



Supporting businesses and those who work on Stakehill Estate

## Stakehill BID Business Profile

Stakehill BID recognises that now more than ever it is important to stay in touch with businesses in Stakehill. Please get in touch tell us about you, your experience and key thoughts during the current issues we are facing.

Questions	Answers
<b><i>What is your name and your business?</i></b>	Footasylum
<b><i>What does your business do?</i></b>	Footasylum engages in the Retail and Wholesale of footwear, apparel and accessories in the UK. The company sells Fashion Streetwear and Sportswear for Men's, Women's and Kids under approximately 300 brands.
<b><i>Where are you located in Stakehill?</i></b>	Point 62 Touchet Hall Road Stakehill Industrial Estate
<b><i>How has COVID-19 affected your business?</i></b>	Covid 19 affected our business at both ends of the scale. Although we were forced to close down our 70 Retail outlets throughout lockdown, our lost sales were transferred across to our Web and Wholesale areas of the business. Web sales especially saw a massive growth throughout lockdown.
<b><i>How will your business operate post COVID-19 crisis?</i></b>	Our business as a whole is almost back to normal now and we are working hard with our suppliers across the UK, Europe and the Far East to get our much needed stock in to our business in readiness for our peak trading period. We have had to change many rotas and shift patterns over the last 5 months and where possible allow members of our teams to work from home to allow us to respect all social measuring guidelines set out by the Government. By making these changes it has allowed us to become more flexible and we are now back on track with our usual great SLAs and KPIs.
<b><i>What advice would you give to the other businesses in Stakehill to adapt the post COVID-19 crisis?</i></b>	Ensure that you really look after your employee's and organise regular team briefings in all departments to inform your teams of what is going on in your business and what lies ahead with regards to planning after lockdown. Social distancing measures should not be relaxed and in fact keep reviewing this area / process to ensure it is maintained so as staff welfare is covered. Where possible allow employees to work from home in these uncertain times and again where possible try to give your employee's some incentives to make them feel valued. At the Footasylum DC's we gave employee's free Pizza once a week, Gift cards to spend on our Website, Easter Eggs and sweets, additional break times to wash hands etc and enhanced hourly rate payments ( throughout lockdown ). I know that most



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	<p>business will not be able to afford such incentives but anything you can do for your employee's no matter how small will go a long way to motivate your employee's believe me.....</p>
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