

# Harry Specters

Enjoy our Chocolates - Love the Cause



## Social Impact Report 2020



Mona Shah

2020 has been a surreal year for most businesses with the pandemic. As we work with vulnerable adults, this profoundly impacted our social impact, as both staff and work experience students were unable to come in. Throughout the lockdowns, we were focused only on keeping the business up and running for when our team could come back to work. It was very saddening that at one point, we did not have a single autistic person coming into the factory for work or training.

Our Corporate customers cancelled their orders due to uncertainty in the economic environment. On the other hand, we are extremely grateful to our online customers, as through their orders, our online sales grew exponentially. However, this came with having to make the difficult choice of hiring non autistic workers during the year, just to compensate for our vulnerable staff not being able to come for work. This temporary measure allowed us to grow and ride the period of uncertainty. Our factory kept on making delicious chocolates, at times having to temporarily pause our online store to keep up with demand.

At the time of writing this report, we can see things improving, as almost all our autistic staff are back working with us. We are strictly following government guidance to ensure they are safe and protected, and feel comfortable coming to work. As a result, we have not had a single COVID incident during the whole year.

This is our third year in a row that we are using the Social Impact model that was developed with UnLtd's help. It is important that we communicate our social impact with all our customers in a meaningful way. For example, one of the questions, we always had in our minds was: "What does it mean if someone spends £1 at Harry Specters?". Using the model for three years has given us this answer:

*For every £1 spent at Harry Specters, 69p directly improves the lives of young autistic people and their families through paid employment, free work experience, and free training.*

The details of how this figure is calculated is covered in the reports of Year 2018 - Year 2020.

Finally, 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)

## 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 545,036 chocolates in 2020. That's about four chocolates for every person in Cambridge (our home town)!
- ◆ This provided 2,343 employment hours for 8 employees and 44 free training and work experience hours for 5 young people with ASD.
- ◆ Harry Specters generated over £23,077 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 £9,686 and gave families £40,961 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 6.75% 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 22% according to Autism UK. Therefore, UnLtd applied a 22% 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 £23,077 additional benefit to UK economy. Each chocolate that an autistic individual produces means £0.04p of additional economic benefit to the economy.

## 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

Autistic people who improved their confidence through free training placement & paid

180

Autistic people who completed one-time project

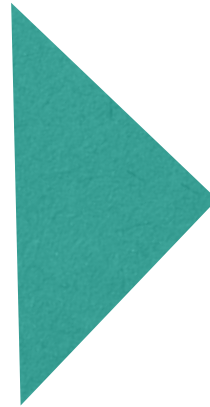
116

Number of parents/carers supported

134

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

120



550

TOTAL NUMBER

## Social Impact Year 2019 - Previous Year

Autistic people who improved their confidence through free training placement & paid

194

Autistic people who completed one-time project

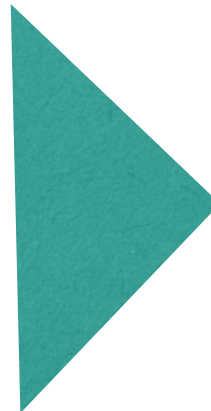
116

Number of parents/carers supported

155

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

133



598

TOTAL NUMBER

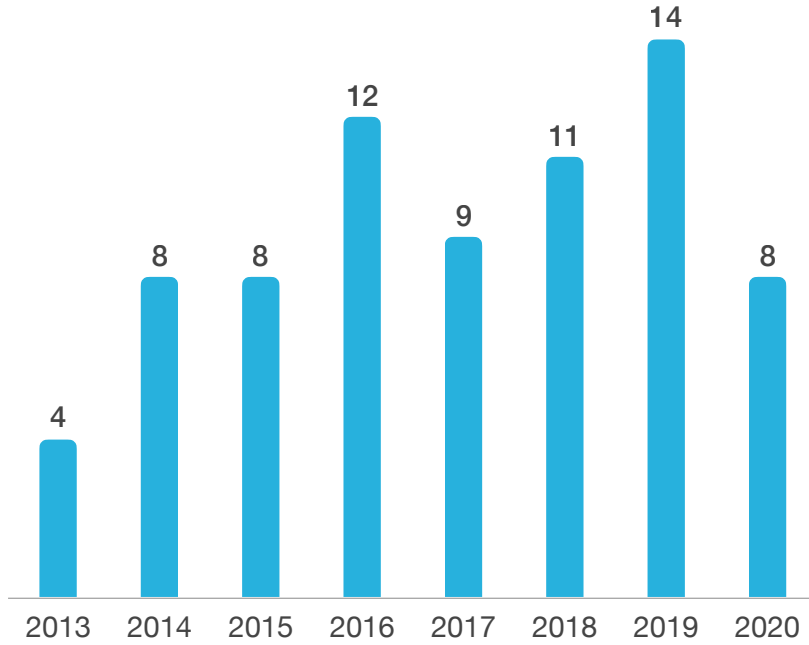
## Social Impact Year 2020

## Beneficiaries' Comments

- ◆ I have been working at Harry Specters for over 3 years as an assistant chocolatier. It has changed my life hugely as a person as I am now financially independent and the Shahs have inspired me to do other things such as spreading the word about living with Autism and promoting equality rights for people of minority groups, including people with Autism. Listening to Mona Shah on the radio has inspired me to try and follow in her footsteps in promoting the autistic community as a valuable part of a workforce. *Greg, Assistant Chocolatier, in his interview with Anna Kennedy OBE*
- ◆ There has been so much change with everything and she is finding things difficult. *Parent of part-time employee who could not come to work because of COVID*
- ◆ I like working here because my co-workers are very nice. I can put on my choice of music and I live the fact that they take my ideas onboard. *Bruce, Assistant Chocolatier*

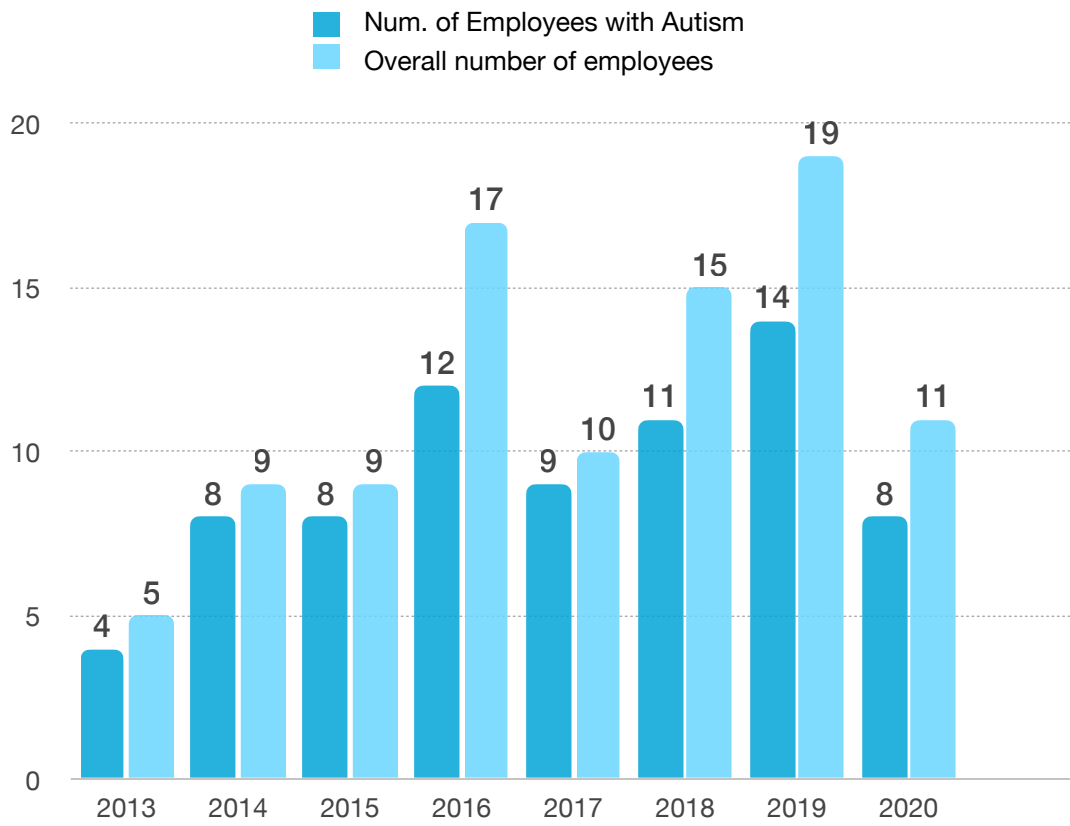
# Growth

NUMBER OF EMPLOYEES WITH AUTISM



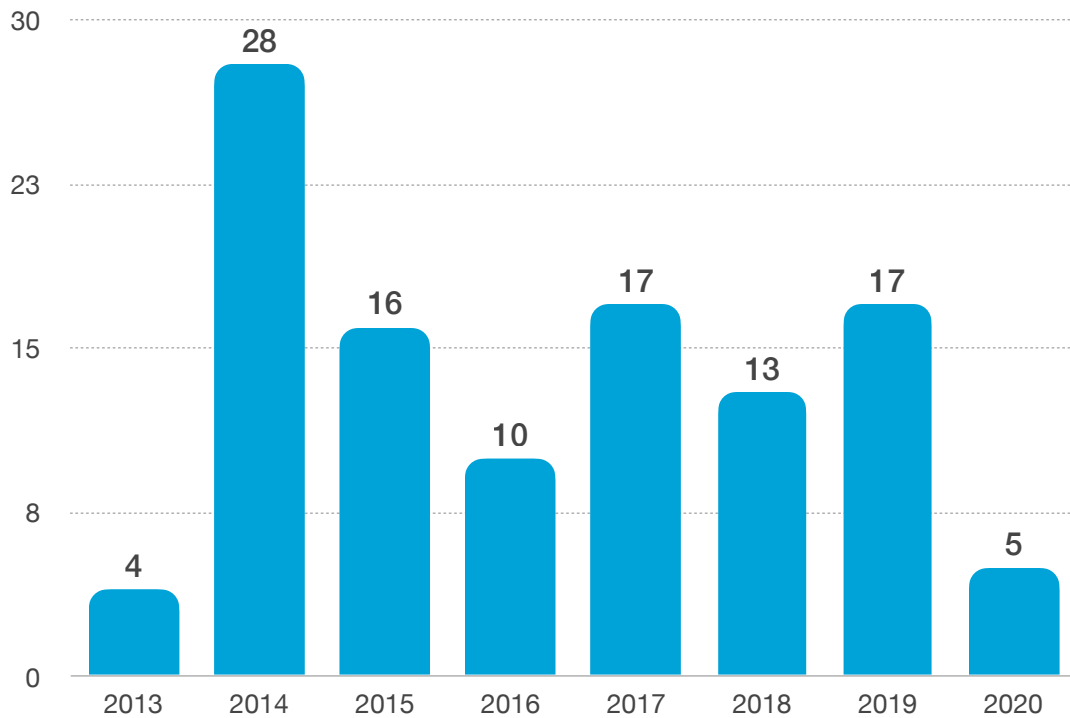
Employees with Autism	2013	2014	2015	2016	2017	2018	2019	2020
Full-time	0	0	0	1	3	3	3	3
Part-time	1	2	3	4	2	2	3	1
Contract	3	6	5	7	4	6	8	4

# Growth





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



**Total number of hours dedicated to free training and free work experience for 2020 = 44 hours (or 6 working days)**

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.

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