

# Harry Specters

Enjoy our Chocolates - Love the Cause



## Social Impact Report 2018



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Founder and  
Managing  
Director

A lot has been going on behind the scenes since our last report, and I'm really excited to share this with you. In early 2018, in order to take the huge potential of our "Great Product - Great Cause" to the next level, we decided to raise investment to scale our business and social mission. As one can expect, it was not smooth sailing, but we were able to successfully raise £430K investment by October 2018. The investment will be used for marketing, capital expenditure and operations.

Even though our efforts were focussed on raising investment, I am pleased to say that our sales grew by 28% and, like the previous year, our online channel saw triple digit growth once again.

I am also delighted to say that we won the "Social Enterprise of the Year award" from Citi Micro Entrepreneurship Awards. This was a massive recognition about our social mission and the team were absolutely thrilled!

Looking back at 2018, although we did not add any full-time positions, productivity of our existing staff has increased tremendously, as with experience, they have devised new ways of working more efficiently. This is evident from the report.

For this year's Social Impact report, we partnered with UnLtd in order to develop what we call the 'Social Impact Calculator'. The calculator is bespoke to our business and it helps us measure our social impact in detail, and more importantly, it helps our Corporate clients to know more about our social impact. I am personally thankful to Josh Meek and Camilla Elwood for all their hard work in pulling this together.

On behalf of the whole team, I would like to extend my thanks to all our customers, partners and supporters, as well as our dedicated Board, for helping us grow. Last but not least, a huge thank you to my team, as without their hard work in making and packaging chocolates, orders would not have been fulfilled.

The report below aims to be clear, accessible and transparent, defining aims and activities that can demonstrate results. I hope that the report meets these criteria - if it does, or more importantly if it doesn't, please get in touch with me directly at: [mona.shah@harryschocs.co.uk](mailto:mona.shah@harryschocs.co.uk)

Best Wishes,

## Our Aims

Harry Specters was set up in November 2012 with a purpose of crafting the most delicious chocolates that create employment for young people with autism.

### **Our vision:**

- To create 100s of jobs for young people with autism in the UK by providing them with employment and free training to produce award-winning chocolates.

### **Social Mission:**

- Our social mission is to offer confidence and hope to young people with autism by providing employment, free training and free work experience, enabling them to produce great products, such as our award-winning chocolates. In doing so, we aim to be a role model of "great product, great cause" for other enterprises, individuals and entrepreneurs.

### **Harry Specters exists to:**

- Provide paid employment opportunities for young people with autism.
- Offer free training and free work experience placements for young people with autism.
- Work with parents and carers so that their loved ones have confidence and hope in leading independent lives.
- Craft award-winning delicious chocolates for consumers.

# Social Impact

- ◆ Harry Specters produced over 238,832 chocolates in 2018. That's a chocolate for every person in Cambridge (our home town)!
- ◆ This provided 5,048 employment hours for 11 employees and 511 work experience hours for 13 young people with ASD.
- ◆ Harry Specters generated over £43,345 of social value for the UK economy by hiring amazing young people with ASD and helping them secure a great job and become independent.
- ◆ This saved the government £18192 and gave families £83,163 worth of respite hours while our employees made gorgeous chocolates.
- ◆ As a responsible business, we also care about the people who supply our chocolate. That's why Harry Specters pays a premium of 8% on every kg of cacao we source from farmers.

## Note 1: The Benefits Assessment Method

UnLtd used a Cost Benefit Analysis approach to evaluate the benefits that Harry Specters' enterprise generated. This includes establishing a 'counterfactual' of what would have happened without Harry Specters working with young autistic people.

To do this, UnLtd evaluated the employment rates for young people with Autism in the UK; this is 32% according to Autism UK. Therefore, UnLtd applied a 32% reduction on the benefits achieved from employment at Harry Specters on the assumption that this deadweight would have been achieved anyway. Therefore, all values in notes 2, 3, 4 and 5 receive this discounting.

## Note 2: Paid to ASD Staff

This is a simple direct calculation (number of chocolates made x labour cost of making and packaging one chocolate). We pay minimum wage to our factory staff in line with the regulations. As we grow, we would like to pay living wage to all our staff.

## Note 3: Social Value for the UK Economy

This is a direct calculation (number of chocolates x value to economy from employment). Value to the UK economy is derived from a report from Public Health England (PHE) assessing the value to the UK economy for each person supported into work after being long term unemployed due to ill health or disability.

This value is estimated to be £23,100 additional benefit to UK economy and the average time to produce a chocolate is used to estimate £0.18p of additional UK economic benefit is achieved.

## Note 4: Value of respite for carers

This is a direct calculation (no. of hours needed to produce chocolates x value to carers for respite during hours). It is calculated based on the assumption that if the autistic person was unemployed and did not come for either paid employment or for free training at Harry Specters, then this would mean there is a cost of primary carer respite which is calculated to be £22 per person per hour.

## Note 5: Savings to UK Government

UnLtd worked with the DWP to understand the average savings to the UK government was £32 in 2013. This is based on DWP economists assessing the value for every hour a person on ESA (Employment Support Allowance) is employed. Adjusting for inflation, the nominal value in 2019 is assumed to be £37 with all things being equal.

# Outcomes

## SOCIAL IMPACT - CURRENT



Number of people with autism who improved their confidence through free experience placements & paid employment

149

Number of people with autism who completed one-time project and raised confidence

116

Number of parents/carers supported

108

Number of organisations we have worked with to achieve their CSR agenda

94



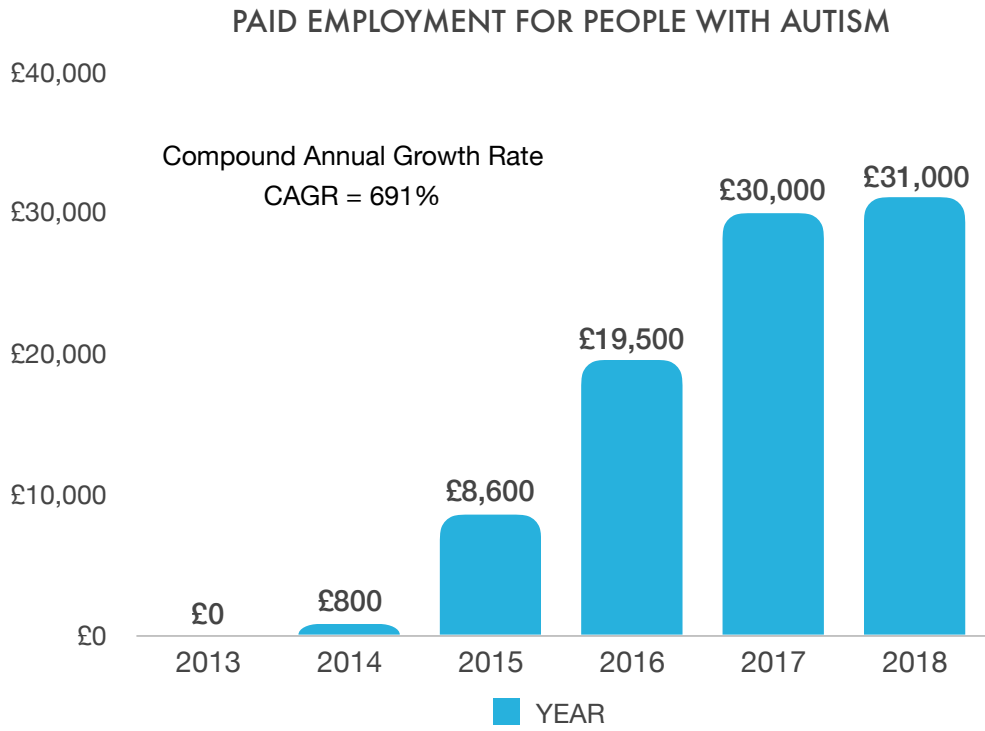
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**TOTAL NUMBER OF BENEFICIARIES**

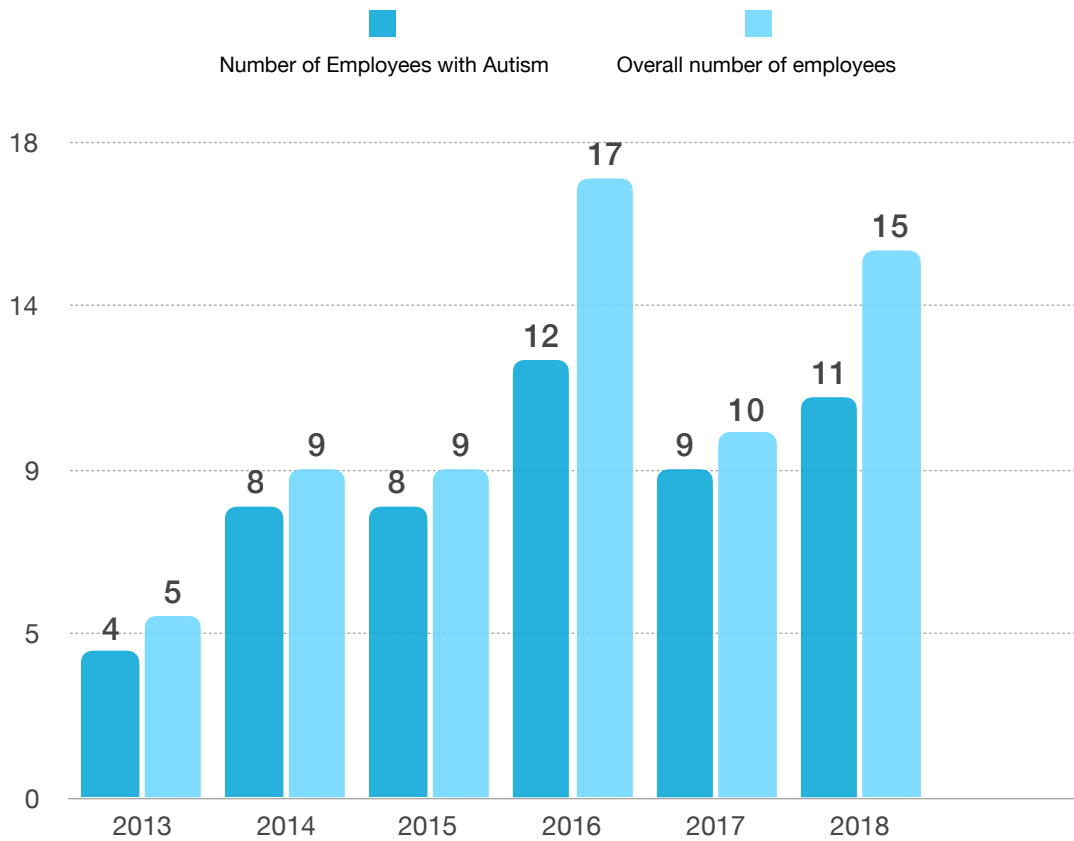
## Beneficiaries' Comments

- ◆ I like simplicity of my job. *Work Experience Student*
- ◆ I found remembering where things are challenging. *Work Experience Student*
- ◆ If I could, I would make wider spaces in the factory. *Employee*
- ◆ I like working here because it gives me something to do. *Employee*
- ◆ An instruction manual would be nice in the factory. *Work Experience Student*
- ◆ Thank you for having me and I have really enjoyed coming and am thankful for my experience. *Work Experience Student*
- ◆ You'll never know how much I'm extremely grateful for the chance to be trained as an Assistant Chocolatier. You gave me a chance when no one else would. This job has made such a difference to me...It has made me a very happy young man to represent Harry Specters and I will never forget the first day I came through these doors.. *Excerpt from a Thank You card given by Greg, Assistant Chocolatier, on the first anniversary of his joining our team.*

# Growth



# Growth



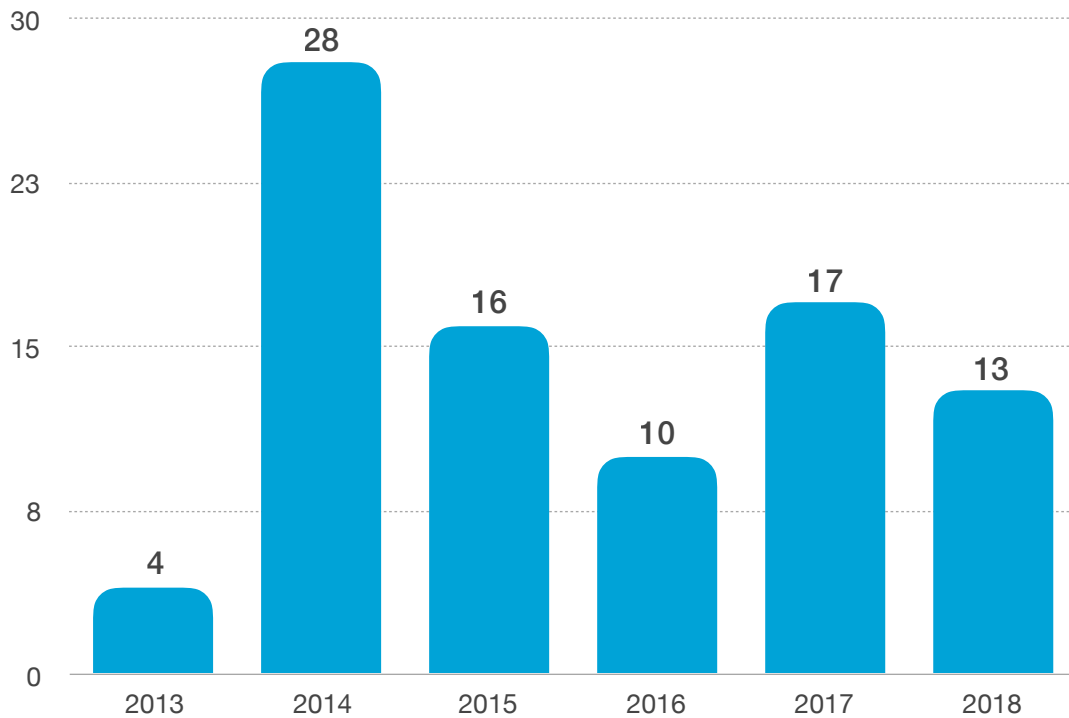
Employees with Autism	2013	2014	2015	2016	2017	2018
<b>Full-time</b>	0	0	0	1	3	3
<b>Part-time</b>	1	2	3	4	2	2
<b>Contract</b>	3	6	5	7	4	6

At Harry Specters, our focus is on our chocolates. This is because we believe a good product will achieve good sales, which in turn will achieve good social impact. Not the other way around.

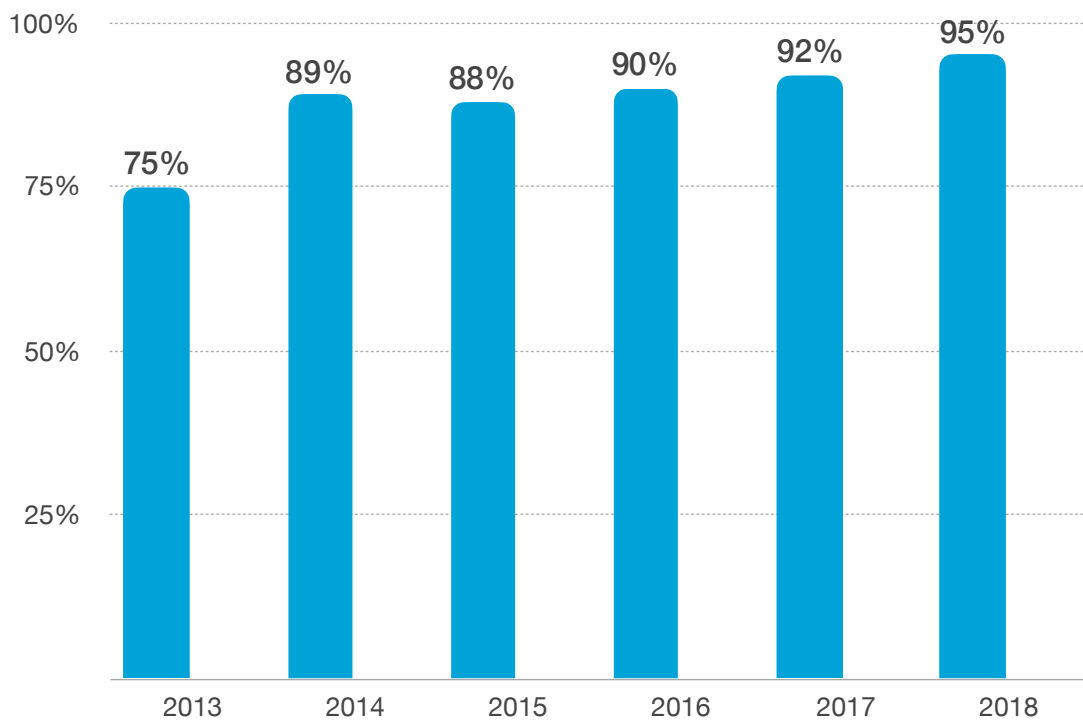


# Growth

Number of free training and free work experience for young people with autism

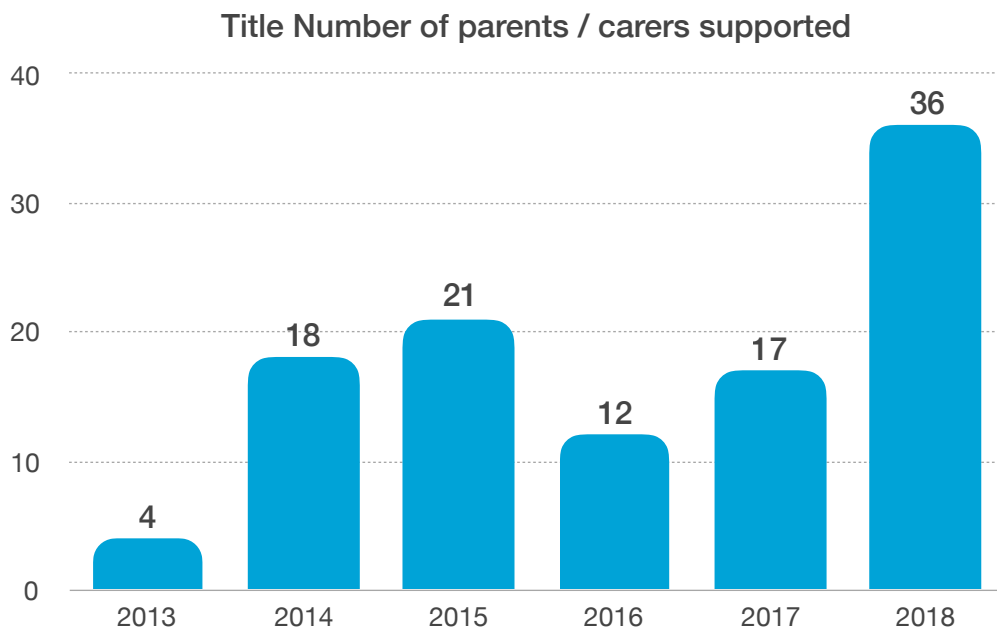


Overall Improved confidence of young people with autism including paid employees



# Growth

**Total number of hours dedicated to free training and free work experience for 2018 = 511 hours (or 68 working days)**



## Social Media Followers

Media Channel	2013	2014	2015	2016	2017	2018
Twitter	155	284	505	1050	1500	1964
Facebook	350	284	806	1200	1980	3944
Instagram	0	0	0	0	0	685

# 2018 Objectives

Targets	Status	Lessons learned
Carry out consultation and needs assessment from the beneficiaries (Person with autism, Carers, Special Needs Schools, Businesses)	Not much improvement	Quarterly review to flag problems early. Forward to next year's objective
Create one additional full-time employment opportunity (subject to sales growth)	Not accomplished. Year 2018 was spent in raising investment	Next Year Objective
Create 15 free work experience opportunities in partnership with local special education needs schools.	13 free work experience created. This is also linked with sales growth	
Professional review of structure of work experience/training in a way that confidence, hope and employability are better captured and measured.	Structure is in place. Needs professional review.	Forward to next year's objectives.
Increase awareness on social media (actively engage on Instagram and other platforms).	Achieved. The company has three active social media channels with good engagement	Continue
To further develop processes in order to carry out various tasks in the production and packaging area. These processes must be clear, accessible, and visual.	Not accomplished due to space limitations. This will be resolved once we move to new premises	Forward to next year's objectives.
Increase number of organisations that benefit from Harry Specters by at least five.	New organisations: Tier 1 = 4 Tier 2 = 4 Tier 3 = 20	Continue

# 2019 Objectives

- ◆ Carry out consultation and needs assessment from the following beneficiaries:
  - ➔ Person with autism
  - ➔ Carer
  - ➔ Special Needs Schools
  - ➔ Businesses
- ◆ Create one additional full-time employment opportunity (subject to sales growth)
- ◆ Create 15 free work experience opportunities in partnership with local special education needs schools.
- ◆ Professional review of structure of work experience/training in a way that confidence, hope and employability are better captured and measured.
- ◆ Increase awareness on social media (actively engage on Instagram and other platforms).
- ◆ Increase number of organisations that benefit from Harry Specters by at least ten.
- ◆ To further develop processes in order to carry out various tasks in the production and packaging area. These processes must be clear, accessible, and visual.

**Thank You for taking the time to read this report.**