

The Soap Co. & CLARITY
Experience Story (UK)

The Heritage Start-Up

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What we will cover

1. Our History

- How it all began
- Learnings through the years
- The recent past

2. The UK SE Eco-system

- Key organisations
- Buy social
- Buy social corporate challenge

3. Our Social Value

- Impact
- Iceberg
- Employment Model

4. The Plan

- Commercial Aims
- Products
- Retail

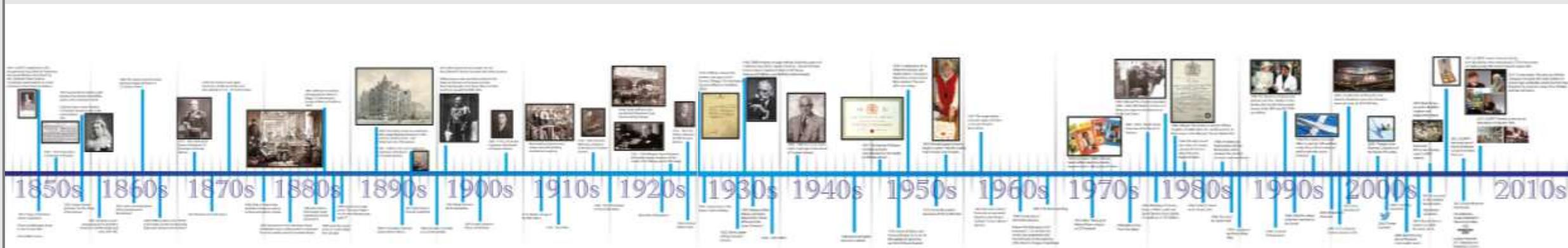
Our History

How it all began



- Founded in 1854
- The Association for Promoting the General Welfare of the Blind
- Elizabeth Gilbert
- UK's Oldest Social Enterprise

Generations of History – CLARITY & Latvia



1854: Krišjānis Valdemārs born
graduated from Liepāja
gymnasium.

1865: Rainis &
Aspazija born

1870: opening
of Laima
chocolate
factory

1918 November 18:
proclamation of Latvia's
independence

1919 November 11:
victory over Bermonts

1924: Laima clock was
built

1927: opening of
G. Erenpreiss

1930: opening of Riga Central
Market

1935: 1st European
Basketball Championship

1936: First Minox miniature
photo camera produced

1954: opening of
Riga Airport &
Mežaparks Song
Festival Bandstand

1981: Iveta Gurkovska born
1988: 1st time Labvakar
was aired

1989 June 1: ration tokens
for soap were introduced

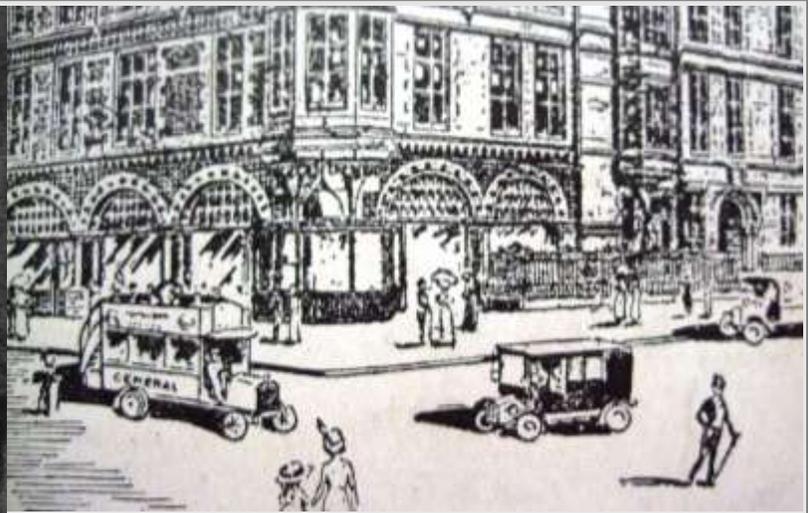
1990: Latvia
declares
independence from
USSR

1993: 1st Dr. Gross
store opened in Riga

2001: first
shop

2004: Latvia joins
EU

2013: Latvia joins



Charles Dickens.] AT WORK IN THE DARK. [March 2, 1858.] 321

and intimidated challenging sentinels by roaring "OFFICER," which seemed a night talisman, I need not, as I am just packing up for Africa, stop any further to describe.

AT WORK IN THE DARK.

THERE is an obscure little brush, mat, and basket shop, in the Euston Road not very far east of Saint Pancras Church, which has outside its window an oil picture, representing blind men and women at work upon brushes, mats, and baskets. The shop is the repository of an institution. There is a young man who, though sightless, walks without a guide about the streets of London, making punctual calls for orders, east and west, in city or in suburbs. He is town traveller for that shop in the Euston Road. There is a blind man who carries ahead heavy handles of mats or bulky

port, if not upon the work of their own hands.

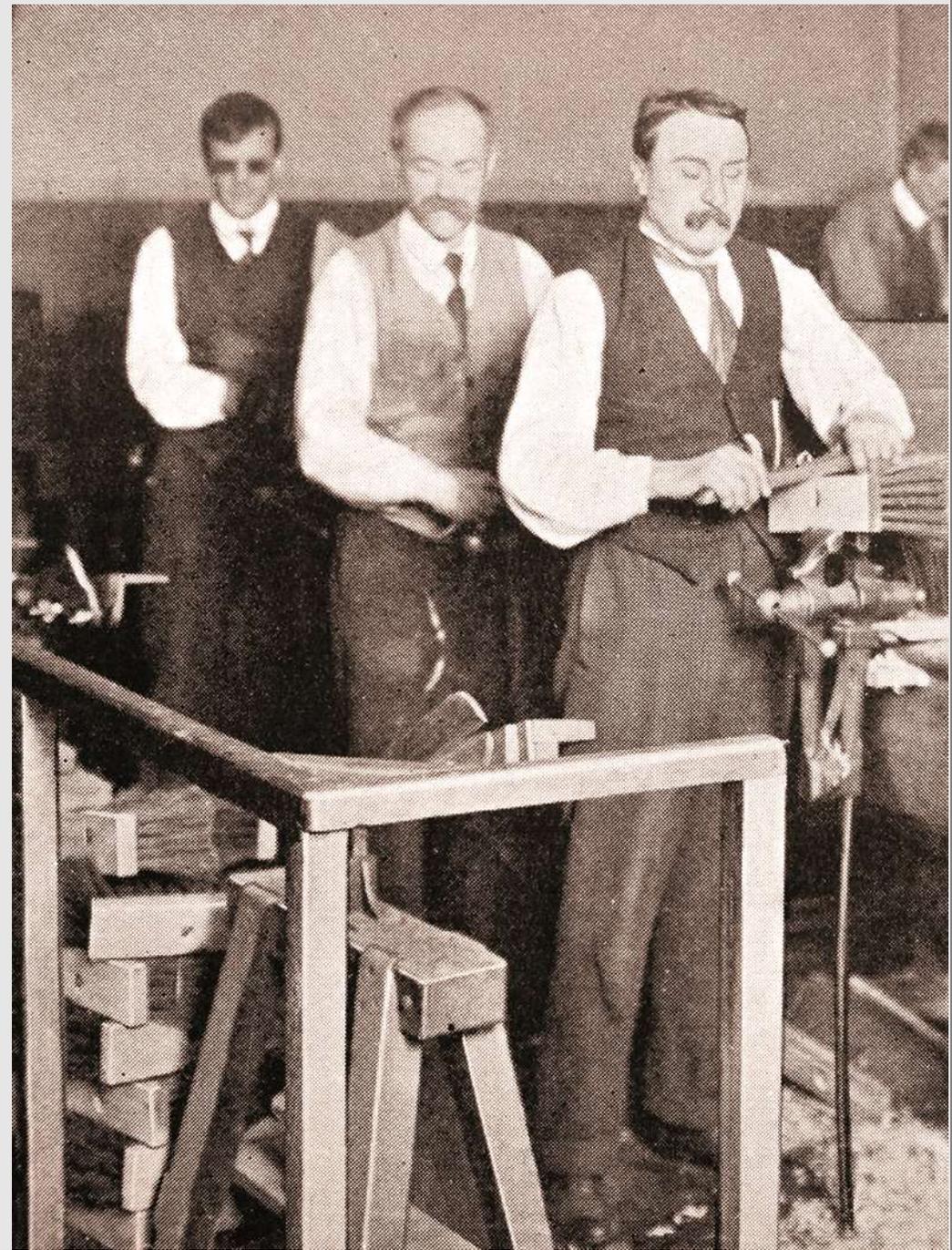
Outside the workhouses there are, in the United Kingdom, twenty-one institutions for the blind. That founded in Liverpool, sixty or seventy years ago, is the oldest of these. That of Saint George's, in London, is the largest, and the only one to which admission is entirely free. Altogether, they contain room for about twelve hundred persons; and, since the average time during which each person is maintained in one of them seems to be at least four years, the whole number of fresh admissions into such asylums must be about three hundred in every year. At this rate, it is impossible to suppose that more than one in seven of the blind people among us has been benefited by existing institutions, founded to supply some of their wants.

A little support to help us scale



Forward
thinking

Expansion of Products



Soap Making Begins



The Recent Past



We have **30,000+** customers nationwide, and products made in our factory have been stocked by **Boots** and the **Savoy**. With 2 production facilities, 11 tele-sales centres and three brands and over 1.2m units produced each year.

The UK SE Ecosystem

What we define as a Social Enterprise

CHARITY

- social mission
- asset lock
- non profit
- grants/donations



- social mission
- asset lock
- profit to social mission
- trade

PRIVATE SECTOR

- financial objectives
- on open market
- profit distribution
- trade

“Business which trades for a social purpose”

Key UK SE Demographics

GROWTH

- Outstripping SMEs for growth in turnover turnover (52% to 40%)
- 35% of all social enterprises are three three years old or younger (11% SME) SME)

INNOVATION

- 59% developed a new product or service service in the last year (38% SME)

JOBS

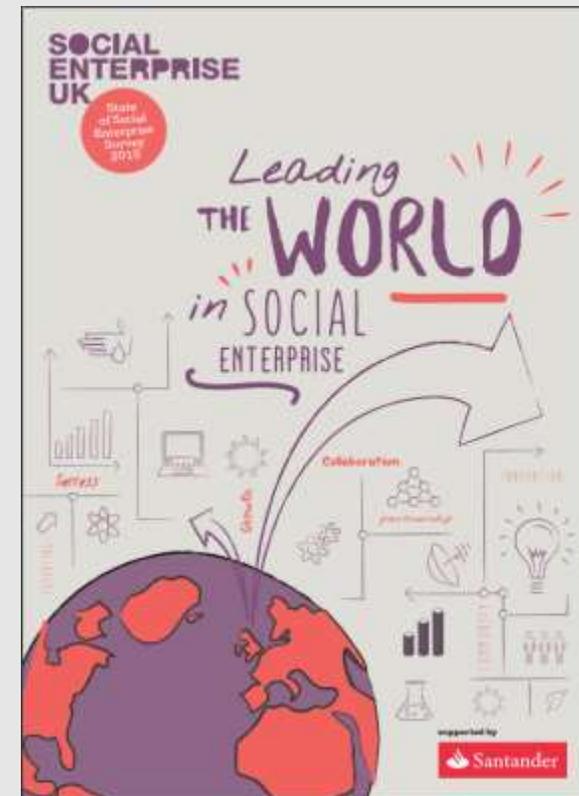
- 41% have created jobs in last 12 months months (22% SME)
- 59% actively employ people people disadvantaged from the labour market market

COMMUNITIES

- 31% are based in the 20% most most deprived areas (12% SME)
- 84% employ local people

DIVERSITY

- 12% social enterprise leaders are are BAME; 40% are women
- 84% of leadership teams have at at least one woman (54% SME)



Key Organisations



Key Organisation – Social Enterprise UK

Established in 2002 as the **national body for social enterprise** (as a coalition)

Membership organisation: over 1200 members;

Bring together **all the different forms of social enterprise** under one

Main purposes:
umbrella

- Supporting social enterprises to **thrive**
- Developing the **evidence base** for social enterprise
- Influencing **policy** and political agendas (with govt)
- **Showcasing** the benefits of social enterprise
- Broker, facilitator, **market builder**





Buy Social Corporate Challenge

- Working with a range of well known businesses across a diverse range of sectors
- Businesses set a target (as a group) of achieving £1 billion of procurement spend with social enterprise by 2020
- All businesses responsible for acting as advocates for their industry sector
- SEUK and Cabinet Office to provide detailed programme of support and media coverage



Cabinet Office

BUSINESS
IN THE
COMMUNITY

Johnson & Johnson

Santander

pwc



Social
Enterprise UK

Interserve

Wates



ZURICH

RBS Group

Why are businesses engaged?

Impact your
customers

84%

of customers

believe that companies
should do more for
society

Ipsos Mori

Impact the
bottom line

20%

increase

can be achieved in a
company's revenue as a
result of their Corporate
Responsibility strategy

**Babson Social Innovation
Lab & IO Sustainability**

Impact your
future talent

80%

of millennials

want to work for a
company that cares about
how it contributes to
society

**Cone Millennial Cause
Group**

Impact your
team

50%

reduction

in staff turnover by implementing
Corporate Responsibility
effectively. Improvements in
Corporate Responsibility have the
same effect on retention of staff
as an increase in annual salary of
£2,400

**Babson Social Innovation Lab &
IO Sustainability**

‘Typically big businesses focus on the best price for the quality they need. But social enterprises widen the definition of value to include **societal contribution** – something that businesses, including our own, are increasingly **thinking about**, and this includes focusing on indirect impact through our **supply chain** not just direct impact.’

Case Study



- Started 2016 with successful trial looking to expand to 29 offices
- To support PWC's strategy to buy from social enterprises
- Supply The Soap Co. 300ml hand wash bracketed to the wall
- Managed by ISS and soon supplying via Bunzl
- Great client feedback!

‘This **great little social enterprise** is based in north east London... It employs visually impaired people to make hand-wash and hand-cream. So **we've stocked their soap...** It gives The Soap Co. a stable revenue, and gives its employees **secure and supportive jobs.**’

Kevin Ellis, Managing Partner, PWC



Testimonial



'At Accenture we believe that one of the most important things we can do as a business is to engage in the challenges of the communities we live and work in.

'We trialed the hand soap in our London head office for six months before committing to a longer term agreement. This was set up easily through our facilities management team and CLARITY. 'We have received very positive feedback in recognition of the CSR benefit of partnering with CLARITY.'

'Using CLARITY soap has made our supply chain more diverse, which is core to Accenture's values. It's the first time we've received compliments about the hand wash in our bathrooms – the soap is great quality!'

Linda Wickstrom, UK Corporate Citizenship,



Our Social Value

Our Social Value

Each year our product sales generate:

- More than **10,000 employment days**
- **Dozens of New jobs** in London and often after long term unemployment
- Staff moving onto “mainstream” employment after working with us
- **£2.65 of social value for every £1** the government’s specialist disability employment programme, Work Choice.



Iceberg of Social Value

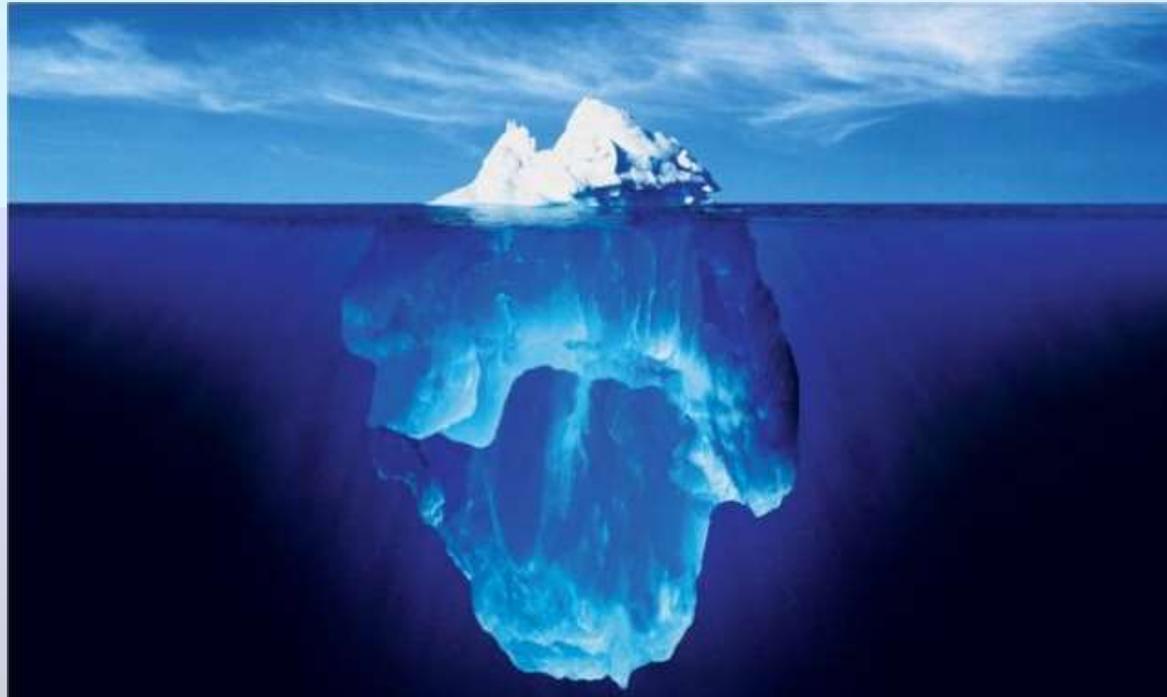
What we measure

What is harder to measure

Cohesive communities

New Career options

Professional development



Hours of Employment

Reduced burden on healthcare system

Improved confidence

Reduced spend on welfare and benefits

Improved mental health

Friendships and new social ties

Improved self worth and purpose

Reduced reliance on close family

Financial Independence

Staff Stories



Darren came to work with us to begin rebuilding his life after a mental break down. When he arrived he described his confidence and self-esteem as “absolutely blown” but through working he found being helpful to others gave him a boost. He aspires to be a support support worker when he’s able to train and work full-time again.

Sandra joined us in 2015. Being deaf has meant she can do jobs that her colleagues with sight impairments find more difficult, like mixing soap colours. “My first time making it I was a bit nervous but was told ‘don’t panic, take it easy, don’t rush’.” An excellent lip reader, being at The Soap Co. has taught her to be positive and strong. Now she’s looking for a fulltime job in admin.





The CLARITY Employment Model

Core Team

25%

- Retained skills required to run the business effectively

Transitional

50%

- Enables us to help more people per year
- Focus of the govt's Work Choice programme

Additional Support Needs

25%

- People with few employment opportunities
- Original charitable mission
- 2 million people in the UK

The Plan

The Soap Co, the 'Start-up' within CLARITY



Key Commercial Aims

1. **STRENGTHEN** existing commercial relationships
2. **BUILD** new commercial relationships
3. **PROMOTE** our brands to increase **brand awareness**

(New) Routes to Market

- Tele-sales
- Contract Production
- Bespoke Products

The Recent Past

- Tele-sales
- Contract Production
- Bespoke **& Dual Branded** Products
- **E-commerce**
- **Welcome Packs & Corporate Gifts**
- **Retailers**
- **Office Bathrooms via Distributors**
- **Events & Conferences**

More than just 'Social'

Environmenta



May 2017 launch of our eco range – Product development and Ecolabel accreditation underway.

Local



All our products are made in London and the Lake District with a low carbon footprint.

Diverse



We are a social enterprise, a SME and 80% of our staff have disabilities.

Product Roadmap

The face of every social enterprise is a product or service – and to the market this is the initial reason to spend money with a social enterprise

	Current	Next 6 months	Next 3 years
Soap Co.	3 Product Lines 3 Fragrances	+2 New eco formulations +2 New fragrances +EU Eco Label x2	+Range Extension for Hotel +more lines and fragrances
CLARITY	100+ Products	+Range review +Regulatory compliance +foaming eco hand wash +EU Eco Label x1	+ISO 9001:2015 etc. +eco accreditation +Range refresh +barcodes for retail

Final Thoughts - **Ilgtspēja**

Sustainable Revenue Stream → Sustainable Impact

1. Find the MONEY
2. Ensure there are REAL outcomes and impacts
3. Carefully BALANCE social and financial
4. Build something SCALEABLE and REPLICABLE
5. Don't underestimate good MARKETING

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[CLARITY -](#)
Employment for Blind
People



Liels
Paldies

Be part of a
movement. Buy
social and create
change.