



Department for  
Business & Trade



Office for Product  
Safety & Standards

# Call for Evidence: Toys Safety Regulations

## Response form

### Introduction

In 2023, the EU proposed the new Toy Safety Regulation (EU) 2025/2509. This regulation entered into force on 1 January 2026 and will fully apply from 1 August 2030, at which point the existing Toys Directive will be repealed. The UK Government is considering the EU's reforms, on the issues associated with the continued recognition of the new EU product requirements for toys, and the implementation of a similar approach in GB.

Many of our own objectives for product safety reform also feature in the EU's Toy Safety Regulation ensuring toys are safe for children while supporting innovation and trade. We are also reviewing areas such as chemical safety, digital product passports, online marketplace obligations, and emerging risks associated with connected or AI-enabled toys.

This call for evidence seeks views on the following:

- The potential benefits and costs of taking a similar approach to the EU's toy safety legislation across the UK
- The potential benefits and costs of continuing recognition of EU toys requirements, including the CE marking
- How risks to consumers may be changing, including from chemicals, artificial intelligence, and online marketplaces
- The practicalities and impacts of any future regulatory changes.

We are looking to hear from all interested parties, including:

- Manufacturers
- Importers and distributors
- Consumers
- Trade associations
- Conformity assessment bodies

- Market surveillance and enforcement authorities
- Consumer and child safety organisations
- Members of the public

*Under the terms of the Windsor Framework the new regulation will apply in Northern Ireland, with exemptions of Articles 28 to 44 and Articles 49 to 55 which apply from its effective date. Articles 28 to 44 relate to Notification of Conformity Assessment Bodies and Articles 49 to 55 relate to Delegated Powers, Committee Procedures and Penalties<sup>i</sup>*

**Please return to: [toys.enquiries@businessandtrade.gov.uk](mailto:toys.enquiries@businessandtrade.gov.uk)**

**Closing: 23:59 on 6 October**

## **Confidentiality and data protection**

DBT is committed to protecting the privacy and security of your information. Details on how we collect and process your personal data in accordance with data protection legislation when you respond to one of our public consultations are provided in the Confidentiality and data protection section of the [consultation document on GOV.UK](#). You can also read the [Public consultations privacy notice](#).

<b>Your Details</b>	
<b>1. Your name</b>	
<b>2. Your email address</b>	
<b>3. Are you responding:</b>	
As an individual? Please go to 'Consultation Questions'	
On behalf of an organisation? Please continue	
<b>4. Name of organisation</b>	
<b>5. Number of employees</b>	
1 to 9	
10 to 49	
50 to 249	
250 or more	
<b>6. Type of organisation</b>	
Business	
Trade Association	
Test House or Laboratory	
Consumer Body	
Local Authority	
Fire and Rescue Service	
Government Body	
Other (Please specify)	
<b>7. Do any of your products' supply chains involve goods or components from the Northern Ireland market?</b>	
Yes	
No	
Unsure	

**Questions**

1. **What factors should be considered if the UK were to continue its recognition of new EU product requirements for toys, including the CE marking?**

**You can provide comments in the space below.**

a) What practicalities or wider issues might continued recognition of EU product requirements for toys involve?

**You can provide comments in the space below.**

b) What practicalities (including additional costs or cost savings, or administrative activities) might this involve for the economic operators and traders?

**You can provide comments in the space below.**

c) Overall, would you be in favour of continued recognition of the EU's toys requirements?

**You can provide comments in the space below.**

d) What would you see as the benefits of this approach?

**You can provide comments in the space below.**

e) What would be the result if we were not to continue recognising EU product requirements in the new EU Toy Safety Regulation 2025/2509 for goods placed on the market in GB?

**You can provide comments in the space below.**

**2. What factors should be considered if the UK Government were to implement the same approach to the EU Toy Safety Regulation 2025/2509 across the whole of the UK?**

**You can provide comments in the space below.**

a. What practicalities or wider issues might these new toy safety measures involve if adopted across the UK?

**You can provide comments in the space below.**

b. What practicalities might this involve for economic operators and traders?

**You can provide comments in the space below.**

c. What additional costs or cost savings, or additional administrative activities, would be incurred from these changes?

**You can provide comments in the space below.**

d. Overall, would you be in favour of legislation to introduce similar measures?

**You can provide comments in the space below.**

e. What would you see as the benefits of introducing the same approach?

**You can provide comments in the space below.**

f. Would there be an impact on your business operations or any unintended consequences if a similar approach was not introduced across the UK?

**You can provide comments in the space below.**

g. How might introducing the same approach in the UK impact on your organisation's innovation and growth prospects?

**You can provide comments in the space below.**

**3. Are there any opportunities to make administrative savings for business?**

Administrative costs to business in the UK primarily refers to the expenses incurred in demonstrating compliance with government regulations. This includes business time and money spent on paperwork and reporting.

**You can provide comments in the space below.**

a. What opportunities are there to achieve lower administrative burdens or administrative savings?

**You can provide comments in the space below.**

b. Are there any other ways that regulation of toys in the UK could be improved to reduce the burden of regulation on businesses?

**You can provide comments in the space below.**

Please email response form to: [toys.enquiries@businessandtrade.gov.uk](mailto:toys.enquiries@businessandtrade.gov.uk)

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