industry through its representational work, guidance, advice, press and public relations programme and its global information network.

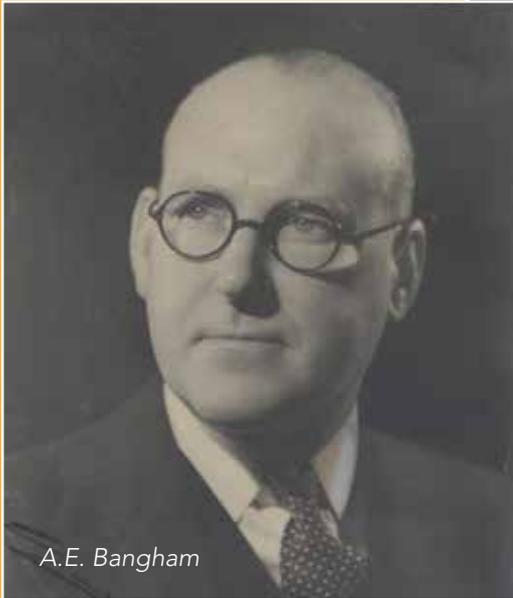
Much of the success of the Association is due to the efforts of members themselves and the time and expertise they provide for the benefit of the wider industry. Member involvement allows the Association to ensure the industry is well represented on the myriad of issues facing the industry throughout each year. The Association is always grateful for experts loaned to us from member companies for the good of the industry.

The support of members remains essential to the work and success of the Association in the future. The Association remains, after 70 years, in a strong financial and structural position to protect and promote the interests of members. The BTHA remains steadfast in its support of our responsible membership as they continue to develop tools for the enjoyment and development of people of all ages – otherwise known as toys, games and playthings!

**Roland Earl**  
Director General



# The path to the foundation of the British Toy and Hobby Association



*A.E. Bangham*

The foundation stones of the BTHA as it stands today were laid in 1922 when, led by the inimitable Walter Lines, the Incorporated Association of Toy Manufacturers and Wholesalers changed to the Toy and Fancy Goods Federation (TFGF). Within this body there were three sections looking after the divergent interests of the manufacturers, wholesalers and retailers but with the clear intention of creating an environment where they could cooperate with a similar spirit to that adopted during World War One.

It was however, an uneasy alliance. There was always difficulty in getting sufficient representation from the retail sector which was very fragmented, and the friction between the manufacturers and wholesalers that had caused the original Association to flounder never really dissipated. During 1941 and 1942 many committee meetings and conferences were held to consider the



*Walter Lines*



desirability of having an organisation to deal solely with the manufacturers' problems, and as a result Mr Pallett (the then Chairman of the Association) prepared a special report summing up the conclusions reached by the Executive Committee, and strongly recommending the formation of an entirely separate Manufacturers' Association. That report was presented at a meeting held in March 1942, but although it was agreed that a separate Manufacturers' Association was most desirable, the decision on the report was postponed due to the grave war situation, coupled with the fact that most manufacturers were engaged in munitions production at the time.

Eventually, things came to head in 1944 when the wholesalers and manufacturers were unable to agree on a common method for marking toys that they could present to the Board of Trade. With the approaching end to the war, all industries were jockeying for position to ensure that they would be first in line in negotiations with government departments as restrictions on supplies were removed and reconstruction efforts accelerated. Without a common consensus the toy industry was putting itself at the back of the queue. These disagreements put the then President of the Federation, Mr F. Leon Rees in the untenable position of trying to defend the interests of two Associations that were at odds with one another.

At what would be the last Annual General Meeting (held on 23rd March 1944) of the TFGF the whole question was reopened and the meeting requested the Executive Committee to put forward its recommendations at an early date. The Executive Committee

declared that they had already given very serious attention to the problem and considered that it was not only desirable, but imperative that an independent association representing manufacturers should be formed without delay.

Hence, on Wednesday 5th July 1944 an Extraordinary General Meeting was convened, chaired by Mr A.E. Bangham. The resolution:

"That a new British Toy Manufacturers' Association be formed to consist of firms whose primary toy interests are British Toy Manufacturing"

was proposed by Mr A.W.J. Wells, seconded by Mr F.E. Britain and carried with 39 votes in favour and none against. Having taken this action, the assembled participants then voted to withdraw their affiliation to the Toy and Fancy Goods Federation and to take steps to affiliate themselves to the Federation of British Industries.

Since the then Secretary of the TFGF, Mr B.G. Arthur, was now effectively out of a job, he was not predisposed to helping the Chairman, Alan Bangham, of the new Association to communicate with its members. Ten years later Mr Bangham described how, after the meeting, he was left to carry out this formidable task with very little data other than a list of names and addresses of those who might be interested and some other relevant paperwork. He had just finished laying it all out on a large table at his home when a flying bomb landed 50 yards from his house, blowing off the roof, blowing in the windows, window frames and front door, and sending all his carefully arranged papers into the road.

Fortunately, the event attracted a crowd and while Bangham spent the next few hours making his house waterproof, they collected up the precious correspondence. However, without any blackout protection he and his wife were forced to retire to the shelter at the bottom of the garden where she spent the night typing invitations on a portable typewriter ready for him to post the following morning. Between the two of them they managed to establish the Association, negotiate office premises in Tothill Street and engage a Secretary while continuing their daily activities of munitions production, firewatching and avoiding the inevitable Doodlebugs and bombs.

The Association was formally established on the 26th July 1944 – effectively to promote and protect the UK toy and hobby industry in membership – as it does today.

In 1954, Alan Bangham wrote:

*The production of good British toys, of which we are justly proud, does not just happen. It needs foresight, good design, adaptability to the public taste and demand and well-planned sales organisation.*

a sentiment which still holds true today.

# 70 years of championing toys

*supporting our members in their creation of fun!*

The mission of the British Toy and Hobby Association is to promote best practice and excellence in all aspects of product design, toy safety, ethical manufacturing, environmental issues and responsible marketing, and by doing so to protect and promote the interests of our members.

The BTHA is active in a wide range of areas;

- Representing the views of members on important topics pertaining to the toy and play industries
- Identifying threats and opportunities and planning activity, engagement and guidance to achieve the best outcome for members to continue to conduct their business activities
- Maintaining the highest industry standards and responsibility towards consumers
- Lobbying for fair and reasonable regulation for members
- Promoting the value of play and safety in play
- Tackling ethical issues responsibly
- Engaging in informed debate with the media
- Providing information to members, legislators, consumers and opinion formers
- Administering the Toy Trust – the industry's charity
- Organising the Toy Fair – the only dedicated toy trade show in the UK

As a trade association the BTHA has always represented members on all matters relating to the free trade of their products. The Association was

formed in 1944 to represent the toy manufacturing industry. Since that time the Association has represented members in the UK, at European level and on the global stage.

Members of the BTHA sign a Code of Practice on an annual basis. A BTHA Code of Practice was first introduced to take effect from 1st January 1988. The Code has been adapted over the years to ensure it remains relevant to current toy business and consumer interests. Today it covers matters pertaining to toy safety, ethical manufacturing, responsible marketing, environmental interests and trade issues including anti-counterfeiting and intellectual property ownership. The Association represents members on these, and wider issues, affecting the business of producing and selling toys.

## International Representation



International Council of Toy Industries

In 1974/5 the Association became a founding member of the International Council of Toy Industries (ICTI) and continues membership to this day. ICTI is a network of the world's toy associations. It meets twice a year to share best practice and exchange information on trends and issues important to the toy industry worldwide. Currently, the BTHA's Director General is also the President of ICTI.

ICTI's members have long been committed to social responsibility. A key achievement has been in the field of ethical matters in manufacturing.

In 2004 ICTI published the ICTI CARE ethical manufacturing code to regulate toy factory working conditions. The ICTI CARE programme remains the main toy industry ethical compliance code to this day. ICTI CARE is now an independently governed organisation with a governance board from across the toy industry and NGO community. The BTHA Code of Practice requires members to commit annually to comply with the principles of the ICTI Code of Business Practices and to use factories in the ICTI CARE Process, or one of an equivalent or greater standard.

## European Representation

The BTHA has had a presence in Europe since 1961, initially as part of the European Federation of Toy Manufacturers (FEJ). In 1989 the BTHA requested to FEJ that Brussels representation be strengthened and following a rejection of this request the BTHA became a founder member of a new organisation – Toy Manufacturers of Europe, which later became Toy Industries of Europe – TIE (as it is known today).



TIE aims to act as an authoritative voice of the industry and a partner for dialogue with policy makers and stakeholders in Europe. The BTHA holds two board positions, a position as co-chair of the Communications Committee (central to TIE's information gathering and lobbying in Brussels) and is actively engaged

within the Technical Committee. In addition to activities through TIE the BTHA meets with UK MEPs and European representatives to discuss BTHA member interests.

### Membership Representation Responsible Marketing

Members of the British Toy and Hobby Association sign a Code of Practice every year which requires them to undertake that all advertising of toy and hobby products, in whatever form, is legal, decent, honest and truthful. The Code of Practice goes beyond the legal requirements also asking that where a particular form of advertising or marketing is not covered by existing codes, members apply the spirit of those existing codes to new forms of advertising or marketing.

In recent years the BTHA has represented members during various government reviews on this topic, such as the Buckingham Report in 2009 and the Bailey Review in 2011. Written representation was made to both government enquiries and the BTHA met with Reg Bailey on a number of occasions during his review for government. The BTHA also works closely with the Advertising Association and BTHA members were early adopters of the Advertising Association's pledge on the non-use of children in peer-to-peer marketing, which members continue to sign on an annual basis.

The BTHA proactively promotes responsible marketing advice for members through the BTHA website, encouraging the use of the CHECK toolkit and the CAP Code advisory service.



As well as ensuring members are acting responsibly in their marketing communications the BTHA supports, and contributes funds to, Media Smart – the UK media literacy programme. The BTHA has supported Media Smart since it was established in 2002 with the objective of providing educational materials to schools to teach children to think critically about advertising and marketing in the context of their daily lives. The BTHA is actively engaged with Media Smart through membership of its steering committee, which advises on the future direction of the programme. The programme has received wide praise in government circles and beyond.

### Environmental Interests



BTHA Members are committed to reducing their environmental impact and that commitment is written into the Code of Practice. As part of that ongoing commitment many members have instigated projects to make their companies and products more sustainable. The BTHA has a Sustainability Committee which oversees guidance and advice for members and engages the services of environmental specialists to produce reports, programmes, tools and guidance to help members in this important area of their business.

Following government criticism of toy packaging in 2012, which accused the industry of generating 30% of household waste, the BTHA met with the government's preferred action group on the issue and commissioned a study to investigate actual levels of toy and hobby packaging. The study found, in reality, that 0.7% of retail packaging comes from toy and hobby products, with 72–73% currently being recycled. The BTHA undertook a second study to understand the reuse of toys which showed that 70% of people pass toys on when their children have finished playing with them and 60% of parents said their children had received handed down toys. The results of the studies, coupled with the dialogue with government and a demonstration of activities in this area by members, assisted in correcting what would otherwise have been an unbalanced debate.

With the aim of increasing the recycling of toy packaging by consumers the BTHA developed tips for consumers, available on the BTHA website and also on the Recycle Now website.

### Trade Issues

The BTHA represents members on a wide range of trade issues, such as aiding members overcome single market issues in Europe; helping with trade barrier issues globally; providing legal guidance on a wide range of business and safety issues and, within the Code of Practice, encouraging the protection of Intellectual Property rights and anti-counterfeiting practices with the help of lobbying and guidance from the Association.

## Promotion of the Industry



The Association has a long history of promoting members and their products. In September 1954 the Association launched a toy journal *British Toys* and the first issue was distributed to 21,000 buyers in the UK and abroad. An annual Association directory was produced from 1968 until 2009 when information was transferred online. In 1954 the Toy Fair was established and has continued to be held annually ever since (see page 13).

In recent years the BTHA has increased the quality and quantity of information available to members and the wider interest groups on toys. The BTHA website has a plethora of information relating to the toy and hobby business, such as: guidance on toy reuse and packaging; recycling for consumers; advice and guidance for inventors; and statistics and press releases for the media. The toy safety area has information made available to retailers, trading standards and others interested

in the area of toy safety (in order for the whole industry to interpret information in the same way). Other information on the BTHA website is available for full members only including legal advice, advanced safety information, unique BTHA safety and sustainability toolkits and a wealth of important information for membership as a whole whether their interest is in safety, marketing or the wider areas of the business. The BTHA also keeps members up-to-date with information via an email news service and has a social media presence for the Toy Trust and Make Time 2 Play.



Since 2010 the Association has run the Make Time 2 Play campaign to highlight the role of toys within the wider play industry and to promote the many benefits of play and toys. The value of play was first discussed within the Association as early as 1971 and throughout the intervening years, but has more recently been a proactive campaign.

Make Time 2 Play is a campaign aimed at parents and carers that promotes the wide-ranging benefits of play for children's healthy development. The Association works with researchers to commission primary research or to collate existing research on play and toy benefits and has worked with celebrities and well known academics to reinforce the campaign. Make Time 2 Play promotes the positive effects of play through Facebook and Twitter feeds and through a dedicated website. The Make Time 2 Play app is free to download for parents to access hundreds of free play ideas for different aged children and play settings. These access points for the campaign are promoted through children's television and cinema adverts, with the airtime generously donated from media partners; Five Milkshake, Sky Kids, ITVB, Turner, Disney and Digital Cinema Media. Play has been shown to help with children's development of social, cognitive and physical skills and to encourage creativity and imagination. The number and diversity of toys a child has access to has been shown to positively influence the initiation of play and also the length of time spent playing – and the longer and more diverse the play that children engage in, the more benefits that play can bring. Many aspects of play (such

as play for infants – a crucial stage of child development) are centred around play with toys, as other forms of activity are limited by ability. Toys are designed specifically to be age appropriate and to engage children in safe play. BTHA members are committed to continuing to bring enjoyment and fun to children through their toys and products in order to continue to engage them in the positive benefits of healthy play.

### Stakeholder Relationships

To work most effectively on behalf of the membership it has been important, throughout the 70-year history of the BTHA, to become active members, supporters or stakeholders of partner organisations or to create platforms within the BTHA itself.



In 1989 the BTHA set up the National Toy Council (NTC), a forum to bring together organisations and individuals concerned with the welfare of children. Over the years the NTC has been host to a panel made up of academics, NGOs, journalists, MPs, Trading Standards Officers, charity executives and child psychologists, amongst

others. The NTC has produced a series of consumer leaflets on toy, play and child related topics and continues today as a network to reflect on children's issues.

The BTHA has developed a close relationship with the Trading Standards Institute (TSI) over many years. It works to help Trading Standards Officers (TSOs) tackle issues of unsafe, non-compliant and counterfeit toys wherever possible – to safeguard the reputation and business interests of our responsible membership. The BTHA exhibits at the TSI annual conference at which new relationships and networks are developed. The BTHA Technical Team runs seminars, both at the conference and at specially-run local authority events, to train TSOs on current toy safety requirements. The BTHA sponsors the TSI Playsafe competition – a competition inviting children to design a fun and engaging toy whilst creating greater awareness of safety features in the design of toys. The project is part of the TSI's young consumers initiative, designed to interest young people in consumer affairs and to raise their awareness of consumer issues and the world of work.

The BTHA has a network of academics and experts that it uses to develop a better understanding of the many topics engaged with on behalf of

members. Over recent years the BTHA has commissioned a variety of primary research projects on topics such as "toy packaging", "consumer behaviour in regards to toy reuse", "consumer interest in the way that toys are perceived", and "how successful activity toys are at increasing children's activity levels". In addition, the BTHA often commissions, or undertakes itself, work on compiling research on toys and play, such as "the effect of play on body image" and "the impact of toys and play on healthy development".

The BTHA sponsors the International Toy Research Association's two awards, which are presented every three years, for the best research on toys as judged by a panel of peers. One award goes to the best student research and the other to the best senior, or professional, research. The awards are given at a conference at which the winning, and other interesting, toy research is presented from disciplines as diverse as sociology, psychology, anthropology and genetics!

### The Future

The BTHA has, over its 70 years, worked on behalf of members to understand, promote, predict, defend or prepare the industry on a myriad of issues. The Association will continue its work for the next 70 years in supporting our members in their creation of fun.

# Timeline



1944 – 54

- The British Toy Manufacturers Association was formally established on the 26th July 1944. The first Chairman was Mr Alan E. Bangham. Mr Walter Lines was the first President
- Lobby for access to raw materials at the end of the Second World War
- Negotiations with Board of Trade for re-establishment of export business
- Lobbying on behalf of the British toy industry against German toys into the marketplace post-war



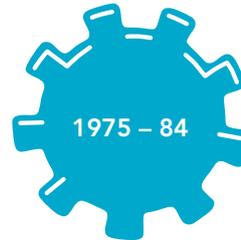
1955 – 64

- First British Toy Fair held in Brighton.
- First edition of monthly trade journal *British Toys & Hobbies Briefing*
- First joint venture with the Board of Trade to international toy fairs
- Association attends first International Toy Congress in Brussels
- The Association, in collaboration with BSI, publishes world's first safety standard, the voluntary Code of Safety Requirements for Children's Toys & Playthings BS3443
- Association becomes a founder member of the European Federation of Toy Manufacturers Association (FEJ), one of the two bodies making up the European Toy Institute



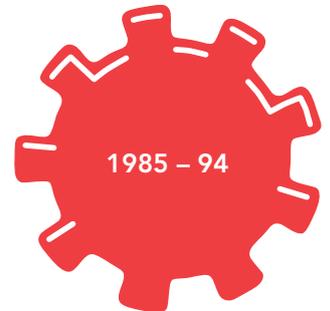
1965 – 74

- The Association moves offices from Hatton Garden to Kingsway
- Publication of first annual BTMA directory
- First British Standard for Toy Safety published
- The Association becomes a founder member of ICTI (International Council of Toy Industries)



1975 – 84

- Association buys its own freehold Grade II Listed Georgian premises at 80 Camberwell Road, close to Westminster and the City
- Toy Fair moves back to Brighton then Earls Court, London
- Work completed on the first two parts of BS5665/EN71, the new European toy safety standard
- The BTMA takes part in first meeting on a draft Toy Safety Directive
- The Association is involved in work on an ISO toy safety standard
- David Hawtin takes over as Director General from the long-serving Gordon Goude.



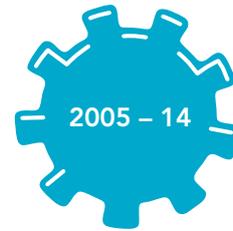
1985 – 94

- First consultations with the Commission leading to the "new approach" Toy Safety Directive 88/387/EEC, with new EN71 Safety Standards
- BTMA's Lion Mark launched, a symbol exclusive to BTMA members, hugely successful in promoting the quality and safety associated with BTMA's members' products
- BTMA members fully prepared (with the Association's guidance) for the Single Market with the implementation of the Toys (Safety) Regulations 1989 and the mandatory requirement to place the CE mark on toys
- Motion to change Association's name to British Toy and Hobby Association (BTHA) carried at AGM on 25th April 1991
- *British Toys Abroad* was published as promotional support for the joint venture for exporters organised by the BTHA at various toy trade fairs worldwide
- Association resigns from FEJ to become a founder member of Toy Manufacturers of Europe (TME) as its European sister organisation, in order to promote more effectively the interests of British toy manufacturers in the European arena





- 24th January 1991 the Toy Trust, founded by the BTHA, becomes a registered charity, and awards its first bequest of a minibus to the Lady Taverners
- The inaugural meeting of the National Toy Council, a broad group of academics, politicians, members of non-government organisations and the industry, was launched on 9th May 1989
- Toy Fair moved from Earls Court to Olympia
- Launch, with the BATR, of the Approved Lion Mark Retailer scheme
- Association celebrates its 50th Jubilee year with a rousing endorsement from the DTI which described the BTHA as "one of the strongest and best organised bodies of its kind in this country"
- Publication – sometimes in partnership with other non-government organisations – of leaflets aimed at improving consumer understanding of toys, the toy industry and the issues around it
- Active work by the BTHA through development of a Code of Practice in relation to social responsibility and factory conditions in Asia-Pacific... leading to the creation of the ICTI Code and supporting audit procedures, and then to the creation of the ICTI CARE Foundation
- TIE founded as a single representative European toys organisation on 12 March 1997 from a merger of TME and FEJ
- BTHA tackled many issues across the broad topics of safety and use of materials, waste and the environment, trade barriers and import quotas, intellectual property rights, marketing and advertising communications – as part of the BTHA's public affairs programme and as leading participants through TIE
- Launch of the EU's recalls database (RAPEX)
- Toy Fair moved from Olympia to ExCeL in 2001, and the fair celebrated its 50th anniversary there. Changes in format made to the fair in this period
- The Association ran a two-year event 'Total Fun' in 2000 and 2001 centred around the value and fun of playing with toys. Extended after these events to the start of the make time for toys and make time to play campaigns, including sponsorship of the national Play Day (run by the National Children's Bureau and the Children's Society) and an exhibition of a century of toys by the V&A Museum of Childhood (in 2004)
- The Association launches its Lifetime Achievement and Golden Teddy awards in honour of individuals across the industry



- Continued investment in the value of play message, with major investment from 2010 in an integrated public relations and TV advertising campaign
- Development of the ICTI CARE Process in covering toy producing factories and in improving factory conditions and practices
- The revised EU Toy Safety Directive came into force in 2011, with the chemicals requirements coming into force in 2013 and with REACH chemical regulations in 2007. (Autumn 2007 saw unprecedented quantities of toys from a limited range of companies subject to recall)
- The BTHA reinforced its extensive work on toy safety through education and guidance, innovative tool development and advice to assist members comply with the hugely increased standards and regulations in this field. The outreach extended beyond members to important stakeholders for our members in a tricky and challenging regulatory environment
- Increased guidance, tips, advice, data collection and development of tools for members in the field of sustainability and the environment
- Continued development of information provision through member communications via the BTHA and associated websites, social media and the newflash service
- Significant engagement in various government reviews in new areas, such as the problems of waste management, responsible marketing in a changing digital world and the commercialisation of childhood
- David Hawtin, the BTHA's Director General, retired in March 2009 after almost thirty years of distinguished service
- The Toy Trust celebrated twenty years of creative and committed fundraising for children in need
- Toy Fair moved from ExCeL to Olympia in 2010 – where it celebrated its 60th birthday, and changed to its current busy three day format
- The BTHA celebrates its own 70th anniversary in 2014



# Toy Safety



## The BTHA and Toy Safety

The BTHA has long been an energetic participant in the promotion of best practice and excellence in all aspects of toy safety. It also seeks to reduce the impact that overly burdensome and highly detailed legislation has on members. The Association is active in Europe and works closely with Toy Industries of Europe (TIE) in its lobbying activities; it also has excellent relationships with the Department of Business, Innovation and Skills (BIS) and the Trading Standards Institute. BIS has described the BTHA as one of the best organised trade associations it has dealt with.

The Technical Committee is active and well-respected and has benefited from the expert chairmanship of Ian Scott, Keith Lister and currently Jerry Burnie. It has played an essential role in helping interpret new requirements and determining the impact of new legislation on members.

## Key Milestones in Toy Safety

The BTHA has taken an active and full part in all of the following key developments:

- **1960** the Association gave evidence before the Moloney Committee on Toy Safety and worked closely with BSI to investigate the desirability of a code to cover toy safety matters. The code of requirements for children's toys and playthings was introduced by BSI in 1961.
- **1967** new toy safety regulations came into force under the Consumer Protection Act.
- **1969** working party set up by the European Committee for the co-ordination of Standards (CEN) to work on toy safety standards across national borders.
- **1974** Toy (Safety) Regulations issued in the UK reducing the permissible levels of heavy metals used in toys and banning the manufacture of electrical toys operating directly from the mains

unless the current was reduced to 24V by transformer.

- During the 1980s, the Association engaged in debate with the International Standards Organisation (ISO) on an ISO toy safety standard, within the International Council of Toy Industries (ICTI) and the institutions of government in the UK and the EU. It produced booklets and guidance to assist understanding on toy safety, against a backdrop of sometimes alarmist and unscientific statements that criticised the industry's safety record.
- Across 1988 and 1989, the Association launched a major publicity campaign for its Lion Mark, the symbol denoting compliance by members to stringent European toy safety standards and legislation. It also continued its campaign with Trading Standards to see unsafe toys excluded from the British market.

- **1988** European Council of Ministers finally adopts the long-awaited Toy Safety Directive which would come into force in 1990 – the first of the so-called ‘new approach’ Directives which laid down a series of ‘essential safety requirements’. The Association took a full part in assisting in the creation of necessary standards through CEN. It also launched its Toy Safety Advisory Service for members of the BTHA.
- The 1990’s saw further strengthening of the Association’s links with European authorities and the BTHA was a key player in the introduction of a marking requirement for toy guns. Through its (founder) membership of the new European Association, the Toy Manufacturers of Europe (TME), the BTHA was active across a range of issues including the design of the CE mark and other matters of substance in toys.
- Throughout the 2000’s considerable resources were invested in continuing to defend the industry from unwarranted and unfair over-regulation and the creation of workable solutions for the BTHA’s membership.
- Over the past decade the BTHA has actively lobbied for fair, scientific and proportionate legislation. Efforts focused particularly on the new Toy Safety Directive (TSD) in 2009, implementation in 2011 and again in 2013. As well as lobbying the TSD the BTHA has worked on interpretation, guidance, tools and services to help members to cope with the burden of toy safety legislation.

Here are just a few of the ways the BTHA helps its members comply with their obligations:

### Guidance Documents

The current Toy Safety Directive was published in 2009 and was a sea change in the way in which toy companies have to show compliance.

The BTHA produced a series of guidance documents to help members understand their obligations and illustrate how best to comply with the complex requirements. These guidance documents are used all over the world both by BTHA members and other users including test laboratories, toy factories and enforcement bodies. So well respected are they that the EU Commission has used key extracts in its own guidance and BIS also publishes links to them.

### Online Tools

In 2013 the complex chemical requirements of the Directive came into force. In association with Bureau Veritas, the BTHA produced a ground breaking tool to help members comply with these very challenging requirements. The Toyograph, available to full BTHA members, provides easy to use on-screen materials guidance to help companies meet the chemical requirements of the new Toy Safety Directive. The BTHA has also financed access to other useful tools for members in both standards and chemical data.

### Seminars, Webinars, Meetings and Workshops

The BTHA has provided members and key stakeholders with training seminars, webinars and other activities to help them with their responsibilities in respect of toy safety.

### Toy Safety Advisory Service

All full members of the BTHA have access to a free confidential safety advisory service to assist with safety related issues. Each year the BTHA toy safety advisors are also on hand at the Toy Fair with their Toy Safety Surgeries.

### Engagement with Trading Standards

The BTHA supports the valuable work of Trading Standards Officers by exhibiting at the Trading Standards Institute’s annual conference, supporting the TSI’s Playsafe competition and running safety seminars for Trading Standards Officers.

### Consumers

There are useful guidance notes and helpful advice on toy safety for consumers, parents and guardians on the BTHA website.

In 1961 the British Standards Institute (BSI) introduced a simple code of requirements for children’s toys and playthings. Since then the legislation affecting toys has increased steadily. In 1970 a Sindy doll needed to comply with just one 16 page British Standard. Compare this to a Teletubbies toy, with simple electronic components, marketed in 2010 which needed to comply with 28 standards (each with considerable numbers of pages) and 1692 pages of legislation. In recent years poor old Tinky Winky has even more to contend with, not least ensuring that he does not contain any of over 800 chemical substances that are now restricted in toys.

# Toy Trust



The British Toy and Hobby Association has a long history of charitable giving, and a look back into the archive showed that this began as early as December 1947.

In 1990 the Association decided to set up the Toy Trust, which became a registered charity (1001634) the following year, as a conduit for the industry's generous activities and bequests. In that first year the Toy Trust bought a minibus for the Lady Taveners.

In 1992 a charity committee was formed to oversee the disbursement of contributions and to arrange fundraising activities and in the committee's first year £40,000 was raised for charity at the BTHA dinner dance. Since its inception, the Charity Committee has organised a whole variety of fundraising activities, with activity increasing in recent years.

The challenges have involved many individuals from around the industry and collectively they have raised well in excess of £3million. Current activities include; a Media Auction; the Isle of Wight Challenge; Golf Day; and other activities such as 5-a-side football and netball competitions. Many members have also raised money from individual

or company activities – most notably Andrew Brown, who in 2011 rowed solo across the Atlantic, breaking the previous record for a solo crossing and raising a staggering £117,000 for charity.

The money raised goes to help disabled and disadvantaged children in the UK and abroad with all administrative overheads paid by the BTHA. In addition to its planned giving, the Trust has also made rapid donations to crisis appeals where exceptional circumstances directly affect children. In 2014 the Trust has pledged to give £90,000 to Whizz Kidz to buy specialist wheelchairs to enable children with serious disabilities to improve their mobility, and £90,000 to Disability Africa to build a centre in Gambia to both help disabled children and improve community awareness of disability issues.

Information on the Toy Trust activities and charities helped can be found at <http://www.btha.co.uk/toy-trust/>

# Toy Fair and Toy Industry Awards



## Toy Fair

In 1953 the British Toy Manufacturers Association made the historic decision to hold a British Toy Fair to aid members in selling their toys to retailers and importers and to showcase the UK toy industry. The first British Toy Fair took place in 1954 in Brighton from 22–26th February in the Metropole, Grosvenor, Grand, Queens, Bedford, Adelphi, Pier and Palace Hotels and the Corn Exchange.

Toy Fair has undergone a number of name changes over the years, and has been housed in a variety of venues, but ultimately has existed and thrived as a showcase for a bright, innovative and creative industry with a valuable and exciting product. Toy Fair aims to facilitate trade while promoting the industry, the value of play and other current BTHA messages to the press and opinion-forming organisations. The fair has had fantastic support from the industry throughout its history.

The Toy Fair today continues to play a vital role in showcasing the toy industry to retailers and media, and through the media coverage, to the wider consumer.

As organisers, the BTHA endeavours to ensure Toy Fair is an excellent experience for all taking part and a true showcase for the UK toy industry.

## The Toy of the Year and Toy Retailer Awards

The mid sixties saw the introduction of the “Toy of the Year” awards from the British Association of Toy Retailers (now the Toy Retailers Association) which were, and still are today, presented alongside Toy Fair each year – the first ever winner of the Toy of the Year was the James Bond Aston Martin car in 1966. In 1986 the first Regional Toy Shop of the Year awards were announced.

Today the awards are presented alongside Toy Fair with the retail sector awarding the product awards and the suppliers judging the retail awards. The British Toy and Hobby Association organises the prestigious awards ceremony each year, in association with the Toy Retailers Association.



## History of Toy Fair

1954	<b>Brighton</b>
1955	<b>Olympia</b>
1956	<b>Earls Court</b>
1957-1960	<b>Brighton</b>
1961	<b>London</b>
1962-1976	<b>Brighton</b>
1977-1978	<b>NEC, Birmingham</b>
1979-1993	<b>Earls Court, London</b>
1994-2000	<b>Olympia, London</b>
2001-2009	<b>ExCeL, London</b>
2010-present	<b>Olympia, London</b>

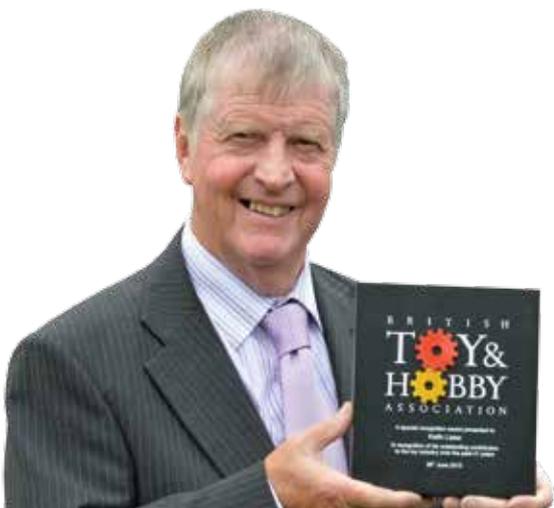


# Awards

## BTHA Lifetime Achievement Award

Inaugurated in 1996, the BTHA Lifetime Achievement Award is presented to individuals in recognition of their outstanding contribution to the toy industry. Recipients are presented with a specially commissioned bronze cast sculpture created by Ronald Cameron.

Nick Austin	Walter Lines
Richard Beecham	Alan Munn
Alan Bennie	Christine Nicholls
Dennis Britain	Torquil Norman
Peter Brown	Hilary Page
Tom Cassidy	David Rurka
Ole Kirk Christiansen	Ian Scott
Ralph Ehrmann	Phil Shayer
John Hales	Leslie Smith
Alan Hassenfeld	Francis Spear
Frank Hornby	Kantaro Tomiyama
Arthur Katz	



## BTHA Special Recognition Award

Presented to an individual or organisation who has contributed significantly to the toy industry.

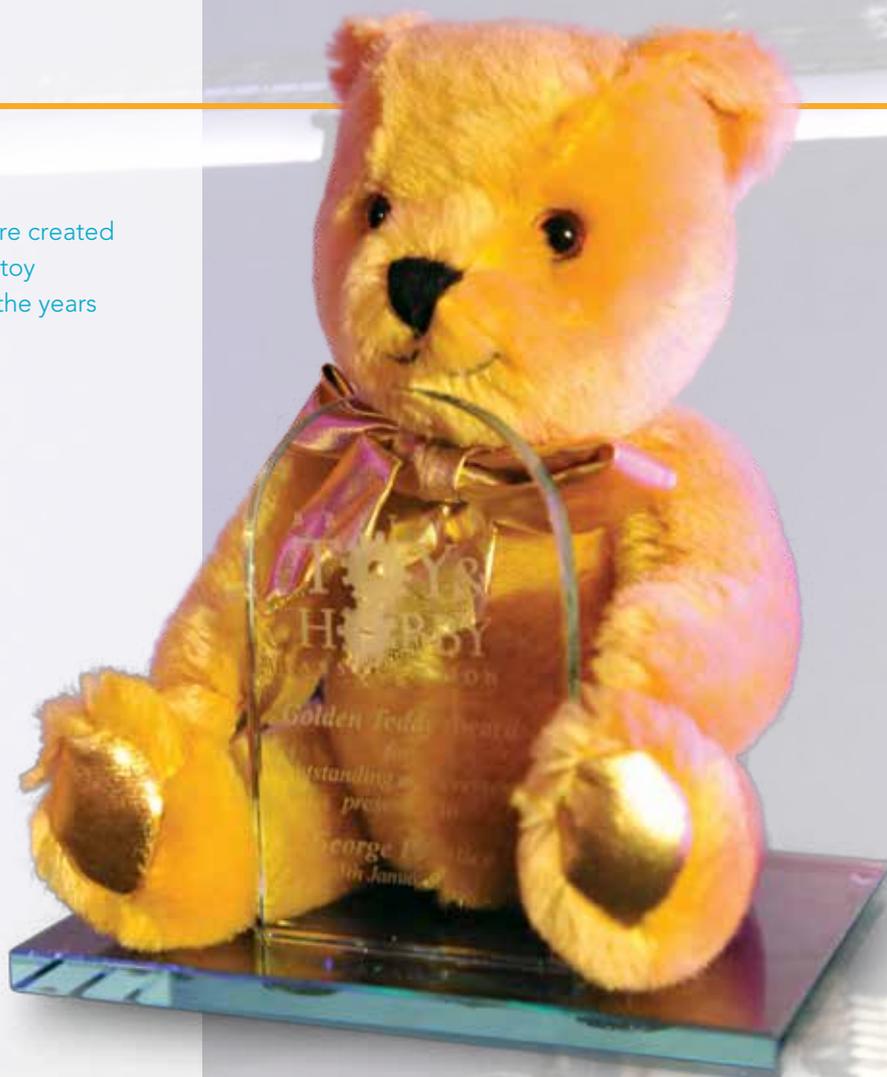
John Harper

Keith Lister

## Golden Teddy Award

Inaugurated in May 2001, the Golden Teddies were created to reward worthy individuals from all levels of the toy industry whose contribution and dedication over the years deserves public recognition.

Roger Aldis	Ian Kenyon
Keith Ansell	Christine Leahy
John Baulch	Keith Lister
Brenda Blackman	Alan Maton
Julian Boyers	Gael McCallum
Graham Brennan	Ardyn Mitchell
Kate Burchill	Malcolm Naish
Alan Caswell	Hugh Newson
Crawford Colin	John Nicholas
Peter Crispin	Bob Nicholls
Peter Davis	John Oakley
Paul Edey	Jim Osborne
Mike Edwards	Gordon Parker
Reg Enderby	Geoff Pearson
Colin Farrow	George Prentice
Peter Fielding	Alice Roach
Colin Fox	David Ross
Keith Frost	Daryl Scrivens
Martyn George	Bryan Slaven
Mike Gibson	Bernard Smith
Isabelle Gilmour	Val Stedham
Margaret Goldie	Michael Stevens
Roy Gray	Margaret Stillwell
Mandy Harrison	Graham Thompson
Nick Harrison	Keith Thompson
David Hawtin	Rob Todhunter
Ellen Heathershaw	Leslie Vargerson
Bob Henderson	Barry Walker
Roger Howard	Ken Wallman
Rosemary Hughes	Frank Yorke
Jimmy Hunter	



## Toy Trust Outstanding Contribution Award

In 2012 the Toy Trust created a special award to recognise outstanding contributions to the Toy Trust. These special awards are presented to people who go 'above and beyond' to raise charitable funds for the Toy Trust.

Andrew Brown

Robert Mann

# Officers of the Association

## Past Chairmen

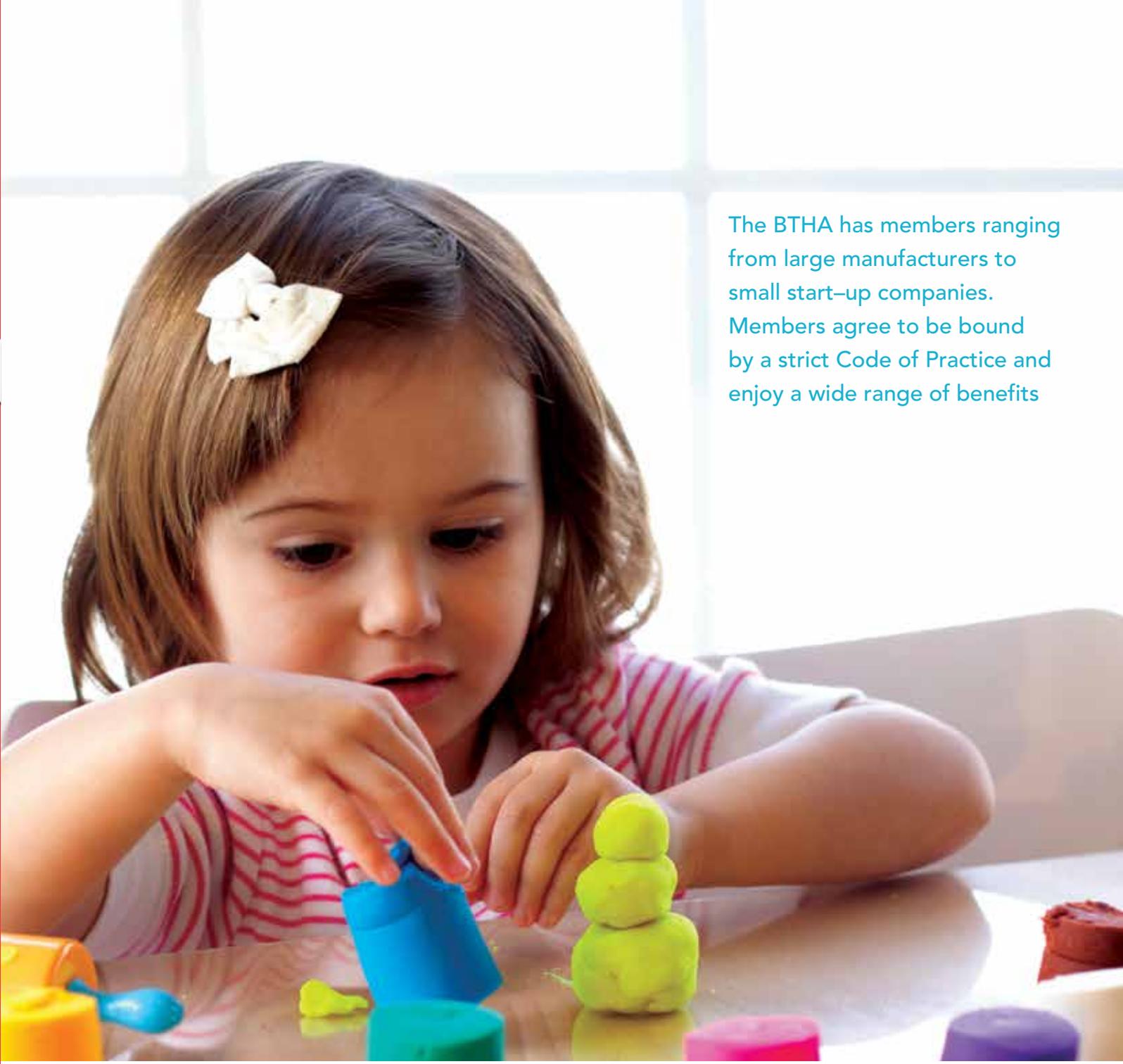
1944–49	A.E. Bangham	1982–84	K.L. Schelhorn
1949–51	L.D. Britain	1984–86	T.P.A. Norman
1951–52	R. Swinburne Johnson	1986–88	I.H. Scott
1952–55	H.E. Bryant	1988–90	R.P. Allan
1955–57	A. Katz	1990–92	A.E. Munn
1957–59	S. Powell	1992–94	T.G. Willis
1959–60	H. Senior	1994–96	P. Brown
1960–62	W.L. Hirst	1996–98	M. Bucher
1962–64	A.C. Wells	1998–00	N. Austin
1964–66	D. Day	2000–02	J.D. Hunter
1966–68	R.R.M. Ehrmann	2002–04	B.J. Ellis
1968–70	W.M. Lines	2004–06	C. Jones
1970–72	L.C. Smith	2006–08	K. Jones
1972–74	R.J. Beecham	2008–10	R. Dyson
1974–76	J.H. Hoefkens	2010–12	C. Nicholls
1976–78	J.H. Thake	2012–14	F. Martin
1978–80	T.D. Cassidy		
1980–82	A.S. Perrin		

## Past Presidents

1944–55	W.M. Lines
1955–62	A.E. Bangham
1962–63	P. Shott
1963–68	R. Swinburne Johnson
1968–71	L.D. Britain
1971–76	A. Katz
1976–77	D. Day
1977–81	R.R.M. Ehrmann
1981–82	L.C. Smith
1982–87	J.H. Thake
1987–89	K.L. Schelhorn
1989–96	T.P.A. Norman
1996–99	I.H. Scott
1999–02	A.E. Munn
2002–04	T.G. Willis
2004–07	P. Brown
2007–11	N. Austin
2011–14	C. Jones

## Current Board

<b>President</b>	Clive Jones	Nick Austin	Dominic Geddes
<b>Vice-President</b>	Kevin Jones	Rosie Bayles	Kai Hawaleschka
<b>Chairman</b>	Frank Martin	Peter Brown	Andrew Laughton
<b>Vice-Chairman</b>	Phil Ratcliffe	Jerry Burnie	Christine Nicholls
		Graham Canning	Foye Pascoe
		Paul Cassidy	Chris Spalding
		Anna Chapman	John Stewart
		Jon Diver	Fiona Wright
		Roger Dyson	



The BTHA has members ranging from large manufacturers to small start-up companies. Members agree to be bound by a strict Code of Practice and enjoy a wide range of benefits

#### Benefits of full membership include:

- Protection of business interests
- Help and advice from the secretariat on any industry-related issues
- Representation at all parliamentary and EU levels
- Toy safety consultancy
- Public relations support for the industry and allied issues
- Discount on space taken at the Toy Fair
- The benefit of linkage with the charitable activities of the Toy Trust
- The opportunity to get involved in the Make Time 2 Play consumer campaign
- "Briefing" e-mail newflash service and important website guidance documents
- Membership information services
- Listing on [www.btha.co.uk](http://www.btha.co.uk) website
- Use of the Association's Lion Mark toy safety symbol
- The opportunity to enjoy a variety of special events and social occasions and consequent networking potential

**For a more comprehensive list of member benefits and the activities undertaken by the Association – and to read the BTHA's ever-evolving Code of Practice – please visit [www.btha.co.uk](http://www.btha.co.uk)**



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website: www.btha.co.uk



<http://www.toyfair.co.uk>



<http://www.maketime2play.co.uk>



<http://www.facebook.com/maketime2play>



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<http://www.youtube.com/MakeTimeToPlay>

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