

Bournemouth hotel offers its guests an ethical way to wash



Bournemouth's Marsham Court Hotel is partnering with ethical brand CLARITY & Co. to offer its guests soap produced by blind and disadvantaged workers.

CLARITY & Co, one of the UK's oldest social enterprises, was founded in 1854 and seeks to create meaningful employment for people with disabilities and long-term health conditions.

The Marsham Court provides CLARITY & Co's newest soap brand BECQ in its washrooms and its CLARITY Juniper & Seaweed range in all its bathrooms, along with stickers explaining how the enterprise is tackling disability under-employment in the UK. All Marsham Court guests will be offered the chance to use the products in return for a £1 charge on their bill, which will be reinvested back into the charity.

The partnership has been formed by Marsham Court MD Rosie Radwell and CLARITY & Co's Head of Sustainable Growth Camilla Marcus-Dew, who are cousins and both have relatives with disabilities.

Rosie said: "We are committed to using as many locally sourced products and sustainable practices as we can, so being able to offer our guests ethically produced soaps which also benefit disadvantaged people had huge appeal for us. On a personal note I have watched as my god-daughter has struggled to find work because of her cerebral palsy, so I am in awe of what CLARITY & Co. is working to achieve."

Camilla agreed: "It's so incredibly rewarding to be able to partner with family at the Marsham Court and hopefully it's one of many hotels that will choose to jump on board with this new offering! Having relatives with a disability really brings home the importance of what we do in creating work for some of society's most vulnerable.

"I want them to have real opportunities for employment as they grow older – employment which will afford them the same sense of fulfilment and independence that others enjoy."

The 95-room Marsham Court in Russell Cotes Road is also home to the innovative CHI (Classroom in the Heart of Industry) training school for young people with learning difficulties and hosted the first, national Say Yes to SEN conference to highlight the benefits of employing people with Special Educational Needs.

CLARITY & Co. products including their luxury brand, The Soap Co are used in the staff washrooms of Santander and PwC and Michelin star restaurants. The brands are now moving into retail and hotels. The Marsham Court is the first three-star hotel in the country to use the products and it is hoped other hospitality providers will follow suit.