



BRIEF DESCRIPTION

Clarity is a charitable association based in north London, which manufactures soap and toiletries and sells these through retailers and by mail order. Its objective is to provide employment for blind people. Of its 114 full- and part-time employees, 80% have a disability or long-term health condition: over a third are blind or have a visual impairment, nearly 15% have learning differences, over 6% have mental health difficulties, and over 5% have a physical disability.

Half of its diverse workforce consists of permanent employees, with the other half being in transitional jobs, and the company supports them to find work outside the company. It also benefits from volunteer support.

It aims to:

- Enhancing its employees' lives
- Offer engaging and diverse employment opportunities
- Offer excellence in its products and services
- Challenge societal perceptions of disability through inspiring and convincing influencers

It markets under three of its own brands – Clarity Products, The Soap Co, and The Soap Co., Keswick – as well as manufacturing for other brands, both small businesses and large corporations. It sells its products through a network of independent regional sales agents as well as its own staff.

Annual turnover is €3 million. All profit is reinvested to create more employment opportunities for blind and disabled people. It receives some employment subsidy funding from the government.

Clarity has been awarded the Planet Mark™ and aims to reduce its carbon footprint by 5% each year.



GOVERNANCE MODEL

The enterprise has a board of trustees which dialogues with and supervises the chief executive officer and senior management team.

Decisions are taken constantly bearing in mind the need to keep a fair and sustainable balance between social and economic objectives.

Provides 10,000 days of work per year for blind and disabled people, enabling them to be economically independent

Boosts employees' work experience, confidence and health, and helps them to find jobs outside the company

Manufactures within the UK, sources locally and uses recycled or recyclable packaging, reducing its environmental footprint



START DATE:
1977



LEGAL FORM:
Association



N° EMPLOYEES:
114



SOCIAL IMPACT

Provides 10,000 days of work per year for blind and disabled people, enabling them to be economically independent

Boosts employees' work experience, confidence and health, and helps them to find jobs outside the company

Manufactures within the UK, sources locally and uses recycled or recyclable packaging, reducing its environmental footprint.



STRENGTHS

- Active buy-in and understanding from stakeholders
- Keeps automation to a minimum, so as to create more jobs
- Has a wide range and creates innovative products and sub-brands to increase profitability



WEAKNESSES

- Relatively high labour costs
- Pressure on prices and profitability in a competitive market
- Need to communicate complex messages

CLARITY – EMPLOYMENT FOR BLIND PEOPLE
7 Jubilee Avenue
Highams Park - London
E4 9JD - UK
www.clarity.org.uk

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