

# Responsible Jewellery Council

## CASE STUDY



RETAILER

### *Harriet Kelsall Jewellery Design Ltd*

Small independent retailer/designer

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#### **The Business**

Harriet Kelsall Jewellery Design is a UK bespoke jewellery design company specialising in engagement rings, wedding rings, commitment rings and eternity rings as well as jewellery for other memorable occasions. Harriet Kelsall Jewellery Design began life in a spare room in Harriet's home in 1998, but by early 2000 business was flourishing. Harriet expanded into her first studio in the North Hertfordshire village of Weston and is currently based in Hertfordshire and Cambridge. Harriet Kelsall's team of designers and goldsmiths aim to work closely with clients to create unique pieces of jewellery with a high standard of craftsmanship.



#### **The Story**

Harriet Kelsall Jewellery Design achieved RJC's Member Certification on November 4<sup>th</sup> 2011. Being the first Independent Jeweller and small business in the UK to have achieved this, Harriet is proud to be part of the RJC. She urges other organisations in the jewellery industry to strive to achieve RJC certification. As a small business compared to large international jewellery chains, Harriet felt it was important to hold themselves up against the set of RJC standards and check that they were doing everything they should to meet the ethical, human rights, social and environmental standards.

As soon as they decided to move forward with Certification, Harriet and her team went through every aspect of the business in detail according to the guidance provided by the RJC. As part of the Self Assessment, they identified issues which enabled them to change a lot of things about the business for the better. For example, they discovered that a few health and safety checks were lacking, but in thinking them through they were able to make positive improvements. They found that their thorough self assessment helped them in preparing for the audit. The auditor found that the record keeping for areas such as money laundering, Kimberly Process, HR and environmental issues were found to be very strong with all applicable records kept on file for inspection and to back-up transparency.

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*'We can't describe how great it feels to have held every aspect of your business up and checked you are doing everything right – it feels empowering!'*

– Harriet Kelsall, Managing Director

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By scrutinising all of their policies and procedures, ranging from health and safety to employment law and conflict diamonds, the company now knows that all of their systems and processes are at an optimum level which means they are delivering a better service to their customers, employees and their suppliers. Secondly, being certified is something they can communicate externally which helps set them apart from their competitors by demonstrating their support of improving ethics within the jewellery industry, and also gives them another selling point to consumers that wish to support responsible practices.

Now that Harriet Kelsall Jewellery Ltd has achieved RJC member certification, they feel that the team has created a real sense of being able to tackle future challenges in a methodical and disciplined way: 'We can't describe how great it feels to have held every aspect of your business up and checked you are doing everything right – it feels empowering!'



Harriet Kelsall shop and studio, Cambridge

### *Lessons learned*

- RJC Certification is achievable by any sized business that is committed to good practice
- A thorough Self Assessment puts a business in a better position for Certification and beyond

### *Benefits from obtaining RJC Member Certification*

- Improved internal systems and increased confidence to tackle future challenges in a methodical and disciplined way
- Feeling of empowerment to have every aspect of your business up and checked

### *Impacts*

- Improved team working environment to a more collective approach to problem solving and compliance
- Greater awareness of legislation that affects your business

