



## Harry Specters: Social Impact Report - 2014

## Contents

1	Directors Message .....	3
2	Executive Summary.....	4
3	Report Date.....	5
4	Period Covered.....	5
5	Overview and Scope.....	5
6	Mission and approach.....	5
6.1	Mission Statement .....	5
6.2	Social Mission Statement.....	5
6.3	Problem and Solution .....	5
6.4	Response to Beneficiary needs .....	6
6.5	Comments of Beneficiaries .....	6
7	Activities & Results.....	7
7.1	Theory of change .....	7
7.2	Inputs .....	9
7.3	Outputs .....	9
7.4	Outcomes .....	9
7.5	Social Impact .....	10
8	Reviewing & Responding .....	10
8.1	What were the targets set for the year .....	10
8.2	How does this compare with the previous year .....	10
8.3	What are the lessons learned .....	10
8.4	Next Year Objectives.....	11
8.5	Comments by Independent Social Impact auditor .....	11
8.6	Conclusions .....	11
5	References .....	12

## 1 Directors' Message

We are very pleased to release our first Social Impact Report since our company's inception in November 2012. We have been doing some wonderful work with regards to improving the lives of young people with autism, and we thought we should formally capture this work. This resulted in developing a social impact measurement framework. The process of developing the framework itself was an eye-opener for us because we realised that, although we knew about our social mission and had been working on it, the work done so far needed more formal documentation. The process also helped us realise important activities that could be undertaken to further our social mission. The framework has further energised us by giving us the ability to focus on managing our social impact. This is very important to us because we believe in: "great product, great cause". Using this framework, we can now better communicate our work to stakeholders and the general public. Additionally, it will help us find opportunities, spot gaps and finally align our activities with our social mission in the coming years.

We do hope you enjoy reading the report and will give us your feedback.

Finally, we would like to formally thank Stephen Hogan, Senior Manager, Corporate Sustainability at PricewaterhouseCoopers, who helped us develop the framework.



Mona Shah, Founder and Managing Director



Shaz Shah, Co-Founder and Director of Strategy

## 2 Executive Summary

Harry Specters is a small company with big ideas about improving the lives of people with autism. In the past two years, the company has transformed itself to be the place where young people with autism come to work, learn, and explore in a fully supported environment. They are treated as individuals with a focus on unleashing their abilities. In the last two years, Harry Specters carried out a number of activities resulting in 44 young people with autism getting directly involved with the business at its premises. 12 of them received financial rewards and 32 young people with autism went through a free work experience programme. Moreover, 100 students with special needs took part in a project relating to packaging design for our chocolates. The design work is now complete and packaging will be in production in the first half of 2015 for a range of chocolate bars. All 144 young people with learning difficulties not only enjoyed their involvement with Harry Specters but also contributed to the business in different ways, from making to packaging chocolates for online and corporate customers. In this process, they learnt new skills resulting in increased confidence, hope, and aspirations for the future. It was discovered that most of them liked a bit of surprise in the work routine. This is contrary to the established belief of their inability to adapt when given new tasks.

Harry Specters was also involved with 22 carers of young people with autism for the reported period and found this involvement to be very useful in creating a supported work environment and tapping into the abilities of young people with autism. The carers felt that their hope rose significantly after finding out that people with autism are being valued and were optimistic about their employment prospects at Harry Specters and other organisations that may follow our lead.

Raising awareness is an important activity at Harry Specters for a wider social impact. In the last two years, using electronic, print and social media, the message of creating employment for people with autism reached out to more than 200,000 people.

The first social impact report also highlights that more needs to be done in order to scale our social impact. This means creating or helping to create more paid work (including full-time, part-time, and contract) opportunities for young people with autism. As a result, young people with autism can live a meaningful life, carers get a relief, and finally the Government can save money. However, this requires investment to scale the social impact. Finally, the report highlights some of the lessons learned and sets out objectives for the year 2015, with a hope and resolve to further our social impact.

### 3 Report Date

23<sup>rd</sup> January 2015

### 4 Period Covered

1<sup>st</sup> January 2013 – 31<sup>st</sup> December 2014

### 5 Overview and Scope

This is the first and an extraordinary report covering a period of two years. Subsequent reports will be released yearly. The report uses Social Impact Measurement Framework developed at Harry Specters for sharing the results with stakeholders and general public. Through this report, readers will know what key activities have been carried out at Harry Specters in the last two years and whether they contributed to the social mission by linking them with a set of Key Performance Indicators (KPIs). The findings then set the stage for spotting gaps and setting next year's objectives.

### 6 Mission and approach

#### 6.1 Mission Statement

*Creating a sweeter life for people with autism by offering 'great product, great cause' to our customers.*

#### 6.2 Social Mission Statement

Our social mission is to offer confidence and hope to young people with autism by providing employment and training, 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 businesses, individuals and entrepreneurs.

#### 6.3 Problem and Solution

According to a research (published in June 2014) conducted by London School of Economics, "Autism is the most costly medical condition in the UK. It costs more than heart disease (£8bn), cancer (£12bn) and stroke (£5bn) combined. Autism costs the country at least £32 billion per year in treatment, lost earnings, care and support for children and adults with autism." [Source:

<http://www.lse.ac.uk/newsAndMedia/news/archives/2014/06/Autism.aspx>]

Most people in this world like to lead meaningful lives. They want to be contributing members of society. People with autism are no exception. It is estimated that out of 350,000 people with autism of working age in the UK; only 15% are in full-time employment; 61% of those not employed are desperate to work and 79% of those on Incapacity Benefit want to work [Source: National Autistic Society]. There is no doubt that for people with Autism Spectrum Disorder (ASD) finding paid employment is a major challenge. This affects them mentally, physically and financially.

Our vision at Harry Specters is to enable young people with autism to become contributing members of society. Harry Specters will live this dream by creating employment opportunities and by partnering with other organisations working within the field of autism. After working with many young people with autism, we now know that they love making and packaging chocolates because the tasks are very structured. We know that by creating an environment suitable for their working needs, we can help them become very productive workers.

#### 6.4 Response to Beneficiary needs

Beneficiaries are broadly defined as people and/or organisations that benefit from activities carried out at Harry Specters.

In the past two years, the focus had been on the needs of the following beneficiaries:

Beneficiaries	Needs
Person with autism	Employment, learning, exploring, hope, confidence
Carer	Peace of mind re: future
Special needs schools	Students are able to lead an independent life
Businesses	CSR improvement

We believe that more work is to be done in order to assess the needs of the beneficiaries by carrying out consultations with them. In addition, activities should be introduced in order to broaden the base of beneficiaries, especially carers, government and society in general.

#### 6.5 Comments of Beneficiaries

Some comments from the young people we have supported and their families:

*“When I come to work here, I feel like I’m in heaven”*

*“I just want to come here for all my work experience”*

*“Can I come here again as I love working here?”*

**Students from Granta School on work experience**

*“I have learned so much about chocolate while working here. Mona is very supportive and patient with me. I have become more confident since working here and would recommend that everyone with autism should come to Harry Specters for work experience”*

**Greg Hanchett, work experience student and later a part-time employee**

*“Just wanted to say a heartfelt ‘Thank You’ for all your help and kindness. Greg has really enjoyed the experience you have made possible and he has grown in confidence..”*

**Excerpt from a Thank you card from Greg’s parents**

*“I have never received £100 for any work before! Thank you so much.”*

**Charlie Bailey, an ex-part-time employee**

*“I get quite emotional thinking about the look on Ross’ face when he showed me the cheque you gave him for his work. It was not about the money, but the confidence and self-worth he was feeling..”*

**Mother of one of our contract workers**

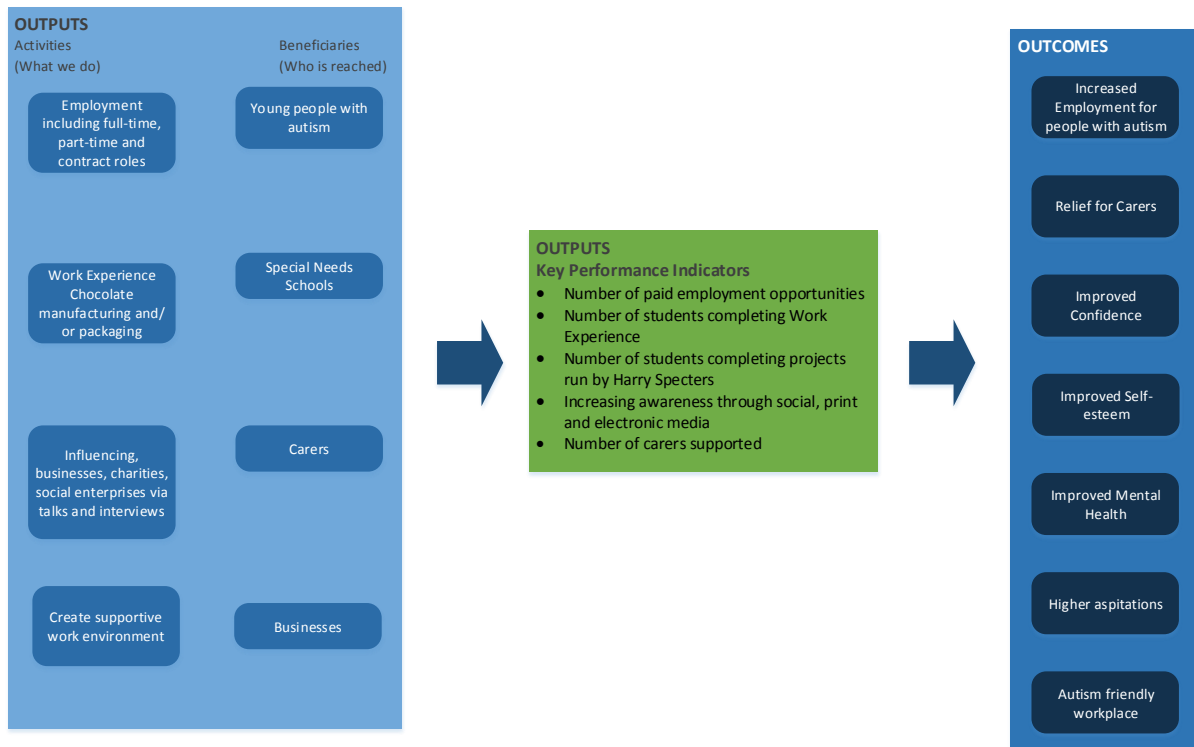
*“When Mona called and said she had a job for me I was quite amazed as this was my first job. It was tiring but I enjoyed the work.”*

**Caroline Walsh, photographer for Harry Specters**

## **7 Activities & Results**

### **7.1 Theory of change**

Our theory of change linking activities to outcomes for the past two years is shown overleaf.



One of the most critical activities at Harry Specters is creating a supportive work environment for people with autism. Autism is a spectrum disorder, and to cater for everyone's need is quite challenging. We focus on catering for the needs of young people with mild to moderate and high functioning autism. Harry Specters use their own assessment to identify the abilities of individuals. The assessment is carried out in three phases – consultation with the carer or teaching assistant, followed by consultation with the person with autism and finally giving them simple tasks such as assembling chocolate boxes.

As a food business, hygiene is very important and a strict procedure is followed for those interacting with chocolates. It is very comforting to know that we have not encountered anyone finding it difficult or refusing to follow hygiene rules. When it comes to tasks, some individuals can only do certain tasks and therefore assigning tasks in such a way that the end goal (customers getting chocolates) is fulfilled, needs careful planning. Like everyone else, people with autism feel satisfied and accomplished after the task is complete.

Developing award-winning products is also an important activity at Harry Specters as it directly links to creating paid employment opportunities for young people with autism. Moreover, people at Harry Specters are encouraged to give suggestions for innovative and/or award winning products. In year 2015, some of these suggestions will be put forward for chocolate awards.



## 7.2 Inputs

Inputs to the theory of change are shown below:

### INPUTS

- Investment in ££s
- Support Staff for training and human resource management
- Training material
- Time

When it comes to inputs, Harry Specters invested all profits back into the business in the last two years with an aim of growing the business and its social impact.

Furthermore, training material needs to be further developed and various levels of work experience and/or training programme will be introduced.

## 7.3 Outputs

During the past two years, Harry Specters' KPIs are as follows:

- Number of paid employment opportunities =12 (2013 = 4 and 2014 = 8)
- Number of students completing work experience =32 (2013 = 4 & 2014 = 28)
- Number of students completing projects =100
- Number of families/carers supported =22

### Awareness Output

- Coverage in electronic Media (BBC LookEast) =1
- Coverage in The Times =1
- National Autistic Society magazine =1
- Coverage in Cambridge evening News =2
- Social Media, Crowdfunding, Twitter, Facebook =200,000+

## 7.4 Outcomes

One of the key outcomes of the past two 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.

Our strategy for the last two years was to create a number of paid employment opportunities in order to raise confidence, hope and aspirations for many young people with autism. The assessment discovered that this strategy paid off and many young people who have been involved with Harry Specters (paid employment opportunity or work experience) felt that their confidence and hope rose significantly. Two work experience students decided to become chocolatiers, one of whom is actively pursuing this decision. Some young people with autism come to Harry Specters for exploring their interests. One such bright young man is Greg, who was offered a full-time position as a chocolatier. He kindly declined the offer as he discovered that he was more interested in meat and vegetables, and is now working at one of the University of Cambridge colleges. Another of our part-time employees, involved in the back office tasks such as taking inventories and entering accounts data, now wants to explore his choices a little bit more by applying for an internship at KPMG. Caroline, who took pictures for the website, decided to take up a degree course in photography.

## 7.5 Social Impact

This is where the overall impact of activities on society is valued and measured. This is done through primary research (for example, what would the people involved have done if they were not involved in the activity e.g., work experience, training, employment at Harry Specters) and secondary research (For e.g., has the government changed any policy or introduced any legislation in relation to people with autism that affects them and their carers).

Further work needs to be done in this area as more consultation is required.

## 8 Reviewing & Responding

### 8.1 What were the targets set for the year

Not applicable

### 8.2 How does this compare with the previous year

Not applicable

### 8.3 What are the lessons learned

- Better capture of data required.
- Improved stakeholder engagement needed.
- Quarterly review of objectives.

## 8.4 Next Year's Objectives

1. Carry out consultation and needs assessment from the following beneficiaries:
  - Person with autism
  - Carer
  - Special Needs Schools
  - Businesses
2. Create two full-time and one part-time employment opportunity.
3. Create 15 work experience opportunities in partnership with local special education needs schools
4. Structure work experience/training in a way that confidence, hope and employability are better captured and measured.
5. Apply for chocolate awards, taking on-board suggestions given by people with autism.
6. Work experience programme and training material need to be further developed.
7. Develop partnerships especially with charities for autism (in order to reach out to families of people with autism) and influential private organisation.
8. Introduce activities (online publications, talks, interviews, and social media) that create paid work at Harry Specters and other organisations in order to improve relief for carers and savings for the government.
9. Independent consultation on social impact measurement, framework, and report.

## 8.5 Comments by Independent Social Impact auditor

Not available

## 8.6 Conclusions

This report covers two years (2013-14) and highlights achievements against Harry Specters' social mission. These achievements are directly linked with the activities carried out during the reported period. For example, Harry Specters created paid work and work experience opportunities for young people with autism by offering premium and award winning chocolates to its customers. A total number of 44 young people with autism were involved with Harry Specters creating value for the business and in return receiving financial rewards, learning new skills resulting in increased confidence, hope and future aspirations. Harry Specters was also involved with carers of 22 young people with autism. Finally, 100 students of a local special needs school were involved in a packaging design project offered by Harry Specters.

Finally, the report highlights improvements required in order to be closer to our social mission. One such improvement is creating more jobs for people with autism at Harry Specters and elsewhere. This can be done by increased investment in order to extend the beneficiaries (e.g., government) and scale its impact (e.g., carers).

## 5 References

- a. Making it count – Pricewaterhousecooper – 2014
- b. How to Measure and Report Social Impact – The Social Investment Business Group - 2014