

# Social Impact Report

HARRY SPECTERS

MONA SHAH



**Mona Shah**  
Founder and  
Managing  
Director

Welcome to Harry Specters' Social Impact report for 2017.

Last year, we moved from the back of our house to a 1500 sq. ft. production facility in Ely, Cambridgeshire. I am delighted to say that the move resulted in scaling our operations and social mission. Our online channel saw a triple digit growth, whereas the corporate channel saw modest growth. The take away lesson from the growth this year is to marshal resources in order to achieve higher growth. We already have plans in place to do just that. For me personally, the future looks promising because of our unique position in the market underpinned by our core: "Great Product – Great Cause". This year we won 10 awards for our chocolates and were ahead of Hotel Chocolat, Rococo, and Paul A. Young. In fact, we were the only three companies in the world to be awarded 10 awards for filled chocolates by the Academy of Chocolate.

Looking back at 2017, I am pleased to say that we have created one full-time and three part-time job opportunities for young people with autism (2.5FTE). Nothing gives me more pleasure than creating these paid opportunities which we will continue to do in 2018.

These employment opportunities could not have been created without the help of our online customers and Corporate partners. Corporate partners that have created the most impact are: Janssen, Hogan Lovells, Schrodgers, Lloyds Banking Group, Hoares Bank, EastDil Secured and ProspectUs.

On behalf of the whole team, I would like to extend my thanks 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, these 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:  
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**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.

**At the heart of our social mission are our beneficiaries. An active engagement with them is important to us as it helps us shape our positive social impact and keeps us focused.**

Our top 3 beneficiaries include:

1 Employees and students (with autism) on work experience

Needs include:  
Employment, learning, exploring, hope, confidence, meaningful life, social interaction and inclusion.

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2 Parents/Carers

Needs include:  
Peace of mind about future of loved ones

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3 Businesses with CSR agenda

Needs include:  
CSR commitment & delivery, employees and customers engagement.

Our next 3 beneficiaries include:

1 Special Needs Schools

Needs include:  
Students with autism get free work experience in a supported environment.

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2 Government

Needs include:  
Reduce total cost to the UK because of autism.

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3 Society in general

Needs include:  
Reduced cost to the UK, transact with responsible and ethical businesses.

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The company carries out feedback sessions both in formal and informal settings. Based on feedback, it carries out analysis, leading to lessons learnt, and recommendations. Here is summary:

- 59% of free training and free work experience beneficiaries found Harry Specters through their educational institutions, whereas 41% found the company directly.
- 100% of the team confirmed Harry Specters to be a friendly place.
- Everyone enjoys having their favourite music playing in the background.
- Each individual feels the need for extra support in order to learn, flourish and be productive.
- 100% of the team members are aware of what they like doing at Harry Specters.
- The team has a mixed skill-set. Some are involved in making chocolates, while others are involved in packaging and back-office work (e.g., book-keeping), and design.
- The team gets involved in developing creative brand assets, such as the Choczilla comic strip (for social media), designing greeting cards and even team sketches.

**Based on recommendations from our beneficiaries last year, we have now hired a Floor Manager who supervises all tasks given to staff, including order fulfilment and stock management.**

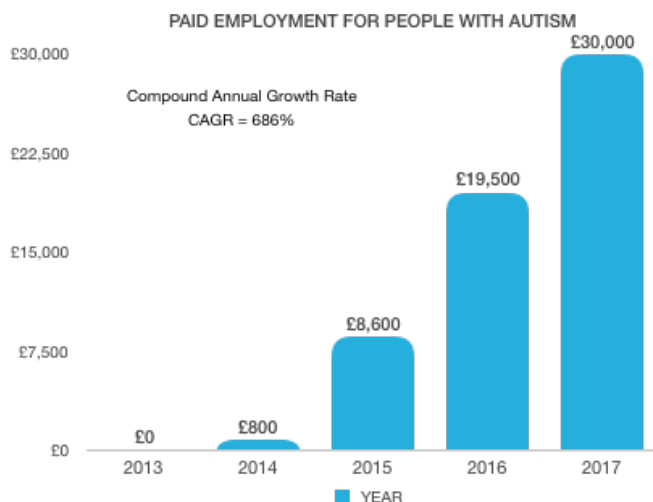
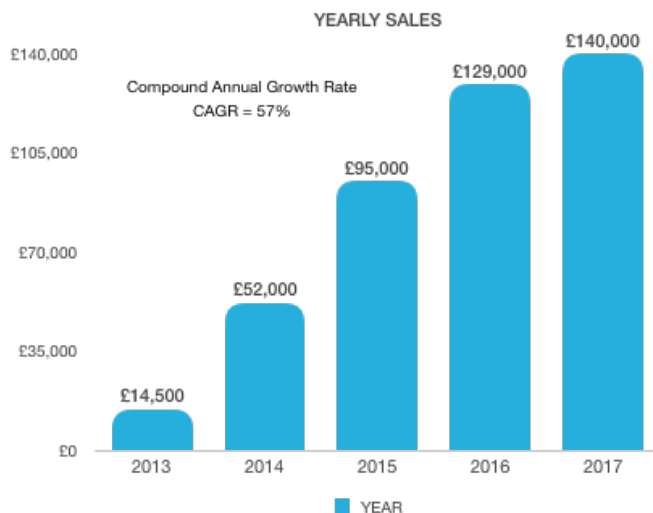
Some beneficiaries' comments:

- I like going to Harry Specters because the people there are nice.  
– *Bruce, Work Experience and part-time employee.*
- Bruce has been working at Harry Specters now for over a year. (School holidays and free time) He was lucky enough to be given a work experience placement and been fortunate enough to be asked back on a number of occasions to help produce the chocolates ready for sale. Through this he has found confidence in himself that he previously didn't have. He has been given responsibility in areas during the chocolate making processes and is competent enough to be left when given a task plus he has been praised for the work he has done. I believe that working at Harry Specters has really given him such an amazing boost to his self-esteem.  
– *Bruces' Mum*
- My son has got his confidence back now since working at Harry's. It was really hard to see him get rejected after each job interview after leaving college. He got top grades too. Harry's gave him a chance and he fitted in to the workplace and made new friends. He now has a new sense of self-worth and believes in himself again. I am very proud!  
– *Mum of a full-time employee*
- Harry Specters has boosted my confidence and I really love working here because it is a way to less stress  
– *Darius, part-time employee*
- An amazing opportunity to work and learn to make chocolates from the chocolate machines.  
– *Greg, Chocolatier, full-time employee*
- This is a good place to work as everyone is nice.  
– *Jon, full-time employee*

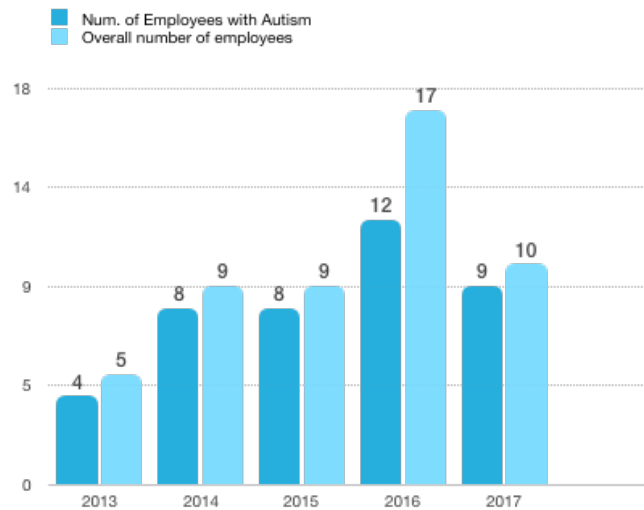
## Lessons Learned

- Having a quiet area for people who do not like loud noises; where they can relax and have some time for themselves.
- More consultation sessions.

**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.**



## Number of employees with autism vs. Overall number of employees



EMPLOYEES WITH AUTISM	2103	2014	2105	2016	2017
FULL-TIME	0	0	0	1	3
PART-TIME	1	2	3	4	2
CONTRACT	3	6	5	7	4

**The above data shows that we have successfully moved from part-time and contract jobs towards full-time jobs for young people with autism.**

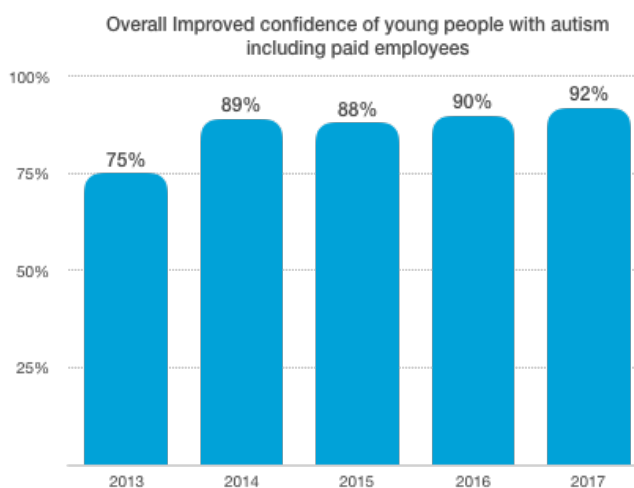
**Delighted to say.....**

One of our full-time employees, our Assistant Chocolatier, having worked for almost 4 years with us, joined Amazon as a Data Analyst.

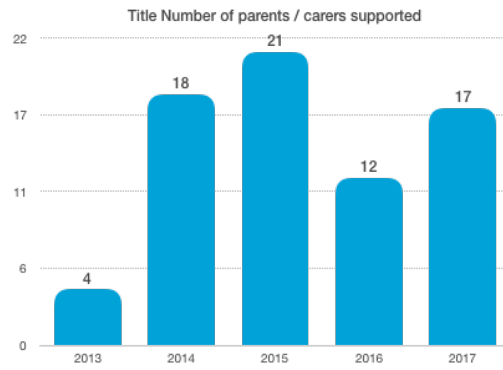
One of our part-time employees now also works at a local KFC.



## Number of free work experience placements with improvement in confidence and hope (%).



**Total number of hours dedicated to free training and free work experience for 2017 = 965 hours (or 26 working days)**



## Twitter Followers



## Facebook Likes



Janssen is a pharmaceutical company based in High Wycombe. It is part of the Johnson & Johnson Family of Companies.

Janssen and Harry Specters partnership began in 2015. The core of the partnership is Johnson & Johnson' [credo](#) and Harry Specters social mission. Every Christmas, Janssen orders chocolates for their employees to share with their friends and families, as a way to thank their work and bring its credo to life.

Janssen placed their first big order during the Christmas of 2015, which was repeated in 2016 and in 2017. The result of this partnership has so far created 2 full-time positions, 10 contract positions (seasonal staff) and 20 free training and free work experience for young people with autism. The repeat orders have contributed to the growth of the company and its credibility in dealing with Corporate Clients.



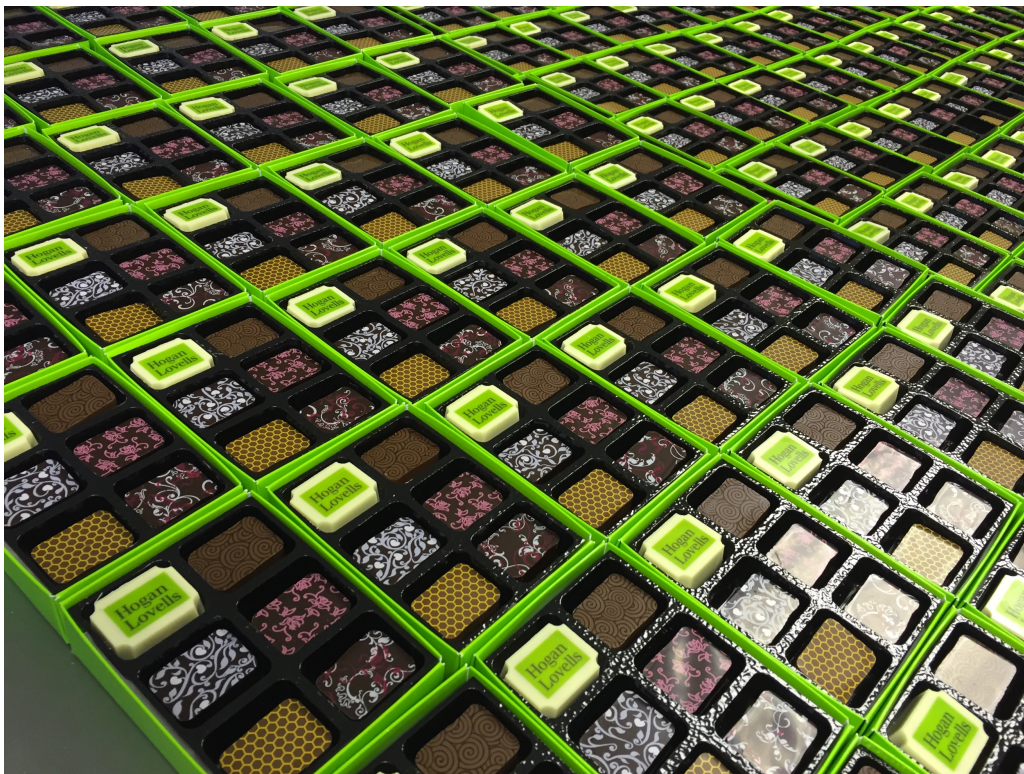
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Hogan Lovells, a global law firm with offices in London, has significantly contributed to Harry Specters' Social Mission since the first year. This contribution has been both proactive and multi-dimensional and, over time, has resulted in a strong partnership. The contribution is beyond corporate philanthropy, propaganda and pet projects.

This partnership is the result of deep engagement at various levels providing direct benefit to Harry Specters' business and, as a consequence, benefit to society. Some of the important constituents of this partnership are:

- Supply chain integration for ordering chocolates for meetings and various events at their office.
- Ordering chocolates boxes as gifts during Christmas.
- Providing pro-bono legal advice when required.
- Providing networking opportunities.
- Sales, marketing, product development and business planning advice.
- Promotion of the social mission through fairs run by Hogan Lovells.

Through all the above activities, Harry Specters has grown in scale and will continue to benefit from this dedicated support to our social mission.





Partnership with Schroders began in 2016, and in 2017 has expanded to regularly supplying reception chocolates at their office in London.

The highlight of the partnership has enabled Harry Specters to introduce a new line of product. The product roughly takes 25% time in making and 75% time in packaging.

Delivering about 15,000 reception chocolates every quarter means creating not just paid employment but many opportunities for work experience students who are directly involved in packaging these delicious, beautiful squares.



One of the key outcomes of the past three years is successfully creating an *autism friendly work place*. In such a workplace, people with autism can contribute to various tasks in order to create value for themselves and for Harry Specters. Such value creation also gives rise to improvement in confidence, hope, and future aspirations.

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

125

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

116

Number of parents/carers supported

72

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

67



380

**TOTAL NUMBER OF BENEFICIARIES**

Targets	Status	Lessons learned
<p>Carry out consultation and needs assessment from the following beneficiaries:</p> <ul style="list-style-type: none"> <li>• Person with autism</li> <li>• Carer</li> <li>• Special Needs Schools</li> <li>• Businesses</li> </ul>	<p>Consultations carried out slightly better than the previous year. There is a significant gap carrying out assessment with businesses.</p>	<p>Quarterly review to flag problems early. Forward to next year's objective</p>
<p>Create one additional full-time &amp; one part-time employment for people with autism</p>	<p>Target achieved. Two full-time and two part-time employment opportunities were created. (3.5 FTE)</p>	<p>Creating more part-time opportunities allows more people to experience employment, raise their hope and confidence and explore their skills and areas of interest.</p>
<p>Create 10 work experience opportunities for young people with autism, in partnership with local schools and colleges.</p>	<p>Created 17 free work experience opportunities.</p>	
<p>Professional review of structure of work experience/training in a way that confidence, hope and employability are better captured and measured.</p>	<p>Structure is in place. Needs professional review.</p>	<p>Forward to next year's objectives.</p>
<p>Further develop partnership with National Autistic Society and Autistica.</p>	<p>Conversations have taken place, but no satisfactory outcome achieved.</p>	<p>This will not be actively pursued in 2018.</p>
<p>Focus on quality (not quantity) of free work experience placements by improving measurement of confidence and aspects of training.</p>	<p>Some improvements have been made, but professional review required.</p>	<p>Forward to next year's objectives.</p>
<p>Increase awareness on social media.</p>	<p>Achieved through FaceBook, Twitter and Instagram.</p>	<p>Ongoing activity.</p>
<p>Increase number of organisations that benefit from by at least 5.</p>	<p>Achieved.</p>	<p>Ongoing activity.</p>

- 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 five.
- 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.





### **Enjoy our chocolates, love the cause**

Thank you for taking the time to read this report and for all your support.