Sport, outdoor and lifestyle industry responses to the impact of lockdown

1. Resuming some form of trading/supplying asap is:
   • Crucial for survival of my business - 55%
   • Will enable me to pay staff salaries, rent, rates and suppliers - 45%
   • Too late - have closed business - 2%

I have created alternative business opportunities
   • Masks and PPE - 14%
   • Introducing and expanding an online presence - 24%
   • No funds for alternatives - 10%

2. What phasing-in measures would assist you most?
   • Relaxation of the restriction on the online sale of all goods - 44%
   • Allowing call and collect (even drive-through) sales - 46%
   • Widening of the product categories that may be sold - 48% (see below)
     o Winter clothing and rainwear (41%), comfortable shoes (31.4%), outdoor cooking equipment (14%), home exercise equipment (12%), lighting (12%), gloves (12%), technical scarves (buffs) that can do duty as masks (12%), exercise footwear (12%), food supplements and dry food (8%), other categories (18%).
     o Suggested by one respondent each: School wear when schools reopen, Rescue & work at height equipment, yogawear, scuba equipment, manufacturing of sport facilities, trade and service of bicycles for commuting, fishing tackle and bait, arms, ammunition and hunting gear. Surfing lifestyle products.

3. During lockdown, were you able to:
   • Pay salaries - 59%
   • Pay suppliers - 23.5%
   • Pay rent, electricity, rates, etc. - 45%
   • Sell or supply essential goods - 4%
   • Create NEW essential products - 10%
   • Retailers who paid salaries, suppliers, rent etc. - 12.5%
   • Pay only salaries 16%; pay only rent, electricity etc - 6%
   • Retailers not pay suppliers - 76%

4. Did you apply for relief
   • UIF TERS Fund - 63.3%
   • DSBD - 19%
   • Sukuma Relief Programme: 8%
   • Funds for companies providing Covid-19 products - 10%
   • Rent relief from landlord - 55%
   • Deferred debt/loan repayments - 24.5%
   • None - 4%

5. Did you receive assistance from any of the above?
   • Of those who applied for relief, 89% still waiting response from some departments/agencies by April 21st. 64% waiting are micro businesses.
   • 77% who applied for UIF TERS funds were still waiting by 21 April
   • DSBD - none received a response
   • None received anything from Sukuma Relief Programme
   • Of those who applied for rent relief, 69% got no relief, 31% got relief.
• Of those who applied for deferred debt repayment 67% received no relief, 33% received relief from banks/creditors

6. Employment affected
• Pay reduced salaries - 49%
• Full salaries - 22%
• Unable to pay salaries, workers will be re-employed - 18%

**How many were not paid during lockdown (yourself included)?** 417 people received no remuneration - many business owners

7. Contact with employees
• Work online - 14%
• Regular online/video conferences - 10%
• Used lockdown for staff training - 6%
• Called and sent messages to staff members to improve morale - 63%
• You had no contact with staff - 31.4%

8. Business size: are you a
• Micro business - 60%
• Small business - 33%
• Medium business - 6%
• Only one respondent has more than 250 employees

9. Business category: are you a
• General sport retailer - 10%
• Outdoor retailer - 8%
• Sport and outdoor retailer - 8%
• Clothing and footwear retailer - 23%
• Supplier of sporting goods - 21%
• Supplier of outdoor goods - 4%
• Supplier of footwear & clothing - 13.5%
• Supplier of various product categories - 13.5%

10. How do you plan to kick-start your business? Retailers:
• Discounts on existing stocks - 74%
• Planning on introducing/expanding online trade to grow footprint - 50%
• Planning on forming partnerships with schools and institutions - 5%
• Making space in store for yoga/exercise classes; initiating hiking and walking activities 7%
• Organising demo days, mini-trade shows, fashion shows to generate interest 10%
• Introduce more repairs and other services 7%
• Other suggestions: advertising more, actively marketing

11. How do you plan to kick-start your business? Suppliers:
• Plan on expanding retail footprint - 34.5%
• Offer discounts to retailers - 41.4%
• Partnerships with retailers to reach communities and institutions - 10%
• Mini-trade shows for retailers - 14%
• Focus on online selling to reach the end consumer - including into Africa - 62%