

Let Toys Be Toys

Survey and retailers report 2013

Contents

Executive summary 3
Introduction 4
Topline results 5
Supermarkets 7
Tesco 7
Sainsbury's 8
Asda 9
Morrisons 10
Chain Toy Shops 11
Toys R Us 11
The Entertainer 12
Early Learning Centre 13
Department stores 14
John Lewis 14
Fenwick 15
Debenhams 16
Chains 17
Marks & Spencer 17
Boots 18
WH Smith 19
Hobbycraft 20
TK Maxx 21
Wilkinson 22
Independents 23
New areas of concern 24
Good practice: new examples 25
What next for retailers? 26
Summary 26

Executive summary

Let Toys Be Toys is a grassroots campaign group established in November 2012. The campaign believes both boys and girls benefit from a range of play experiences, and should not be restricted by marketing which tells them which toys or activities are for which gender.

Across 2013 the Let Toys Be Toys team worked hard to persuade retailers to stop selling toys in a gendered way. Through social media campaigns, letters, blogposts, visits to stores and meetings with directors, **the majority of stores contacted by the group agreed to make changes**. Of the fourteen major retailers asked to remove "girls" and "boys" signage from shop floors or own-brand toy packaging, seven have already done so and five are in the process of making changes.

In November 2013 a survey was launched to see if retailers had kept their promises and to gauge the true scope of what was happening in stores right across the UK and Ireland. A review of retailers' catalogues and websites was also conducted by the campaign.

This document reports on the 2013 survey data and on information from the website and catalogue reviews. Its primary focus is the stores contacted by the campaign in 2013.

Most stores demonstrated some level of segregation by gender, although only a fifth used explicit "girls" and "boys" signs. This compares with half of the stores surveyed in 2012, meaning a **60% reduction in just one year**.

Supermarkets were the most gendered shop type and independent stores the least.

Of all the stores surveyed, the best performing were Hobbycraft, Toymaster and Fenwick, and the worst performing was Morrisons. Those which showed the greatest improvement in "girls" and "boys" signs since Christmas 2012 were Fenwick, TK Maxx and Debenhams.

Tesco had the most gendered catalogue and Debenhams the most gendered website.

A number of other stores were brought to the campaign's attention by the survey, including those demonstrating gendered marketing and others highlighted as best practice.

Although Let Toys Be Toys will also be focusing on manufacturers and publishers in 2014, retailers continue to be a key target for the campaign. They will continue to complain to retailers who rely on gendered marketing and to celebrate those who get it right.

Introduction

Let Toys Be Toys is a grassroots campaign group established in November 2012. The campaign believes both boys and girls benefit from a range of play experiences, and should not be restricted by marketing which tells them which toys or activities are for which gender.

In its first year the group's aim was to persuade UK and Irish retailers to stop promoting toys specifically for boys or girls. The campaign primarily focused on promotion by the retailer (as opposed to the manufacturer) which included shop signage, store 'own brand' toys, catalogues and websites.

A snapshot survey of forty shops within the UK and Ireland was conducted in November 2012 before campaigning began. This survey found a number of shops which explicitly signposted 'girls' and 'boys' sections. These were Wilkinson, Boots, Debenhams, TK Maxx, Tesco, The Entertainer, Toys R Us, Sainsbury's and Asda. Half of the stores visited used signs to denote gender, a quarter labelled their own-brand toys, and most used pink / blue colour coding to steer children to particular toys. The survey also found that toolkits were ten times more likely to be promoted to boys than girls and cleaning sets four times more likely to be promoted to girls.

Across 2013 the Let Toys Be Toys team worked hard to persuade retailers to stop selling toys in a gendered way. Through social media campaigns, letters, blogposts, visits to stores and meetings with directors, the majority of stores contacted by the group agreed to make changes. Of the fourteen major retailers asked to remove "girls" and "boys" signage from shop floors or own-brand toy packaging, seven have already done so (Hobbycraft, Boots, TK Maxx, The Entertainer, Debenhams, Fenwick and Next) and five are in the process of making changes (Toys R Us, Marks and Spencer, Tesco, Sainsbury's and Morrisons).

Of the fourteen major retailers asked to remove "girls" and "boys" signage from shop floors or own-brand toy packaging, seven have already done so and five are in the process of making changes.

In November 2013 a new survey was launched to see if retailers had kept their promises and to gauge the true scope of what was happening in stores right across the UK and Ireland. The survey asked customers whether shops separated toys into 'boys' and 'girls' toys and if so, how they did it. It also asked about store 'own-brand' toys and books. Supplementary reviews were carried out on store websites and catalogues.

There were 209 responses in total from across England, Wales, Scotland, Northern Ireland and the Republic of Ireland. This report summarises the responses, the good practice identified and the work that still needs to take place.

Please note, survey responses were completed by members of the public and Let Toys Be Toys cannot verify the accuracy of individual responses.

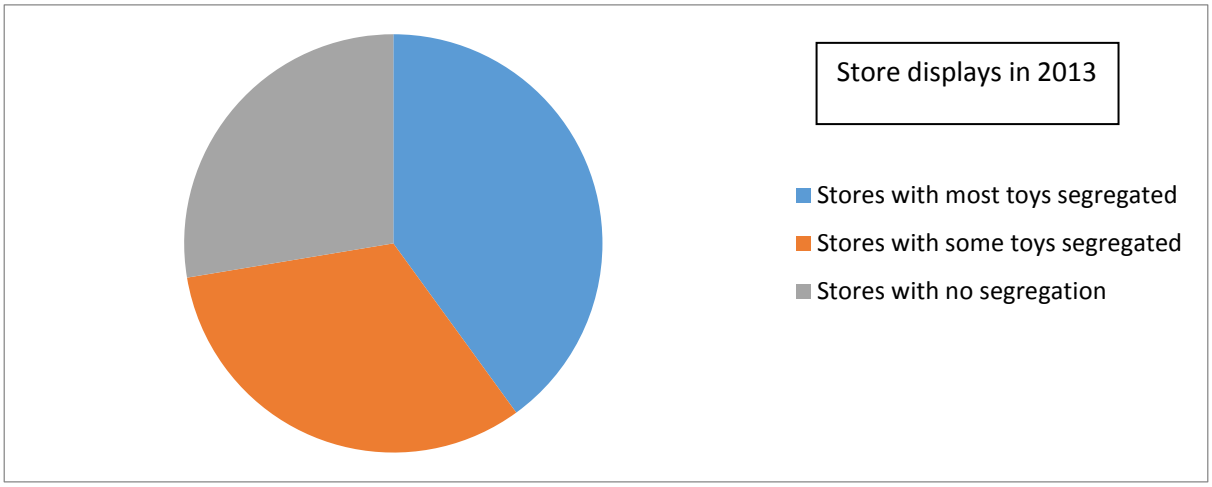
Topline results

In total, 209 stores were surveyed by members of the public. The majority came from across England and there were 19 surveys from Wales, 13 from Scotland, 10 from Ireland, 4 from Northern Ireland, and 1 from Jersey.

How stores display toys

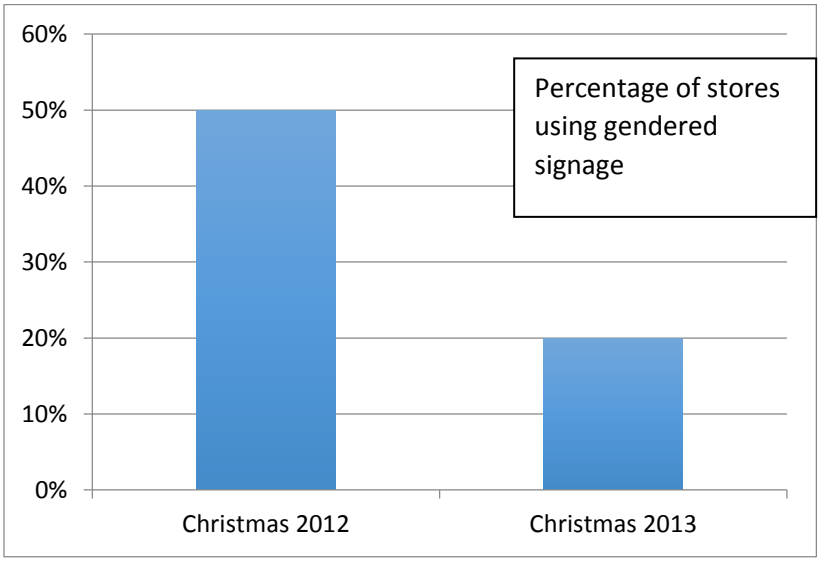
The stores visited differed considerably in the way they displayed toys. Most stores demonstrated some level of segregation by gender, with 72% using some form of gender cues (such as grouping stereotypically girls' toys together rather than organising by type). The 28% who did not choose to segregate toys by gender in any way show that this is indeed possible.

Supermarkets were the most gendered shop type and independent stores the least.



Percentage of stores using 'Boys' and 'Girls' signs

Only a fifth of stores surveyed used explicit 'Boys' and 'Girls' signs. This compares with half of the stores surveyed in 2012, meaning a 60% decrease in just one year.



Catalogues and websites

Of the ten catalogues reviewed (Boots, Toys R Us, Tesco, Asda, John Lewis, The Entertainer, Ikea, JoJo Maman Bebe and both the main Argos catalogue and the Christmas gift guide) all had some level of segregation except John Lewis, Ikea and JoJoMaman Bebe.

Of the forty websites reviewed, a quarter had “girls” and “boys” toys as main menu items and 16 give the customer the option of filtering toys by gender.

Store results

Of the major stores contacted by Let Toys Be Toys, the best performing was Hobbycraft who have replaced gendered signs with ‘kits for kids’ and produce an impressive range of non-gendered own-brand products. Toymaster (not previously contacted by Let Toys Be Toys) and Fenwick also performed well.

The worst performing store was Morrisons who have not only failed to meet their own commitment of replacing all signs by summer 2013, but their new signs are also highly gendered.

Those which show the greatest improvement in “girls” and “boys” signs since Christmas 2012 are Fenwick, Debenhams and TK Maxx.

Tesco had the most gendered catalogue and Debenhams the most gendered website.

Taking websites and catalogues into account, Fenwick, Marks and Spencer, Boots and Hobbycraft all perform well.

Best performing - instore:
Hobbycraft **Toymaster** **Fenwick**
Worst performing - instore:
Morrisons
Most improved - instore:
Fenwick **TK Maxx** **Debenhams**

Supermarkets

Supermarkets were found to be most gendered type of store, more so than independent stores and department stores, chains and toy chains.

Tesco



After a sustained social media campaign, Tesco agreed to remove all gender labels from their website and stores. However, the message has not always filtered through to stores and several persist with gendered signs.

Eighteen Tesco stores were surveyed. Of these, five used explicit “girls” and/or “boys” signage: Ashby de la Zouch, Gateshead High Street, The Peel Centre (Bracknell), Naffryn Street (Swansea) and Pendleton Way (Salford). Eight stores separated toys into stereotypical groupings and only five seemed to have a good mix of toys displayed according to genre. Own-brand toys are said to use stereotypical colours (pink/blue) and pictures of girls or boys to denote gender.

It does appear that Tesco are slowly phasing out signs, but the speed with which they do this is of concern. One respondent noted: “It has definitely improved from a few months ago. Used to be boy and girl signs”.

Despite the commitment from Tesco to market toys inclusively, the Tesco catalogue was extremely gendered with sections explicitly marked ‘boys’ and ‘girls’ and pictures of boys and girls with stereotypical toys.

In contrast, the website is very positive with no overt ‘boys and ‘girls’ categories.

Sainsbury's



Following a social media and letter writing campaign, Sainsbury's responded by saying they support the direction of the campaign and will phase out signs. They later confirmed they would also update their website.

Ten Sainsbury's stores were surveyed. Three used explicit "girls" and "boys" signs: Maidenhead, Harrogate and Elm Cross (Bradford-on-Avon). The most worrying of these is Harrogate which the respondent claims has now put up gendered signs where previously there were none. Another respondent says: "I wrote to Sainsbury's customer services asking them to stop this gender stereotyping. The response I got indicated that they didn't even understand the concept! They simply said it helps customers find the 'right' toys! This, despite my explaining I'd been shopping for a tea-set for my grandson - obviously they thought it was the 'wrong' toy for a boy." In another store which does not use gendered signage, "toys are still segregated into pink and not pink".

Sainsbury's own-brand toys are an interesting mix. 'Pretend Play' (domestic toys) is a positive example of how toys can be marketed in bright colours without denoting they are for boys or girls. However, other stereotypically female toys such as dolls and unicorns were presented in more stereotypical packaging.

The Sainsbury's website is generally very inclusive with little reference to gender. There is however a slight difference in products when "girls" or "boys" is searched for and some toys include a gender reference (for example "Girls can play out spine-tingling scenes from the movie Monster High").

Asda



Following a request on social media, Asda agreed to stop categorising toys by gender on their website. Let Toys Be Toys then sent a letter asking for them to remove in-store signs as well, but this has not been responded to.

However, of the nine stores surveyed, although most had separated toys by stereotypically ‘boys and ‘girls’ toys, only one had explicit signage (Oadby, Leicester). Own-brand toys and books were more gendered, with stereotypical colours used on packaging and a range of books with ‘girls’ or ‘boys’ in the title.

The Asda catalogue generally presents toys by theme rather than gender although some stereotypical colours and groupings are used.

The Asda website also presents toys by theme without dividing them into ‘boys’ and ‘girls’.

Morrisons





Old and new Morrisons signs

Morrisons performed worst in the survey, with respondents reporting it to be most gendered overall.

Morrisons initially responded positively to social media requests from the campaign and agreed to update in-store signage by summer 2013. However, the new signs continue to use strong colour-coded messages and old signs remain in many stores.

In total, thirteen Morrisons stores were surveyed. The majority still have the old “girls” and “boys” signs. All but one store used pink and blue signage to indicate gender. One respondent says: “Makes me mad, every time I go in there to shop... don't even take my children down the aisle as I feel angry they have been so lazy.”

On the new signs:

“It just made my heart sink. It's a shame because they actually stocked some very good gender neutral toys. I know they are not specifically labelling 'boys' and 'girls' but the implication is definitely there”

“I don’t even take my children down the aisle as I feel angry they have been so lazy” Survey respondent

Chain Toy Shops

Chain toy shops were found to be more gendered overall than independent stores and department stores, but less so than non-toy chains and supermarkets.

Toys R Us



Following a sustained social media and letter writing campaign, Toys R Us directors met with Let Toys Be Toys campaigners. They agreed to phase out gendered signage and committed to a more inclusive Christmas catalogue. A follow-up meeting will take place in early 2014 to discuss the next steps.

Eleven 'Toys R Us' stores were surveyed. Of these, four had signage which said "Girls" and eight of the stores implied gender through pictures of boys or girls and the use of stereotypical colours. However, most respondents also felt stores had some very positive gender-inclusive signage: "A MASSIVE range of brilliant toys and games, categorised in suitable ways except for the super pink section 'for girls'. There's no need to have a 'for girls' category when there whole store is filled with such diversity." The Eldon Square, Newcastle-upon-Tyne store was highly praised for the way toys were displayed: "Shop layout and signage was excellent - it showed boys and girls having fun and there was no connection between the gender shown and the toys beneath it."

The Toys R Us Christmas catalogue was a considerable improvement on previous years (although pictures of children with stereotypical toys were still in the majority). The catalogue features a number of pictures showing boys and girls playing together in addition to some children in 'non-typical' poses including boys with dolls and girls with toolkits and science sets.

Although gender is not a prominent feature on the Toys R Us website, the customer is given the opportunity to filter toys by 'boys' and 'girls'.

The Entertainer



The change in The Entertainer signage across 2013

Following a social media and letter writing campaign, directors from The Entertainer met with campaigners. They agreed to remove explicit “girls” and “boys” signs from their stores and to include pictures of both girls and boys in any new signs created. However, the toys previously signposted as ‘girls’ continue to be pink, and those previously signposted for ‘boys’ are blue.

Seventeen stores were visited by survey respondents. Only one had a “girls” sign remaining (Metrocentre, Gateshead). A further twelve respondents said that stereotypical colours were used to denote ‘boys’ and ‘girls’ sections. Several commented particularly on the use of a pink carpet around dolls and other stereotypically female toys.

Reactions to the store’s makeover varied. One respondent said: “Pleasantly surprised as I had previously been boycotting the store on the basis of the 'girls toys' and 'boys toys' signage. The blue and pink themes are still there but the signs have been changed to construction toys and make believe toys.” Another claimed: “Although there were no boys and girls signs the pink and blue remained and the store organisation still looked heavily gendered with all the traditionally girls toys under the pink banner and action toys, science toys, dinosaurs etc under the blue. Kids do associate those colours strongly so to me it makes no difference that it doesn't actually say boys and girls”.

The Entertainer catalogue makes use of colour coding, grouping and pictures of boys and girls to denote gender in some sections; others are more mixed.

Gender is not a prominent feature of The Entertainer’s website although the ‘present finder’ gives customers the option of searching by gender.

Early Learning Centre



Early Learning Centre demonstrates some examples of exceptionally good practice such as gender-inclusive pictures on their website. However, many own-brand toys use pink / blue colour coding on their boxes and several toys have a pink version undeniably targeted at girls. The campaign wrote to Early Learning Centre about this but the letter is unanswered.

Fifteen branches of Early Learning Centre were surveyed. Although no stores displayed explicit “girls” or “boys” signs, six stores used colour in their signage to denote gender.

Own-brand toys were said to show stereotypical pictures of boys and girls, as well as pink or blue packaging. Respondents also commented on the use of a ‘standard’ version and a pink version of many toys.

One respondent said: “Toys organised under 'pretend' (eg dolls, toy vacuum cleaners)- mostly pink. Toys organised under 'action and adventure' (eg toy railways, farm) mostly blue. Toy power tools on the same side of the shop as 'action and adventure' all photos boys only on packaging. Shouldn't they be organised under 'pretend' next to vacuum cleaners etc? Princess dresses and superhero dresses kept at opposite sides of shop. Princess dresses near dolls, superhero/ cowboys etc near action & adventure section.”

Early Learning Centre’s website is a curious mix of both good and bad practice. Many photos of children are exemplary, showing boys and girls playing together with many different toy types. However, it is still possible to filter toys by ‘boys’ or ‘girls’.

Department stores

The survey found department stores to be more gendered overall than independent stores but less so than toy chains, chains and supermarkets.

Of the stores appearing in the survey but not contacted by Let Toys Be Toys in 2013, Morleys and Nasons were singled out for praise by respondents, having no gendering overall. Hamleys was found to still have some gendering despite its widely publicised removal of gendered signs after consumer pressure in 2011.

John Lewis



John Lewis do not use gendered signs in-store but do use gender categories on their website. Let Toys Be Toys wrote to John Lewis to request these are removed but the store has decided to keep the labels.

Of the seven stores surveyed, none had explicit “girls” and “boys” signage. However, all respondents felt that toys were shelved in stereotypical groupings.

The John Lewis Christmas Annual generally presents toys positively although in a group shot of children, the boy is placed near a scooter and castle, and the girls near a dolls’ house and kitchen.

The website, however, is far less positive and encourages customers to look at “ideas for boys” and “ideas for girls”. The ideas for girls are extremely stereotypical with an emphasis on dolls and pink products. The four prams for sale all mention girls in the product description.

Fenwick





The change in Fenwick signage across 2013

Fenwick was the most improved in the survey, due to the change in their use of gendered signs (100% of stores surveyed last year compared to none this year). It also reached third best, based on shoppers' views of how gendered the toy section was overall.

Three stores were visited by survey respondents: Newcastle, London Bond Street and Canterbury. None of them had overt 'Girls' or 'Boys' signs.

As one respondent puts it: "Went in very cynical but actually pleasantly surprised".

The Fenwick website does not distinguish 'boys' and 'girls' toys.

> *"Went in cynical but was pleasantly surprised." Survey respondent*

Debenhams





The change in Debenhams signage across 2013

Debenhams was found to be the second most improved store, when looking at the use of gendered signage in particular.

Following a sustained social media and letter-writing campaign by Let Toys Be Toys and its supporters, Debenhams agreed to remove all “girls” and “boys” signs from their stores and website.

The four branches of Debenhams visited by survey respondents were Birmingham, Wimbledon, Cork, and Oxford Street. All had replaced their signs with the new non-gendered version.

One respondent said: “The new store layout and signage was exemplary. Signs are in gender-inclusive colours, and toys are grouped under categories such as 'Games and puzzles', 'Vehicles', Soft toys, 'Arts, crafts and science', Dolls. Character toys are displayed together eg Jake and the Neverland pirates next to Dora the explorer. All the dressing up is grouped together, with 'Construction worker' outfit on the same rail as fairy dresses. Lego was all under branded signage, Lego friends was grouped together with other Lego subbrands.”

The Debenhams website, however, is extremely gendered, with explicit ‘Boys’ and ‘Girls’ sections offering considerably different toys. Gender is given as the first option for filtering toys.

Chains

The survey found chain stores to be more gendered overall than independent stores, department stores and toy chains but less so than supermarkets.

Of the stores not contacted by the campaign in 2013, individual branches of Mamas and Papas and JoJo Maman Bebe were praised.

Marks & Spencer



The change in Marks and Spencer packaging across 2013

Following a social media and letter writing campaign, Marks and Spencer agreed to update their Christmas ranges and later confirmed this would mean gender-neutral labelling. They have not made a formal commitment to removing “girls” and “boys” signs in store although this does appear to have happened in most stores.

There are some particularly strong ‘own-brand’ toys in stock this Christmas, including a brightly coloured arts and craft range to replace ‘Lil Miss Arty’.

Of the seven branches surveyed, only one Marks and Spencer was using explicit “girls” and “boys” signage (Dunblane). Many stores still had old ‘Boy Stuff’ and ‘Lil Miss Arty’ stock which Marks and Spencer are phasing out. Baby toys were frequently produced in a choice of pink or blue, and there were also a number of gendered books such as “My first words” in pink or blue.

The Marks and Spencer website does not categorise toys by gender although there are ‘pink’ and ‘blue’ sections for baby toys.

Boots





The change in Boots signage across 2013

Following a social media campaign, Boots agreed to remove all ‘boys’ and ‘girls’ store signs.

Of the four stores surveyed, all had moved over to new signage.

The Boots catalogue generally presents toys by theme (for example an “Imagine the fun” page shows fairies and dinosaurs) but there are some stereotypical groupings with traditional pink / blue colouring such as My Little Pony, Moxie Girlz and Lego Friends pictured together, and Doctor Who, Star Wars and Horrible Histories on a separate page.

The website does not separate toys by gender.

WH Smith



Although most branches of WH Smith do not use “girls” and “boys” signs, some do exist in a handful of stores. Let Toys Be Toys wrote to WH Smith but they did not respond.

Of the five shops surveyed, two had explicit “girls” and “boys” signage (Watford and Kinston-upon-Thames).

Although gender isn’t a prominent feature on the website, customers are given the option to filter by gender and this does bring up considerable differences in the selections.

Hobbycraft





The change in Hobbycraft signage across 2013

Of the retailers contacted by Let Toys Be Toys in 2013, Hobbycraft was found to be the most inclusive to both girls and boys in its stores.

The shop has undergone significant changes in 2013. Following customer complaints and a social media campaign, Hobbycraft agreed to update their store and web signs to stop marketing by gender.

Three stores were surveyed (Cardiff, Havant and Reading) and all of them had adopted the new signs. The feedback from the survey was positive. One respondent said the store was "Exemplary. Kids' signage is green with bright coloured lettering. All crafts and kits organised by type and activity e.g. moulding, beads".

The Hobbycraft website does not offer overt 'boys' and 'girls' categories although searching by gender does return different results.

"Exemplary. Kids' signage is green with bright coloured lettering. All crafts and kits organised by type and activity" Survey respondent

TK Maxx





The changes to TK Maxx signage in 2013

TK Maxx was found to be the third most improved in the survey, looking at the difference in signage since last year.

In early 2013 TK Maxx had “girls” and “boys” signs instore. They responded positively to correspondence with the campaign and agreed to remove all in-store signs.

Eight stores were surveyed. Most had adopted the new signage but some elements remained in the Sheffield and Cardiff branches. Most respondents felt that toys were still being placed in stereotypically ‘boys’ and ‘girls’ categories. One respondent said: “They've made a huge improvement by losing the 'girls girls girls girls girls' and 'boys boys boys boys boys' signage that used to run along the bottom of each shelf. The three sections labelled by category "games and puzzles" "preschool" and "arts and crafts" are good, so it would be great if they knocked up a few more signs along those lines for vehicles, dolls, etc.”

Categories on the TK Maxx website relate to themes rather than gender. However, ‘action figures and playsets’ are stereotypical ‘boys’ sets and ‘dolls and playsets’ stereotypically ‘girls’ ones.

Wilkinson



The change in Wilkinson signage across 2013

During Christmas 2012 Wilkinson was selling a 'Just Girls' range of toys and used 'boys' and 'girls' signs. Following a social media campaign, Wilkinson agreed to repackage their own-brand toys to remove any reference to gender.

Eight branches were visited. None of the stores used 'boys' and 'girls' signs although six respondents felt toys had been placed in stereotypically 'boys' and 'girls' sections, and one said that colour coding was also used. The new toy packaging was praised: "The new Wilkinson's own brand toy packaging is great - white and bright gender neutral colours for packaging and most toys, pictures of boys and girls (eg boy using the toy vacuum cleaner and the 'cleaning set')." However, fancy-dress was criticised: "Absolutely appalled by the store's own brand fancy dress costumes. Boys: doctor. Girls: cheerleader! How is that appropriate??!"

The Wilkinson website presents toys by theme rather than gender, although searching for 'girls' or 'boys' toys does present significantly different selections.

Independents

Independent stores were found to be the least gendered type of shop overall. Let Toys Be Toys did not contact any independent stores in 2013 to ask for improvements. The campaign instead launched a 'Toymark' best practice award, which was awarded to several shops prior to the survey[1].

Several independent stores were singled out for praise in the survey (see Good Practice section below) and have been nominated for a 'Toymark'.



Toymaster

The second best retailer overall in the survey was Toymaster. Toymaster are an umbrella of independent shops which allowed them to be compared alongside the larger chains in this survey. The decision to treat them as one brand was taken because the survey showed a general consistency of approach across the stores.

Seven branches of ToyMaster were surveyed (Fleet, Banbridge, Bridport, Bambola: Jersey, Cuthberts, St Albarns, Toy Galaxy, W5 Londom). Although Banbridge used stereotypical groupings, the other branches were praised for marketing inclusively.

[1] Further details are available at www.lettoysbetoys.org.uk/recommended-retailers

New areas of concern

A number of areas of concern have been highlighted by the survey which have not already been tackled by Let Toys Be Toys, for example gendered signage in **Trotters** (Westfield Shepherd's Bush) and gendered toys given at **Burger King**. Although 'The Works' was generally praised, the Lewisham branch is said to include gendered signage.

Of particular concern was the **Centre for Life giftshop** in Newcastle-upon-Tyne. The respondent said: "This is a public funded science centre which has recently decided to display sexist gender specific toys in a science gift shop."

Twelve surveys were conducted at **Smyths**. Three branches had explicit signage (Dublin, Limerick and Galway). Three other stores were said to use stereotypical colours and pictures of boys or girls on signage.

Other stores with segregated (but not overtly labelled) 'girls' or 'boys' sections were:

99p store	Dudley
B&M Homestores	Cardiff Bay
Hamley's	Regent Street and Cardiff
Langley's	Norwich
Mothercare	Eastville and Culverhouse Cross
Poundstretcher	Barry
The Original Factory Shop	Shoreham
Toy Barn	Sutton
Toy Hub	Dunblane

Of the websites surveyed, those which caused significant concern due to strong gendered selections were:

Harrods	www.harrods.com
Selfridges	www.selfridges.com
Poundland	www.poundland.co.uk
Cath Kidson	www.cathkidson.com
Hawkin's Bazaar	www.hawkin.com
Lego	www.lego.com
Galt Toys	www.galttoys.com

The **Argos catalogue** was also problematic, with stereotypical groupings and pictures of children with 'traditional' toys.

Good practice: new examples

In addition to highlighting where retailers are going wrong, several respondents found shops demonstrating inclusive marketing. These include:

Cambridge Toy Shop	Cambridge
Cuthbert's	St Albans
Fun Learning	London
Giddy Goat	Manchester
Hawkins Bazaar	Northampton
Ikea	Milton Keynes
JoJo Maman Bebe	Northcote Road, London
Mamas and Papas	Cardiff
Monkey Puzzle Toys	Didsbury
Morleys	Brixton
My Small World	Bath
Nasons	Kent
Sereluna	Cheshire
The Learning Partnership	Llanelli
The Works	Altringham and Glasgow
Think Smile Learn	Broadstairs
Tickety Boo	Norwich
Toy Galaxy	London
Toymaster	Multiple locations
Toy-rific	Sheffield
Wally's	Thame

Websites which were highly praised by survey respondents were:

Kiddicare	www.kiddicare.com
House of Fraser	www.houseoffraser.co.uk
The Works	www.theworks.co.uk
Firebox	www.firebox.com
BHS	www.bhs.co.uk
Ikea	www.ikea.com

Next was contacted by Let Toys Be Toys about their gendered toy range in Christmas 2012. The store agreed to replace this packaging for 2013 and does appear to have done so. However, survey respondents say the store still arranges toys by typically 'girls' and 'boys' toys.

The **Ikea catalogue** was also mentioned as an example of good practice.

Those stores who have performed particularly well have been nominated for a Let Toys Be Toys 'Toymark'. **Giddy Goat** and **Fun Learning** were nominated prior to the survey.

What next for retailers?

Although Let Toys Be Toys will also be focusing on manufacturers and publishers in 2014, retailers continue to be a key target for the campaign.

They will be contacting retailers who use gendered marketing to request a meeting to discuss new ways to market toys and will continue to celebrate those who get it right.

Summary

Of the fourteen major retailers asked by Let Toys Be Toys to remove “girls” and “boys” signage from shop floors or own-brand toy packaging, seven have already done so and five are in the process of making changes.

The 2013 survey has provided evidence to confirm the significant ways in which UK and Irish stores have adapted to become less gendered.

The worst performing store was Morrisons and the best were Hobbycraft, Toymaster and Fenwick. The stores seen to make the greatest improvement since 2012 were Fenwick, TK Maxx and Debenhams.

The survey has highlighted individual branches where changes need to take place and stores to target in the future. It has also demonstrated that although the signs are coming down in many stores, a majority of retailers still use gender in their marketing in some way so there is still work to be done.

Many examples of good practice have also been highlighted where stores demonstrated how to market toys in an inclusive way.