

# HUBBUB FOUNDATION UK

England & Wales · Charity number 1158700

## Details

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**Other names** HUBBUB

**Status** Registered

**Legal form** Charitable company

**Company number** [09038107](#)

**Registered** 2014-09-26

**Register** [View on the Charity Commission register](#)

## Contact

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**Website** [www.hubbub.org.uk](http://www.hubbub.org.uk)

## Activities

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**Objects:** TO PROMOTE FOR THE BENEFIT OF THE PUBLIC THE CONSERVATION PROTECTION AND IMPROVEMENT OF THE PHYSICAL ENVIRONMENT BY INCREASING PUBLIC KNOWLEDGE AND UNDERSTANDING OF HUMAN BEHAVIOUR WHICH IS NOT HARMFUL TO MAN OR OTHER LIVING SPECIES AND TO PLANETARY ECOLOGY.

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## Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training, The Prevention Or Relief Of Poverty, Environment/conservation/heritage, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-10-31	£8,906,340	£10,630,497	£3,111,462	67
2023-10-31	£9,204,619	£8,309,042	£4,835,619	63
2022-10-31	£8,281,323	£7,403,686	£3,940,042	53
2021-10-31	£4,670,490	£4,274,279	£3,062,405	44
2020-10-31	£3,000,542	£3,303,468	£2,666,194	37

## Trustees

Name	Role	Appointed
Richard Anton Lackmann	Chair	2025-03-19
DEBORAH MICHELLE LUFFMAN		2020-02-28
Dan Smith		2022-02-16
Dr Elizabeth Claire Thompson		2022-06-14
Jack Paul Taylor		2025-03-19
Louisa Ziane		2025-03-19
Samuel Laurence McCarthy		2025-03-19
Stephanie Hayden Lambert		2020-06-03

**HUBBUB FOUNDATION UK**

England & Wales - Charity number 1158700

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# Accounts

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**Hubbub Foundation UK**  
Consolidated report and accounts  
For the year ended  
31 October 2024

Registered Company in England and Wales No. 09038107  
Registered Charity in England and Wales No. 1158700



## **Contents of the financial statements for the year ended 31 October 2024**

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## Reference and Administrative Details

<b>Name:</b>	Hubbub Foundation UK	
<b>Company number:</b>	09038107	
<b>Registered Charity in England &amp; Wales:</b>	1158700	
<b>Directors and Board of Trustees:</b>	The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.  The Trustees serving during the period and since the period end were:	
	Catherine Brown - Chair	(resigned 19 <sup>th</sup> March 2025)
	Richard Lackmann - Chair	(appointed 19 <sup>th</sup> March 2025)
	Jonathan Katz	
	Ryan Kohn	
	Stephanie Lambert	
	Deborah Luffman	
	Sheetal Shinh	(resigned 24 <sup>th</sup> November 2024)
	Anna Turrell	(resigned 13 <sup>th</sup> August 2024)
	Daniel Smith	
	Elizabeth Thompson	
	Rebecca Fofana	(appointed 19 <sup>th</sup> March 2025)
	Jack Taylor	(appointed 19 <sup>th</sup> March 2025)
	Louisa Ziane	(appointed 19 <sup>th</sup> March 2025)
	Sam McCarthy	(appointed 19 <sup>th</sup> March 2025)
<b>Principal Address and Registered Office:</b>	Somerset House The Strand London WC2R 1LA	
<b>Bankers:</b>	The Co-operative Bank 62-64 Southampton Row London WC1B 4ND	Lloyds Bank Villiers House 48-49 Strand London WC2N 5LL
	Charities Aid Foundation 25 Kings Hill Ave Kings Hill West Malling ME19 4TA	Flagstone 1st Floor Clareville House 26-27 Oxendon Street London SW1Y 4EL



Year End 31 October 2024

**Solicitors:** Bird & Bird LLP  
15 Fetter Lane  
London  
EC4A 1JP

**Auditor:** Prime Accountants  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG

**The Board of Trustees delegate the day to day running of the organisation to a Management Team comprising:**

Alexander Robinson  
Gavin Ellis  
Heather Poore

Nathaniel Srokosz  
Daniel Murray



## Report of the Trustees

### A message from our CEO

How do we create positive environmental change at scale?

It's simple enough in theory: make it attractive, make it easy to take action, and get lots of people involved.

At Hubbub, we've spent over a decade testing ideas in real-world settings to see what really works. As you read about our recent work, I hope you see what I see: an organisation that's learning fast how to make environmental action the norm.

That's ambitious already, but we need to go further. Our goal isn't just to demonstrate the strong public support for environmental action, but to actively build that support. This will create a powerful mandate for change, empowering business and government to make bold, necessary decisions. In a polarised world – and with the clock ticking – the culture shift we're working to create has never been more critical.

#### Financial resilience and strategic adaptation

Our financial position remains stable, but we are acutely aware of the evolving funding landscape. In the past year, we generated almost £9 million in revenue, ensuring we could continue investing in impactful environmental and social initiatives. However, as we move forward, we must adapt to significant changes in our funding model.

Two of our long-standing partnerships – with Co-op and Starbucks – are coming to a natural conclusion at the end of 2025. These collaborations have been instrumental in our ability to expand the Community Fridge Network, establish hundreds of nature hubs, deliver award winning behaviour change campaigns and huge number of other projects and we are deeply grateful for the support and impact they have enabled. As these funding streams wind down, we are making the changes necessary to ensure our strategy remains focused and relevant and to ensure our financial sustainability and continued impact.

#### Challenges ahead and plans for the future

We know that the road ahead won't always be smooth. The continuing cost of living challenges, shifting corporate priorities, the politicisation of net zero and more mean we must constantly adapt to maintain momentum. A key challenge is ensuring our projects remain financially sustainable while scaling our impact. Nevertheless, we remain committed to expanding our work in community-driven action. Over the past year, we have supported over 1,000 community groups with funding, advice, and skill-sharing. Through careful financial planning and innovative funding approaches, we aim to protect and grow this vital work.

We also recognise the need for more inclusive and accessible environmental action. Many of the communities we support face increasing social and economic pressures, making it harder to prioritise sustainability. That's why we are designing initiatives that not only promote environmental benefits but also deliver direct social and financial value, from tackling food waste to bridging the digital divide through e-waste initiatives.

Meanwhile, the need for engaging, effective and accessible environmental communications has never been greater. Our Eat Your Pumpkin and Find Your Oooh... campaigns exemplify how we can cut through the noise and drive real behaviour change.

This year, we also returned to our roots with a major research project on the barriers preventing UK households from adopting net zero behaviours. This work is shaping our future direction, ensuring



that our expertise in insight, behaviour change, communications, and cross-sector partnerships remains at the forefront of business and policy discussions in this crucial decade.

While the coming year brings change, it also presents an opportunity to innovate, grow, and strengthen our impact. We are grateful to our partners, funders, and the communities we work with for their continued support and collaboration.

Together, we will continue to push for bold action and systemic change.

Alex Robinson, CEO, Hubbub



## Objectives and activities

### Who we are

We're Hubbub, a creative charity that's been inspiring positive environmental action since 2014. Every campaign is sparked by our passion to problem-solve and make greener choices easier and more possible for everyone – from food to fashion and from reuse to greener and more connected communities. Everyday solutions that bring people, community groups and business together to do good and create change that scales and influences far beyond the people involved. Change that shows how much is possible when we all get on board.

### Our purpose

Our purpose is to inspire action that's good for the environment and for everyone.

### Our vision

Our vision is a world where everyone makes choices that are good for the environment.

### Our values:



**Playful** – Positive and playful to connect people, catch imaginations and make people smile, because the world is serious enough.

**Curious** – An interest in people, places, trends, politics and the world we live in. Asks questions, seeks knowledge and has self-direction to discover the answers. An eye for detail and intuition to see opportunities. Always explores new ways to engage wider communities meaningfully.

**Entrepreneurial** – Leads the way. Embraces flexibility to achieve our charitable purpose. Nimble and brave enough to take risks to experiment without fear. Proud of independent spirit. Take initiative and responsibility.

**Give a damn about the environment** – It's authentically at the heart of everything we do because we're committed to taking action on climate change and the environment. We can about the difference we make and are honest about our impact.



**Creative** – Re-imagines everything and enables people to see things differently. Trusts intuition and brings magic to everyday. Continually challenges the way things are.

**For everyone** – Creating ways to include everyone in climate action, breaking down barriers and making it worthwhile too. It's built into who we are and everything we do.

## How we work

**Scope:** We care about the environment and believe the cause is bigger than the organisation. We're always thinking about the most pressing challenges and problems we can tackle. We collaborate with organisations, big and small, who share our ambition to find new ways to disrupt the status quo and inspire action that's good for the environment, and for everyone.

**Discover:** We're curious. We listen, observe and ask questions to gain insight and knowledge to understand the people and places we want to inspire. We use our intuition and experience to identify opportunities to instigate action on environmental issues. We build ideas based on evidence.

**Create:** We're a creative bunch. Our campaigns put ideas into action to raise awareness, change habits, and show that good things happen when people come together. We start with things people care about. We use behaviour change techniques, positive language and highlight the benefits. We use good design, seasonal hooks and a splash of playfulness.

**Experiment:** We're entrepreneurial. We have a healthy restlessness. As we deliver campaigns we constantly experiment, measure and adapt what we do, to test new ways to connect with people and find out what has the biggest impact.

**Scale:** We start small and think big. Our campaigns ripple, scale and influence far beyond the people involved in them. We share what we discover, the good and the bad. Sometimes we give it another go to find a better way. When it works we open source our ideas so they can be replicated and scaled. We build transformation opportunities to shape systems and policy.

## Our Theory of Change

### The issues and our role in tackling them

The choices we make every day affect the environment: including carbon emissions, the use and disposal of natural resources, and the quality of our air and water. Whether it's choices about what we buy, our habits, or the decisions we make in our communities, jobs, positions of responsibility: they all have an impact for better or worse.

32% of emissions reductions needed between now and 2035 require decisions by individuals and households to choose low-carbon products and services and adopt low carbon technologies (UKCCC & House of Lords E&CC\*). But our choices are affected by many factors that determine what we're willing and able to do (our 'choice environment'), including:

- Individual knowledge, values, preferences, habits
- Social context, cultural and social norms
- Availability, convenience & cost of products and services.



Businesses, local authorities, and others make decisions that determine what products and services are available to us. They are in turn affected by their choice environment: the policy landscape, the business drivers, industry norms, and customer demand.

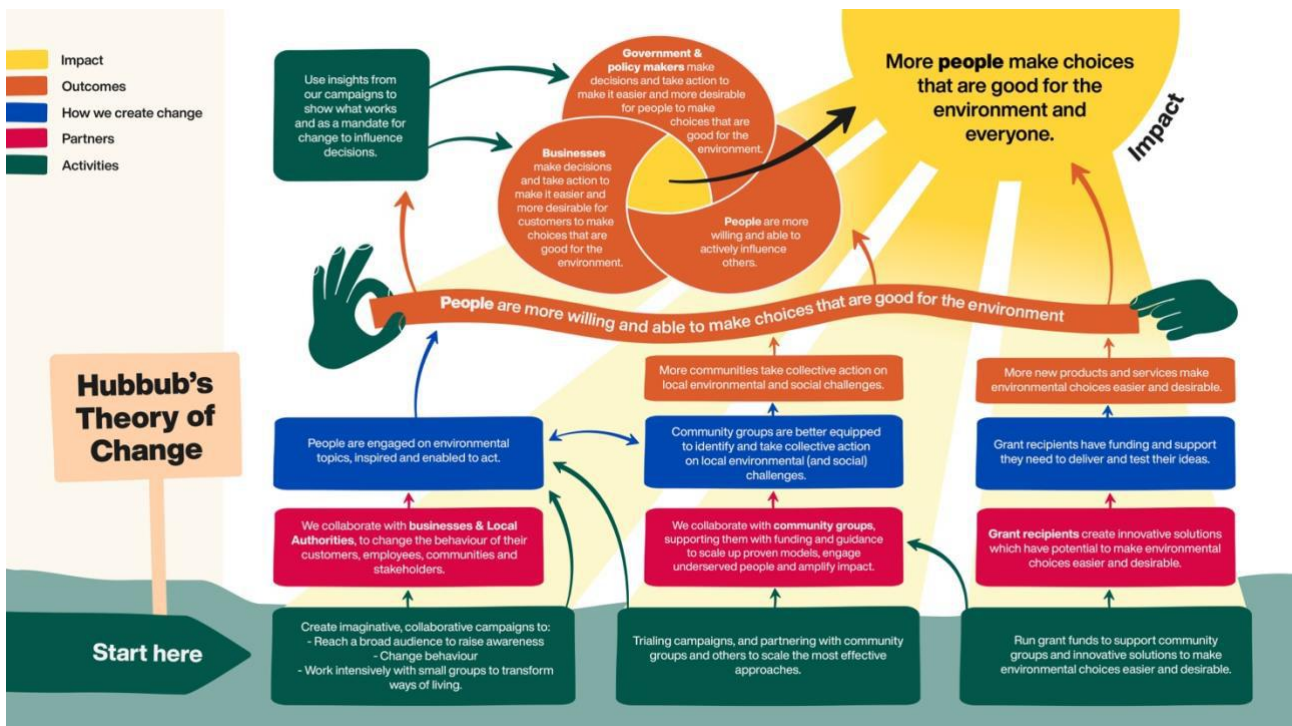
Hubbub's vision is a world where everyone makes choices that are good for the environment. To achieve this, we must address the wider choice environment for individuals, communities, and businesses. Responsibility should not sit with people alone, but everyone can influence the actions of people in business and government, as customers, voters, community voices and more.

We use our campaigns, in collaboration with partners from every sector, to make it easier and desirable for people to make positive environmental choices. We also use them to provide insights and evidence to businesses and government on what works and what doesn't, to shape bolder and more effective policy and business action.

We believe that when government and businesses see other businesses, communities, their constituents, and customers embracing positive environmental choices, it demonstrates a widespread mandate for change which will give them the confidence to take action.

For that mandate for change to be most powerful and equitable, it needs to come from all parts of society, including those who have been underrepresented. This is why we work with community groups across the UK, supporting them with funding, knowledge, skills, and contacts to enable them to reach and engage their communities too. By enabling more collective action through engagement with environmental activities, we aim to create a critical mass of people demonstrating they're willing to act and call for bolder action from business and government.

We see a virtuous cycle: engaged people's behaviours and choices inspire action from business and government that makes it easier for many more people to make environmental choices, ultimately leading to cultural change where choices that are good for the environment are the norm.





## **Collaboration to create impact at scale**

The scale and urgency of the climate crisis means we need to do all we can to increase the speed and scale of our response. This, combined with the complexity of factors that influence our choices, is why collaboration is central to our approach:

### **Community groups:**

Community groups have reach and access that larger organisations lack. They often have the commitment and connection to drive hyper-local action, along with knowledge and skills, but lack resources to bring their ideas fully to fruition. 45% of all voluntary groups have an income of under £10,000 a year, and financial support is often their top concern. By supporting community groups with funding as well as our guidance, peer inspiration and support, we can scale up proven models of impact to thousands of localities while strengthening the community groups we're working with.

We see that communities who are underrepresented in environmental conversations are often those most affected by the impacts of climate change. At the same time, we know that they have resources, perspectives, and creativity to contribute to shaping our collective response. This is why engaging and including underserved groups and helping to build local organisations and skills for climate action, is a strategic priority for Hubbub.

### **Grant funds:**

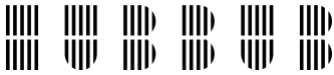
Our commitment to testing and learning, our history of innovation, and our broad connections across sectors make us well placed to understand and support small scale trials to test new ideas that might struggle to find funding elsewhere. We play a role in joining the dots between corporates looking to fund both innovation and community activity, and the start-ups and community groups who need the funding to bring their ideas to life.

Funding and supporting other organisations is one way of creating environmental and social impact at scale. By harnessing innovation and supporting others to replicate what we know works already, we can help the sector go further, faster. The grant funds we run aim to make it easier for everyone to make environmental choices, whether through providing tried and tested infrastructure such as on-the-go recycling, innovative products and services, or enabling hundreds of community groups to engage their communities in environmental action.

### **Businesses:**

We work with business in numerous ways to reach and engage their customers and wider audiences, either with broad communication campaigns to reach large numbers of people to raise awareness of an issue, create media interest and get people thinking differently, or more intensively with smaller groups, to explore and adopt more transformative lifestyle changes, creating inspirational case studies as well as deeper understanding of the process of change, and the behaviours that are most effective.

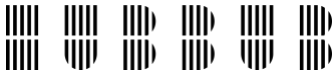
The learnings and insights from these projects inspire businesses to take action to enable all their customers to make more positive environmental choices.



## Public benefit

In setting our objectives and planning our activities we have given careful consideration to the Charity Commission's guidance on public benefit. The Trustees ensure that our activities are in line with our charitable objectives and aims, to protect and improve the natural environment. We measure the environmental impact that each of our programmes achieve, which are set out below. In addition, many of the programmes deliver added social benefits. As a result of our work:

- Less waste will be sent to landfill/incineration – in particular food, packaging and fabrics.
- Carbon dioxide emissions will be cut through reduced energy use and waste of materials and food.
- Less water will be wasted.
- Less pollution will be created including reduced plastic pollution in waterways and less air pollution.
- Our neighbourhoods will be cleaner and people will feel better connected to nature through our community campaigns.
- People in hardship will be given support, for example through the provision of refurbished smart phones and healthy food, and better access to support and advice.
- People will gain new skills and knowledge that will help them save money and make choices that are good for the environment.



## Performance and achievements





## Food

Food has always been a critical part of Hubbub's work, due to the huge environmental impact of food waste and consumption of meat and dairy, plus its power to bring people together and spark joy in environmental action. In 2024, we:

- Diverted 10,456 tonnes of food from being wasted – equivalent to 24+m meals shared.
- Helped 825,000 people consumer less dairy

In 2024, we continued to scale our food waste work in both breadth and depth, for example:

- **Community fridges** are a tried and tested way to save good food from going to waste. Our established Community Fridge Network, in partnership with Co-op, expanded to over 700 fridges, receiving 793,000 visitors in 2024, saving over 10,200 tonnes of food from going to waste – equivalent to 24.2 million meals.

*“Reducing food waste and supporting access to food in communities continue to be key priorities for Co-op. Working with the Community Fridge Network enables us to do both in a long-lasting and sustainable way. We are proud to have helped double the network, bringing people together to support fair access to food for all members of the community and providing places to learn new skills and address local issues. We know that now community fridges have become a national movement, the network will continue to achieve fantastic outcomes into the future.”*

### **David Luckin, Head of Community Partnerships, Funding and Impact at Co-op**

- But fridges have always been about more than just a fridge - the people that run them are full of ambition and ideas to enrich their local communities. So, **food hubs** were developed as a way for Hubbub to extend the amazing work community fridges are already doing, by funding them to bring more activities to their community. From plant-power cooking workshops and community dinners to grow-your-own gardens and libraries of things, these hubs have grown into vibrant centres for sharing and learning and in turn, have boosted their social and environmental impact. Since 2023, 9,197 people have taken part in activities at more than 100 food hub projects, with 855 people transforming their habits or learning a new skill.

*“A young gentleman had never cooked at home or even tried. He came to the cooking classes and was so empowered that he went home and cooked a curry for his family!”*

### **Food Hub volunteer**

- **Eat Your Pumpkin** returned this year, using Halloween to highlight food waste, aiming to help families establish a new Halloween tradition: decorating and eating their pumpkins together (given half of pumpkins bought go uneaten.) The campaign reached the target audience more than 18 million times and helped 11.7m<sup>1</sup> pumpkins be eaten rather than binned.



## Cutting emissions one cuppa at a time

On sustainable diets, this year we focused on the move to more plant-based milk: We're a nation of hot drink lovers, and for two-thirds of us, that means dairy milk every time. But our research showed that people's hot drink habits were ripe for a change: over half of Brits said they were open to drinking less dairy but haven't made the switch yet. So we launched 'Find Your Oooh, Without The Moo', a campaign supported by Starbucks, to help the plant-curious among us to explore the world of oat, soy, almond and more.

We wanted to move our audience from feeling 'meh' to 'magical' about plant milk, emphasising the fun and flavour of discovering a plant milk match. Targeting 25–34-year-olds, comms ranged from social media, posters and billboards and podcast ads to interactive pop-ups at Battersea Power Station.

- Why? Oat, almond and soy milk generate between 68% and 77% fewer greenhouse gas emissions than dairy milk<sup>2</sup>. And while over half of people in the UK are open to drinking less dairy, most still drink it every day.
- 15% of 25- to 34-year-olds who had seen the campaign, and who had never tried plant milk before, said they have now tried plant milk<sup>3</sup>
- 13% of 25- to 34-year-olds who saw the campaign tried plant-based products in other areas of their diet
- Behaviour: more people opting for plant milk over dairy (and eating more plants in general)

*"Love this! I didn't know which plant milk would be for me and now I do."*

***Battersea Power Station Shopper***

## Nature

At Hubbub we're passionate about bringing people in the UK closer to nature, and nature closer to people. Last year, we took significant strides towards this goal.

Eight in ten of us feel better after time in nature: it makes us happier. Despite this, almost four in ten people in the UK spend less than an hour a week in nature (Hubbub, 2024). Research (including our own) shows there is a link between contact with nature and pro-environmental behaviours and, while more research is needed on the cause, our work suggests there is a positive social and community element that keeps people coming back and makes them more likely to act. Hubbub's community connections, grant funding model and communications experience mean we're well-placed to help communities and people benefit from nature.

In 2024, we helped create or enhance 139 community-led green spaces, enabling 17,032 people to take part in community green space activities.

## Supporting communities to enhance nature engagement

The Community Nature Network brings together a collective of community-led green spaces to help them thrive: providing funding, resources and peer-to-peer support through an online platform and network map. It draws inspiration from our successful Community Fridge Network.

The network builds on our understanding of the significant social and environmental impact of community-led nature projects, and the support they need to be more resilient.



- Why? Communities say they want to work together to build greener local spaces. Through the **Community Nature Network**, they can access the money, skills, and ideas to make it happen and get more people involved.
- 457 individual members and 182 groups on the network map
- 15,000 visitors estimated to green spaces in the network
- Behaviour: more people spending time in green spaces, and taking part in nature activities

So far, we've supported groups through two strands of activity:

1. With the support of Bentley Environmental Foundation, we've funded 26 groups to create green spaces and engage new audiences. In just three months, they've engaged nearly 2,000 people and reported significant improvements in wellbeing for three-quarters of their participants (based on a survey of 77 people).

*"We hosted a two-week work placement for a young person with additional needs to get involved in the community toolshed build. His mum told us that it was the most time he'd spent outdoors in years as usually he hides away in his room on his computer. He learnt new building skills, spent time chatting to all sorts of people, tried veg grown at the site that he wouldn't usually eat and spent time outdoors in nature purposefully contributing to a wider project"*

#### **Project Lead**

2. **The Nature Hubs Fund**, supported by Starbucks, has granted 100 UK community groups funding of up to £6,000 to create or enhance green spaces, especially in areas where access to nature is limited. They range from transformative new community gardens to climate-resilient spaces. And by involving people from all walks of life, they're helping to build a more inclusive and equitable environmental movement. So far, over 12,000 people have taken part in Nature Hub activities. And the best part? There are more Nature Hubs on the way!

*"It's been an oasis of calm for me at a difficult time in my life. It's given me the opportunity to just 'be' - enjoying nature, getting to know others and instilling a huge amount of hope - especially when things I have planted grow!"*

#### **Nature Hubs participant, Sheffield**

## **Waste and resources**

In 2024, we continued to scale our work on tackling waste – from innovating to keep electronics in circulation, to scaling a model for improved recycling on-the-go and reducing littering (as well as tackling food waste – see above). In 2025, we will keep moving up the waste hierarchy to enable the circular economy, such as more reuse of food and drink packaging.



## Open-sourcing ways to tackle litter and boost recycling

From tackling littering at community kickabouts, encouraging binning across the UK's highways, byways and beaches, to city-wide collaborations, over the last 10 years we've spent a lot of time talking trash at Hubbub. Our approach is to keep it simple and always start with behavioural insight exploring why people behave the way they do. In 2024, we scaled our work by sharing our learnings and providing funding so others could give our tried and tested ideas a go:

- Why? The UK produces a lot of waste and recycling when out and about. Our proven, playful approach helps cash-strapped councils and others increase recycling rates and reduce litter
- The Neat Streets website created with support from McDonald's brings together litter case studies, how-to guides and offers up five replicable campaigns, plus funding
- 3,400 Neat Streets website visits, 43 assets downloaded
- 286,000 items recycled with grant funding from In The Loop support from Coca-Cola, McDonald's and Natural Source Waters to help 10 councils and others implement improved recycling on-the-go
- Behaviour: more people recycling on-the-go, and more rubbish binned

*"We're really delighted to see how successfully the bins have been received and used. Using the #InTheLoop Toolkit., we've been able to capture good quality recycling from the bins."*

***Sarah Burns, Innovation and Sustainability Manager for Bristol Waste Company***

On e-waste, we have used a combination of grant funds to support and empower communities, alongside playful engaging communications to help keep more tech circulation. With 6,922 people reporting taking an action to reduce e-waste. For example:

## Engaging Gen Z on tech circularity

Time After Time is building hype around tech circularity, thanks to support from Virgin Media O2. Our innovative approach, created by Gen Z for Gen Z, has reached over 11,000 students in the last year, working with Unite Students. We're shifting the way young people think about their tech, through our hackathons – bringing students together to problem-solve around repairing and recycling tech – to our eye-catching pop-up flip phone, and fun, conversational and informative content on TikTok.

- Why? Gen Z are the least likely to know that tech contains rare and valuable metals and elements, and the most likely to have thrown a phone in the general waste bin at home (Hubbub, 2023)
- 73,374 times people engaged on e-waste, mostly on TikTok
- 97% of 99 surveyed said they learnt something new and 89% intend to take action to reduce e-waste
- Behaviour: more young people taking action to avoid e-waste by repairing, reusing or recycling devices



*"Participating in the e-Waste Idea-thon was a truly eye-opening experience. I learned so much about the scale of the e-waste problem and the intricate challenges involved in managing it. One key takeaway was the importance of a multi-faceted approach that includes innovative design, efficient recycling processes, and strong public awareness campaigns."*

***Student hackathon participant***

## **How we walk the walk**

We're committed to running our organisation in the best way we possibly can. This means minimising our own environmental impact, prioritising our team's wellbeing, shaping a more inclusive culture and reimagining how we give grants and measure our impact. And that's just the beginning.

### **Our own impact**

For the third year running, we've calculated our emissions using GHG protocol standards via [Compare Your Footprint](#). Our total Scope 1, 2 and 3 emissions are 677 tCO<sub>2</sub>e which have decreased by 77 tCO<sub>2</sub>e. You can read our blog on our emissions journey [here](#).

We've done this by strengthening our environmental policy to guide our team towards low-emission practices, optimised our project material inventory to enable reuse of our resources, switched to sustainable printers, Jump, reduced our website emissions by switching to a greener host and simplified user experience and used our influence at Somerset House by running a clothes swap for other residents in our community.

Next year we'll continue gathering more accurate data from long-term partners, prioritise sustainability with new partners and put a big focus on reducing our digital footprint. We'll also seek to minimise emissions associated with our new anti-littering product.

As a grant giver, we've built on our commitment to [IVAR principles](#) of transparent and open grant making by simplifying our application and onboarding process to be more consistent and accessible. Combined with enhanced guidance, and a webinar sharing tips for those who were previously unsuccessful, we have received higher quality applications (and fewer ineligible ones.)

### **Team & Culture**

At Hubbub, our team is our greatest asset. In 2024:

- We maintained a high average score on our annual staff survey of 3.3 out of 4
- Achieved a Net Promoter Score of 3.8 out of 4 agreeing "I would recommend Hubbub as a great place to work".
- Won the Best Company to Work For (Public Sector/Not for Profit) in the 2024 Company Culture Awards.

*"I absolutely love working at Hubbub - amongst things I value most are the flexibility, trust and kindness of my colleagues, the excellent guidance of my line manager, and the approachability and warmth of senior leadership."*



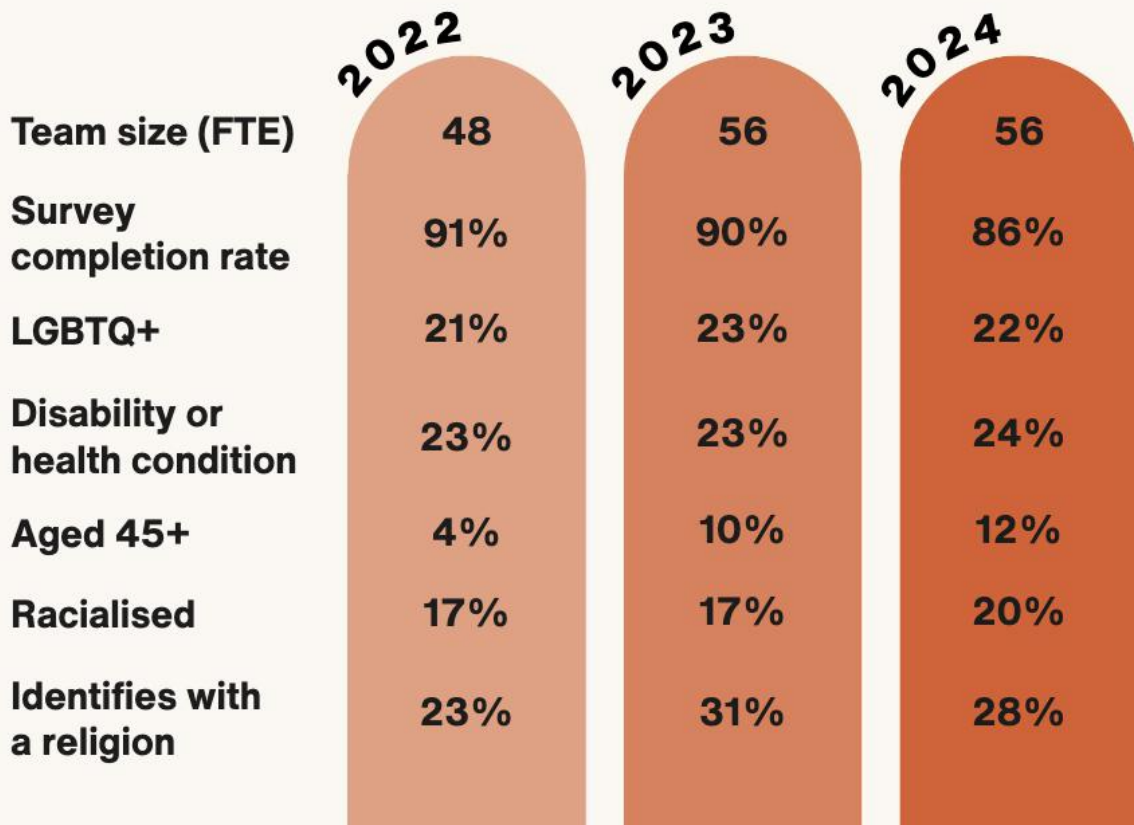
### Equality, Diversity and Inclusion

We've had a big focus on improving our understanding of EDI at all levels of the organization. This year we've run full-team, leadership and board learning sessions with Spark Insights, run a protected characteristics survey to explore how we can further support disabled and racialised employees, taken part in [The RACE Report](#) for the third year running and published our own EDI data (below). We've supported the team with enhanced counselling sessions, improved line manager training on mental health and neurodiversity, and refined our policies to support neurodiversity, periods, menopause, mental health and increased our maternity pay.

Next year, we're aiming to improve inclusive communication and make processes more accessible, improve our manager's capabilities, look at how we can foster mentoring opportunities for people with protected characteristics, continue to refine our policies, plus sharing and listening to learnings from our sector and networks.

- Won Most Inclusive at Heart Workplace at the Shift Awards

### Equity, diversity and inclusion (EDI) at Hubbub





## Future plans

In 2024/25 we are entering the last year of our current strategy which covered 2022-25. As we set out in our 2022-25 strategy we had identified the four areas of focus:

### Reuse

A society where effective and accessible reusable food and drink packaging is the norm. Businesses see the environmental and financial benefits and are willing to drive and adopt reuse systems, with government providing a supportive legislative and policy framework and investment.

### Sustainable Diets

A society where healthier, sustainable diets are the norm. Meat and dairy are no longer the default, but are eaten, served, and sold as considered choices. Opinion and habits have flipped, and we're having a balanced, depoliticised public discussion about meat and dairy.

There is better information and inspiration on sustainable diets and choice available to grocery shoppers and more confidence from businesses in talking about and acting on sustainable diets.

### Connecting through nature

Everyone has easy access to safe, nature-friendly green spaces. People understand the link between nature and the climate crisis, and what they can do to boost biodiversity and adapt to a changing climate at the local level. There is climate justice for those most affected by the climate crisis in the UK, and support for them to take action.

### Responsible Fashion

A society where there is high awareness of the environmental impact of fashion, and people buy far fewer new items of clothing. Everyone takes better care of clothing and repairs damaged items. Community settings are used to share clothing as commonly as they share food and other resources.

Businesses are incentivised and committed to only selling closed loop products and encourage people to repair, re-sell, recycle. Government legislates against irresponsible production and disposal of clothing and textiles.

We planned to achieve success in these areas by:

1. Putting Impact and Influence first
2. Building a sustainable business model
3. Focusing our efforts.

In 2024/25 we plan to invest in these areas with the following plans and priorities:

### Impact and Influence

We will create communication campaigns that achieve impact at scale, building on our Eat Your Pumpkin and Find Your Oooh! campaigns. As well as creating impact, they'll show businesses that we're strong partners for major purpose led campaigns. We'll double-down on building our 'friends' and B2B audiences: these are assets that can help drive change. We'll look for chances to influence policy through topical projects like Borrow Cup and Home Advantage as well as building our networks. And we'll further embed a focus on impact throughout our work and use it to develop activities that proactively influence decision makers.



### **Project Work / Focusing Our Efforts**

Food and nature are our most promising areas of focus for fundraising and impact, and we will renew our focus on those while scaling back our efforts on fashion where others are better placed to achieve change. We'll continue to build our expertise in reuse, keeping a close eye on policy developments in the space which could create new opportunities. In all areas, we'll be looking to trial new approaches and experiments, both on their own and as part of ongoing projects: it's what makes us tick, helps us learn and gives us more to talk about.

We'll secure the future of the Community Fridge Network, supporting it to go beyond surplus food (and to explore what it can do beyond food). And we'll continue to explore and develop our other community projects including Breaking Ground and Community Nature Network. We'll establish what is unique about our approach and use it to help secure new funding, especially from Trusts & Foundations.

### **Building a Sustainable Business**

We've made great progress in creating a sustainable business model and our current ways of working give us a strong base to build from. The primary challenge for the year is to respond to the end of our key partnerships with Co-op and Starbucks. These have been major sources of revenue and key to our financial stability. We are taking the necessary action to align our cost base with these changes and we are further strengthening our fundraising and income generation to ensure we have the funding and platform to build on our work and achieve further change. We will focus on securing high value partnerships while continuing to build our relationships with Trusts and Foundations

### **Beyond 2024/25**

The changes to some key partnerships mean that our strategic vision and plan beyond the 2025 is more critical than ever. Later this year we will come together to review our strategy and to look ahead for the next 3-5 years. We will take the time again to refine our focus areas and priorities to ensure that we continue to achieve meaningful change through our work.

The situation we're in is somewhat paradoxical, in that on one hand it's never been easier to find out about sustainable living and make greener choices. Businesses have been leading the charge towards net zero in the absence of political leadership. The quality and volume of campaigns and media coverage in our sector is through the roof. We're no longer swimming against the cultural tide (though that also means it's much harder to stand out).

But on the other hand, progress has stalled in lots of key areas. About four-fifths of the public are concerned about climate change: this hasn't shifted much in years. Important choices about the way we eat, travel and more are culture war issues and haven't changed much either. Cost of living challenges have pushed environmental ones back down the queue. And we've even seen some regression – for example, our polling suggests that young men are eating more meat than before.

Taking all this account taking time to further refine our strategy, concentrate our efforts and ensure that we continue to push the boundaries in the way we tackle and communicate on a range of issues will be critical to Hubbubs future success.



## Financial review

Over the 12-month period, Hubbub generated an income of £8.9m (2023: £9.2m) and incurred expenditure of £10.6m (2023: £8.3m), resulting in a net deficit of approximately £1.7m. This led to a decline in reserves from £4.8m to £3.1m.

The deficit was planned as part of a strategic decision to utilise accumulated funds from the funding partnership with Starbucks. Due to the timing of income recognition and actual expenditure, these funds had built up into a significant unrestricted balance. However, when assessed using management accounts—which recognise income as work is delivered—Hubbub generated a surplus of £326k, closely aligned with the board-approved budgeted surplus of £297k.

### Summary of Management Accounts for the Year Ending 31 October 2024

Category	Amount (£)
Income	10,696,320
Grants Paid Out	(4,732,009)
Direct Project Expenses	(2,057,744)
Staff Costs	(3,105,274)
Other Operating Costs	(474,987)
<b>Surplus</b>	<b>326,305</b>

### Key Funding Sources

Of the £8.9m in income recorded in the financial statements, the largest single funder was Starbucks, contributing £4.2m (2023: £4.6m). This funding, generated through the 5p charge on disposable cups, is directly tied to Starbucks sales.

Co-op was the second-largest funder, providing over £1.4m (2023: £1.2m) as part of a three-year agreement with Hubbub to support the Community Fridge Network. This agreement is set to expire at the end of 2025.

VMO2 was the third-largest funder, contributing over £1.1m towards various projects.

Together, these three funders accounted for 75% of Hubbub's total funding.



## Reserves and Financial Position

Due to the deficit, unrestricted reserves (including designated funds) decreased to £2.0m (2023: £3.9m), while restricted reserves increased slightly to £1.1m (2023: £0.9m).

This current reserves balance more accurately reflects Hubbub's true financial position after eliminating timing discrepancies in income and expenditure recognition. The £2.0m in unrestricted reserves remains above the Board of Trustees' target threshold of six months of operational costs (including salaries).

Restricted reserves primarily consist of £0.7m from Co-op, part of the ongoing three-year agreement expiring in December 2025. The majority of these funds were paid upfront, leading to a substantial balance.

## Expenditure Analysis

The additional spending was mainly driven by grant payments, which totalled £4.7m (2023: £2.9m). Key grant distributions included:

- **£1.13m to NHS charities** (funded by Starbucks donations) to support the creation of green spaces for patients, staff, and local communities.
- **£0.9m to the Community Fridge Network** (funded by Co-op) to establish and improve community fridges.
- **£0.9m to Food Hubs** (funded by Starbucks) to help communities come together, learn new skills, and tackle local environmental issues.
- **£0.5m to Nature Hubs** (funded by Starbucks) to develop community-led green spaces.
- **£0.4m to the Time After Time initiative** (funded by VMO2) to support eight projects aimed at reducing electronic waste and bridging digital exclusion through tech refurbishment and redistribution.

## Staffing and Operational Costs

Staff costs rose to £3.1m (2023: £2.8m), despite a decrease in full-time equivalents (FTE) from 63 to 58. This increase was primarily due to:

- The first full year of the Development Team, including the Director of Development and Head of Trusts and Foundations—part of a strategic investment to enhance fundraising capacity.
- The upgrading of the Head of Finance role to Director of Finance, reflecting the level of strategic engagement required.
- An annual cost-of-living salary increase, along with internal promotions and pay rises.

## Direct Project Costs

Direct project costs for the year were £2.1m (2023: £1.6m), primarily related to:

1. Campaigns and promotions – Major campaigns included:
  - Eat Your Pumpkin (raising awareness of food waste around Halloween)



- Find Your Ooh Without Your Moo (promoting alternative milks)
- Combined campaign-related advertising and promotion costs totalled approximately £0.5m.

**2. Refurbishment and distribution of electrical devices** – The Community Calling and Tech Lending Library projects (both funded by VMO2) distributed refurbished devices and free data to individuals facing digital exclusion, with direct expenditure totalling £204k.

## Balance Sheet and Cash Flow

- Cash balances reduced to £3.7m (2023: £5.1m) as a result of spending down accumulated funds. Despite this, Hubbub maintains a healthy cash flow position with no foreseeable liquidity risks.
- To optimise returns, cash was invested in short-term deposit accounts, generating £185k in interest income (2023: £136k).
- Net assets decreased to £3.0m (2023: £4.8m), primarily due to lower cash balances.
- Debtors decreased to £1.0m (2023: £1.6m), reflecting improved collection efforts, particularly from Starbucks franchisees.
- Creditors decreased to £1.8m (2023: £2.1m), mainly due to lower deferred income balances. This reflects improved project delivery timelines, allowing for quicker income recognition.

## Overall Performance and Outlook

Despite a challenging fundraising environment—impacted by economic pressures on UK businesses and increasing competition for trust and foundation grants—Hubbub successfully maintained 96% of its 2022/23 income while significantly increasing its grant-making activities.

The planned deficit was a strategic decision by the trustees and senior leadership team to utilise accumulated funds under the Starbucks partnership. Hubbub's financial position remains strong, with reserves comfortably exceeding the six-month operational cost threshold.

Looking ahead, the next financial year and beyond is expected to be challenging. Key partnerships with Starbucks are Co-op both due to end at the end of 2025, and the partnership with VMO2 continues but with renewed focus, but:

- Fundraising through trusts and foundations remains highly competitive.
- Businesses are signalling reduced spending on sustainability initiatives due to economic pressures, National Insurance increases, and enhanced environmental reporting requirements.

Despite these challenges, Hubbub expects:

- A small surplus in unrestricted funds in 2024/25.
- A small deficit in restricted funds, as Co-op funding for the Community Fridge Network is utilised.

Hubbub remains committed to delivering its core projects in 2024/25, including:

- The Community Fridge Network
- The Nature Network



- E-waste and digital inclusion initiatives in partnership with VMO2

## Charity Reserves Policy

The ambition of the charity is to secure sufficient free reserves to cover operating costs for a period of six months. Currently this would require a free reserve of at least £1.8m. The unrestricted reserves (including designated funds) as at 31 Oct 2024 are £2.0m.

## Structure, governance and management

Hubbub Foundation UK (Hubbub) is a company limited by guarantee, incorporated on 13 May 2014. Its governing document is its Memorandum and Articles of Association. The company is established to promote, for the benefit of the public, the conservation protection and improvement of the physical environment by increasing public knowledge and understanding of human behaviour which is not harmful to man and other living species and to planetary ecology. It is registered as a charity in both England & Wales.

The governance of the Charity is overseen by a Board of Trustees (the Board) which meets formally four times per year, in addition to training and strategy meetings, as well as four sub-groups, as follows:

- Finance and Risk Committee made up of a selection of Trustees (also part of the Board), the Finance Director and CEO to ensure that there is appropriate financial and performance reporting to the Board and that any risks to Hubbub are identified and mitigated. It meets quarterly.
- People and Organisational Development committee made up of a selection of Trustees (also part of the Board), the Head of People and Operations and CEO to provide oversight of the culture and people-related strategies of Hubbub; to review and make recommendations to the Board on remuneration and performance practices; to work with the Chair on Board and Senior Management succession, recruitment and development; and to provide Board input on the equity, diversity and inclusion work of Hubbub. It meets twice a year.
- Income and Fundraising committee made up of a selection of Trustees (also part of the Board), the Director of Development and CEO to support the charity by helping to identify, assess and maximise income-generating opportunities; developing fundraising plans that align with Hubbub's strategy and purpose; supporting trustees to contribute to income generation; and to review ongoing business development performance, providing input and support to ensure the charity meets its targets.

The Trustees and employees have agreed a 3-year strategy, and create annual objectives and a roadmap, within a budget agreed by the Trustees, that move the organisation towards its vision.

Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if the partnership is significant.



## Risk Management

The Board is responsible for ensuring that there is an appropriate procedure in place for the management of risks faced by Hubbub Foundation UK. A risk management plan is created by the leadership team and discussed, amended and agreed by the Finance and Risk Committee using the latest recommendations from the Charity Commission and other bodies. Each risk is assessed for its likelihood and the impact it could have on the organisation. A mitigation and contingency plan is created for each major risk and a risk manager is identified.

Hubbub currently has the following major risks:

- **Dependence on primary funders:** a significant portion of our funding comes from a small number of major partnerships.
  - We have invested in our development team to increase our capacity to raise funds from a wider range of sources. We have also continued to invest in our existing partnerships, strengthening relationships and ensuring alignment on long term objectives. With the knowledge that 2 key relationships are coming to end we are also taking action to reduce our cost base to align with the lower levels of income in 2025/26, this include reducing core costs including staffing.
- **Negative media or social media coverage:** Loss of funding or partnerships due to reputational damage from being accused of greenwashing or criticism for working with partners who have a poor reputation for other practices.
  - Clear decision criteria for partners and a list of industries Hubbub won't work with. emergency comms plans created, and guidelines for social media in place.
- **Changing funding priorities:** where public reporting requirements and commitments may lead firms to focus on their legal obligations and reporting rather than public engagement.
  - We have clarified our strengths and skill-set in proposition materials and outlining the role we can play in Net Zero strategies. We engage with all our current partners to ensure we are offering relevant services and continue to ensure our positioned with unique services for prospective funding partners.
- **Political instability and declining economic conditions:** Economic growth and recovery is slower than anticipated with inflation still relatively high this means companies are continuing cutting costs and looking for value for money. Although the political environment in the UK has stabilised following the general election, global instability is substantial (EU, US), which has a big impact on our multi national partners who are some of our biggest funders.
  - We have established our development team to increase our fundraising capacity and have increased our engagement with Trusts and Foundations. We've continued to invest in existing key relationships and have strengthen our service offering to ensure we met the expectations of funders. Internally we continue to strengthen our systems and processes to ensure we offer VfM
- **Fraudulent activity puts operations/finances at risk - online fraud/cyber crime:** The rise of AI and the sophistication of fraudulent schemes has marked an increase in fraudulent activity.



- Cyber insurance is in place, we have dedicated IT support and financial controls have been reviewed and strengthened to address potential fraud risks. Staff are regularly trained on GDPR fraud prevention and other risks.
- **Lack of diversity:** The diversity of our board and team especially in senior positions do not reflect the society we are trying to reach. This will limit our ability to fulfil our purpose.
  - We have increased investment delivering projects in disadvantaged communities and have published our 'five principles for engaging communities' to set out best practice for engaging underrepresented communities. We have inclusive recruitment practices, a board committee with specific remit to look at Equity, Diversity and Inclusion, and we have carried out full team, leadership and board EDI training. We track the make-up of team and board and report to The Race Report to support industry-wide action.
- **High core costs:** As the organisation has grown so have core costs, with a focus on campaigns and external facing action we have a number of roles which our critical to our mission but which increase costs.
  - We have implemented time tracking systems to ensure effective resource management and continue to review costs and organisational structure to ensure efficiency and cost effective operations at all times. With the changes to ey partnerships expected to be felt in 2025/26 we are taking action now to reduce our cost base to ensure the organisation costs and scale is aligned to our expected future income.
  - The Trustees have given consideration to the major risks to which Hubbub are exposed and are satisfied that systems or procedures are established in order to manage those risks.



## Statement of trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the trustees of the charitable company at the date of approval of this report is aware, there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each trustee has taken all of the steps that he/she should have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

### Auditor

Prime Chartered Accountants have indicated their willingness to be reappointed as Auditor. This report has been prepared taking advantage of the exemptions available under the provisions of the Companies Act 2006 applicable to small companies.

Approved by the Board of Trustees on

and signed on its behalf by

24 Jun 2025

24 Jun 2025

Richard Lackmann (Jun 24, 2025)  
Richard Lackmann - Chair of Trustees

Jonathan Katz (Jun 24, 2025)  
Jonathan Katz - Trustee

New Wing  
Somerset House  
Strand  
London  
WC2R 1LA



## Independent Auditor's Report to the trustees of Hubbub Foundation UK

### Opinion

We have audited the financial statements of Hubbub Foundation UK (the 'parent charity') and its subsidiary Hubbub Foundation Enterprise Limited (the 'group') for the year ended 31 October 2024 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 34 to 54. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

#### In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2024, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

#### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or



- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

## **Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the industry sector;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence.



We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;
- Assessed whether judgements and assumptions made in determining accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed:

- Procedures which included, but were not limited to:
- Agreeing financial statement disclosures to underlying supporting documentation;
- Enquiring of management as to actual and potential litigation and claims; and
- Reviewing correspondence with HMRC and other relevant parties.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

Jeremy Kitson BA FCA (Senior Statutory Auditor)  
for and on behalf of Prime Chartered Accountants and Statutory Auditors

Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG  
Date: 25.06.2025.



## Consolidated statement of financial activities incorporating an income and expenditure account for the year ended 31 October 2024

	Notes	Unrestricted	Designated	Restricted	Total Funds 2024	Total Funds 2023
Income from:						
Donations and legacies	2	4,050,769	-	2,753,291	6,804,060	6,441,418
Investments		185,744	-	-	185,744	136,422
Charitable activities	3	433,556	-	1,480,231	1,913,787	2,626,349
Other income	4	2,749	-	-	2,749	430
<b>Total Income</b>		<b>4,672,818</b>	<b>-</b>	<b>4,233,522</b>	<b>8,906,340</b>	<b>9,204,619</b>
Expenditure on:						
Raising funds	5	287,553	-	-	287,553	79,990
Charitable activities Expenditure	6	4,779,371	1,416,508	4,147,065	10,342,944	8,229,052
<b>Total Expenditure</b>		<b>5,066,924</b>	<b>1,416,508</b>	<b>4,147,065</b>	<b>10,630,497</b>	<b>8,309,042</b>
<b>Net income/(expenditure)</b>		<b>(394,106)</b>	<b>(1,416,508)</b>	<b>86,457</b>	<b>(1,724,157)</b>	<b>895,577</b>
Transfers between funds		(98,013)	-	98,013	-	-
<b>Net movement in funds</b>		<b>(492,119)</b>	<b>(1,416,508)</b>	<b>184,470</b>	<b>(1,724,157)</b>	<b>895,577</b>
Funds brought forward at 1 November		1,995,121	1,950,000	890,498	4,835,619	3,940,042
<b>Funds carried forward at 31 October</b>		<b>1,503,002</b>	<b>533,492</b>	<b>1,074,968</b>	<b>3,111,462</b>	<b>4,835,619</b>

All activities are of a continuing nature. There are no recognised gains or losses other than as shown above.

The notes on pages 34 to 54 form part of these accounts.

The comparative Consolidated Statements of Financial Activities is shown in note 23.



## Consolidated balance sheet as at 31 October 2024

	Notes	As at 31 October 2024		As at 31 October 2023	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		<u>24,121</u>		<u>27,816</u>
			24,121		27,816
<b>CURRENT ASSETS</b>					
Stock		76,196		70,339	
Debtors	13	1,034,395		1,655,057	
Cash at bank		<u>3,752,884</u>		<u>5,155,428</u>	
		4,863,475		6,880,824	
CREDITORS: amounts falling due within one year	14	<u>(1,776,134)</u>		<u>(2,073,021)</u>	
Net current assets			<u>3,087,341</u>		<u>4,807,803</u>
Total assets less current liabilities			3,111,462		4,835,619
Creditors: amounts falling due after more one year	14		-		-
<b>NET ASSETS</b>			<u><b>3,111,462</b></u>		<u><b>4,835,619</b></u>
<b>RESERVES</b>					
Unrestricted funds:			1,503,002		1,672,252
Designated funds			533,492		1,950,000
Restricted fund			<u>1,074,968</u>		<u>1,213,367</u>
<b>TOTAL FUNDS</b>	16/17		<u><b>3,111,462</b></u>		<u><b>4,835,619</b></u>

These financial statements were approved and authorised for issue by the Board of Trustees on 24 Jun 2025..... 2024 and are signed on their behalf by

 .....

Richard Lackmann (Jun 24, 2025)  
Richard Lackmann - Chair of Trustees

 .....

Jonathan Katz (Jun 24, 2025, 11:46am)  
Jonathan Katz - Trustee

New Wing, Somerset House, The Strand, London, WC2R 1LA

The notes on pages 34 to 54 form part of these accounts. Company Registration Number 09038107



## Charity balance sheet as at 31 October 2024

	Notes	As at 31 October 2024		As at 31 October 2023	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		21,969		27,635
Investments	12		<u>50,000</u>		<u>50,000</u>
			71,969		77,635
<b>CURRENT ASSETS</b>					
Stock			-		-
Debtors	13	1,121,294		1,681,491	
Cash at bank		<u>3,662,610</u>		<u>5,111,876</u>	
		4,783,904		6,793,367	
CREDITORS: amounts falling due within one year	14	<u>(1,751,708)</u>		<u>(2,056,843)</u>	
Net current assets			<u>3,032,196</u>		<u>4,736,524</u>
Total assets less current liabilities			3,104,165		4,814,159
Creditors: amounts falling due after more one year	14		-		-
<b>NET ASSETS</b>			<u><b>3,104,165</b></u>		<u><b>4,814,159</b></u>
<b>RESERVES</b>					
Unrestricted funds:			1,495,705		1,650,791
Designated funds			533,492		1,950,000
Restricted fund			1,074,968		1,213,368
<b>TOTAL FUNDS</b>	<b>16/17</b>		<u><b>3,104,165</b></u>		<u><b>4,814,159</b></u>

The net movement in funds for the year relating to the parent charity alone amounted to £1,709,994. These financial statements were approved and authorised for issue by the Board of Trustees on 24 Jun 2025.....2024 and are signed on their behalf by

Richard Lackmann (Jun 24, 2025)  
Richard Lackmann - Chair of Trustees

Jonathan Katz (Jun 24, 2025, 11:46am)  
Jonathan Katz - Trustee

New Wing, Somerset House, The Strand, London, WC2R 1LA

The notes on pages 34 to 54 form part of these accounts. Company Registration Number 09038107



## Consolidated statement of cash flow for the year ended 31 October 2024

	Ref	2024		2023	
		£	£	£	£
<b>Net Cash from operating activities</b>	<b>a</b>		(1,572,247)		112,094
<b>Investing activities</b>					
Purchase of tangible fixed assets		(16,041)		(8,494)	
Interest received		185,744		136,422	
			169,703		127,928
<b>Financing activities</b>					
Repayments of borrowing		-		-	
Cash inflows from new borrowing		-		-	
			-		-
Net movement in cash and cash equivalents			(1,402,544)		240,022
Cash and cash equivalents at 1 November			5,155,428		4,915,406
Cash and cash equivalents at 31 October			3,752,884		5,155,428

Notes to Statement of Cash Flows

		2024		2023	
		£	£	£	£
<b>a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities</b>					
Net income / (expenditure) for the year		(1,724,157)		895,577	
Depreciation		19,735		17,987	
Interest receivable		(185,744)		(136,422)	
Decrease/(increase) in debtors		620,663		(392,782)	
Increase/(decrease) in creditors		(296,887)		(276,451)	
Decrease/(increase) in stock		(5,857)		4,185	
			(1,572,247)		112,094



## Notes to the Financial Statements

### 1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### a) Basis of Accounting

Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS102)), the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Companies Act 2006.

The Hubbub Foundation meets the definition of a public entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

#### b) Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

#### c) Group Financial Statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Hubbub Foundation Enterprise Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

#### d) Donations and grants receivable

Donations and grants receivable, including capital grants, are brought into the accounts on receipt or when receivable, where the receipt is probable. Income is deferred only when:

the Charity has still to fulfil significant conditions before becoming entitled to the income; or

the donor has specified that the income is to be expended in a future period.

#### e) Charitable Activities

Charitable activities are brought into the accounts on receipt or when receivable, where the receipt is probable. Charitable activities consists of:

Community actions and campaigns

Initiatives with organisations

Educational activity

Sale of ballot bins

#### f) Donated services

Donated services comprise donated services and facilities and are included in income where such donations are financially quantifiable, at an estimate of the value of the benefit to the Charity.



## Accounting policies (continued)

### g) Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the Charity will comply with conditions attaching to them and the grants will be received using the accrual model.

### h) Expenditure

Expenditure is recognised on an accruals basis in the period in which they are incurred.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Certain costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by personnel on those activities or, if not appropriate, in proportion to the income attributable to those activities.

### i) Costs of generating funds

Costs of generating funds incorporate the salaries, direct expenditure and overhead costs of the staff involved in raising voluntary income for the Charity's use.

### j) Direct Charitable Costs

Direct charitable costs comprise those costs incurred in pursuing the charitable aims of the Charity. In particular they include the costs of delivering Hubbub Foundation UK's programmes to participants.

### k) Support costs

Support costs are those costs incurred by the Charity in development and support of its main activities and projects. These are absorbed within direct project costs as shown in Note 9. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

### l) Governance Costs

Governance costs are those costs incurred in the management of the Charity's assets, organisation and compliance functions.

### m) Fund accounting

Funds held by the Charity can be:

- a. Unrestricted general funds – these are funds without specified purpose and are available as general funds.
- b. Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.
- c. Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Transfers between funds are made to cover deficits on individual restricted funds and to recognise fixed assets acquired with restricted income, but with no further restriction on use, within unrestricted funds.



## Accounting policies (continued)

### n) Operating Lease Agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits in equal annual amounts over the period of the lease.

### o) Fixed Assets

Fixed assets are stated at cost less accumulated depreciation and impairment losses. Only assets over the value of £1,000 are capitalised.

Depreciation is calculated to write off the costs of the fixed asset by equal instalments as follows, all straight line:

Office equipment    33% / 25% SL

Where fixed assets are located within an unrestricted fund and are utilised on a temporary basis within a restricted fund the depreciation charge is apportioned between funds on a rational basis.

Impairment reviews are carried out annually on the net book value of fixed assets.

Fixed Assets under construction are stated at cost until the construction is complete and depreciated thereafter.

### p) Stock

Stocks are valued at the lower of cost and net realisable value.

### q) Cash and cash equivalents

Cash and cash equivalents includes cash in hand and deposits held at banks.

### r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### s) Estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on the Trustees' best knowledge of the amount, events or actions, actual results ultimately differ from these estimates. The Trustees do not consider there to be any material estimates and judgements.

### t) Financial instruments

Hubbub Foundation UK only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities and their measurement basis are as follows:

Financial assets - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank is classified as a basic financial instrument and is measured at face value.

Financial liabilities - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the



financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instruments.

Loans - Liabilities for borrowings which are subject to a market rate of interest are measured at the value of the amount advanced, less capital repayments

**u) Investments**

Investments are recognised at market value.

**v) Gift Aid**

Gift Aid payments payable from a wholly owned subsidiary to its parent charity are treated as a distribution and are recognised only when the physical payment is made.

Corporation tax relief arising on actual Gift Aid payments in the year and on those payments made by a wholly owned subsidiary of the charity that distributes undistributed reserves of the subsidiary within 9 months of the year end is recognised in the accounts in the year in which the underlying distributable profits arise.

## 2. Donations and legacies

	<b>2024 Total £</b>	<b>2023 Total £</b>
1% for the Planet	-	13,238
Brewgooder	600	-
Bunzl	-	20,000
City Bridge Foundation	5,280	-
Climate Action Fund	10,620	-
Dentsu	-	18,973
Esmée Fairbairn	-	120,000
GLA: Breaking Ground	-	75,490
GooseGrass	23,460	-
In Our Nature	-	50,000
Kiehl's	263	-
Material Focus	1,614	-
National Lottery	65,750	-
Natural Source Waters Association	12,848	-
Other donations and grants	(2,062)	6,740
Pets at Home	1,175	-
Rothschild Foundation	-	40,000
Starbucks	4,165,601	4,610,781
The Co-operative Group	1,421,715	1,170,794
The John Ellerman Foundation	30,000	-
Virgin Media O2	1,067,196	315,402
	<b>6,804,060</b>	<b>6,441,418</b>



### 3. Income and charitable activities

	<b>2024 Total £</b>	<b>2023 Total £</b>
Grants	363,290	1,572,125
Charitable trading	1,227,347	700,212
Ballot bin sales	123,068	145,182
Trading contracts	200,082	208,830
	<b><u>1,913,787</u></b>	<b><u>2,626,349</u></b>

### 4. Other income

	<b>2024 Total £</b>	<b>2023 Total £</b>
Tax reclaimed	-	-
Insurance	2,259	-
Sale of Assets	490	430
	<b><u>2,749</u></b>	<b><u>430</u></b>

### 5. Raising funds

	<b>2024 Total £</b>	<b>2023 Total £</b>
Staff costs	<b><u>287,553</u></b>	<b><u>79,990</u></b>



## 6. Charitable activities

	<b>2024</b>	<b>2023</b>
	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Staff costs	2,825,711	2,717,010
Direct costs	6,798,999	4,766,738
Governance costs (note 7)	17,180	20,897
Staff support costs (note 8)	124,436	88,638
Direct support costs (note 8)	576,618	635,769
	<b><u>10,342,944</u></b>	<b><u>8,229,052</u></b>

## 7. Governance costs

	<b>2024</b>	<b>2023</b>
	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Audit fee	12,650	12,250
Other accountancy services	4,530	8,647
	<b><u>17,180</u></b>	<b><u>20,897</u></b>

## 8. Support costs

	<b>2024</b>	<b>2023</b>
	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Staff costs	124,436	88,638
Other support costs	576,618	635,769
	<b><u>701,054</u></b>	<b><u>724,407</u></b>

## 9. Taxation

The company is a registered charity and it is considered that its activities and relationships are such that no corporation taxation liability will arise.

The subsidiary, Hubbub Foundation Enterprise Limited, has elected to make a gift aid payment to the parent within 9 months of the year end of these financial statements, Hubbub Foundation UK, which amounts to its profits of £6,149. As such the company has no taxable profits and therefore has £Nil corporation tax due for the year ended 31 October 2024.



## 10. Employee and staff costs (group and charity)

	<b>2024</b>	<b>2023</b>
	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
Wages and Salaries	2,680,707	2,418,326
Employer's NIC	295,033	261,315
Employer's pension	137,524	117,359
	<u><b>3,113,264</b></u>	<u><b>2,797,000</b></u>

The number of employees whose emoluments for the year fell within the following bands were:

	<b>2024</b>	<b>2023</b>
	<b>Number</b>	<b>Number</b>
£70,001 - £80,000	-	1
£80,001 - £90,000	2	3
£90,001 - £100,000	1	-
£100,001 - £110,000	-	1
£110,001 - £120,000	-	-
£120,001 - £130,000	1	-

## 11. Employee and staff costs (group and charity) (continued)

The aggregate remuneration of key management personal of the Group and Charity was £**505,234** (2023: £506,659.)

The average number of staff employed by the Charity during the period was as follows:

Charitable activities - Direct project staff	<u><b>67</b></u>	<u><b>63</b></u>
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## 12. Tangible fixed assets

	Fishing Boats £	Office Equipment £	Total £
<b>GROUP TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2023	12,000	101,012	113,012
Additions	-	16,041	16,041
Disposals	-	-	-
<b>Balance at 31 October 2024</b>	<u>12,000</u>	<u>117,053</u>	<u>129,053</u>
<b>Accumulated depreciation</b>			
At 1 November 2023	12,000	73,197	85,197
Charge for the year	-	19,735	19,735
On disposal	-	-	-
<b>Balance at 31 October 2024</b>	<u>12,000</u>	<u>92,932</u>	<u>104,932</u>
<b>Net Book Value</b>			
Balance at 31 October 2024	<u>-</u>	<u>24,121</u>	<u>24,121</u>
Balance at 31 October 2023	<u>-</u>	<u>27,815</u>	<u>27,815</u>
	Fishing Boats £	Office Equipment £	Total £
<b>CHARITY TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2023	12,000	95,421	107,421
Additions	-	13,750	13,750
Disposals	-	-	-
<b>Balance at 31 October 2024</b>	<u>12,000</u>	<u>109,171</u>	<u>121,171</u>
<b>Accumulated depreciation</b>			
At 1 November 2023	12,000	67,786	79,786
Charge for the year	-	19,416	19,416
On disposal	-	-	-
<b>Balance at 31 October 2024</b>	<u>12,000</u>	<u>87,202</u>	<u>99,202</u>
<b>Net Book Value</b>			
Balance at 31 October 2024	<u>-</u>	<u>21,969</u>	<u>21,969</u>
Balance at 31 October 2023	<u>-</u>	<u>27,635</u>	<u>27,635</u>



### 13. Charity investments

	£
<b>CHARITY INVESTMENTS</b>	
<b>Cost</b>	
At 1 November 2023	50,000
Movement	-
Balance at 31 October 2024	<u><u>50,000</u></u>

### 14. Debtors

	Group		Charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	479,248	1,295,794	510,990	1,264,260
Prepayments and accrued income	515,552	302,850	491,734	300,362
VAT	-	-	-	-
Other debtors	39,595	56,413	39,595	56,413
Group company	-	-	78,975	60,456
	<u><u>1,034,395</u></u>	<u><u>1,655,057</u></u>	<u><u>1,121,294</u></u>	<u><u>1,681,491</u></u>



## 15. Creditors

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
<b>Amounts falling due within one year:</b>				
Trade creditors	302,542	139,671	293,316	120,592
Taxation and social security	(4,966)	3,764	(1,605)	11,068
Accruals and deferred income	1,477,901	1,928,759	1,459,340	1,924,356
Other creditors	657	827	657	827
	<b><u>1,776,134</u></b>	<b><u>2,073,021</u></b>	<b><u>1,751,708</u></b>	<b><u>2,056,843</u></b>

### Deferred income included in accruals and deferred income:

	Group		Charity	
	2024 £	2023 £	2024 £	2023 £
Brought forward	1,898,698	1,993,928	1,896,898	1,965,088
Amount deferred in the year	6,473,795	3,102,940	6,329,539	3,011,690
Released to the Statement of Financial Activities	(6,927,663)	(3,198,170)	(6,792,504)	(3,079,880)
<b>Carried forward</b>	<b><u>1,444,830</u></b>	<b><u>1,898,698</u></b>	<b><u>1,433,932</u></b>	<b><u>1,896,898</u></b>



## 16. Capital

The company has no share capital, being limited by guarantee. There are 11 members of the company, each of whom has undertaken to contribute £1 in the event of the company being wound up.

## 17. Analysis of net assets between funds

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	24,121	-	-	24,121
Cash	917,117	533,492	2,302,275	3,752,884
Other current assets	630,504	-	480,087	1,110,591
Current liabilities	(68,740)	-	(1,707,394)	(1,776,134)
<b>Total net assets</b>	<b>1,503,002</b>	<b>533,492</b>	<b>1,074,967</b>	<b>3,111,462</b>



## 18. Movement in funds

	Balance at Nov 1 2023	PY Adj*	Income	Expenditure	Transfer	Balance at 31 Oct 2024
	£	£	£	£	£	£
Abel & Cole	-	-	6,000	(6,000)	-	-
Breaking Ground	-	-	127,486	(129,422)	1,936	-
Bristol Litter	-	-	2,600	(1,475)	-	1,125
Coca-Cola: Dublin Circle City	203,948	(190,868)	-	(11,501)	-	1,579
Community Nature Network	-	-	249,012	(245,905)	-	3,107
Dunelm: Pass it on with Purpose	439	-	-	(4,061)	3,622	-
E-Bay: Fashion Circular Innovation Fund	1,976	-	-	(3,755)	1,779	-
Ecosurety	-	-	6,000	(53,383)	47,383	-
Food Savy	-	-	80	(80)	-	-
GLA: Greener Together	7,550	(7,550)	30	(30)	-	-
Goosegrass Logistics	-	-	23,460	(25,807)	2,347	-
Household Blueprint	-	-	118,603	(110,230)	-	8,373
IKEA Customer Comms	-	-	21,133	(11,546)	-	9,587
IKEA Live Lagom	-	-	12,550	(12,550)	-	-
Immediate Media	-	-	3,120	(4,200)	1,080	-
In Our Nature	10,304	-	257,851	(216,588)	-	51,567
In Our Nature: Urban Greening	61,485	(47,083)	(7,500)	(6,902)	-	-
In the Loop	-	-	53,892	(44,933)	-	8,959
Innocent - Sustainable Diets	-	-	250	(250)	-	-
Innovate: Compostable Packaging	-	-	58,033	(71,434)	13,401	-
London Marathon Insights	-	-	6,950	(4,541)	-	2,409
John Lewis: Circular Economy Fund	-	-	600	(1,048)	448	-
Material focus	-	-	53,625	(57,707)	4,082	-
McDonalds Litter Website	-	-	35,000	(36,011)	1,011	-
Neat Streets	-	-	1,925	(1,925)	-	-
Norfolk Net Zero	-	-	62,732	(58,925)	-	3,807
Novuna	-	-	24,850	(26,668)	1,818	-



O2: Community Calling	32,547	-	300,320	(282,779)	-	50,088
OVO Energy: Glasgow Energy Project	-	-	16,452	(24,026)	7,574	-
Reusable cup collaboration	-	-	297,698	(279,191)	-	18,507
Pets at Home	-	-	29,846	(2,776)	-	27,070
Playtech	-	-	38,962	(48,275)	9,313	-
Primark	15,712	(8,135)	-	(7,577)	-	-
Springer Nature Games	-	-	11,425	(10,364)	-	1,061
State of the Nation	51,246	(51,246)	-	-	-	-
Tech Report	-	-	36,083	(38,302)	2,219	-
Tesco: Healthy & Sustainable Diets	17,987	(17,987)	-	-	-	-
Virgin Media O2: Tech Lending	-	-	229,329	(271,605)	42,276	-
Community Fund	-	-	-	-	-	-
Virgin Media O2: Time after Time	196,944	-	705,008	(706,849)	(42,276)	152,828
<b>Community Fridges:</b>	-	-	-	-	-	-
Big Lottery	38,575	-	-	(38,575)	-	-
Dentsu	18,973	-	-	(18,973)	-	-
Rothschild Foundation	144,104	-	-	(144,104)	-	-
The Co-operative Group	411,577	-	1,450,117	(1,126,792)	-	734,902
<b>Total Restricted funds</b>	<b>1,213,367</b>	<b>(322,869)</b>	<b>4,227,522</b>	<b>(4,147,065)</b>	<b>98,013</b>	<b>1,074,968</b>
<b>Unrestricted funds</b>	<b>1,672,252</b>	<b>322,869</b>	<b>4,672,818</b>	<b>(5,066,924)</b>	<b>(98,013)</b>	<b>1,503,002</b>
<b>Designated funds</b>	<b>1,950,000</b>	<b>-</b>	<b>-</b>	<b>(1,416,508)</b>	<b>-</b>	<b>533,492</b>
<b>Total funds</b>	<b>4,835,619</b>	<b>-</b>	<b>8,900,340</b>	<b>(10,630,497)</b>	<b>-</b>	<b>3,111,462</b>

\* The prior adjustment relates to corrections to expenditure recorded against restricted funds. This adjustment arose after reviewing the time allocated to projects in the prior year which was found to be incorrect. Prior to the 23/24 financial year, Hubbub did not have an established system for allocating time against individual projects and as such estimates were made at the end of each project or at the end of the financial year. This year a timesheet system was introduced to ensure better tracking of time and allocation of cost to individual projects. As part of introducing this new system when reviewing the prior year it was noted that a number of previously ended projects had had insufficient time allocated to them resulting in the PY accounts incorrectly showing unspent balances. The PY adjustment in the note above corrects for these historical errors.

A comparative movement in funds note has been provided in note 25.



Purposes of Restricted Funds with balances as at 31 Oct 2024:

**Bristol Litter:**

Funding from Bristol City Council and Bristol Waste Company to conduct a campaign to reduce litter

**Coca-Cola: Dublin Circle City:**

Funding from Coca-Cola to introduce In the Loop to four new locations. In the Loop brings businesses and local authorities together to make it easy for everyone to recycle while out and about, keeping valuable materials in circulation.

**Community Nature Network:**

Funding from the Bentley Foundation and Wates Family Trust to deliver a proven, scaled model that enables community-led green spaces to thrive, so that local communities can access nature, come together, and learn new skills

**Household Blueprint:**

Funding from TSB, B&Q, Starbucks, Unilever, Barrat Developments Plc. and VMO2 to conduct a research project using a cohort of households to learn what inspires and enables mainstream UK (freehold) homeowners (aged 25+ on £50k+ with middling environmental attitudes) to use energy, food and 'stuff' more sustainably, to create a blueprint for how business and government can support households to work towards net zero.

**IKEA Customer Comms:**

Funding from IKEA to create sets of communications related to money saving linked to IKEA products and behaviours with robust evidence to back up the savings.

**In Our Nature:**

A 3-year Lottery funded collaborative multi-partner programme in Manchester that uses Hubbub's tried and tested approaches of creative communications to support residents with the resources and knowledge to take climate action at home and community engagement to co-create impactful community projects that build the capacity of community groups to reduce their carbon footprint, learn new skills, and improve their wellbeing.

**In the Loop:**

Funding from McDonalds to introduce In the Loop to two new locations, In the Loop brings businesses and local authorities together to make it easy for everyone to recycle while out and about, keeping valuable materials in circulation.

**London Marathon Insights:**

Funding from the London Marathon to conduct a short insights phase to look at ways the London Marathon could better tackle litter and recycling.

**Norfolk Net Zero:**

Funding from Norfolk Council via INnovate UK to conduct an insight-led project working with seven communities across Norfolk to identify and overcome the barriers to achieving more efficient homes, cleaner heat and power, and greener travel to feed into recommendations for the Norfolk Climate Change Partnership, as well as being shared with national partners

**O2: Community Calling:**



Funding from VMO2 for a year-long partnership with homelessness charities Crisis and Change Please (amongst others) to provide second-hand devices and free data to those lacking access to a device. Throughout this phase, nearly 1500 devices have found a new home.

**Reusable cup collaboration:**

Funding from Costa, Starbucks, Pret, Bunzl, BPF, Caffè Nero, Burger King, KFC, Ecosurety, to researching how coffee chains and restaurants in the UK could offer a reusable cup system that works across all stores and to fund a pilot of the project in Glasgow

**Pets at Home:**

Funding from Pets at Home to create insight-led communications to nudge store staff and vets at Pets at Home to reduce waste and energy use.

**Springer Nature Games:**

Funding from Springer Nature to create a behaviour change campaign that inspires Springer Nature colleagues to make sustainable choices in their offices so that they can connect with their Sustainable Development Goals commitments and can achieve collective impact

**Virgin Media O2: Time after Time:**

Funding from VMO2 for a £500,000 grant fund, supporting 8 projects that reduce electronic waste and bridge the digital exclusion through tech refurbishment and redistribution. so that so that those who are digitally disconnected—including those experiencing homelessness and refugees—can stay connected, learn new digital skills, and turn tech that could have gone to waste into a lifeline for day-to-day living.

**Community Fridge: The Co-operative Group:**

Funding from Co-operative group to support 350 new community fridges with set up grant funding, and the funding for 40 groups to become food hubs. It also covers our time to provide stewardship and support for the network of fridges.

**19. Movement in funds**

At 31 October the company had total commitments under non-cancellable operating leases as set out below.

	<b>Land and Buildings</b>	
	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Payable:		
Within one year	124,908	96,920
Within two to five years	249,816	-
	<b><u>374,724</u></b>	<b><u>96,920</u></b>

**20. Trading subsidiary**



Hubbub Foundation UK owns 100% of the share capital of Hubbub Foundation Enterprise Limited.

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £7,990.25 (2023: £26,897) and recharged rental costs of £11,928 (2023: £12,036).

At 31st October 2024 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	<b>2024</b>	<b>2023</b>
Intercompany (creditor) / debtor	78,975	60,456
Deferred income	-	-

## 21. Net results of trading subsidiary

The charity has a wholly owned trading subsidiary, Hubbub Foundation Enterprise Limited which is a private company, limited by shares, registered in England and Wales, registration number 08910364. The registered office is the same as that of the charity.

Hubbub Foundation Enterprise Limited sells environmental services and products to business and Government, including communications and campaign services. A summary of the results of Hubbub Foundation Enterprise Limited is shown below.

<b>Profit &amp; Loss</b>	<b>2024</b>	<b>2023</b>
Turnover	323,150	354,013
Cost of sales	(270,235)	(261,258)
<b>Gross profit</b>	<u>52,915</u>	<u>92,755</u>
Administrative expenses	(44,792)	(70,711)
Other income	-	8
<b>Operating profit/(loss)</b>	<u>8,123</u>	<u>22,052</u>
Interest payable and similar expenses	-	-
<b>Profit/(loss) for the year</b>	<u><u>8,123</u></u>	<u><u>22,052</u></u>
<b>Balance Sheet</b>	<b>2024</b>	<b>2023</b>
Fixed Assets	2,155	181
Current Assets	204,577	181,218



Current Liabilities	(149,437)	(109,940)
	<u>57,295</u>	<u>71,459</u>
Called up share capital	50,000	50,000
Profit & loss account	7,295	21,459
<b>Net Assets</b>	<u><u>57,295</u></u>	<u><u>71,459</u></u>

## 22. Trustees' remuneration and expenses

None of the trustees were paid any remuneration or received any other benefits from an employment with the charity or a related entity for the year ended 31 October 2024.

Trustee expenses of £450.80 have been reimbursed for the year ended 31 October 2024 (2023: £149).

## 23. Related party transactions

During the year, the Charity paid £16,981 (2023: £24,058) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, a director of Hubbub Foundation UK.



**24. Comparative statement of financial activities the year ended 31 October 2023**

	Note	Unrestricted	Designated	Restricted	Total Funds 2023	Total Funds 2022
Income from:						
Donations and legacies	2	2,952,391	1,850,000	1,639,027	6,441,418	6,383,653
Investments		136,422	-	-	136,422	25,817
Charitable activities	3	491,907	-	2,134,442	2,626,349	1,871,384
Other income	4	430	-	-	430	469
<b>Total Income</b>		<b>3,581,150</b>	<b>1,850,000</b>	<b>3,773,469</b>	<b>9,204,619</b>	<b>8,281,323</b>
Expenditure on:						
Raising funds	5	79,990	-	-	79,990	109,799
Charitable activities	6	2,567,386	1,888,778	3,772,888	8,229,052	7,293,887
<b>Total Expenditure</b>		<b>2,647,376</b>	<b>1,888,778</b>	<b>3,772,888</b>	<b>8,309,042</b>	<b>7,403,686</b>
<b>Net income/(expenditure)</b>		933,774	(38,778)	581	895,577	877,637
Transfers between funds		(613,427)	-	613,427	-	-
<b>Net movement in funds</b>		<b>320,347</b>	<b>(38,778)</b>	<b>614,008</b>	<b>895,577</b>	<b>877,637</b>
Funds brought forward at 1 November		1,351,905	1,950,000	599,359	3,940,042	3,062,405
Funds carried forward at 31 October		1,672,252	1,911,222	1,213,367	4,835,619	3,940,042



**25. Comparative analysis of net assets between funds for the year ended 31 October 2023**

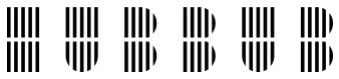
	Unrestricted	Designated	Restricted	Total
Fixed assets	27,816	-	-	27,816
Cash	1,992,061	1,950,000	1,213,367	5,155,428
Other current assets	1,725,396	-	-	1,725,396
Current liabilities	(2,073,021)	-	-	(2,073,021)
<b>Total net assets</b>	<b>1,672,252</b>	<b>1,950,000</b>	<b>1,213,367</b>	<b>4,835,619</b>

**26. Comparative analysis of net assets between funds for the year ended 31 October 2023**

	Balance at Nov 1 2022	Income	Expenditure	Transfer	Balance at 31 Oct 2023
Belazu Home Run	-	13,850	(14,349)	499	-
BNF – Sustainable Student Diets	-	6,150	(7,045)	895	-
Caboodle: Microsoft IT Food	-	(37,800)	-	37,800	-
Centre for Digital Connect	5,000	-	(5,175)	175	-
Coca-Cola: Dublin Circle City	-	203,948	-	-	203,948
Coca-Cola: Treasure Your Rivers	-	-	(132)	132	-
Dunelm: Pass it on with Purpose	2,766	40,000	(42,327)	-	439
E-Bay: Fashion Circular Innovation Fund	-	5,000	(3,024)	-	1,976
Eximedia: Trafford Centre Insights	-	5,000	(6,556)	1,556	-
Food Connect	-	74,840	(214,484)	139,644	-
Food Savy	-	33,625	(35,321)	1,696	-
GLA: Greener Together	-	100,514	(92,964)	-	7,550
Gloucester Council: Repair Homes for Students: Action on food waste	-	19,560	(20,644)	1,084	-
IGD Services: Scoping for reuse	-	4,300	(5,268)	968	-
IKEA: Circular Hubs	-	77,650	(79,381)	1,731	-
In Our Nature	-	10,557	(24,659)	14,102	-
	-	263,833	(253,529)	-	10,304



In Our Nature: Urban Greening	52,665	135,000	(126,180)	-	61,485
In the Loop: McDonalds	-	20,000	(24,264)	4,264	-
In the Loop	-	-	(190,868)	190,868	-
Innovate: Compostable Packaging	-	-	(55,709)	55,709	-
Investec	-	-	(150)	150	-
London Borough of Newham: Greener Together	14,266	-	(14,559)	293	-
John Lewis: Circular Economy Fund	-	-	(3,451)	3,451	-
KFC: Pick your side	-	120,000	(121,021)	1,021	-
Kiehl's: SUP initiative	-	2,168	(3,336)	1,168	-
Lucozade Ribena: Love Forest	253	-	(497)	244	-
Make our Move: Rothschild Foundation	-	40,000	(52,765)	12,765	-
Novuna: Employee Engagement	-	68,420	(70,656)	2,236	-
O2: Community Calling	388,875	288,577	(644,905)	-	32,547
OVO Energy: Glasgow Energy Project	-	52,904	(53,506)	602	-
Renewing Household Recycling	-	-	(23,750)	23,750	-
Reusable cup collaboration	-	15,000	(20,340)	5,340	-
Pets at Home	-	31,325	(32,692)	1,367	-
Playtech	-	35,000	(37,440)	2,440	-
Primark	1,255	145,600	(131,143)	-	15,712
State of the Nation	-	64,221	(12,975)	-	51,246
Tate & Lyle: Keep baking, start baking	-	-	(72)	72	-
Telefonica: Youth Advisory Council	-	6,250	(21,688)	15,438	-
Tesco: Healthy & Sustainable Diets	-	18,000	(13)	-	17,987
Virgin Media O2: Tech Lending Community Fund	-	60,390	(117,229)	56,839	-
Virgin Media O2: Time after Time	-	608,067	(411,123)	-	196,944
Welcome Break	-	2,955	(38,093)	35,138	-
Community Fridges:	-	-	-	-	-
Big Lottery	38,575	-	-	-	38,575
Dentsu	-	18,973	-	-	18,973
Rothschild Foundation	95,704	48,400	-	-	144,104
The Co-operative Group	-	1,171,182	(759,605)	-	411,577
<b>Total Restricted funds</b>	<b>599,359</b>	<b>3,773,469</b>	<b>(3,772,888)</b>	<b>613,427</b>	<b>1,213,367</b>
<b>Unrestricted funds</b>	<b>1,351,905</b>	<b>3,581,150</b>	<b>(2,647,376)</b>	<b>(613,427)</b>	<b>1,672,252</b>



Designated funds	1,988,778	1,850,000	(1,888,778)	-	1,950,000
Total funds	<u>3,940,042</u>	<u>9,204,619</u>	<u>(8,309,042)</u>	<u>-</u>	<u>4,835,619</u>



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**Issuer** Hubbub

**Document generated** Tue, 24th Jun 2025 11:21:07 BST

**Document fingerprint** 2286d344dd6a2f52a0b46da2cc21eb60

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### Parties involved with this document

Document processed	Party + Fingerprint
Tue, 24th Jun 2025 14:40:13 BST	Richard Lackmann - Signer (49c3ac674bd1be3b170d9b28ee8069cf)
Tue, 24th Jun 2025 11:46:06 BST	Jonathan Katz - Signer (a69dc46b183d278b32e0910d74b48adb)

### Audit history log

Date	Action
Tue, 24th Jun 2025 11:21:07 BST	Envelope generated by Kim Hancock (167.98.181.52)
Tue, 24th Jun 2025 11:21:07 BST	Document generated with fingerprint 2286d344dd6a2f52a0b46da2cc21eb60 (167.98.181.52)
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Tue, 24th Jun 2025 11:22:20 BST	Document generated with fingerprint c2d3d4f731306f4bc950583665a64782 (167.98.181.52)
Tue, 24th Jun 2025 11:27:23 BST	Sent the envelope to Richard Lackmann (ralackmann@yahoo.co.uk) for signing (167.98.181.52)
Tue, 24th Jun 2025 11:27:23 BST	Sent the envelope to Jonathan Katz (jonathan.katz50@gmail.com) for signing (167.98.181.52)
Tue, 24th Jun 2025 11:27:23 BST	Document emailed to ralackmann@yahoo.co.uk
Tue, 24th Jun 2025 11:27:23 BST	Document emailed to jonathan.katz50@gmail.com
Tue, 24th Jun 2025 11:29:41 BST	Richard Lackmann opened the document email. (104.28.86.102)
Tue, 24th Jun 2025 11:35:02 BST	Jonathan Katz opened the document email. (104.28.40.140)
Tue, 24th Jun 2025 11:39:44 BST	Richard Lackmann opened the document email. (104.28.40.142)
Tue, 24th Jun 2025 11:43:29 BST	Jonathan Katz opened the document email. (172.226.183.24)
Tue, 24th Jun 2025 11:43:39 BST	Jonathan Katz viewed the envelope (81.157.125.50)
Tue, 24th Jun 2025 11:46:06 BST	Jonathan Katz signed the envelope (81.157.125.50)
Tue, 24th Jun 2025 14:34:34 BST	Richard Lackmann opened the document email. (146.75.174.13)
Tue, 24th Jun 2025 14:34:44 BST	Richard Lackmann viewed the envelope (62.244.186.53)
Tue, 24th Jun 2025 14:40:13 BST	Richard Lackmann signed the envelope (62.244.186.53)

Tue, 24th Jun 2025 14:40:13 BST

This envelope has been signed by all parties (62.244.186.53)

**HUBBUB FOUNDATION UK**

England & Wales - Charity number 1158700

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# Accounts

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**HUBBUB FOUNDATION UK**  
**CONSOLIDATED REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2023**

Registered Company in England and Wales No. 09038107

Registered Charity in England and Wales No. 1158700



**Reference and Administrative Details**

Name: Hubbub Foundation UK  
Company number: 09038107  
Registered Charity in England & Wales: 1158700

Directors and Board of Trustees: The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the period and since the period end were as follows:

Catherine Brown	Chair
Jonathan Katz	
Ryan Kohn	
Stephanie Lambert	
Deborah Luffman	
Sheetal Shinh	
Anna Turrell	
Daniel Smith	
Elizabeth Thompson	
Rebecca Fofana	(app. 01/11/2022)

Principal Address and Registered Office: Somerset House  
Strand  
London  
WC2R 1LA

Bankers:	The Co-operative Bank 62-64 Southampton Row London WC1B 4ND	Charities Aid Foundation 25 Kings Hill Ave Kings Hill West Malling, ME19 4JQ
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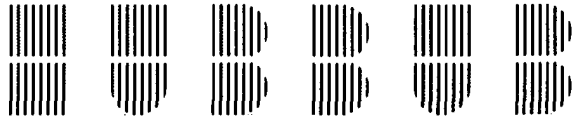
Lloyds Bank Villiers House 48-49 Strand London WC2N 5LL	Flagstone 1 <sup>st</sup> Floor Clareville House 26-27 Oxendon Street London SW1Y 4EL
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Solicitors: Bird & Bird LLP  
15 Fetter Lane  
London EC4A 1JP

Auditor: Prime Accountants  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands B91 3QG

The Board of Trustees delegate the day to day running of the organisation to a Management Team comprising:

Alexander Robinson	Saskia Restorick
Gavin Ellis	Aoife Allen
Heather Poore	Dan Murray



### Structure, Governance and Management

Hubbub Foundation UK (Hubbub) is a company limited by guarantee, incorporated on 13 May 2014. Its governing document is its Memorandum and Articles of Association. The company is established to promote, for the benefit of the public, the conservation protection and improvement of the physical environment by increasing public knowledge and understanding of human behaviour which is not harmful to man and other living species and to planetary ecology. It is registered as a charity in both England & Wales.

The governance of the Charity is overseen by a Board of Trustees (the Board) which meets formally four times per year, in addition to training and strategy meetings, as well as four sub-groups, as follows:

- Finance and Risk Committee made up of a selection of Trustees (also part of the Board), the Head of Finance and CEO to ensure that there is appropriate financial and performance reporting to the Board and that any risks to Hubbub are identified and mitigated. It meets quarterly.
- People and Organisational Development committee made up of a selection of Trustees (also part of the Board), the Director of Impact and CEO to provide oversight of the culture and people-related strategies of Hubbub; to review and make recommendations to the Board on remuneration and performance practices; to work with the Chair on Board and Senior Management succession, recruitment and development; and to provide Board input on the equity, diversity and inclusion work of Hubbub. It meets twice a year.
- Income and Fundraising committee made up of a selection of Trustees (also part of the Board), the Director of Development and CEO to support the charity by helping to identify, assess and maximise income-generating opportunities; developing fundraising plans that align with Hubbub's strategy and purpose; supporting trustees to contribute to income generation; and to review ongoing business development performance, providing input and support to ensure the charity meets its targets.

The Trustees and employees have agreed a 3-year strategy, and create annual objectives and a roadmap, within a budget agreed by the Trustees, that move the organisation towards its vision.

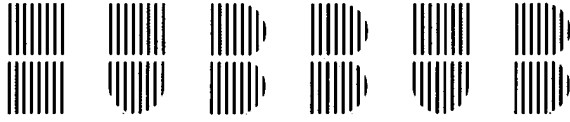
Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if the partnership is significant.

### Risk Management

The Board is responsible for ensuring that there is an appropriate procedure in place for the management of risks faced by Hubbub Foundation UK. A risk management plan is created by the leadership team and discussed, amended and agreed by the Finance and Risk Committee using the latest recommendations from the Charity Commission and other bodies. Each risk is assessed for its likelihood and the impact it could have on the organisation. A mitigation and contingency plan is created for each major risk and a risk manager is identified.

Hubbub currently has the following major risks:

- Dependence on primary funders: a significant portion of our funding comes from a small number of major partnerships. We have a plan to diversify and reduce our reliance.
- Negative media or social media coverage: emergency comms plans created, and guidelines for social media use introduced. Explicit decision criteria for partners and a list of industries we won't work with.
- Changing funding priorities, where public reporting requirements and commitments may lead firms to focus on their legal obligations and reporting rather than public engagement: we are clarifying our strengths and skill-set in proposition materials and outlining the role we can play in Net Zero strategies. We will reassess quarterly if any further action is needed.
- Political instability and declining economic conditions: recruited Director of Development and Head of Trust and Foundations to diversify income. We're focussing on strengthening key existing



partnerships to secure funding base, plans to generate new leads, and improved budgeting to increase cost controls.

- Online fraud/cyber-crime: hold cyber insurance and review our IT processes, support & systems regularly, training provided to new and current staff on GDPR and cyber security best practice
- Lack of diversity: we have increased investment delivering projects in disadvantaged communities and have published our 'five principles for engaging communities' to set out best practice for engaging underrepresented communities. We have inclusive recruitment practices, a board committee with specific remit to look at Equity, Diversity and Inclusion, and we have carried out full team, leadership and board EDI training. We track the make-up of team and board and report to The Race Report to support industry-wide action.
- Cost of highly skilled, London-based team, including non-delivery staff: improved understanding and control of costs through a time tracking system, 6 monthly review of resourcing, seeking funding for core costs.

The Trustees have given consideration to the major risks to which Hubbub are exposed and are satisfied that systems or procedures are established in order to manage those risks.

## Objectives and Activities

### Vision

Hubbub is an environmental charity. Our purpose is to inspire action that's good for the environment and for everyone. Our campaigns tackle environmental issues with practical solutions that work for individuals, community groups and businesses, because to make change at the speed and scale needed, we all need to get on board.

83% of the UK public are worried about the climate crisis (BEIS 2022), but most are unclear what they can do about it. Since 2014 we've been using creativity to raise awareness, change behaviours, and build appetite for everyone to make choices that are good for the environment. Our campaigns meet people where they're at, focussing on topics people are passionate about that also have a big impact, like the food we eat, clothes we wear, and green spaces, and we share actions you can take at home, at work or in your community.

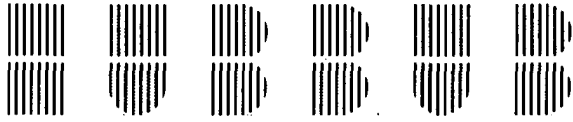
We also show the collective power of people coming together to do what they can and we use this as evidence to encourage government and business to take action to make it easier for everyone to make greener choices too.

### What does Hubbub do?

Our vision is a future where everyone makes choices that are good for the environment. And we're making it happen with partners from every corner. But it's not just about changing what we do, it's about changing what we can easily do. This means not only inspiring behaviour change, but also influencing what's known as the 'choice environment': all the things that determine what we're willing and able to do. We influence what's available, what's 'normal' and what's within reach, whether that's inspiring simple plant-based switches or bringing the circular economy to your coffee run by testing reuse systems in cafés.

And once we've gathered insights, we share them. We take the evidence from our campaigns and make it available to businesses and government – so they can make impactful changes everyone can get behind. For that to happen, we need to create a mandate for change that includes voices from all parts of society, especially those that have usually been underrepresented in environmental action.

Our projects tackle all sorts of environmental issues in several different ways but they share a common thread: using a mixture of behavioural insights, clever communication, innovation and community-led action to move us towards that new normal.



Hubbub creates campaigns 'The Hubbub Way', based on academic evidence and over 30 years of practical experience. The model:

#### Scope

We start with key environmental issues people can have a role in tackling, identify where we can experiment to drive rapid change and collaborate with everyone from community groups to businesses to local authorities who share our ambition, to inspire action that's good for the environment, and for everyone.

#### Discover

We're curious. We listen, observe, and ask questions to gain insight and understand how we can meaningfully connect to people and communities. We're design led, and always build ideas grounded in research, behavioural insights and environmental expertise.

#### Create

Our campaigns put ideas into action to raise awareness, change habits, and make choices that are good for the environment easier and desirable for everyone. We connect with people through things they care about, positive language and by highlighting co-benefits. We use good design, creativity, and a splash of playfulness to bring campaigns to life.

#### Experiment

We experiment, measure, and adapt what we do, to find out what has the biggest impact. We share what we discover, the good and the bad, so that others can learn from them too.

#### Scale

We open source what works so our campaigns can replicate, scale and influence far beyond the people involved in them. We enable funding for innovation and community groups who can scale action and drive rapid experimentation. We use what we learn as evidence of people's appetite for positive change to challenge business, government, and other organisations to be bolder in their environmental goals.

### **Public Benefit**

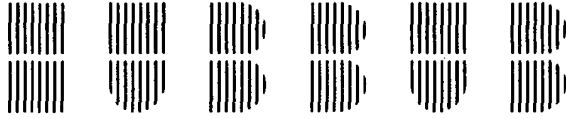
In setting our objectives and planning our activities we have given careful consideration to the Charity Commission's guidance on public benefit. The Trustees ensure that our activities are in line with our charitable objectives and aims, to protect and improve the natural environment. We measure the environmental impact that each of our programmes achieve, which are set out below. In addition, many of the programmes deliver added social benefits. As a result of our work:

- Less waste will be sent to landfill/incineration – in particular food, packaging and fabrics.
- Carbon dioxide emissions will be cut through reduced energy use and waste of materials and food.
- Less water will be wasted.
- Less pollution will be created including reduced plastic pollution in waterways and less air pollution.
- Our neighbourhoods will be cleaner and people will feel better connected to nature through our community campaigns.
- People in hardship will be given support, for example through the provision of refurbished smart phones and healthy food, and better access to support and advice.
- People will gain new skills and knowledge that will help them save money and make choices that are good for the environment.

### **Achievements and Performance**

At Hubbub, our work has always been about inspiring people to take action. Our projects have myriad environmental benefits, from carbon reductions to improved air quality; enhanced biodiversity to less plastic in our waterways. We create projects and tackle barriers to enable people to feel both willing and able to make a difference, every day.

In 2023 citizens and businesses in the UK faced continued pressures amid the cost-of-living crisis. This touched almost every project and partner. As our work has always been about bringing people together, and often about helping them save money, Hubbub is well placed to respond by supporting stronger, more resilient communities. We recognise that every environmental issue is also a social one, and that inclusivity must be at the heart of what we do.



In 2023 we delivered 49 projects, together with 1,113 partners and awarded £3.3m in grant funds to support 344 innovative projects and communities

We created a Hubbub:

- At least 1 billion opportunities to see our campaigns in the media and 48 million opportunities to see our work on social media
- 3 in 10 18–34-year-olds saw a Hubbub campaign!

We're for everyone:

- We helped over 6 million people think differently about an environmental issue
- And enabled 719,553 people to take an action for the environment
- 526 people transformed their lives, habits or attitudes for the long-term, because of Hubbub's projects

Through these activities we have achieved the following:

- 20 new or enhanced community-led green spaces
- 203,542 single-use items avoided
- 7,861 tonnes of food diverted from being wasted (equivalent to over 18m meals shared!)
- 911,042 items recycled
- 1,032 people report taking an action to reduce e-waste
- 10 awards won in recognition of our work, including Charity Times' 'Charity of the Year'

Connecting through nature: 27 new and enhanced community-led green spaces.

• **Greener Communities Fund**, our £1.2m grant fund, has enabled NHS charity members to create and improve green spaces in hospital grounds, healthcare centres and within communities. One pilot project showed a 25% increase in participating patients' feelings of connectedness, and an 18% drop in anxiety.

• **Breaking Ground**, a collection of projects around London that we support to co-create green spaces, with funding, mentorship, and guidance where it's needed, has engaged 4,450 people so far and led to an increase in community cohesion and access to nature.

• **In Our Nature**, our city-wide climate collaboration in Manchester, has supported 12 groups to set up climate action projects in their communities, aiming to enable over 1500 people to take action and learn new skills over the year

Making the most of surplus food: 7,861 tonnes of food diverted from all our food waste projects, equivalent to sharing over 18 million meals.

• **Eat Your Pumpkin!** funded by Starbucks' 5p cup charge, grew its reach by 27% from the previous year. Over 9000 people attended community events where they decorated and ate pumpkins and our campaign messaging reached people 18 million times. Those who saw or heard our messaging were three times more likely to give their pumpkin a delicious second life than those who didn't. And overall, the number of pumpkins left uneaten reduced by 10 million – from 22.2m in 2022 down to 12.2 million at Halloween 2023.

• **The Community Fridge Network** has seen rapid expansion across the UK thanks to our partnership with The Co-op, saving over a million meals a month from going to waste, whilst sharing food and connecting communities. We will build on our success over the next two years, aiming to deepen the impact of the Community Fridge Network through grant funding, networking, training and support.

Helping clothes last longer 140 million opportunities to see the findings of our durability study in the media. 1.8 million impressions of our Off The Hanger campaign, on social media.

In 2023, we tested a range of tools and methods to help people take stock of their wardrobes, find new ways to style unworn garments, and understand the value of their clothing. With our Off The Hanger campaign, we tested creative routes and messaging on social media – with the campaign garnering 1.8 million impressions. We now want to build upon the insight gained in this research phase and create a campaign that inspires young people to 'shop' their wardrobe rather than buying new.

Looking after our clothes and making them last longer is one of the most impactful things we can do to reduce our fashion footprint. Hubbub, supported by Primark, worked with the University of Leeds to test



whether there is a direct link between the cost of clothing and garment durability. The results were mixed: both high and lower cost brands performed both well and poorly across a range of everyday garments. The results demonstrated a need for better garment durability to give shoppers confidence that their clothes will last if well looked after. Using the evidence gathered through our partnership, Primark is leading the call for a sector-wide durability standard. The results of the study received significant coverage – in total, there were 140 million opportunities to see or hear the campaign in the media. And the findings sparked a wave of debate, prompting You & Yours, the BBC's consumer affairs show, to dedicate an entire programme to extending the life of clothes.

#### Funding innovation:

- **The Bring It Back Fund** of £1.4 million fuelled six innovative projects across the UK in 2023, involving 100 businesses. So far, they've prevented over 200,000 single use items from going to landfill. The learnings around setting up and running successful re-use systems were published in January 2024. One of the funded projects was filmed and used by DEFRA as a case study as part of their communications to support the introduction of the ban on single use plastic items (1st October 2023).

- **The Circular Future Fund** with John Lewis provided £1 million to spark solutions for a more circular economy and support innovative new products and services that make environmental behaviours easier for everyone. The fund tackled everyday challenges across textiles, household products, services and technology. The four funded projects have helped bring menstrual cups to the mainstream, redesigned kids' shoes to let them grow with their wearers, built 'lend and mend' hubs in libraries, and pioneered research to develop infinite polyester recycling.

Litter and reuse. 15% of the population saw a Big Ballot Bin – equivalent to 10 million people!

- Ballot Bins have been tackling cigarette butt litter since 2016, by asking the big questions like "Ronaldo or Messi?" But could this voting-with-trash idea work for general waste? In 2023, with support from KFC, we unleashed the **Big Ballot Bins** in Manchester and Southampton. Punters voted with their rubbish on questions like Barbie vs Oppenheimer, while solar-powered electronic displays kept score. They were a hit. Brands like Heinz and the Archbishop of Canterbury made memes out of them, and even BBC News featured the bins. A nationwide poll showed 15% of people in the UK recognised the bins and independent studies found they reduced food and drink litter by 60-70% within a 20-meter radius.

Tackling e-waste. 8,000 second hand phones sourced for rehoming. 1000+ people enabled to borrow a device.

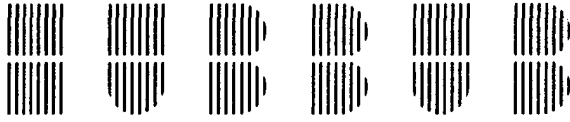
- **Community Calling** with Virgin Media O2 joins the dots between the seven million digitally excluded people in the UK and the piles of tech going to waste. We source second-hand phones and tablets from the public and businesses and pass them to charities supporting survivors of domestic abuse, refugees, asylum seekers and those at risk of homelessness. In the last year, Community Calling sourced over 8,000 second-hand phones to rehome, and the Tech Lending Community enabled over 1,000 people to borrow devices, giving the tech a new life, and enabling people to connect with loved ones, access services and apply for jobs.

- **Time After Time**, in partnership with Virgin Media O2, is all about raising awareness of e-waste among Gen-Z, an audience we know has low awareness of the issue. That's why we launched a TikTok campaign specifically designed to reach them. We used clear, simple messages, backed by facts, along with trending sounds and hashtags to connect e-waste to the things Gen-Z cares about. The campaign was a success, reaching its target audience over 1/5 million times, and making them 81% more likely to act on e-waste.

#### Awards

Hubbub won 10 awards last year:

- Charity Times - Charity of the Year
- Escape The City – Top 100 Organisations To Escape To (17th)
- Shift People Awards - winner, Most Inclusive at Heart Workplace
- Better Society Awards – winner, National Commitment to Community (Community Fridges)
- Clean City Awards - winner, Communications & Education Award
- Business Green Leaders Awards – winner, Behaviour Change Campaign (Manchester is Green)
- CIPR Excellence Awards – winner, Environmental Category (Eat Your Pumpkin)
- Purpose Awards – winner, Best Environmental Cause Campaign (Eat Your Pumpkin)



- Global Good Awards – winner, Best Campaign of the Year (Eat Your Pumpkin)
- Corporate Engagement Awards – Gold, Best Engagement Of an Internal Audience In CSR Programme ('The Big Listen' with Pets at Home)

### Financial Review and Results

Over the 12-month period Hubbub generated income of £9,204,619 and spent £8,309,042, generating a surplus of £895,577.

Major partnerships with Virgin Media O2 and Co-op, as well as the continued 5p cup charge from Starbucks, continued to support growth. In response to increased income levels and the drive to create more impact, we invested further in our activities and our capacity to deliver them. We anticipate that this will enable us to deliver more work, reducing our cash balance while increasing our free reserves.

There was significant restricted income received late in the year and recognised in this period. Its matching expenditure will be shown in the subsequent year's accounts.

Key projects include:

- The Community Fridge Network partnership with the Co-op, further supported by The Rothschild Foundation, funding community fridges around the UK, supporting the network and developing 'food hubs'.
- Community Calling, Tech Lending Community and Time After Time with Virgin Media O2: campaigns that reduce electronic waste and improve digital inclusion.
- Eat Your Pumpkin is a seasonal food waste campaign that combines a public-facing communications campaign with community engagement and events.

### Charity Reserves Policy

The ambition of the charity is to secure sufficient free reserves to cover operating costs for a period of six to nine months. Currently this would require a free reserve of at least £1,940,150. The free reserves at 31st October 2023 were £1,672,252.

### Future Plans: 2023/24

Our strategic plan for 2023-2025 has created clarity and confidence in our objectives. In 2024 we're forging ahead across all areas of our plan.

A 2022 House of Lords report stated that 32% of emissions reductions up to 2035 are in the hands of citizens and households. Our work is vital in making people both willing and able to make greener choices. Our action plan for the year has three key areas: putting impact and influence first; creating a sustainable business model, and focusing our efforts.

1. Putting impact and influence first
  - We'll increase clarity about how our activities contribute towards our overall impact, build a better understanding throughout the organisation, and embed our approach in all our work.
  - Our communications strategy will focus on growing reach and engagement rather than following. It's designed to support our purpose rather than to promote each project.
  - Building a critical mass of diverse people changing behaviours and attitudes will inspire even more people to change their behaviour and demonstrate a mandate for systematic change to influence government and business decisions and activity.
  - We will do our own biannual public polling to track trends and national changes in behaviour and attitudes of our key focus areas, to benchmark progress and our projects.
2. Creating a sustainable business model
  - We will diversify our income in order to increase financial resilience
  - We will strengthen our income generation function, bringing in new skills and experience
  - We will adapt the way we work to recognise the needs of a growing organisation, for example by improving our knowledge management and developing funder-focused communications.



### 3. Focusing our efforts

We have identified four areas of focus, where our expertise closely aligns with an acute environmental need, and we have additional skills to bring to existing work on the issues.

#### **Sustainable Diets**

- Our vision: A society where healthier, sustainable diets are the norm. Meat and dairy are no longer the default, but are eaten, served, and sold as considered choices. Opinion and habits have flipped, and we're having a balanced, depoliticised public discussion about meat and dairy. There is better information and inspiration on sustainable diets and choice available to grocery shoppers and more confidence from businesses in talking about and acting on sustainable diets.

#### **Reuse**

- Our vision: A society where effective and accessible reusable food and drink packaging is the norm. Businesses see the environmental and financial benefits and are willing to drive and adopt reuse systems, with government providing a supportive legislative and policy framework and investment.

#### **Connecting through nature**

- Our vision: Everyone has easy access to safe, nature-friendly green spaces. People understand the link between nature and the climate crisis, and what they can do to boost biodiversity and adapt to a changing climate at the local level. There is climate justice for those most affected by the climate crisis in the UK, and support for them to take action.

#### **Responsible Fashion**

- Our vision: A society where there is high awareness of the environmental impact of fashion, and people buy far fewer new items of clothing. Everyone takes better care of clothing and repairs damaged items. Community settings are used to share clothing as commonly as they share food and other resources. Businesses are incentivised and committed to only selling closed loop products and encourage people to repair, re-sell, recycle. Government legislates against irresponsible production and disposal of clothing and textiles

We'll continue to work on topics where Hubbub has expertise, a strong reputation and can operate at scale, or has a strong model for 'business as usual'. These include food waste, home energy and electrical waste reduction.

### **Statement of trustees' responsibilities**

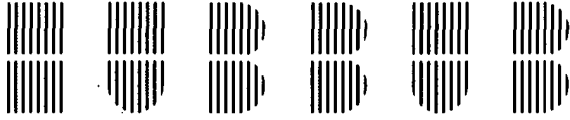
The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with



the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the trustees of the charitable company at the date of approval of this report is aware, there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each trustee has taken all of the steps that he/she should have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Auditor**

Prime Chartered Accountants have indicated their willingness to be reappointed as Auditor.

This report has been prepared taking advantage of the exemptions available under the provisions of the Companies Act 2006 applicable to small companies.

19 Jun 2024

Approved by the Board of Trustees on ..... and signed on its behalf by

Catherine Brown (Jun 19, 2024, 8:40pm)

Chair, Board of Trustees

Jonathan Katz (Jun 20, 2024, 5:21am)

Trustee

New Wing  
Somerset House  
Strand  
London  
WC2R 1LA



## Independent Auditor's Report to the trustees of Hubbub Foundation UK

### Opinion

We have audited the financial statements of Hubbub Foundation UK (the 'parent charity') and its subsidiary Hubbub Foundation Enterprise Limited (the 'group') for the year ended 31 October 2023 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 15 to 33. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2023, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

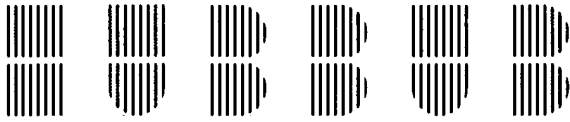
### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

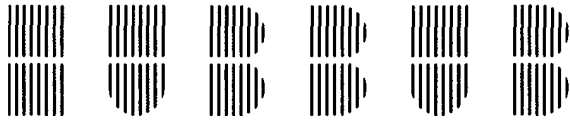
We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.



## **Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance; but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the industry sector;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

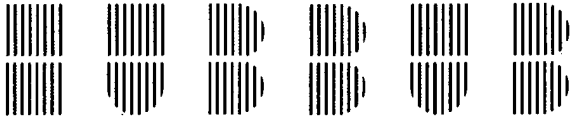
To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;
- Assessed whether judgements and assumptions made in determining accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- Agreeing financial statement disclosures to underlying supporting documentation;
- Enquiring of management as to actual and potential litigation and claims;
- Reading the minutes of meetings of those charged with governance; and,
- Reviewing correspondence with HMRC and other relevant parties.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.



**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

.....  
Jeremy Kitson BA FCA (Senior Statutory Auditor)  
for and on behalf of Prime Chartered Accountants and Statutory Auditors  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG

Date: 20.06.2024.



**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT**

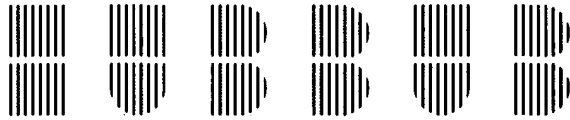
**FOR THE YEAR ENDED 31 OCTOBER 2023**

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
					2023 £	2022 £
<b>Income from:</b>						
Donations and legacies	2	2,952,391	1,850,000	1,639,027	6,441,418	6,383,653
Investments		136,422	-	-	136,422	25,817
Charitable activities	3	491,907	-	2,134,442	2,626,349	1,871,384
Other income	4	430	-	-	430	469
<b>Total income</b>		<b>3,581,150</b>	<b>1,850,000</b>	<b>3,773,469</b>	<b>9,204,619</b>	<b>8,281,323</b>
<b>Expenditure on:</b>						
Raising funds	5	79,990	-	-	79,990	109,799
Charitable activities	6	2,567,386	1,888,778	3,772,888	8,229,052	7,293,887
<b>Total expenditure</b>		<b>2,647,376</b>	<b>1,888,778</b>	<b>3,772,888</b>	<b>8,309,042</b>	<b>7,403,686</b>
<b>Net income/(expenditure)</b>		<b>933,774</b>	<b>(38,778)</b>	<b>581</b>	<b>895,577</b>	<b>877,637</b>
<b>Transfers between funds</b>		<b>(613,427)</b>	<b>-</b>	<b>613,427</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>320,347</b>	<b>(38,778)</b>	<b>614,008</b>	<b>895,577</b>	<b>877,637</b>
Funds brought forward at 1 November		1,351,905	1,988,778	599,359	3,940,042	3,062,405
<b>Funds carried forward at 31 October</b>		<b>1,672,252</b>	<b>1,950,000</b>	<b>1,213,367</b>	<b>4,835,619</b>	<b>3,940,042</b>

All activities are of a continuing nature. There are no recognised gains or losses other than as shown above.

The notes on pages 19 to 34 form part of these accounts.

The comparative Consolidated Statements of Financial Activities is shown in note 23.



## CONSOLIDATED BALANCE SHEET

AS AT 31 OCTOBER 2023

		As at 31 October 2023		As at 31 October 2022	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		27,816		37,309
			<u>27,816</u>		<u>37,309</u>
<b>CURRENT ASSETS</b>					
Stock		70,339		74,524	
Debtors	13	1,655,057		1,262,275	
Cash at bank		5,155,428		4,915,406	
		<u>6,880,824</u>		<u>6,252,205</u>	
CREDITORS: amounts falling due within one year	14	(2,073,021)		(2,349,472)	
<b>Net current assets</b>			<u>4,807,803</u>		<u>3,902,733</u>
Total assets less current liabilities			4,835,619		3,940,042
Creditors: amounts falling due after more than one year	14		-		-
<b>NET ASSETS</b>			<u>4,835,619</u>		<u>3,940,042</u>
<b>RESERVES</b>					
Unrestricted funds:			1,672,252		1,351,905
Designated funds			1,950,000		1,988,778
Restricted fund			1,213,367		599,359
<b>TOTAL FUNDS</b>	16/17		<u>4,835,619</u>		<u>3,940,042</u>

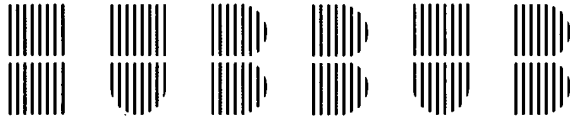
These financial statements were approved and authorised for issue by the Board of Trustees on ..... 2024 and are signed on their behalf by

.....  
Catherine Brown (Jun 19, 2024, 8:48pm)  
Catherine Brown, Chair, Board of Trustees

.....  
Jonathan Katz (Jun 20, 2024, 5:21am)  
Jonathan Katz, Trustee

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 19 to 34 form part of these accounts.  
Company Registration Number 09038107



## CHARITY BALANCE SHEET

AS AT 31 OCTOBER 2023

		As at 31 October 2023		As at 31 October 2022	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		27,635		36,892
Investments	12		50,000		50,000
			<u>77,635</u>		<u>86,892</u>
<b>CURRENT ASSETS</b>					
Stock			-		-
Debtors	13	1,681,491		1,263,850	
Cash at bank		5,111,876		4,776,489	
		<u>6,793,367</u>		<u>6,040,339</u>	
CREDITORS: amounts falling due within one year	14	(2,056,843)		(2,285,563)	
<b>Net current assets</b>			<u>4,736,524</u>		<u>3,754,776</u>
Total assets less current liabilities			<u>4,814,159</u>		<u>3,841,668</u>
Creditors: amounts falling due after more than one year	14		-		-
<b>NET ASSETS</b>			<u><u>4,814,159</u></u>		<u><u>3,841,668</u></u>
<b>RESERVES</b>					
Unrestricted funds:			1,650,791		1,253,531
Designated funds			1,950,000		1,988,778
Restricted fund			1,213,368		599,359
<b>TOTAL FUNDS</b>			<u><u>4,814,159</u></u>		<u><u>3,841,668</u></u>

The net movement in funds for the year relating to the parent charity alone amounted to £972,490.

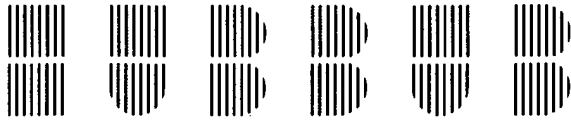
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Catherine Brown (Jun 19, 2024, 8:40am)  
Catherine Brown, Chair, Board of Trustees

Jonathan Katz (Jun 29, 2024, 5:21am)  
Jonathan Katz, Trustee

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 19 to 34 form part of these accounts.  
Company Registration Number 09038107



**CONSOLIDATED STATEMENT OF CASH FLOW**

**YEAR ENDED 31 OCTOBER 2023**

	<b>2023</b>		<b>2022</b>	
	£	£	£	£
<b>Net Cash from operating activities</b>	<b>a.</b>	112,094		2,643,363
<b>Investing activities</b>				
Purchase of tangible fixed assets	(8,494)		(34,193)	
Interest received	136,422		25,817	
		<u>127,928</u>		<u>(8,376)</u>
<b>Financing activities</b>				
Repayments of borrowing	-		(250,000)	
Cash inflows from new borrowing	-		-	
		<u>-</u>		<u>(250,000)</u>
<b>Net movement in cash and cash equivalents</b>		<u>240,022</u>		<u>2,384,987</u>
Cash and cash equivalents at 1 November		4,915,406		2,530,419
Cash and cash equivalents at 31 October		<u><u>5,155,428</u></u>		<u><u>4,915,406</u></u>

Notes to Statement of Cash Flows

	<b>2023</b>		<b>2022</b>	
	£	£	£	£
<b>a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities</b>				
<b>Net income / (expenditure) for the year</b>	895,577		877,637	
Depreciation	17,987		15,806	
Interest receivable	(136,422)		(25,817)	
Decrease/(increase) in debtors	(392,782)		94,354	
Increase/(decrease) in creditors	(276,451)		1,674,135	
Decrease/(increase) in stock	4,185		7,248	
		<u>112,094</u>		<u>2,643,363</u>



## 1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### (a) Basis of Accounting

Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS102)), the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Companies Act 2006.

The Hubbub Foundation meets the definition of a public entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

### (b) Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

### (c) Group Financial Statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Hubbub Foundation Enterprise Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

### (d) Donations and grants receivable

Donations and grants receivable, including capital grants, are brought into the accounts on receipt or when receivable, where the receipt is probable. Income is deferred only when:

- the Charity has still to fulfil significant conditions before becoming entitled to the income; or
- the donor has specified that the income is to be expended in a future period.

### (e) Charitable Activities

Charitable activities are brought into the accounts on receipt or when receivable, where the receipt is probable. Charitable activities consists of:

- Community actions and campaigns
- Initiatives with organisations
- Educational activity
- Sale of ballot bins

### (f) Donated services

Donated services comprise donated services and facilities and are included in income where such donations are financially quantifiable, at an estimate of the value of the benefit to the Charity.

### (g) Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the Charity will comply with conditions attaching to them and the grants will be received using the accrual model.

### (h) Expenditure

Expenditure is recognised on an accruals basis in the period in which they are incurred.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Certain costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by personnel on those activities or, if not appropriate, in proportion to the income attributable to those activities.



**1. ACCOUNTING POLICIES (continued)**

**(i) Costs of generating funds**

Costs of generating funds incorporate the salaries, direct expenditure and overhead costs of the staff involved in raising voluntary income for the Charity's use.

**(j) Direct Charitable Costs**

Direct charitable costs comprise those costs incurred in pursuing the charitable aims of the Charity. In particular they include the costs of delivering Hubbub Foundation UK's programmes to participants.

**(k) Support costs**

Support costs are those costs incurred by the Charity in development and support of its main activities and projects. These are absorbed within direct project costs as shown in Note 9. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

**(l) Governance Costs**

Governance costs are those costs incurred in the management of the Charity's assets, organisation and compliance functions.

**(m) Fund accounting**

Funds held by the Charity can be:

- (i) Unrestricted general funds – these are funds without specified purpose and are available as general funds.
- (ii) Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.
- (iii) Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Transfers between funds are made to cover deficits on individual restricted funds and to recognise fixed assets acquired with restricted income, but with no further restriction on use, within unrestricted funds.

**(n) Operating Lease Agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits in equal annual amounts over the period of the lease.

**(o) Fixed Assets**

Fixed assets are stated at cost less accumulated depreciation and impairment losses. Only assets over the value of £1,000 are capitalised.

Depreciation is calculated to write off the costs of the fixed asset by equal instalments as follows, all straight line:

Office equipment	33% / 25% SL
------------------	--------------

Where fixed assets are located within an unrestricted fund and are utilised on a temporary basis within a restricted fund the depreciation charge is apportioned between funds on a rational basis.

Impairment reviews are carried out annually on the net book value of fixed assets.

Fixed Assets under construction are stated at cost until the construction is complete and depreciated thereafter.

**1. ACCOUNTING POLICIES (continued)****(p) Stock**

Stocks are valued at the lower of cost and net realisable value.

**(q) Cash and cash equivalents**

Cash and cash equivalents includes cash in hand and deposits held at banks.

**(r) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**(s) Estimates and judgements**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on the Trustees' best knowledge of the amount, events or actions, actual results ultimately differ from these estimates. The Trustees do not consider there to be any material estimates and judgements.

**(t) Financial instruments**

Hubbub Foundation UK only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities and their measurement basis are as follows:

**Financial assets** - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

**Cash at bank** is classified as a basic financial instrument and is measured at face value.

**Financial liabilities** - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instruments.

**Loans** - Liabilities for borrowings which are subject to a market rate of interest are measured at the value of the amount advanced, less capital repayments

**(u) Investments**

Investments are recognised at market value.

**(v) Gift Aid**

Gift Aid payments payable from a wholly owned subsidiary to its parent charity are treated as a distribution and are recognised only when the physical payment is made.

Corporation tax relief arising on actual Gift Aid payments in the year and on those payments made by a wholly owned subsidiary of the charity that distributes undistributed reserves of the subsidiary within 9 months of the year end is recognised in the accounts in the year in which the underlying distributable profits arise.



**2. DONATIONS AND LEGACIES**

	<b>2023 Total £</b>	<b>2022 Total £</b>
1% for the Planet	13,238	3,000
ACS Clothing	-	10,000
Air Quality	-	11,173
Bunzl	20,000	20,000
Dentsu	18,973	-
Esmée Fairbairn	120,000	-
Food Connect	-	17,291
GLA: Breaking Ground	75,490	-
In Our Nature	50,000	50,000
Microsoft	-	150,000
Other donations and grants	6,740	21,424
Rothschild Foundation	40,000	37,100
Starbucks	4,610,781	4,064,506
The Co-operative Group	1,170,794	831,292
Virgin Media O2	315,402	1,167,867
	<u>6,441,418</u>	<u>6,383,653</u>

In addition to grants and donations, the Charity has relied on the support of volunteers.

**3. INCOME AND CHARITABLE ACTIVITIES**

	<b>2023 Total £</b>	<b>2022 Total £</b>
Grants	1,572,125	518,511
Charitable trading	700,212	899,996
Ballot bin sales	145,182	164,138
Trading contracts	208,830	288,739
	<u>2,626,349</u>	<u>1,871,384</u>

**4. OTHER INCOME**

	<b>2023 Total £</b>	<b>2022 Total £</b>
Tax reclaimed	-	469
Sale of assets	430	-
	<u>430</u>	<u>469</u>

**5. RAISING FUNDS**

	<b>2023 Total £</b>	<b>2022 Total £</b>
Staff costs	79,990	109,799



<b>6. CHARITABLE ACTIVITIES</b>	<b>2023 Total £</b>	<b>2022 Total £</b>
Staff costs	2,717,010	2,193,796
Direct costs	4,766,738	4,589,326
Governance costs (note 7)	20,897	43,376
Staff support costs (note 8)	88,638	87,726
Direct support costs (note 8)	635,769	379,663
	<u>8,229,052</u>	<u>7,293,887</u>

Staff support costs and other support costs have been allocated to charitable activities in proportion to direct staff costs of those activities.

<b>7. GOVERNANCE COSTS</b>	<b>2023 Total £</b>	<b>2022 Total £</b>
Audit fee	12,250	9,600
Other accountancy services	8,647	33,776
	<u>20,897</u>	<u>43,376</u>

<b>8. SUPPORT COSTS</b>	<b>2023 Total £</b>	<b>2022 Total £</b>
Staff costs	88,638	87,726
Other support costs	635,769	379,663
	<u>724,407</u>	<u>467,389</u>

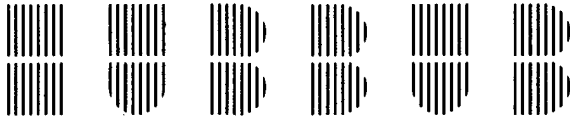
Other support costs includes Content and design expenditure of £7,189 (2022: £21,045), Marketing costs of £179,678 (2022: £5,934), and other administration expenses.

#### **9. TAXATION**

The company is a registered charity and it is considered that its activities and relationships are such that no corporation taxation liability will arise.

The subsidiary, Hubbub Foundation Enterprise Limited, has elected to make a gift aid payment to the parent within 9 months of the year end of these financial statements, Hubbub Foundation UK, which amounts to its profits of £22,287. As such the company has no taxable profits and therefore has £Nil corporation tax due for the year ended 31 October 2023.

<b>10. EMPLOYEE AND STAFF COSTS (GROUP &amp; CHARITY)</b>	<b>2023 Total £</b>	<b>2022 Total £</b>
Wages and Salaries	2,418,326	1,983,053
Employer's NIC	261,315	223,413
Employer's pension	117,359	97,129
	<u>2,797,000</u>	<u>2,303,595</u>



**10. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY) cont.**

The number of employees whose emoluments for the year fell within the following bands were:	<b>2023 Number</b>	<b>2022 Number</b>
£60,001 - £70,000	0	1
£70,001 - £80,000	1	3
£80,001 - £90,000	3	1
£90,001 - £100,000	0	0
£100,001 - £110,000	1	0

The aggregate remuneration of key management personal of the Group and Charity was £506,659 (2022: £432,986).

The average number of staff employed by the Charity during the period was as follows:

Charitable activities - Direct project staff	<u>63</u>	<u>53</u>
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In addition to the above costs the Charity used consultants and agency staff to support the delivery of individual projects and for the provision of finance services. Consultancy & contract staff costs totalled £13,542 (2022: £19,464) during the period.

**11. TANGIBLE FIXED ASSETS**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>GROUP TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2022	12,000	93,262	105,262
Additions	-	8,494	8,494
Disposals	-	(743)	(743)
<b>Balance at 31 October 2023</b>	<u>12,000</u>	<u>101,013</u>	<u>113,013</u>
<b>Accumulated depreciation</b>			
At 1 November 2022	12,000	55,953	67,953
Charge for the year	-	17,987	17,987
On disposal	-	(743)	(743)
<b>Balance at 31 October 2023</b>	<u>12,000</u>	<u>73,197</u>	<u>85,197</u>
<b>Net Book Value</b>			
Balance at 31 October 2023	<u>-</u>	<u>27,816</u>	<u>27,816</u>
Balance at 31 October 2022	<u>-</u>	<u>37,309</u>	<u>37,309</u>



11. TANGIBLE FIXED ASSETS cont.

	Fishing boats £	Office Equipment £	Total £
<b>CHARITY TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2022	12,000	87,670	99,670
Additions	-	8,494	8,494
Disposals	-	(743)	(743)
<b>Balance at 31 October 2023</b>	<b>12,000</b>	<b>95,421</b>	<b>107,421</b>
<b>Accumulated depreciation</b>			
At 1 November 2022	12,000	50,778	62,778
Charge for the year	-	17,751	17,751
On disposal	-	(743)	(743)
<b>Balance at 31 October 2023</b>	<b>12,000</b>	<b>67,786</b>	<b>79,786</b>
<b>Net Book Value</b>			
Carried forward at 31 October 2023	-	27,635	27,635
Brought forward at 1 November 2022	-	36,892	36,892

12. INVESTMENTS

	£
<b>CHARITY INVESTMENTS</b>	
<b>Cost</b>	
At 1 November 2022	50,000
Movement	-
<b>Balance at 31 October 2023</b>	<b>50,000</b>

13. DEBTORS

	Group		Charity	
	2023 Total £	2022 Total £	2023 Total £	2022 Total £
Trade debtors	1,295,794	615,820	1,264,260	525,844
Prepayments and accrued income	302,850	582,597	300,362	579,747
VAT	-	7,548	-	3,024
Other debtors	56,413	56,310	56,413	56,310
Group company	-	-	60,456	98,925
	<b>1,655,057</b>	<b>1,262,275</b>	<b>1,681,491</b>	<b>1,263,850</b>



**14. CREDITORS**

	Group		Charity	
	2023 Total £	2022 Total £	2023 Total £	2022 Total £
<b>Amounts falling due within one year:-</b>				
Trade creditors	139,671	263,283	120,592	231,825
Taxation and social security	3,764	63,593	11,068	63,592
Accruals and deferred income	1,928,759	2,022,579	1,924,356	1,990,129
Other creditors	827	17	827	17
	<u>2,073,021</u>	<u>2,349,472</u>	<u>2,056,843</u>	<u>2,285,563</u>

**Amounts falling due after one year:-**

Loans	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

**Deferred income included in accruals and deferred income:-**

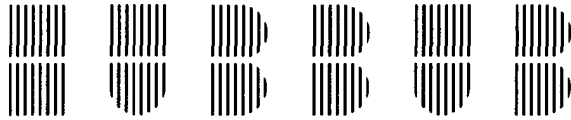
	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
Brought forward	1,993,928	410,708	1,965,088	385,008
Amount deferred in the year	3,102,940	3,797,758	3,011,690	3,668,284
Released to the Statement of Financial Activities	(3,198,170)	(2,214,538)	(3,079,880)	(2,088,204)
Carried forward	<u>1,898,698</u>	<u>1,993,928</u>	<u>1,898,698</u>	<u>1,965,088</u>

**15. CAPITAL**

The company has no share capital, being limited by guarantee. There are 9 members of the company, each of whom has undertaken to contribute £1 in the event of the company being wound up.

**16. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	27,816	-	-	27,816
Cash	1,992,061	1,950,000	1,213,367	5,155,428
Other current assets	1,725,396	-	-	1,725,396
Current liabilities	(2,073,021)	-	-	(2,073,021)
<b>Total net assets</b>	<u>1,672,252</u>	<u>1,950,000</u>	<u>1,213,367</u>	<u>4,835,619</u>



17. MOVEMENT IN FUNDS

	Balance at 1 Nov 2022 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2023 £
Belazu Home Run	-	13,850	(14,349)	499	-
BNF – Sustainable Student Diets	-	6,150	(7,045)	895	-
Caboodle: Microsoft IT Food	-	(37,800)	-	37,800	-
Centre for Digital Connect	5,000	-	(5,175)	175	-
Coca-Cola: Dublin Circle City	-	203,948	-	-	203,948
Coca-Cola: Treasure Your Rivers	-	-	(132)	132	-
Dunelm: Pass it on with Purpose	2,766	40,000	(42,327)	-	439
E-Bay: Fashion Circular Innovation Fund	-	5,000	(3,024)	-	1,976
Eximedia: Trafford Centre Insights	-	5,000	(6,556)	1,556	-
Food Connect	-	74,840	(214,484)	139,644	-
Food Savy	-	33,625	(35,321)	1,696	-
GLA: Greener Together	-	100,514	(92,964)	-	7,550
Gloucester Council: Repair	-	19,560	(20,644)	1,084	-
Homes for Students: Action on food waste	-	4,300	(5,268)	968	-
IGD Services: Scoping for reuse	-	77,650	(79,381)	1,731	-
IKEA: Circular Hubs	-	10,557	(24,659)	14,102	-
In Our Nature	-	263,833	(253,529)	-	10,304
In Our Nature: Urban Greening	52,665	135,000	(126,180)	-	61,485
In the Loop: McDonalds	-	20,000	(24,264)	4,264	-
In the Loop	-	-	(190,868)	190,868	-
Innovate: Compostable Packaging	-	-	(55,709)	55,709	-
Investec	-	-	(150)	150	-
London Borough of Newham: Greener Together	14,266	-	(14,559)	293	-
John Lewis: Circular Economy Fund	-	-	(3,451)	3,451	-
KFC: Pick your side	-	120,000	(121,021)	1,021	-
Kiehl's: SUP initiative	-	2,168	(3,336)	1,168	-
Lucozade Ribena: Love Forest	253	-	(497)	244	-
Make our Move: Rothschild Foundation	-	40,000	(52,765)	12,765	-
Novuna: Employee Engagement	-	68,420	(70,656)	2,236	-
O2: Community Calling	388,875	288,577	(644,905)	-	32,547
OVO Energy: Glasgow Energy Project	-	52,904	(53,506)	602	-
Renewing Household Recycling	-	-	(23,750)	23,750	-
Reusable cup collaboration	-	15,000	(20,340)	5,340	-
Pets at Home	-	31,325	(32,692)	1,367	-
Playtech	-	35,000	(37,440)	2,440	-
Primark	1,255	145,600	(131,143)	-	15,712
State of the Nation	-	64,221	(12,975)	-	51,246
Tate & Lyle: Keep baking, start baking	-	-	(72)	72	-
Telefonica: Youth Advisory Council	-	6,250	(21,688)	15,438	-
Tesco: Healthy & Sustainable Diets	-	18,000	(13)	-	17,987
Virgin Media O2: Tech Lending Community Fund	-	60,390	(117,229)	56,839	-
Virgin Media O2: Time after Time	-	608,067	(411,123)	-	196,944
Welcome Break	-	2,955	(38,093)	35,138	-
<b>Community Fridges:</b>					
Big Lottery	38,575	-	-	-	38,575
Dentsu	-	18,973	-	-	18,973
Rothschild Foundation	95,704	48,400	-	-	144,104
The Co-operative Group	-	1,171,182	(759,605)	-	411,577
<b>Total Restricted funds</b>	<b>599,359</b>	<b>3,773,469</b>	<b>(3,772,888)</b>	<b>613,427</b>	<b>1,213,367</b>
Unrestricted funds	1,351,905	3,581,150	(2,647,376)	(613,427)	1,672,252
Designated funds	1,988,778	1,850,000	(1,888,778)	-	1,950,000
<b>Total funds</b>	<b>3,940,042</b>	<b>9,204,619</b>	<b>(8,309,042)</b>	<b>-</b>	<b>4,835,619</b>



A comparative movement in funds note has been provided in note 25.

**Purposes of Restricted Funds:**

Belazu: Home Run

An employee engagement campaign to support Belazu employees to make environmental choices at work and at home.

Bunzl: Flexible Plastics Fund

This fund supported Hubbub to create the communications campaign for an initiative promoting flexible plastics recycling.

Centre for Digital Connect

Grant given to fund the digital training of a staff member.

Coca-Cola: Treasure Your River

This fund, financed by the Coca-Cola Foundation, has enabled Hubbub to set up the Treasure Your River campaign which is a collaborative project to remove litter from five of the UK's main rivers.

Dunelm: Pass It on With Purpose

A trial with Dunelm customers to test peer-to-peer buying, selling and donating of second-hand homeware and furniture in-store and online.

eBay: Fashion Circular Economy Innovation Fund

Supporting eBay to deliver the fund which inspires SMEs to create new, innovative tech ideas that aid buyers and sellers to adopt a circular approach to fashion.

Eximedia: Trafford Centre Insights

A project to improve recycling and engage customers to waste less, in the Trafford centre, Manchester.

Starbucks: Food Connect

Pilot for establishing a zero-carbon surplus food redistribution scheme in Milton Keynes.

Norfolk County Council/ Suffolk County Council: Food Savvy

A campaign with Norfolk & Suffolk Councils to support residents to reduce food waste.

Flavourists: The Flavourists Fund

A partnership with The Flavourists in an attempt to boost cooking skills within communities.

GLA and London Borough of Newham: Greener Together

Community-led trial to tackle environmental and social inequality in an underserved London community disproportionately affected by the climate crisis.

Gloucestershire County Council: The Repair Hub

A repair pop up shop in Gloucester and digital campaign to get residents in Gloucestershire to repair, share and reuse bikes, electricals and textiles

Homes for Students: Food Waste Tips

Small digital communications campaign to encourage and nudge students to reduce food waste.

IGD: Supermarket Reuse Trials

A project to increase the effectiveness of refill schemes in supermarkets through behavioural insight

IKEA: Circular Hub

Project with IKEA centred around giving a second chance for IKEA furniture.

In Our Nature

A community-led programme building a new movement of everyday climate action across Manchester.

McDonald's/ Coca-Cola: In the Loop

Grant funds for councils to establish projects to enable the public to recycle when out and about.

Innovate UK: Compostable Packaging

A grant for a collaboration with other entities exploring Compostable Packaging.

John Lewis: The Circular Future Fund

A £1 million innovation grant fund to identify trailblazing ideas and innovations to boost the transition towards the circular economy – focused on textiles and household products, services and technology.

Just Eat: Food Waste Race

A pilot cohort project to identify opportunities to reduce food waste from takeaways, leading to recommendations for Just Eat including a restaurant provider sustainability guide.

Kiehl's: SUP initiative

Funds the designing, creation and manufacturing of stand-up paddleboards using recycled Kiehl's plastic.

Kusuma Trust: LancWest Grows Best

A one-year, hyperlocal community growing project adjacent to the site of the Grenfell Tower fire. The project is delivering a communal garden in consultation with residents and supporting growing skills and connection with nature.

LGBT Foundation: Green With Pride

A campaign to engage LGBT+ audiences on a variety of sustainability issues.

Lucozade Ribena: Love Your Forest

This grant was to fund a litter and recycling campaign in the Forest of Dean.

Make Our Move: Rothschild Foundation

Supporting 25 young people to create their own environmental campaigns.

Novuna: Employee Engagement

A six-month colleague engagement programme focused on the circular economy.

VMO2: Community Calling

Fund to support working with a local community group in Southwark to trial a pilot smartphone donation scheme.

OVO Energy: The Big Street Upgrade

Pilot to test the working with one street in Glasgow to make home energy retrofits and inspire energy savings.

Renewi: Household Recycling

A communications campaign to enable and inspire residents in south Yorkshire to recycle more items and better, to reduce contamination.

Costa/ Pret: Borrow Cup

A cross-chain collaboration to pilot a city-wide, borrowable, reusable cup scheme in Glasgow.

Pets at Home

Research, employee engagement and behaviour change campaigns.

Playtech: Sustainability Partnership Programme

Year-long employee engagement programme including a listening phase and four topics from e-waste to energy, to inspire environmental action at work and home.

Primark: Durability Project

A campaign to understand the durability of clothing and to educate people about how to best value and care for their clothes.

VMO2: State of the Nation report

Research report investigating mobile e-waste and circularity among young people.

Tate & Lyle: Keep Baking, Start Saving

A social media campaign giving tips for energy-efficient baking.

VMO2: Youth Advisory Council

Establishing and coordinating a Youth Advisory Council for VMO2.

Tesco: Sustainable Diets Pilot

A behaviour change trial to learn what interventions best support Tesco customers on lower incomes to eat more sustainably.

Virgin Media O2: Tech Lending Community Fund

A grant fund supporting temporary accommodation services to set up and run tech lending hubs, loaning refurbished tablets to their beneficiaries with free connectivity from VMO2.

Virgin Media O2: Time After Time

A project to encourage keeping mobile phones for longer including a grant fund and behaviour change campaign.

Welcome Break: In The Loop

Project at two service stations to improve recycling on the go and tackle litter.

Big Lottery and Rothschild Foundation: Community Fridge Network

Funds the set-up, maintenance and running of community fridges for up to a year. These fridges are designed to help families feed themselves and become more aware of food waste issues.

The Co-operative Group: Community Fridge Network This grant funded set up costs of £4,000 for 100 community fridges, where any member of the public can share and/or take-home surplus food. The grant also provided project management support for the Community Fridge Network, which is managed by Hubbub.

Dentsu: Community Fridge Network

Contribution towards the Community Fridge Network, to tackle food waste

**Purposes of Designated Funds:**Starbucks designated

During the year, the Trustees designated a further £1,850,000 of the income received from the Starbucks 5p donations. This was part of the agreement with Starbucks and has been spent largely on the Greener Communities Fund with the remainder split between the Bring it Back Fund, and roadside litter campaign.

Greener Communities Fund

A fund enabling ten NHS charities to create and improve green spaces across the UK, made possible thanks to the Starbucks 5p cup charge donations.

Roadside litter campaign A new campaign to reduce litter along roadsides by implementing targeted messaging and attention grabbing interventions.

**18. COMMITMENTS UNDER OPERATING LEASES**

At 31 October the company had total commitments under non-cancellable operating leases as set out below.

	Land and Buildings	
	2023	2022
	£	£
Payable:		
Within one year	96,920	95,019
Within two to five years	-	-
	<u>96,920</u>	<u>95,019</u>



## 19. TRADING SUBSIDIARY

Hubbub Foundation UK owns 100% of the share capital of Hubbub Foundation Enterprise Limited.

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £26,897 (2022: £37,865) and recharged rental costs of £12,036 (2022: £11,928).

At 31<sup>st</sup> October 2023 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	<b>2023</b>	<b>2022</b>
	£	£
Intercompany (creditor) / debtor	60,456	98,925
Deferred income	-	-

## 20. NET RESULTS OF TRADING SUBSIDIARY

The charity has a wholly owned trading subsidiary, Hubbub Foundation Enterprise Limited which is a private company, limited by shares, registered in England and Wales, registration number 08910364. The registered office is the same as that of the charity.

Hubbub Foundation Enterprise Limited sells environmental services and products to business and Government, including communications and campaign services. A summary of the results of Hubbub Foundation Enterprise Limited is shown below.

	<b>2023</b>	<b>2022</b>
	£	£
<b>Profit &amp; Loss</b>		
Turnover	354,013	452,877
Cost of sales	(261,258)	(287,111)
<b>Gross profit</b>	<u>92,755</u>	<u>165,766</u>
Administrative expenses	(70,711)	(67,634)
Other income	8	-
<b>Operating profit/(loss)</b>	<u>22,052</u>	<u>98,132</u>
Interest payable and similar expenses	-	-
<b>Profit/(loss) for the year</b>	<u><u>22,052</u></u>	<u><u>98,132</u></u>
<b>Balance Sheet</b>		
	<b>2023</b>	<b>2022</b>
	£	£
Fixed Assets	181	417
Current Assets	181,218	310,794
Current Liabilities	(109,940)	(162,835)
	<u>71,459</u>	<u>148,376</u>
Called up share capital	50,000	50,000
Profit & loss account	21,459	98,376
<b>Net Assets</b>	<u><u>71,459</u></u>	<u><u>148,376</u></u>



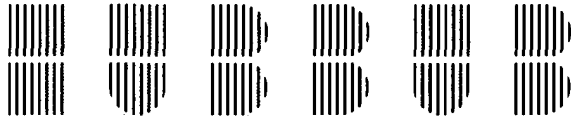
**21. TRUSTEES' REMUNERATION AND EXPENSES**

During 2022, Deborah Luffman received £1,200 for providing the charity with marketing services in respect of sustainable fashion campaigns. None of the trustees were paid any remuneration or received any other benefits from an employment with the charity or a related entity for the year ended 31 October 2023.

Trustee expenses of £149 have been reimbursed for the year ended 31 October 2023 (2022: £Nil).

**22. RELATED PARTY TRANSACTIONS**

During the year, the Charity paid £24,058 (2022: £58,940) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, a director of Hubbub Foundation UK.

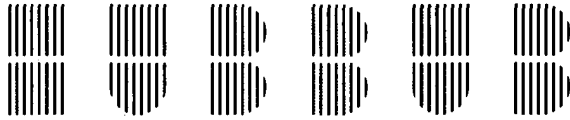


**23. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES THE YEAR ENDED 31 OCTOBER 2022**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
				2022 £	2021 £
<b>Income from:</b>					
Donations and legacies	3,218,084	1,346,465	1,819,104	6,383,653	2,098,555
Investments	25,817	-	-	25,817	12,856
Charitable activities	1,165,706	-	705,678	1,871,384	2,555,000
Other income	469	-	-	469	4,079
<b>Total income</b>	<b>4,410,076</b>	<b>1,346,465</b>	<b>2,524,782</b>	<b>8,281,323</b>	<b>4,670,490</b>
<b>Expenditure on:</b>					
Raising funds	109,799	-	-	109,799	5,826
Charitable activities	3,764,574	1,000,600	2,528,713	7,293,887	4,268,453
<b>Total expenditure</b>	<b>3,874,373</b>	<b>1,000,600</b>	<b>2,528,713</b>	<b>7,403,686</b>	<b>4,274,279</b>
<b>Net income/(expenditure)</b>	<b>535,703</b>	<b>345,865</b>	<b>(3,931)</b>	<b>877,637</b>	<b>396,211</b>
<b>Transfers between funds</b>	<b>(527,638)</b>	<b>-</b>	<b>527,638</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>	<b>8,065</b>	<b>345,865</b>	<b>523,707</b>	<b>877,637</b>	<b>396,211</b>
Funds at 1 November	1,343,840	1,642,913	75,652	3,062,405	2,666,194
<b>Funds at 31 October</b>	<b>1,351,905</b>	<b>1,988,778</b>	<b>599,359</b>	<b>3,940,042</b>	<b>3,062,405</b>

**24. COMPARATIVE ANALYSIS OF NET ASSETS BETWEEN FUNDS FOR YEAR ENDED 31 OCTOBER 2022**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	37,309	-	-	37,309
Cash	343,666	1,988,778	2,582,962	4,915,406
Other current assets	1,309,552	-	27,247	1,336,799
Current liabilities	(338,622)	-	(2,010,850)	(2,349,472)
<b>Total net assets</b>	<b>1,351,905</b>	<b>1,988,778</b>	<b>599,359</b>	<b>3,940,042</b>



25. COMPARATIVE MOVEMENT IN FUNDS FOR YEAR ENDED 31 OCTOBER 2022

	Balance at 1 Nov 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2022 £
Bunzl: EPPIC Plastic	4,617	-	(16,501)	11,884	-
Caboodle: Microsoft IT Food Share Platform	-	187,800	(189,520)	1,720	-
Centre for Digital Connect	-	5,000	-	-	5,000
City of London: Plastic Fishing	-	-	(1,270)	1,270	-
Coca-Cola: Treasure Your Rivers	-	15,638	(45,985)	30,347	-
Dunelm: Pass it on with Purpose	-	25,500	(22,734)	-	2,766
E-Bay: Fashion Circular Innovation Fund	-	5,000	(5,785)	785	-
Food Connect	-	95,985	(152,573)	56,588	-
Flavourist Fund	-	10,090	(14,878)	4,788	-
GLA: Greener Together	204	50,010	(139,518)	89,304	-
IGD Services: Scoping for reuse	-	1,000	(12,612)	11,612	-
IKEA: Circular Hubs	-	26,000	(52,118)	26,118	-
In Our Nature	-	43,833	(137,640)	93,807	-
In Our Nature: Urban Greening	-	107,500	(54,835)	-	52,665
In The Loop	-	10,200	(16,833)	6,633	-
Innovate: Compostable Packaging	-	4,663	(22,971)	18,308	-
London Borough of Newham: Greener Together	4,037	10,500	(271)	-	14,266
Just Eat: Sustainability Guide	-	3,950	(9,293)	5,343	-
Kiehl's: SUP initiative	-	25,000	(41,118)	16,118	-
Kusuma Trust: Lancaster West	5,810	-	(21,347)	15,537	-
LGBT: Together for our planet	-	4,800	(13,431)	8,631	-
Love your forest: Foresters Forest	-	963	(1,429)	466	-
Lucozade Ribena: Love Forest	253	-	-	-	253
Norfolk & Suffolk Councils: Food Savvy	-	65,817	(68,628)	2,811	-
O2: Community Calling	-	693,723	(304,848)	-	388,875
Royal Borough of Kensington: Lancaster West	-	880	(28,708)	27,828	-
Primark	-	73,300	(72,045)	-	1,255
Tate & Lyle: Keep baking, start baking	-	33,625	(37,989)	4,364	-
Virgin Media O2: Tech Lending Community Fund	-	184,144	(201,998)	17,854	-
Virgin Media O2: Time after Time	-	-	(8,237)	8,237	-
<b>Community Fridges:</b>					
Big Lottery	38,575	-	-	-	38,575
Rothschild Foundation	14,604	81,100	-	-	95,704
The Co-operative Group	7,552	758,761	(833,598)	67,285	-
<b>Total Restricted funds</b>	<b>75,652</b>	<b>2,524,782</b>	<b>(2,528,713)</b>	<b>527,638</b>	<b>599,359</b>
<b>Unrestricted funds</b>	<b>1,343,840</b>	<b>4,410,076</b>	<b>(3,874,373)</b>	<b>(527,638)</b>	<b>1,351,905</b>
<b>Designated funds</b>	<b>1,642,913</b>	<b>1,346,465</b>	<b>(1,000,600)</b>	<b>-</b>	<b>1,988,778</b>
<b>Total funds</b>	<b>3,062,405</b>	<b>8,281,323</b>	<b>7,403,686</b>	<b>-</b>	<b>3,940,042</b>



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**Issuer** Hubbub

**Document generated** Wed, 19th Jun 2024 15:48:48 UTC

**Document fingerprint** e8ba3b6449b270837311a92551808b1c

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**Parties involved with this document**

Document processed	Party + Fingerprint
Wed, 19th Jun 2024 20:40:15 UTC	Catherine Brown - Signer (9ad2598351441a97884201e24847307a)
Thu, 20th Jun 2024 5:21:45 UTC	Jonathan Katz - Signer (49e408c88ef01576f261ceecf843ad62)

**Audit history log**

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Wed, 19th Jun 2024 20:40:15 UTC	Sent the envelope to Jonathan Katz (jonathan.katz50@gmail.com) for signing90.204.73.14

Wed, 19th Jun 2024 20:40:15 UTC

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Thu, 20th Jun 2024 5:21:46 UTC

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Thu, 20th Jun 2024 5:21:47 UTC

Jonathan Katz viewed the envelope88.234.216.110

**HUBBUB FOUNDATION UK**

England & Wales - Charity number 1158700

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# Accounts

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**HUBBUB FOUNDATION UK**  
**CONSOLIDATED REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2022**

**Registered Company in England and Wales No. 09038107**

**Registered Charity in England and Wales No. 1158700**



## Reference and Administrative Details

Name: Hubbub Foundation UK  
Company number: 09038107  
Registered Charity in England & Wales: 1158700

Directors and Board of Trustees: The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the period and since the period end were as follows:

Catherine Brown	Chair
Ines Cavaco	(resigned 24/11/21)
Ben Johnson	(resigned 24/10/22)
Jonathan Katz	
Ryan Kohn	
Stephanie Lambert	
Deborah Luffman	
James Murray	(resigned 21/02/23)
Sheetal Shinh	
Anna Turrell	
Daniel Smith	(app. 16/02/2022)
Elizabeth Thompson	(app. 14/06/2022)

Trustee changes since the year end:

Rebecca Fofana	(app. 01/11/2022)
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Principal Address and Registered Office: Somerset House  
Strand  
London  
WC2R 1LA

Bankers:	The Co-operative Bank 62-64 Southampton Row London WC1B 4ND	Charities Aid Foundation 25 Kings Hill Ave Kings Hill West Malling, ME19 4JQ
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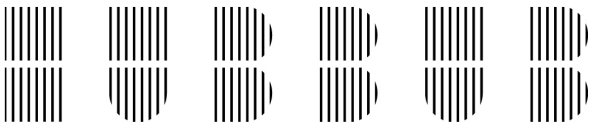
Lloyds Bank Villiers House 48-49 Strand London WC2N 5LL	Flagstone 1 <sup>st</sup> Floor Clareville House 26-27 Oxendon Street London SW1Y 4EL
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Solicitors: Bird & Bird LLP  
15 Fetter Lane  
London EC4A 1JP

Auditor: Prime Accountants  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands B91 3QG

The Board of Trustees delegate the day to day running of the organisation to a Management Team comprising:

Alexander Robinson	Saskia Restorick
Gavin Ellis	Aoife Allen
Heather Poore	



### Structure, Governance and Management

Hubbub Foundation UK (Hubbub) is a company limited by guarantee, incorporated on 13 May 2014. Its governing document is its Memorandum and Articles of Association. The company is established to promote, for the benefit of the public, the conservation protection and improvement of the physical environment by increasing public knowledge and understanding of human behaviour which is not harmful to man and other living species and to planetary ecology. It is registered as a charity in both England & Wales.

The governance of the Charity is overseen by a Board of Trustees (the Board) and a sub group called the Governance Committee made up of a selection of Trustees (also part of the Board), Head of Finance and CEO to focus specifically on Finance and Risk Issues. The Trustees are recruited to fill specific skill-sets identified by the Board as being required to ensure the effective management of the organisation. The current skill-sets are:

- Organisational strategy
- Sustainability knowledge
- Financial management
- Academic research
- Market research
- Knowledge of relevant government policy

Potential Trustees are invited to attend one meeting where they can get to know the other Trustees and to see how meetings operate. Once appointed to the Board, Trustees are invited to attend an induction day which is run once a year and they receive a trustee's induction pack. The Board meets four times each year.

There are annual business plans that move the organisation towards its vision. These annual business plans are created using the following process:

- The Board sets out the parameters within which it wishes the organisation to create the annual business plan.
- Employees participate in an away day discussion examine particular activities in more depth.
- Employees develop the annual business plan and associated budget which are presented to the Board for discussion and approval in September.
- Employees developed a 3 year strategy and corresponding action plan. The Board held a strategy day to help contribute to the plan.

Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if the partnership is significant.

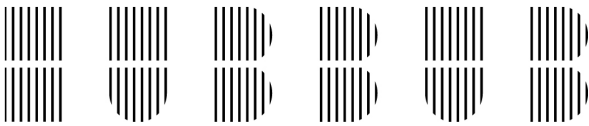
### Governance Committee

This new sub-committee group was created in the year to give more prominence on finance and risk related areas of Hubbub. Areas of focus in the year included:

- Updating our risk register
- Improving management accounts information, the organisation and the board
- Review of audited accounts and reappointment of auditors
- Salary reviews

### Risk Management

The Board is responsible for ensuring that there is an appropriate procedure in place for the management of risks faced by Hubbub Foundation UK. A risk management plan is created using the latest recommendations from the Charity Commission and other bodies. Each risk is assessed for its likelihood and the impact it could have on the organisation. A mitigation and contingency plan is created for each major risk and a risk manager is identified.



Hubbub currently has the following major risks:

- Dependence on primary funders: a significant portion of our funding comes from a small number of major partnerships. We have a plan to diversify and reduce our reliance.
- Departure of primary fundraiser: founder's exit has created a temporary skills gap. Restructuring to create a more resilient approach to income generation.
- Negative media or social media coverage: emergency comms plans created, and guidelines for social media use introduced.
- Over-commitment of time: new staff recruited, better resource planning system introduced, more training rolled out at all levels.
- IT failure: obtained cyber insurance and reviewing our IT processes & systems regularly.
- Lack of diversity. We have increased investment delivering projects in disadvantaged communities and have revised recruitment process for both the board and employees.
- The Board has created a separate group to take a more detailed look at risks and this group reports back to the regular full Board meetings.

The Trustees have given consideration to the major risks to which Hubbub are exposed and are satisfied that systems or procedures are established in order to manage those risks.

## Objectives and Activities

### Vision

Hubbub is an environmental charity. Our purpose is to inspire action that's good for the environment and for everyone. Our campaigns tackle environmental issues with practical solutions that work for individuals, community groups and businesses, because to make change at the speed and scale needed, we all need to get on board.

83% of the UK public are worried about the climate crisis (BEIS 2022), but most are unclear what they can do about it. Since 2014 we've been using creativity to raise awareness, change behaviours, and build appetite for everyone to make choices that are good for the environment. Our campaigns meet people where they're at, focussing on topics people are passionate about that also have a big impact, like the food we eat, clothes we wear, and green spaces, and we share actions you can take at home, at work or in your community.

We also show the collective power of people coming together to do what they can and we use this as evidence to encourage government and business to take action to make it easier for everyone to make greener choices too.

### What does Hubbub do?

Hubbub creates campaigns 'The Hubbub Way', based on academic evidence and over 30 years of practical experience. The model:

#### Scope

We start with key environmental issues people can have a role in tackling, identify where we can experiment to drive rapid change and collaborate with everyone from community groups to businesses to local authorities who share our ambition, to inspire action that's good for the environment, and for everyone.

#### Discover

We're curious. We listen, observe, and ask questions to gain insight and understand how we can meaningfully connect to people and communities. We're design led, and always build ideas grounded in research, behavioural insights and environmental expertise.

#### Create

Our campaigns put ideas into action to raise awareness, change habits, and make choices that are good for the environment easier and desirable for everyone. We connect with people through things they care about, positive language and by highlighting co-benefits. We use good design, creativity, and a splash of playfulness to bring campaigns to life.



### Experiment

We experiment, measure, and adapt what we do, to find out what has the biggest impact. We share what we discover, the good and the bad, so that others can learn from them too.

### Scale

We open source what works so our campaigns can replicate, scale and influence far beyond the people involved in them. We enable funding for innovation and community groups who can scale action and drive rapid experimentation. We use what we learn as evidence of people's appetite for positive change to challenge business, government, and other organisations to be bolder in their environmental goals.

What this looks like in practice:

- **Habits for a lifetime:** Collaborating with IKEA to create one of the world's largest customer-facing behaviour change campaigns, Live LAGOM, supporting thousands of households to transform their daily habits, like cutting energy, food waste, buying less and repairing more. Launched in 2016, Live LAGOM continues to be central to IKEA's strategy for supporting customers.
- **Championing communities:** A thriving network of over 450 Community Fridges that have redistributed 16 million meals worth of surplus food within their communities. Supported by Co-op and Starbucks.
- **Making waves:** A viral cigarette voting ashtray proven to cut litter by 46% and is currently featured across countries worldwide.
- **Innovating always:** £6 million invested in trialling new innovations and supporting community groups to replicate and scale proven initiatives.

### **Public Benefit**

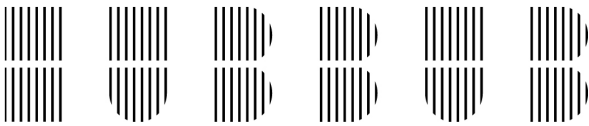
In setting our objectives and planning our activities we have given careful consideration to the Charity Commission's guidance on public benefit. The Trustees ensure that our activities are in line with our charitable objectives and aims, to protect and improve the natural environment. We measure the environmental impact that each of our programmes achieve, which are set out below. In addition, many of the programmes deliver added social benefits. As a result of our work:

- Less waste will be sent to landfill/incineration – in particular food, packaging and fabrics.
- Carbon dioxide emissions will be cut through reduced energy use and waste of materials and food.
- Less water will be wasted.
- Less pollution will be created including reduced plastic pollution in waterways and less air pollution.
- Our neighbourhoods will be cleaner and people will feel better connected to nature through our community campaigns.
- People in hardship will be given support, for example through the provision of refurbished smart phones and healthy food, and better access to support and advice.
- People will gain new skills and knowledge that will help them save money and make choices that are good for the environment.

### **Achievements and Performance**

At Hubbub, our work has always been about inspiring people to take action. Our projects have myriad environmental benefits, from carbon reductions to improved air quality; enhanced biodiversity to less plastic in our waterways. To tackle the issues we face at the scale and speed required, we need to get society on board. We are building a movement of people who feel both willing and able to make a difference, every day.

2022 brought a new set of challenges, as citizens in the UK faced almost unprecedented pressures amid the cost-of-living crisis. This touched almost every project and partner. As our work has always been about bringing people together, and often about helping them save money, Hubbub was well placed to respond by supporting stronger, more resilient communities. Last year we adapted our charity's purpose and values to recognise that every environmental issue is also a social one, and that inclusivity must be



at the heart of what we do. It was also a year where we explored what 'scale' meant to us, and the different ways we can achieve it.

In 2022 we:

- Engaged over 4 million people to start thinking differently about an environmental issue
- Activated over 1.2 million people to change a behaviour, whether recycling a single use cup to using a reusable coffee cup, to getting growing, and cutting food waste
- Enabled 1,390 people to transform their lives, habits, or attitudes.
- Ran 48 projects with 602 partners
- Awarded £3m in grant funds to support 366 projects and communities
- Had a media reach of over 1 billion opportunities to see, plus over 75 million opportunities to see through social media

Through these activities we have achieved the following:

- Over 7,000 tonnes of food waste saved from going to waste.
- 414 Fridges in our ever-growing network of Community Fridges (Nov 2022).
- 60 food hubs established nationwide.
- 16 million meals worth of surplus food shared.
- 21 new jobs created for people in local communities.
- Our #InTheLoop approach to improve recycling on-the-go, is proven to reduce recycling contamination by up to 70%.
- 7,318 surplus smartphone & tablets redistributed nationwide via our partners to those digitally isolated, taking the total to 12,000 devices redistributed so far.

### **Sparking Change and Provoking Debate**

In 2022, our core communications reached over 13 million people, engaged over 890,000 people, and earned us over 10,000 new followers throughout the year.

With our partner Co-op, we delivered the UK's first ever live TV ad showcasing the Community Fridge Network to millions during primetime Coronation Street on ITV. Dermot O'Leary and Big Zuu hosted, showing first-hand how the fridges bring people together to eat, connect and learn new skills, while tackling food waste.

In Manchester we've been testing what a city-wide multi partner climate campaign can achieve using hooks like football, nature, and food to inspire action. 'In Our Nature' communications and an interactive installation have helped over 200,000 people save money, reduce energy bills, and make the most of their food. Polling of 1,000 residents showed 39% had heard about the campaign and half of them feel part of a movement of people taking action on climate change in Manchester. Over half of respondents said the campaign helped them understand what they can do to tackle climate change, and that it had inspired them to take action.

### **Scaling environmental impact**

#### Food redistribution

Over the year, our Community Fridge Network grew by a further 172 new fridges, taking the total to 414 fridges (and growing), collectively preventing over 6700 tonnes of food from going to waste. That's the same as 16 million meals being redistributed over 1 million visits. We also expanded our Food Connect zero carbon food redistribution service to London boroughs of Southwark and Lambeth. We're also supporting groups to evolve beyond food redistribution, into community food hubs that facilitate improved access to healthy food, build local food economies and upskill communities. Since 2021, we've supported 60 groups to become food hubs.

#### Sustainable diets

In 2021 we trialled a project with M&S which helped customers adopt healthy diets that are good for the environment. In 2022 we scaled it nationally to their 14 million Sparks customers. Shoppers visited M&S' online tips and inspiration about reducing food waste and eating more plant-based foods over 230,000 times in just two months.

In 2021 Hubbub and Just Eat explored how to support customers to reduce their food waste from takeaways. The insights led to three big changes for Just Eat in 2022. A global food waste busting campaign targeted customers across 14 countries, with food saving tips and inspiration pop-ups when ordering via the app. A sustainability guide was shared with up to 50,000 UK partner restaurants. And finally, guidance was given to restaurants on portion sizes, so customers can make informed choices and waste less food.



### Boosting reuse, recycling, and cutting waste

Since 2018 we've been testing the best ways to boost on-the-go recycling in city centres, aiming to identify and amplify best practice across the UK. We've compiled the learnings from all seven of the #InTheLoop projects into a free toolkit which acts as a blueprint for transforming recycling on-the-go. We've launched a grant fund to enable councils across the UK to put the toolkit into practice to provide effective recycling on-the-go. Ultimately this grant fund and toolkit are a step towards our ambition to make #InTheLoop the standard approach for on-the-go recycling.

### **Supporting and connecting communities**

#### Increasing digital inclusion and extending the life of tech

Our partnership with Virgin Media O2 aims to tackle two problems at once: the world's fastest growing waste stream: e-waste, and the approximate 1.5 million households in the UK who do not have internet access. Nationwide, we distributed 4,800 surplus phones and tablets to community groups in London, Manchester, Leeds, Bristol, Swansea, Cardiff, and Glasgow. 2,500 smartphones were also gifted to our partners Women's Aid and Migrant Help, partly in response to the Afghan refugee crisis. We also set up the Tech Lending Community grant fund which has awarded over £120,000. This fund supports charities providing temporary accommodation services with surplus tablets and funding so they can provide access to digital services to the survivors of domestic abuse, refugees, asylum seekers and those at risk of homelessness, whom they support.

### **Engaging new communities in environmental choices**

We ran a challenge with 72 football fans in Manchester, to inspire them to eat better for the planet. Three months after the end of the challenge, 50 fans were eating less meat, 59 were wasting less food and 56 making choices that are better for the environment in other areas of their lives. We're now taking learnings from this to scale impact and hope to bring the opportunity to all football fans soon.

### **Engaging with diverse communities**

'LancWestGrowsBest' in the Lancaster West Housing Estate in Kensington and Chelsea, London, trialled food growing and sharing at home and in the community. Residents interviewed all reported that the activities such as resident-led gardening events, helped foster a greater sense of community and improve social cohesion, while most also reported improved wellbeing and an increase individual environmental action.

'Greener Together' trialled a community-led approach to revive a public space in Newham, London, creating a wildflower allotment, growing spaces, and transforming a neglected play area into a community designed space for all to enjoy and get active. This increased local environmental action, and residents reported a greater sense of community and ability to collectively change things for the better. Hubbub employed a local resident to lead the work, who is converting the project into a Community Interest Company (CIC) with our support so the community can sustain and own the project.

### **Finding and funding innovative solutions**

In 2022 Hubbub enabled over £3m in grant funding to be awarded to 366 different charities, community groups, and innovators. This has supported food redistribution, community food and growing events, innovations and trials in re-use systems, the circular economy and tech lending projects.

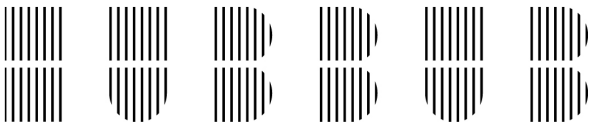
Our ambition is to move up the waste hierarchy and expand our work on refill and reuse. As part of this we carried out our 'Reuse Systems Unpacked' research, which identified 10 key themes to help reusable food and drink packaging succeed. We're now developing campaigns with three major supermarkets to encourage customers to opt for refill.

We're running a three-year research project, funded by The Wates Family Enterprise Trust, to find out how nature-based projects can change people's everyday behaviour towards climate change. We're working with community projects to learn if and how their nature-based activities foster a connection to nature, and identify the key characteristics that make these projects successful.

#### Awards

Hubbub won 7 awards last year:

- Better Society Awards (winner) - Communication & Education Award
- Purpose Awards (winner) - Environmental Cause Campaign
- Drum: Social Purpose Awards (winner) - Best Environmental Cause Campaign
- Global Good Awards (winner) - Best Environmental Behaviour Change



- WCC Environmental Champion (winner) - WCC Environmental Champion
- Escape The City – Top 100 Organisations To Escape To (25<sup>th</sup>)
- BASIS Sustainable Sports Award 2022 (winner) - Social Impact – Engagement category

## Financial Review and Results

Over the 12 month period Hubbub generated income of £8,281,323 and spent £7,403,887 resulting in a year end funds position of £3,940,042.

The increased income in this year was partly due to the 5p paper cup charge by Starbucks, as well as major partnerships with Virgin Media O2 and Co-op. With a significant increase in income Hubbub activities have also increased which has resulted in higher costs, including wage costs, as we strengthened the team to deliver the major partnerships listed above.

Key projects include:

- The Community Fridge Network partnership with the Co-op, further supported by The Rothschild Foundation, funding community fridges around the UK, supporting the network and developing 'food hubs'.
- Community Calling with Virgin Media O2, seeking to distribute refurbished smart phones to digitally-excluded people.
- In our Nature is an ambitious community-led programme that engages and empowers people across Manchester to take practical and meaningful action on climate change.
- Greener Together brought residents of Alma Street, East London, to tackle issues related to social and environmental inequalities.

## Charity Reserves Policy

The ambition of the charity is to secure sufficient free reserves to cover operating costs for a period of six to nine months. Currently this would require a free reserve of at least £1,316,604. The free reserves at 31<sup>st</sup> October 2022 were £1,351,905.

Included in reserves is £1,988,778 of designated funds, which has been designated to the Starbucks fund for campaigns promoting reusable food & drink packaging, well-being and roadside litter.

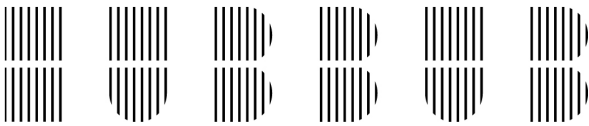
## Future Plans: 2022/23

We enter 2023 with a renewed sense of purpose and direction. Our strategic plan for 2023-2025 has created clarity and confidence in our objectives.

A 2022 House of Lords report stated that 32% of emissions reductions up to 2035 are in the hands of citizens and households. Our work is vital in making people both willing and able to make greener choices.

Our action plan for the year has three key areas: putting impact and influence first; creating a sustainable business model, and focusing our efforts.

1. Putting impact and influence first
  - We'll increase clarity about how our activities contribute towards our overall impact, build a better understanding throughout the organisation, and embed our approach in all our work.
  - Our comms strategy will focus on growing reach and engagement rather than following. It's designed to support our purpose rather than to promote each project.
  - Building a critical mass of diverse people changing behaviours and attitudes will inspire even more people to change their behaviour and demonstrate a mandate for systematic change to influence government and business decisions and activity.
  - We will do our own biannual public polling to track trends and national changes in behaviour and attitudes of our key focus areas, to benchmark progress and our projects.



## 2. Creating a sustainable business model

- We will diversify our income in order to increase financial resilience
- We will strengthen our income generation function, bringing in new skills and experience
- We will adapt the way we work to recognise the needs of a growing organisation, for example by improving our knowledge management and developing funder-focused communications.

## 3. Focusing our efforts

We have identified four areas of focus, where our expertise closely aligns with an acute environmental need, and we have additional skills to bring to existing work on the issues.

### **Sustainable Diets**

- Our vision: A society where healthier, sustainable diets are the norm. Meat and dairy are no longer the default, but are eaten, served, and sold as considered choices. Opinion and habits have flipped, and we're having a balanced, depoliticised public discussion about meat and dairy. There is better information and inspiration on sustainable diets and choice available to grocery shoppers and more confidence from businesses in talking about and acting on sustainable diets.

### **Reuse**

- Our vision: A society where effective and accessible reusable food and drink packaging is the norm. Businesses see the environmental and financial benefits and are willing to drive and adopt reuse systems, with government providing a supportive legislative and policy framework and investment.

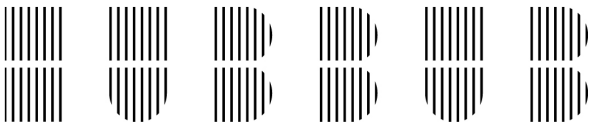
### **Connecting through nature**

- Our vision: Everyone has easy access to safe, nature-friendly green spaces. People understand the link between nature and the climate crisis, and what they can do to boost biodiversity and adapt to a changing climate at the local level. There is climate justice for those most affected by the climate crisis in the UK, and support for them to take action.

### **Responsible Fashion**

- Our vision: A society where there is high awareness of the environmental impact of fashion, and people buy far fewer new items of clothing. Everyone takes better care of clothing and repairs damaged items. Community settings are used to share clothing as commonly as they share food and other resources. Businesses are incentivised and committed to only selling closed loop products and encourage people to repair, re-sell, recycle. Government legislates against irresponsible production and disposal of clothing and textiles

We'll continue to work on topics where Hubbub has expertise, a strong reputation and can operate at scale, or has a strong model for 'business as usual'. These include food waste, home energy and electrical waste reduction.



Statement of trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the trustees of the charitable company at the date of approval of this report is aware, there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each trustee has taken all of the steps that he/she should have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Auditor**

Prime Chartered Accountants have indicated their willingness to be reappointed as Auditor.

This report has been prepared taking advantage of the exemptions available under the provisions of the Companies Act 2006 applicable to small companies.

07/21/23

Approved by the Board of Trustees on ..... and signed on its behalf by

Catherine Brown  
Chair, Board of Trustees

Jonathan Katz  
Trustee

New Wing  
Somerset House  
Strand  
London  
WC2R 1LA



## Independent Auditor's Report to the trustees of Hubbub Foundation UK

### Opinion

We have audited the financial statements of Hubbub Foundation UK (the 'parent charity') and its subsidiary Hubbub Foundation Enterprise Limited (the 'group') for the year ended 31 October 2022 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 15 to 33. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2022, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.



## Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)

### Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the industry sector;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;
- Assessed whether judgements and assumptions made in determining accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed:

- Procedures which included, but were not limited to:
- Agreeing financial statement disclosures to underlying supporting documentation;
- Enquiring of management as to actual and potential litigation and claims; and
- Reviewing correspondence with HMRC and other relevant parties.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.



**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

Jeremy Kitson BA FCA (Senior Statutory Auditor)  
for and on behalf of Prime Chartered Accountants and Statutory Auditors  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG  
Date: 24/07/2023



**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT**

**FOR THE YEAR ENDED 31 OCTOBER 2022**

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
					2022 £	2021 £
<b>Income from:</b>						
Donations and legacies	2	3,218,084	1,346,465	1,819,104	6,383,653	2,098,555
Investments		25,817	-	-	25,817	12,856
Charitable activities	3	1,165,706	-	705,678	1,871,384	2,555,000
Other income	4	469	-	-	469	4,079
<b>Total income</b>		<b>4,410,076</b>	<b>1,346,465</b>	<b>2,524,782</b>	<b>8,281,323</b>	<b>4,670,490</b>
<b>Expenditure on:</b>						
Raising funds	5	109,799	-	-	109,799	5,826
Charitable activities	6	3,764,574	1,000,600	2,528,713	7,293,887	4,268,453
<b>Total expenditure</b>		<b>3,874,373</b>	<b>1,000,600</b>	<b>2,528,713</b>	<b>7,403,686</b>	<b>4,274,279</b>
<b>Net income/(expenditure)</b>		<b>535,703</b>	<b>345,865</b>	<b>(3,931)</b>	<b>877,637</b>	<b>396,211</b>
<b>Transfers between funds</b>		<b>(527,638)</b>	<b>-</b>	<b>527,638</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>8,065</b>	<b>345,865</b>	<b>523,707</b>	<b>877,637</b>	<b>396,211</b>
Funds brought forward at 1 November		1,343,840	1,642,913	75,652	3,062,405	2,666,194
<b>Funds carried forward at 31 October</b>		<b>1,351,905</b>	<b>1,988,778</b>	<b>599,359</b>	<b>3,940,042</b>	<b>3,062,405</b>

All activities are of a continuing nature. There are no recognised gains or losses other than as shown above.

The notes on pages 19 to 33 form part of these accounts.

The comparative Consolidated Statements of Financial Activities is shown in note 23.

**CONSOLIDATED BALANCE SHEET****AS AT 31 OCTOBER 2022**

		As at 31 October 2022		As at 31 October 2021	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		37,309		18,922
			<u>37,309</u>		<u>18,922</u>
<b>CURRENT ASSETS</b>					
Stock		74,524		81,772	
Debtors	13	1,262,275		1,356,629	
Cash at bank		4,915,406		2,530,419	
		<u>6,252,205</u>		<u>3,968,820</u>	
CREDITORS: amounts falling due within one year	14	(2,349,472)		(675,337)	
<b>Net current assets</b>			<u>3,902,733</u>		<u>3,293,483</u>
Total assets less current liabilities			3,940,042		3,312,405
Creditors: amounts falling due after more than one year	14		-		(250,000)
<b>NET ASSETS</b>			<u>3,940,042</u>		<u>3,062,405</u>
<b>RESERVES</b>					
Unrestricted funds:			1,351,905		1,343,840
Designated funds			1,988,778		1,642,913
Restricted fund			599,359		75,652
<b>TOTAL FUNDS</b>	16/17		<u>3,940,042</u>		<u>3,062,405</u>

These financial statements were approved and authorised for issue by the Board of Trustees on 07/21/23..... 2023 and are signed on their behalf by

Catherine Brown, Chair, Board of Trustees

Jonathan Katz, Trustee

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 19 to 33 form part of these accounts.  
Company Registration Number 09038107

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## CHARITY BALANCE SHEET

## AS AT 31 OCTOBER 2022

	Note	As at 31 October 2022		As at 31 October 2021	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	11		36,892		17,668
Investments	12		50,000		50,000
			<u>86,892</u>		<u>67,668</u>
<b>CURRENT ASSETS</b>					
Stock			-		-
Debtors	13	1,263,850		1,305,632	
Cash at bank		4,776,489		2,523,143	
		<u>6,040,339</u>		<u>3,828,775</u>	
CREDITORS: amounts falling due within one year	14	(2,285,563)		(641,456)	
		<u>3,754,776</u>		<u>3,187,319</u>	
<b>Net current assets</b>			<u>3,754,776</u>		<u>3,187,319</u>
Total assets less current liabilities			<u>3,841,668</u>		<u>3,254,987</u>
Creditors: amounts falling due after more than one year	14		-		(250,000)
			<u>3,841,668</u>		<u>3,004,987</u>
<b>NET ASSETS</b>			<u><u>3,841,668</u></u>		<u><u>3,004,987</u></u>
<b>RESERVES</b>					
Unrestricted funds:			1,253,531		1,286,422
Designated funds			1,988,778		1,642,913
Restricted fund			599,359		75,652
			<u>3,841,668</u>		<u>3,004,987</u>
<b>TOTAL FUNDS</b>			<u><u>3,841,668</u></u>		<u><u>3,004,987</u></u>

The net movement in funds for the year relating to the parent charity alone amounted to £872,851.

These financial statements were approved and authorised for issue by the Board of Trustees on 07/21/23..... 2023 and are signed on their behalf by

.....  
Catherine Brown, Chair, Board of Trustees

.....  
Jonathan Katz, Trustee

New Wing, Somerset House,  
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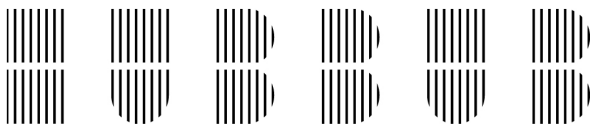
**CONSOLIDATED STATEMENT OF CASH FLOW**

**YEAR ENDED 31 OCTOBER 2022**

		<b>2022</b>		<b>2021</b>	
		£	£	£	£
<b>Net Cash from operating activities</b>	<b>a.</b>		2,643,363		(724,570)
<b>Investing activities</b>					
Purchase of tangible fixed assets		(34,193)		(16,522)	
Interest received		25,817		12,856	
		<u>          </u>	(8,376)	<u>          </u>	(3,666)
<b>Financing activities</b>					
Repayments of borrowing		(250,000)		(140,000)	
Cash inflows from new borrowing		-		-	
		<u>          </u>	(250,000)	<u>          </u>	(140,000)
<b>Net movement in cash and cash equivalents</b>			2,384,987		(868,236)
Cash and cash equivalents at 1 November			2,530,419		3,398,655
			<u>          </u>		<u>          </u>
Cash and cash equivalents at 31 October			<u>4,915,406</u>		<u>2,530,419</u>

Notes to Statement of Cash Flows

		<b>2022</b>		<b>2021</b>	
		£	£	£	£
<b>a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities</b>					
<b>Net income / (expenditure) for the year</b>		877,637		396,211	
Depreciation		15,806		9,828	
Interest receivable		(25,817)		(12,856)	
Decrease/(increase) in debtors		94,354		(969,523)	
Increase/(decrease) in creditors		1,674,135		(102,709)	
Decrease/(increase) in stock		7,248		(45,521)	
		<u>          </u>	2,643,363	<u>          </u>	(724,570)
			<u>          </u>		<u>          </u>



## 1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### (a) Basis of Accounting

Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS102)), the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Companies Act 2006.

The Hubbub Foundation meets the definition of a public entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

### (b) Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

### (c) Group Financial Statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Hubbub Foundation Enterprise Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

### (d) Donations and grants receivable

Donations and grants receivable, including capital grants, are brought into the accounts on receipt or when receivable, where the receipt is probable. Income is deferred only when:

- the Charity has still to fulfil significant conditions before becoming entitled to the income; or
- the donor has specified that the income is to be expended in a future period.

### (e) Charitable Activities

Charitable activities are brought into the accounts on receipt or when receivable, where the receipt is probable. Charitable activities consists of:

- Community actions and campaigns
- Initiatives with organisations
- Educational activity
- Sale of ballot bins

### (f) Donated services

Donated services comprise donated services and facilities and are included in income where such donations are financially quantifiable, at an estimate of the value of the benefit to the Charity.

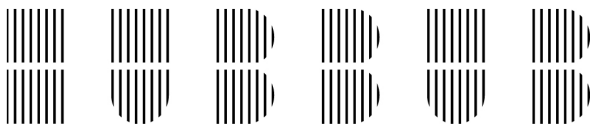
### (g) Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the Charity will comply with conditions attaching to them and the grants will be received using the accrual model.

### (h) Expenditure

Expenditure is recognised on an accruals basis in the period in which they are incurred.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Certain costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by personnel on those activities or, if not appropriate, in proportion to the income attributable to those activities.

**1. ACCOUNTING POLICIES (continued)****(i) Costs of generating funds**

Costs of generating funds incorporate the salaries, direct expenditure and overhead costs of the staff involved in raising voluntary income for the Charity's use.

**(j) Direct Charitable Costs**

Direct charitable costs comprise those costs incurred in pursuing the charitable aims of the Charity. In particular they include the costs of delivering Hubbub Foundation UK's programmes to participants.

**(k) Support costs**

Support costs are those costs incurred by the Charity in development and support of its main activities and projects. These are absorbed within direct project costs as shown in Note 9. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

**(l) Governance Costs**

Governance costs are those costs incurred in the management of the Charity's assets, organisation and compliance functions.

**(m) Fund accounting**

Funds held by the Charity can be:

- (i) Unrestricted general funds – these are funds without specified purpose and are available as general funds.
- (ii) Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.
- (iii) Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Transfers between funds are made to cover deficits on individual restricted funds and to recognise fixed assets acquired with restricted income, but with no further restriction on use, within unrestricted funds.

**(n) Operating Lease Agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits in equal annual amounts over the period of the lease.

**(o) Fixed Assets**

Fixed assets are stated at cost less accumulated depreciation and impairment losses. Only assets over the value of £1,000 are capitalised.

Depreciation is calculated to write off the costs of the fixed asset by equal instalments as follows, all straight line:

Office equipment	33% / 25% SL
------------------	--------------

Where fixed assets are located within an unrestricted fund and are utilised on a temporary basis within a restricted fund the depreciation charge is apportioned between funds on a rational basis.

Impairment reviews are carried out annually on the net book value of fixed assets.

Fixed Assets under construction are stated at cost until the construction is complete and depreciated thereafter.



## 1. ACCOUNTING POLICIES (continued)

### (p) Stock

Stocks are valued at the lower of cost and net realisable value.

### (q) Cash and cash equivalents

Cash and cash equivalents includes cash in hand and deposits held at banks.

### (r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### (s) Estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on the Trustees' best knowledge of the amount, events or actions, actual results ultimately differ from these estimates. The Trustees do not consider there to be any material estimates and judgements.

### (t) Financial instruments

Hubbub Foundation UK only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities and their measurement basis are as follows:

**Financial assets** - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

**Cash at bank** is classified as a basic financial instrument and is measured at face value.

**Financial liabilities** - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instruments.

**Loans** - Liabilities for borrowings which are subject to a market rate of interest are measured at the value of the amount advanced, less capital repayments

### (u) Funds held on trust

The Foundation held funds on trust for Waitrose from which small grants were made to charities, local authorities and community organisations in respect of the Plan Plastic campaign. The funds held on trust were recorded solely on the balance sheet, and had been fully distributed by the year ended 31 October 2022.

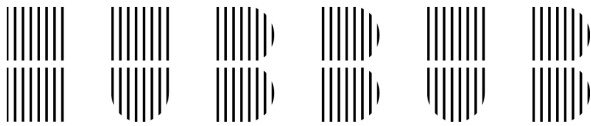
### (v) Investments

Investments are recognised at market value.

### (w) Gift Aid

Gift Aid payments payable from a wholly owned subsidiary to its parent charity are treated as a distribution and are recognised only when the physical payment is made.

Corporation tax relief arising on actual Gift Aid payments in the year and on those payments made by a wholly owned subsidiary of the charity that distributes undistributed reserves of the subsidiary within 9 months of the year end is recognised in the accounts in the year in which the underlying distributable profits arise.

**2. DONATIONS AND LEGACIES**

	<b>2022 Total £</b>	<b>2021 Total £</b>
1% for the Planet	3,000	-
ACS Clothing	10,000	-
Air Quality	11,173	-
Aviva	-	50,000
Bunzl	20,000	35,000
EQ Foundation	-	23,624
Food Connect	17,291	-
In Our Nature	50,000	-
Marsh and McLennan	-	30,000
Microsoft	150,000	-
Other donations and grants	21,424	71,857
O2	883,723	-
Pret A Manger	-	10,748
Rothschild Foundation	37,100	-
Shell International Limited	-	75,000
Starbucks	4,064,506	1,419,770
The Co-operative Group	831,292	337,556
The Whiskey Exchange	-	45,000
Virgin Media O2	284,144	-
	<u>6,383,653</u>	<u>2,098,555</u>

In addition to grants and donations, the Charity has relied on the support of volunteers.

**3. INCOME AND CHARITABLE ACTIVITIES**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Grants*	518,511	493,411
Charitable trading	899,996	1,660,674
Ballot bin sales	164,138	146,673
Trading contracts	288,739	254,242
	<u>1,871,384</u>	<u>2,555,000</u>

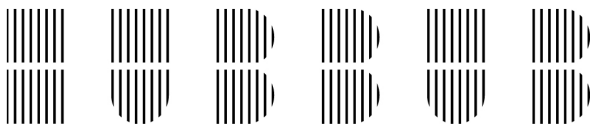
\*Grant income includes £Nil (2021: £13,125) received from the Joseph Rowntree Charitable Trust

**4. OTHER INCOME**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Job Retention Scheme (furlough)	-	4,079
Tax reclaimed	469	-
	<u>469</u>	<u>4,079</u>

**5. RAISING FUNDS**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Staff costs	109,799	5,826

**6. CHARITABLE ACTIVITIES**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Staff costs	2,193,796	1,717,566
Other direct costs	4,589,326	2,072,057
Governance costs (note 7)	43,376	17,921
Staff support costs (note 8)	87,726	102,132
Direct support costs (note 8)	379,663	358,777
	<u>7,293,887</u>	<u>4,268,453</u>

Staff support costs and other support costs have been allocated to charitable activities in proportion to direct staff costs of those activities.

**7. GOVERNANCE COSTS**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Audit fee	9,600	10,250
Other accountancy services	33,776	7,671
	<u>43,376</u>	<u>17,921</u>

**8. SUPPORT COSTS**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Staff costs	87,726	102,132
Other support costs	379,663	358,777
	<u>467,389</u>	<u>460,909</u>

Other support costs includes Content and design expenditure (£21,045, 2021: £57,507), Marketing costs (£5,934, 2021: £1,980), and other administration expenses.

**9. TAXATION**

The company is a registered charity and it is considered that its activities and relationships are such that no corporation taxation liability will arise.

The subsidiary, Hubbub Foundation Enterprise Limited, has elected to make a gift aid payment to the parent within 9 months of the year end of these financial statements, Hubbub Foundation UK, which amounts to its profits of £98,132. As such the company has no taxable profits and therefore has £Nil corporation tax due for the year ended 31 October 2022.

**10. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY)**

	<b>2022 Total £</b>	<b>2021 Total £</b>
Wages and Salaries	1,983,053	1,522,718
Employer's NIC	223,413	149,639
Employer's pension	97,129	73,824
	<u>2,303,595</u>	<u>1,746,181</u>

**10. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY) cont.**

The number of employees whose emoluments for the year fell within the following bands were:

	<b>2022 Number</b>	<b>2021 Number</b>
£60,001 - £70,000	1	0
£70,001 - £80,000	3	2
£80,001 - £90,000	1	1

The aggregate remuneration of key management personal of the Group and Charity was £432,986 (2021: £386,992).

The average number of staff employed by the Charity during the period was as follows:

Charitable activities - Direct project staff	<u>53</u>	<u>44</u>
--	-----------	-----------

In addition to the above costs the Charity used consultants and agency staff to support the delivery of individual projects and for the provision of finance services. Consultancy & contract staff costs totalled £19,464 (2021: £13,983) during the period.

**11. TANGIBLE FIXED ASSETS**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>GROUP TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2021	12,000	59,070	71,070
Additions		34,193	34,193
<b>Balance at 31 October 2022</b>	<u>12,000</u>	<u>93,263</u>	<u>105,263</u>
<b>Accumulated depreciation</b>			
At 1 November 2021	12,000	40,148	52,148
Charge for the year	-	15,806	15,806
<b>Balance at 31 October 2022</b>	<u>12,000</u>	<u>55,954</u>	<u>67,954</u>
<b>Net Book Value</b>			
Balance at 31 October 2022	<u>-</u>	<u>37,309</u>	<u>37,309</u>
Balance at 31 October 2021	<u>-</u>	<u>18,922</u>	<u>18,922</u>



**11. TANGIBLE FIXED ASSETS cont.**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>CHARITY TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2021	12,000	53,478	65,478
Additions	-	34,193	34,193
<b>Balance at 31 October 2022</b>	<u>12,000</u>	<u>87,671</u>	<u>99,671</u>
<b>Accumulated depreciation</b>			
At 1 November 2021	12,000	35,810	47,810
Charge for the year	-	14,969	14,969
<b>Balance at 31 October 2022</b>	<u>12,000</u>	<u>50,779</u>	<u>62,779</u>
<b>Net Book Value</b>			
Carried forward at 31 October 2022	-	36,892	36,892
Brought forward at 1 November 2021	<u>-</u>	<u>17,668</u>	<u>17,668</u>

**12. INVESTMENTS**

	<b>£</b>
<b>CHARITY INVESTMENTS</b>	
<b>Cost</b>	
At 1 November 2021	50,000
Movement	-
<b>Balance at 31 October 2022</b>	<u>50,000</u>

**13. DEBTORS**

	<b>Group</b>		<b>Charity</b>	
	<b>2022 Total £</b>	<b>2021 Total £</b>	<b>2022 Total £</b>	<b>2021 Total £</b>
Trade debtors	615,820	954,083	525,844	832,113
Prepayments and accrued income	582,597	344,650	579,747	387,148
VAT	7,548	-	3,024	-
Other debtors	56,310	57,896	56,310	57,896
Group company	-	-	98,925	28,475
	<u>1,262,275</u>	<u>1,356,629</u>	<u>1,263,850</u>	<u>1,305,632</u>



**14. CREDITORS**

	Group		Charity	
	2022 Total £	2021 Total £	2022 Total £	2021 Total £
<b>Amounts falling due within one year:-</b>				
Trade creditors	263,283	88,964	231,825	82,697
Taxation and social security	63,593	87,909	63,592	88,511
Accruals and deferred income	2,022,579	432,201	1,990,129	403,985
Other creditors	17	66,263	17	66,263
	<u>2,349,472</u>	<u>675,337</u>	<u>2,285,563</u>	<u>641,456</u>
<b>Amounts falling due after one year:-</b>				
Loans	-	250,000	-	250,000
	<u>-</u>	<u>250,000</u>	<u>-</u>	<u>250,000</u>

**Deferred income included in accruals and deferred income:-**

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Brought forward	410,708	508,455	385,008	472,899
Amount deferred in the year	3,797,758	455,708	3,668,284	385,008
Released to the Statement of Financial Activities	(2,214,538)	(553,455)	(2,088,204)	(472,899)
Carried forward	<u>1,993,928</u>	<u>410,708</u>	<u>1,965,088</u>	<u>385,008</u>

**15. CAPITAL**

The company has no share capital, being limited by guarantee. There are 9 members of the company, each of whom has undertaken to contribute £1 in the event of the company being wound up.

**16. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	37,309	-	-	37,309
Cash	343,666	1,988,778	2,582,962	4,915,406
Other current assets	1,309,552	-	27,247	1,336,799
Current liabilities	(338,622)	-	(2,010,850)	(2,349,472)
<b>Total net assets</b>	<u>1,351,905</u>	<u>1,988,778</u>	<u>599,359</u>	<u>3,940,042</u>

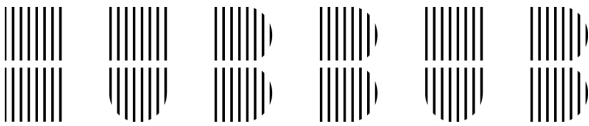


**17. MOVEMENT IN FUNDS**

	Balance at 1 Nov 2021 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2022 £
Bunzl: EPPIC Plastic	4,617	-	(16,501)	11,884	-
Caboodle: Microsoft IT Food Share Platform	-	187,800	(189,520)	1,720	-
Centre for Digital Connect	-	5,000	-	-	5,000
City of London: Plastic Fishing	-	-	(1,270)	1,270	-
Coca-Cola: Treasure Your Rivers	-	15,638	(45,985)	30,347	-
Dunelm: Pass it on with Purpose	-	25,500	(22,734)	-	2,766
E-Bay: Fashion Circular Innovation Fund	-	5,000	(5,785)	785	-
Food Connect	-	95,985	(152,573)	56,588	-
Flavourist Fund	-	10,090	(14,878)	4,788	-
GLA: Greener Together	204	50,010	(139,518)	89,304	-
IGD Services: Scoping for reuse	-	1,000	(12,612)	11,612	-
IKEA: Circular Hubs	-	26,000	(52,118)	26,118	-
In Our Nature	-	43,833	(137,640)	93,807	-
In Our Nature: Urban Greening	-	107,500	(54,835)	-	52,665
In the Loop	-	10,200	(16,833)	6,633	-
Innovate: Compostable Packaging	-	4,663	(22,971)	18,308	-
London Borough of Newham: Greener Together	4,037	10,500	(271)	-	14,266
Just Eat: Sustainability Guide	-	3,950	(9,293)	5,343	-
Kiehl's: SUP initiative	-	25,000	(41,118)	16,118	-
Kusuma Trust: Lancaster West	5,810	-	(21,347)	15,537	-
LGBT: Together for our planet	-	4,800	(13,431)	8,631	-
Love your forest: Foresters Forest	-	963	(1,429)	466	-
Lucozade Ribena: Love Forest	253	-	-	-	253
Norfolk & Suffolk Councils: Food Savvy	-	65,817	(68,628)	2,811	-
O2: Community Calling	-	693,723	(304,848)	-	388,875
Royal Borough of Kensington: Lancaster West	-	880	(28,708)	27,828	-
Primark	-	73,300	(72,045)	-	1,255
Tate & Lyle: Keep baking, start baking	-	33,625	(37,989)	4,364	-
Virgin Media O2: Tech Lending Community Fund	-	184,144	(201,998)	17,854	-
Virgin Media O2: Time after Time	-	-	(8,237)	8,237	-
<b>Community Fridges:</b>					
Big Lottery	38,575	-	-	-	38,575
Rothschild Foundation	14,604	81,100	-	-	95,704
The Co-operative Group	7,552	758,761	(833,598)	67,285	-
<b>Total Restricted funds</b>	<u>75,652</u>	<u>2,524,782</u>	<u>(2,528,713)</u>	<u>527,638</u>	<u>599,359</u>
Unrestricted funds	1,343,840	4,410,076	(3,874,373)	(527,638)	1,351,905
Designated funds	1,642,913	1,346,465	(1,000,600)	-	1,988,778
<b>Total funds</b>	<u><u>3,062,405</u></u>	<u><u>8,281,323</u></u>	<u><u>7,403,686</u></u>	<u><u>-</u></u>	<u><u>3,940,042</u></u>

A comparative movement in funds note has been provided in note 25.

**Purposes of Restricted Funds:**



Bunzl: EPPIC Plastic

This fund supported Hubbub to create the communications campaign for an initiative promoting flexible plastics recycling.

Caboodle: Microsoft IT Food Share Platform

A collaboration between Hubbub, Microsoft and Co-op to create a not-for-profit digital platform that enables supermarkets, cafés and restaurants to connect with community groups and volunteers to redistribute surplus food.

Centre for Digital Connect

Grant given to fund the digital training of a specific staff member.

City of London – Plastic fishing

This 3 year grant has been given to fund Plastic Fishing trips with London schools. The project includes constructing boats for taking fishing trips onto the Thames Docklands Basin with the aim to gather the plastic in the river, and raise awareness for the environmental issues surrounding plastic waste.

Coca-Cola – Treasure Your Rivers

This fund, financed by the Coca-Cola Foundation, has enabled Hubbub to set up the Treasure Your River campaign which is a collaborative project to remove litter from 5 of the UK's main rivers.

Dunelm: Pass it on with Purpose

This fund supports a trial with Dunelm customers of peer-to-peer buying, selling and donating of second-hand homeware and furniture.

eBay: Fashion Circular Economy Innovation Fund

A project to support eBay to deliver their fund which inspires SME's to create new, innovative tech ideas that aid buyers and sellers to adopt a circular approach to fashion.

Food Connect

The fund, financed by a loan from CAF Venturesome and support from Bosch and Big Lottery, has enabled Hubbub to pilot a zero-carbon surplus food redistribution pilot in Milton Keynes.

Flavourist Fund

A partnership with The Flavourists in an attempt to boost cooking skills within communities.

GLA and London Borough of Newham: Greener Together

A one-year partnership with the Greater London Authority and other partners to trial a community led project aimed at tackling environmental and social inequality. The activity took place in a diverse, underserved London community, which is disproportionately affected by the climate crisis. It developed a public play area and community allotment, helping residents connect with nature and enjoy a safe community space.

IGD: Scoping for reuse

A returnable cup project.

IKEA: Circular Hub

Project with IKEA centred around giving a second chance for IKEA furniture.

In Our Nature

A community-led programme building a new movement of everyday climate action across Manchester.

In the Loop

A project to encourage the public to recycle when out and about in town centres.

Innovate: Compostable Packaging

A grant for a collaboration with other entities exploring Compostable Packaging.

Just Eat: Sustainability Guide

A fund designed to devise a sustainability guide for Just Eats' restaurant providers.

Kiehl's: SUP initiative

Funds the designing, creation and manufacturing of stand up paddleboards using recycled Kiehl's plastic.

Kusuma Trust: Lancaster West

LancWest Grows Best is a one-year, hyperlocal community growing project on the site of the Grenfell Tower fire. The project is delivering a communal garden in consultation with residents and supporting growing skills and connection with nature.

LGBT Foundation

Collaboration with LGBT foundation on 'Green with Pride' campaign which engages LGBT+ audiences on a variety of sustainability issues.

Lucozade Ribena: Love Your Forest

This grant was to fund a litter and recycling campaign in the Forest of Dean.

Norfolk Council and Suffolk Council: Food Savvy

Food Savvy in a seven-year strategic partnership to reduce domestic food waste amongst local residents through a range of communications campaigns and on-the-ground activities.

O2: Community Calling

Fund to support working with a local community group in Southwark to trial a pilot smartphone donation scheme.

Primark

A campaign encouraging existing and potential Primark customers to value and care for their clothes.

Tate & Lyle: Keep Baking, Start Saving

Project centred on a social media campaign giving tips for energy-efficient baking.

Virgin Media O2: Tech Lending Community Fund

A grant fund supporting temporary accommodation services to set up and run tech lending hubs, loaning refurbished tablets to their beneficiaries with free connectivity from VM02.

Virgin Media O2: Time after Time

A project to encourage keeping mobile phones for longer.

Big Lottery and Rothschild Foundation

Funds the set-up, maintenance and running of community fridges for up to a year. These fridges are designed to help families feed themselves and become more aware of food waste issues.

The Co-operative Group

This grant funded set up costs of £4,000 for 100 community fridges, where any member of the public can share and/or take home surplus food. The grant also provided project management support for the Community Fridge Network, which is managed by Hubbub.

**Purposes of Designated Funds:**Starbucks designated

During the year, the Trustees opted to designate a further £1,346,465 of the income received from the Starbucks 5p donations. This was part of the agreement with Starbucks and has been spent largely on the Greener Communities Fund (£1,000,000) with the remainder split between the Bring it Back fund, cup fund payments and roadside litter funds.

Greener Communities Fund

A fund enabling ten NHS charities to create and improve green spaces across the UK, made possible thanks to the Starbucks income.

Cup fund payments

Grants due to be issued to organisations for the coffee cup recycling schemes

Roadside litter campaign

A new campaign in the aim of reducing litter along roadsides that is associated with fast-food drive-thrus by implementing targeted messaging and playful interventions.

**18. COMMITMENTS UNDER OPERATING LEASES**

At 31 October the company had total commitments under non-cancellable operating leases as set out below.

	<b>Land and Buildings</b>	
	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Payable:		
Within one year	95,019	94,243
Within two to five years	-	-
	<hr/>	<hr/>
	<b>95,019</b>	<b>94,243</b>
	<hr/> <hr/>	<hr/> <hr/>

**19. TRADING SUBSIDIARY**

Hubbub Foundation UK owns 100% of the share capital of Hubbub Foundation Enterprise Limited.

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £37,865 (2021: £238,852) and recharged rental costs of £11,928 (2021: £11,928).

During the year Hubbub Foundation UK paid Hubbub Enterprise Limited direct project costs of £12,340 (2021: £153,226).

At 31<sup>st</sup> October 2022 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Intercompany (creditor) / debtor	98,925	28,475
Deferred income	-	(45,000)

**20. NET RESULTS OF TRADING SUBSIDIARY**

The charity has a wholly owned trading subsidiary, Hubbub Foundation Enterprise Limited which is a private company, limited by shares, registered in England and Wales, registration number 08910364. The registered office is the same as that of the charity.

Hubbub Foundation Enterprise Limited sells environmental services and products to business and Government, including communications and campaign services. A summary of the results of Hubbub Foundation Enterprise Limited is shown below.

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Profit &amp; Loss</b>		
Turnover	452,877	554,141
Cost of sales	(287,111)	(228,913)
	<hr/>	<hr/>
<b>Gross profit</b>	<b>165,766</b>	<b>325,228</b>
Administrative expenses	(67,634)	(269,616)
Other income	-	-
	<hr/>	<hr/>
<b>Operating profit/(loss)</b>	<b>98,132</b>	<b>55,612</b>
Interest payable and similar expenses	-	-
	<hr/>	<hr/>
<b>Profit/(loss) for the year</b>	<b>98,132</b>	<b>55,612</b>
	<hr/> <hr/>	<hr/> <hr/>



<b>Balance Sheet</b>	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Fixed Assets	417	1,254
Current Assets	310,794	214,122
Current Liabilities	(162,835)	(107,958)
	<u>148,376</u>	<u>107,418</u>
Called up share capital	50,000	50,000
Profit & loss account	98,376	57,418
<b>Net Assets</b>	<u>148,376</u>	<u>107,418</u>

## 21. TRUSTEES' REMUNERATION AND EXPENSES

During the year, Deborah Luffman received £1,200 for providing the charity with marketing services in respect of sustainable fashion campaigns. None of the trustees were paid any remuneration or received any other benefits from an employment with the charity or a related entity for the year ended 31 October 2021.

No trustee expenses have been reimbursed for the year ended 31 October 2022 nor 31 October 2021.

## 22. RELATED PARTY TRANSACTIONS

During the year, the Charity paid £58,940 (2021: £40,172) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, a director of Hubbub Foundation UK.



**23. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES THE YEAR ENDED 31 OCTOBER 2021**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
				2021 £	2020 £
<b>Income from:</b>					
Donations and legacies	1,128,490	500,000	470,065	2,098,555	1,447,949
Investments	12,856	-	-	12,856	5,339
Donated Services	-	-	-	-	5,500
Charitable activities	2,131,122	-	423,878	2,555,000	1,445,020
Other income	4,079	-	-	4,079	96,734
<b>Total income</b>	<u>3,279,547</u>	<u>500,000</u>	<u>893,943</u>	<u>4,670,490</u>	<u>3,000,542</u>
<b>Expenditure on:</b>					
Raising funds	5,826	-	-	5,826	5,654
Charitable activities	3,091,964	50,029	1,126,460	4,268,453	3,297,814
<b>Total expenditure</b>	<u>3,097,790</u>	<u>50,029</u>	<u>1,126,460</u>	<u>4,274,279</u>	<u>3,303,468</u>
<b>Net income/(expenditure)</b>	178,757	(449,971)	(232,517)	396,211	(302,926)
<b>Transfers between funds</b>	(286,540)	-	286,540	-	-
<b>Net movement in funds</b>	<u>(107,783)</u>	<u>449,971</u>	<u>54,023</u>	<u>396,211</u>	<u>(302,926)</u>
Funds at 1 November	1,451,623	1,192,942	21,629	2,666,194	2,969,120
<b>Funds at 31 October</b>	<u><u>1,343,840</u></u>	<u><u>1,642,913</u></u>	<u><u>75,652</u></u>	<u><u>3,062,405</u></u>	<u><u>2,666,194</u></u>

**24. COMPARATIVE ANALYSIS OF NET ASSETS BETWEEN FUNDS FOR YEAR ENDED 31 OCTOBER 2021**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	18,922	-	-	18,922
Cash	600,343	1,642,913	287,163	2,530,419
Other current assets	1,399,431	-	38,970	1,438,401
Current liabilities	(424,856)	-	(250,481)	(675,337)
Non-current liabilities	(250,000)	-	-	(250,000)
<b>Total net assets</b>	<u><u>1,343,840</u></u>	<u><u>1,642,913</u></u>	<u><u>75,652</u></u>	<u><u>3,062,405</u></u>



25. COMPARATIVE MOVEMENT IN FUNDS FOR YEAR ENDED 31 OCTOBER 2021

	Balance at 1 Nov 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2021 £
Aviva Foundation: Community Calling	-	50,000	(71,024)	21,024	-
Bunzl: COP26	-	20,000	(35,730)	15,730	-
Bunzl: EPPIC Plastic	-	62,510	(57,893)	-	4,617
City of London: Plastic Fishing	2,289	-	(3,379)	1,090	-
Coca-Cola: Circle City	-	-	(14,839)	14,839	-
Coca-Cola: Treasure Your Rivers	-	156,384	(177,244)	20,860	-
GLA: Greener Together	-	18,000	(17,796)	-	204
London Borough of Newham: Greener Together	-	10,000	(5,963)	-	4,037
Joseph Rowntree Charitable Trust: Love Where You Live	-	16,043	(35,055)	19,012	-
Kusuma Trust: Lancaster West	-	23,500	(17,690)	-	5,810
Lucozade Ribena: Love Forest	-	35,000	(34,747)	-	253
Wates Family Foundation	11,364	43,636	(170,959)	115,959	-
Norfolk & Suffolk Councils: Food Savvy	-	8,049	(28,287)	20,238	-
Food Connect	-	5,000	(62,788)	57,788	-
<b>Community Fridges:</b>					
Big Lottery	-	93,600	(55,025)	-	38,575
Rothschild Foundation	7,976	14,667	(8,038)	-	14,604
The Co-operative Group	-	337,556	(330,003)	-	7,552
<b>Total Restricted funds</b>	<u>21,629</u>	<u>893,943</u>	<u>(1,126,460)</u>	<u>286,540</u>	<u>75,652</u>
Unrestricted funds	1,451,623	3,276,547	(3,097,790)	(286,540)	1,343,840
Designated funds	1,192,942	500,000	(50,029)	-	1,642,913
<b>Total funds</b>	<u><u>2,666,194</u></u>	<u><u>4,670,490</u></u>	<u><u>(4,274,279)</u></u>	<u><u>-</u></u>	<u><u>3,062,405</u></u>

**HUBBUB FOUNDATION UK**

England & Wales - Charity number 1158700

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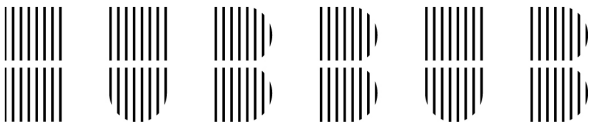
# Accounts

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**HUBBUB FOUNDATION UK**  
**CONSOLIDATED REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2021**

**Registered Company in England and Wales No. 09038107**

**Registered Charity in England and Wales No. 1158700**



## Reference and Administrative Details

Name: Hubbub Foundation UK  
Company number: 09038107  
Registered Charity in England & Wales: 1158700

Directors and Board of Trustees: The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the period and since the period end were as follows:

Victoria Cooke	Chair (resigned 20/10/2021)
Catherine Brown	Chair
Ines Cavaco	(app. 07/04/20; resigned 24/11/21)
Ben Johnson	
Jonathan Katz	
Ryan Kohn	
Stephanie Lambert	
Deborah Luffman	
James Murray	
Sheetal Shinh	(app. 31/01/2021)
Anna Turrell	(app. 31/01/2021)

Trustee changes since the year end:

Ines Cavaco	(resigned 24/11/2021)
Daniel Smith	(app. 16/02/2022)

Principal Address and Registered Office: Somerset House  
Strand  
London  
WC2R 1LA

Bankers:	The Co-operative Bank 62-64 Southampton Row London WC1B 4ND	Charities Aid Foundation 25 Kings Hill Ave Kings Hill West Malling, ME19 4JQ
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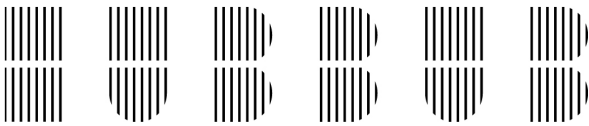
Lloyds Bank Villiers House 48-49 Strand London WC2N 5LL	Flagstone 1 <sup>st</sup> Floor Clareville House 26-27 Oxendon Street London SW1Y 4EL
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Solicitors: Bird & Bird LLP  
15 Fetter Lane  
London EC4A 1JP

Auditor: Prime Accountants  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands B91 3QG

The Board of Trustees delegate the day to day running of the organisation to a Management Team comprising:

Trewin Restorick	Saskia Restorick
Gavin Ellis	Alexander Robinson
Heather Poore	Aoife Allen



## Structure, Governance and Management

Hubbub Foundation UK (Hubbub) is a company limited by guarantee, incorporated on 13 May 2014. Its governing document is its Memorandum and Articles of Association. The company is established to promote for the benefit of the public the conservation protection and improvement of the physical environment by increasing public knowledge and understanding of human behaviour which is not harmful to man and other living species and to planetary ecology. It is registered as a charity in both England & Wales.

The governance of the Charity is overseen by a Board of Trustees (the Board). The Trustees are recruited to fill specific skill-sets identified by the Board as being required to ensure the effective management of the organisation. The current skill-sets are:

- Organisational strategy
- Sustainability knowledge
- Financial management
- Academic research
- Market research
- Knowledge of relevant government policy

Potential Trustees are invited to attend one meeting where they can get to know the other Trustees and to see how meetings operate. Once appointed to the Board, Trustees are invited to attend an induction day which is run once a year and they receive a trustee's induction pack. The Board meets six times each year.

There are annual business plans that move the organisation towards its vision. These annual business plans are created using the following process:

- The Board sets out the parameters within which it wishes the organisation to create the annual business plan.
- Employees participate in an away day discussion to examine particular activities in more depth.
- Employees develop the annual business plan and associated budget which are presented to the Board for discussion and approval in September.

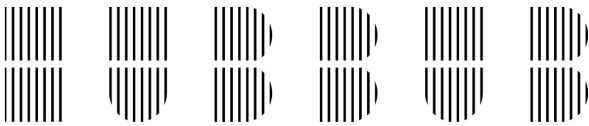
Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if the partnership is significant.

## Risk Management

The Board is responsible for ensuring that there is an appropriate procedure in place for the management of risks faced by Hubbub UK. A risk management plan is created using the latest recommendations from the Charity Commission and other bodies. Each risk is assessed for its likelihood and the impact it could have on the organisation. A mitigation and contingency plan is created for each major risk and a risk manager is identified.

Hubbub currently has the following major risks:

- Impact of COVID19: We transitioned to hybrid working and are delivering more projects digitally. We have undertaken extensive public polling to enable us to react to different external circumstances.
- Diversity, equity & inclusion. We have increased investment to deliver projects in disadvantaged communities, revised recruitment processes for both the Board and employees, reviewed and improved inclusivity of our website and communications.
- Insufficient financial controls: We have reviewed and amended control policies and brought in additional resource to enhance financial controls.
- Loss of funding from Starbucks as a result of COVID-19 significantly hit income in 2020 and we have rapidly expanded activities to build more income diversity.
- Negative media or social media coverage: emergency communication plans created, and guidelines for social media use introduced.
- Over-commitment of time: new operations staff recruited, better resource planning system introduced, more training rolled out at all levels.
- Cyber-attack: acquired cyber insurance with compulsory training and reviewed and improved our IT processes & systems.



The Board has created a separate group to take a more detailed look at risks and this group reports back to the regular full Board meetings.

The Trustees have given consideration to the major risks to which Hubbub are exposed and are satisfied that systems or procedures are established in order to manage those risks.

## **Objectives and Activities**

### **Vision**

Hubbub is a values-driven charity that creates environmental campaigns with a difference. We design positive, playful campaigns that inspire people to make healthier, greener lifestyle choices which help save money and bring people together.

We concentrate on things that people are passionate about and are relevant on a day-to-day basis, like fashion, food, homes and neighbourhoods.

We keep things simple offering realistic solutions that help people to cut waste, make clothes last longer, save money and create cleaner spaces to work and live.

### **Why is Hubbub needed?**

The UK faces profound environmental risks that will affect our economy, quality of life and the well-being of future generations. There is no shortage of environmental initiatives to address these risks; what is missing is the translation into action at the speed and scale that scientists tell us is required.

Hubbub tries not to be another competitive organisation that adds to the plethora of existing voices that are often disparate and lacking in coherence. Instead we use our extensive network of connections in government, corporate and charity sectors to act as a convenor, bringing organisations and people together in 'hubs' of activity that benefit our environment.

### **Why is Hubbub different?**

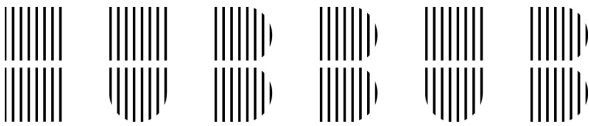
Hubbub is a values-led organisation. Our desire to act in the role of 'conductor' is represented in a set of strong and consistent values which are at our core and inform all our decision-making and activities. These values are:

- To collaborate with any organisation or individual who is committed to creating a more sustainable society.
- To listen to the consensus of the scientific evidence and act accordingly, only operating in areas where we believe we can make a significant difference.
- To put the greater good ahead of organisational competitiveness - the issue and the movement must be more important than the organisation.
- To be flexible by helping people to get involved as and when they wish depending upon their personal circumstances and interests.
- To make complicated issues easier to understand by making it topical, relevant and tangible.
- To work with communities and organisations to create change - using social media, face-to-face interaction, meetings, events, and media campaigns.
- To promote change at all levels: we need leadership from our politicians, strong evidence-based legislation, companies and organisations to change and people to live their lives differently.
- To measure and report back openly about our activities.

### **What does Hubbub do?**

Hubbub implements an innovative five-step change model that builds on academic evidence and over 20 years of practical experience. The model:

- Bring together leading organisations from all sectors who wish to instigate transformative change. With these organisations we create hubs of practical initiatives that deliver change at all levels including policy, corporate practices and behaviour change.
- Create a network of people who want to see a more sustainable society and who want to have a positive impact in their sphere of influence. These people are invited to participate in the hubs that are created.
- Deliver tangible change by making it simple and enjoyable for people to make a significant difference through being straightforward, relevant, creative and playful.
- Amplify the impact of the hubs by using the voices of key opinion formers and through coordinated media campaigns.
- Openly share results and uses them to improve and expand our activities.



### Public Benefit

In setting our objectives and planning our activities the Trustees have given careful consideration to the Charity Commission's updated guidance on public benefit. The Trustees always ensure that the programmes we undertake are in line with our charitable objects and aims, to protect and improve the natural environment. We measure the environmental impact that each of our programmes achieve, which are set out below. In addition, many of the programmes deliver added social benefits. As a result of our work:

- Less waste will be sent to landfill/incineration – in particular food, packaging and fabrics.
- Carbon dioxide emissions will be cut through reduced energy use and waste of materials and food.
- Less water will be wasted.
- Less pollution will be created including reduced plastic pollution in waterways and less air pollution.
- Our neighbourhoods will be cleaner and people will feel better connected through our community campaigns.
- People in hardship will be given support, for example through the provision of refurbished smart phones and healthy food, and better access to support and advice.
- People will gain new skills that help them save money and live greener lives.

### Achievements and Performance

2021 was another uncertain year in which the need to support communities, tackle the climate crisis and find ways to stay positive was greater than ever. After the delays and frustrations of three lockdowns, we were able to get back out into the communities we work with, to bring people together and create lasting positive change.

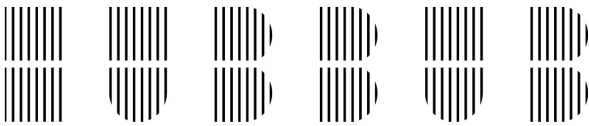
We put into practice our commitment to engage with under-represented communities and were able to deliver a raft of projects that were delayed due to lockdown, as well as develop and deliver a number of new campaigns. We've also found positive, accessible ways to encourage people to address the climate crisis both with on the ground local responses, and digital communications.

In our last financial year:

- We have run 34 projects with 775 partners
- Our campaigns have had a media reach of over 682 million opportunities to see.
- We've engaged over 2 million people to start thinking differently about environmental issues
- We've activated over 41,000 people to change a behaviour, from wasting less food, to starting cycling, to donating an old phone to littering less and recycling more.
- We've transformed the lives, habits and attitudes of 1,283 people through involvement in Hubbub projects.

Through these activities we have:

- Redistributed over 3,108 tonnes of surplus food, equivalent to over 7.4 million meals worth of food saved.
- Passed on 5,500 second-hand phones to digitally excluded people.
- Supported volunteers to collect over 6 tonnes of litter at 82 clean up events along 4 UK rivers.
- Collected 88,000 bottles and cans for recycling in 4 months in Wimbledon.
- Cut littering by 75% in target spots in Bournemouth, Christchurch & Poole.
- Supported 1.7 tonnes CO<sub>2</sub>e/ £938 average annual savings on bills from BT 'Smarter Living' participants.
- Made £50,000 available to community groups in Manchester to tackle the climate crisis.
- Invested £198,523 of our reserves in projects with under-represented communities.



### Engaging under-represented communities

5,500 second-hand phones have been passed on to digitally-excluded people, across 7 cities, helping them connect with loved ones, access online learning and seek out job opportunities, through 'Community Calling' with O2. The phones are physically and digitally cleaned before being gifted to people with a year of free data. Hubbub is partnering with local charities to distribute the phones to those most in need.

In a project aimed at improving local air quality and promoting active travel, we partnered with Cycle Sisters to get more Muslim women in Tower Hamlets cycling. With Sustrans and housing association Poplar Harca we created our first 'cycle hub', with bike loaning and fixing, and other activities which engaged just under 1500 people in its first four months. We ran our first successful crowdfunding campaign to keep the Cycle Hub open for the first half of 2022.

We supported a community in Newham to transform their local green spaces, aiming to create safe places to play, support biodiversity, and reduce air pollution.

We supported residents in Doncaster and Leeds to transform 6 fly-tipped alleyways into safe attractive community spaces, leading to a reported marked reduction in fly-tipping and anti-social behaviour in those alleyways.

### Cutting food waste and supporting more sustainable diets

A partnership with Co-op has helped us grow the Community Fridge Network. We redistributed an estimated 3108 tonnes of surplus food through our 236-strong (and counting) network of Community Fridges, visited by over 167,082. That's equivalent to over 7.4m meals worth of food saved from waste. The Community Fridge teams have reported seeing increasing numbers of visitors who are facing financial hardship, in the wake of COVID-19.

In Milton Keynes, 'Food Connect' uses electric vans and cargo bikes to create a reliable service taking surplus food directly to organisations who can redistribute it to the local community. Since 2020, Food Connect has diverted 240 tonnes of surplus food, equivalent to 570,000 meals, to community groups saving 600 tonnes of CO2 from food waste and 8 tonnes CO2 from travel.

We collaborated with Marks & Spencer on an innovative sustainable diets pilot with just under 100 of their customer and colleague households, providing a range of expert but accessible advice and support. Three months after the pilot, 90% of participants were wasting less food, 90% were eating less meat, 75% were eating more food in season and 73% were cooking from scratch more. We are now supporting M&S to scale the challenge to customers to waste less and eat more sustainably.

### Cleaning up our act

We helped protect waterways with 'Treasure Your River': our crew of volunteers collected 1,217 bags of litter (6.3 tonnes) at 82 river clean-up events around the UK.

We used Ellipsis Earth's cutting-edge drone technology to map litter hotspots in Bournemouth, Christchurch and Poole. The data enabled us to develop and measure the impact of highly targeted, playful anti-litter interventions including a disco bin, ultimately reducing littering in the targeted areas by an average of 75%.

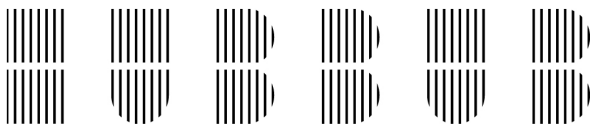
We sold 731 Ballot Bins, each one helping to cut cigarette butt littering by an average 46%.

### Making recycling easy

We rolled out our city centre recycling-on-the-go campaign to Wimbledon, collecting an estimated 88,000 bottles and cans for recycling in the initial four months of the campaign, which included the increased footfall from the tennis Championships. Following the successful pilot, Merton council have taken over, and now nearly 9 in 10 plastic bottles and cans disposed of on Wimbledon high street are collected for recycling, compared to 1 in 2 pre-campaign.

We transformed Royal Borough of Kensington & Chelsea's recycling communications to residents using innocent's fun & friendly brand. The campaign improved residents' knowledge about what to recycle, helped reduce contamination and made it easier for them to recycle correctly. The council continues to use these communications across the borough.

We supported a coalition of businesses to launch the Flexible Plastic Fund, a £1 million fund which aims to increase flexible plastic recycling by providing an incentive for collecting high quality plastics for recycling and tracking the process to ensure transparency.



### Connecting climate and community

With BT, we brought 55 customers and staff together as an online community, using technology to help them cut energy, food waste and water bills and transform home habits, saving a potential 1.7 tonnes CO<sub>2</sub>e and £938 per year per home.

We supported residents of Manchester to tackle the climate crisis, including an innovative community grant scheme giving more than £50,000 to 7 local groups, and a series of community projects helping create a healthier, greener and more connected city. Groups supported include youth ex-offenders, a Pakistani women's group, a Kurdish community group, and a group working with autistic people and people with learning disabilities.

Through our employee engagement programmes, we inspired 9,226 employees at KPMG, Investec, Pets at Home, TLT, Clarasys, and Virgin Media O2 to change their habits at home to save 384 tonnes of CO<sub>2</sub>, 9.8 million litres of water, and 41,321 single use items.

### Sparking debate with engaging, jargon-busting communications

The third series of the 'Down To Earth' podcast passed the mic to grassroots activists, communities and people working hard to make big changes for their community and the environment, and received 2,000 downloads.

We ran two online communications campaigns, featuring tips, videos, quizzes and Q&As to inspire and support action. 'Spring into Action' responded to people coming out of lockdown and rethinking ways to spend their time and engage with their community. And 'Make Our Move', launched around COP26, responded to UK-wide research revealing a third of people don't know what actions they can take to tackle climate change, and many are confused by the language used.

### Awards

Hubbub was shortlisted for 8 independent awards and won 5 including:

- Charity Times – Best Social Media Presence
- Covid Response Awards – Best COVID19 response in digital for Community Calling
- Business Green Leaders Awards - Lifetime Achievement Award for our founder and CEO Trewin Restorick
- Better Society Awards – Environment Award for our drone litter mapping project and Circular Economy & Community Award for Community Calling.

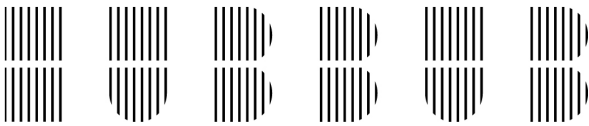
## **Financial Review and Results**

Over the 12 month period generated income of £4,670,490 and spent £4,274,279 resulting in a year end funds position of £3,062,405.

The increase in income in this year was partly due to the return of the 5p paper cup charge by Starbucks in summer 2021, as well as major partnerships with O2 and Co-op. Project expenses were one-third of income which is in line with expectations and previous years, while wage costs increased as we strengthened the team to deliver the major partnerships listed above.

Key projects include:

- The Community Fridge Network partnership with the Co-op, and further supported by The Rothschild Foundation and the National Lottery Community Fund, funding community fridges around the UK, supporting the network and developing 'food hubs'.
- Community Calling with O2 (now Virgin Media O2) and Aviva, seeking to distribute over 10,000 refurbished smart phones to the digitally-excluded.
- The 'Smarter Living Challenge' with BT, using tech to help people save energy and money.
- Recycling projects with innocent Drinks, Renewi, Ecosurety, Pets at Home and more.
- Establishment of a grant fund with The John Lewis Partnership.



## Charity Reserves Policy

The ambition of the charity is to secure sufficient free reserves to cover operating costs for a period of six to nine months. Currently this would require a free reserve of at least £1,047,000. The free reserves at 31<sup>st</sup> October 2021 were £1,343,840. This is higher than requirements due to delayed campaigns, considerable uncertainty during Covid-19, lower external expenditure for digital-first projects and the constraints of delivery capacity.

Included in reserves is £1,642,913 of designated funds, which has been designated to the Starbucks fund. Of this £162,656 remains to be issued to organisations for coffee cup recycling schemes. The timing of remaining payments is subject to lockdown restrictions being lifted but likely to be towards the end of the forthcoming financial year and into 2022-23. The remaining £1,480,257 is designated for campaigns promoting reusable food & drink packaging, increasing cup recycling and cutting plastic pollution.

## Future Plans: 2021/22

We enter 2022 with the continuing uncertainty of COVID hanging over the UK. The pandemic will hit public finances exacerbating social division stoked by ongoing 'culture wars'. Businesses will struggle to operate due to the combined pressures of COVID19 and Brexit limiting their scope to take on additional activities. Diversity and inclusion will continue to remain high on the agenda as will the need to operate more sustainably. The ability to respond to these various challenges will vary significantly with many struggling whilst others flourish.

Against this background, Hubbub seeks to remain at the cutting-edge of positive environmental change building on the knowledge and experience developed over the past seven years.

For 2022, Hubbub has the following ambitions:

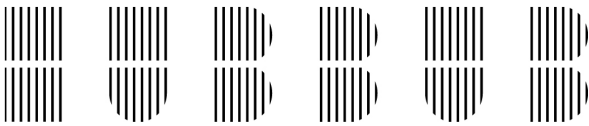
1. Lead the sustainability debate by building our profile and reach, being innovative, pushing boundaries, openly sharing experiences and winning awards.
2. To deliver significant environmental impact by promoting the sustainable use of resources and cutting emissions.
3. Support healthier lives and stronger communities throughout society by helping underserved groups save money and take local action for healthier homes and neighbourhoods, showcasing how sustainability can contribute to these outcomes.
4. Find new solutions to difficult, high-profile environmental challenges by testing innovative approaches to helping households reduce emissions, promoting sustainable fashion, and creating a more circular economy.
5. Build a financially sustainable organisation by diversifying funding and enhancing financial oversight.
6. Reflect our values throughout the organisation by tackling critical issues with curiosity, inventiveness and humility, from individual to organisational to board levels.

### 1. Leading the debate

- Increase our total social following by 30%
- Strengthen our external narrative and proposition: achieve a clear tagline and an impactful digital space that clearly communicates Hubbub, raises the profile of our work and how people can engage.
- Get at least 6 stories in mainstream national media
- Build at least 3 strategic amplification partnerships, covering Hubbub's stories
- Win at least 4 credible awards

### 2. Deliver Significant Environmental Impact

- Grow and strengthen the CFN to 500 fridges and 25 active food hubs
- Deliver large and small food waste projects building on successes of 2021
- Expand litter & recycling campaigns across the UK
- Deliver cup reuse trial with Starbucks to support their roll out.



3. Healthier Lives and Stronger Communities

- Define citywide climate approach and expand to 3 locations
- Define and implement Hubbub's communities projects strategy and funding targets
- Support 4,000 digitally isolated people through Community Calling
- Deliver 'Nature Takeovers' where people have least access to green space in 3 locations

4. Pushing boundaries seeking innovative solutions

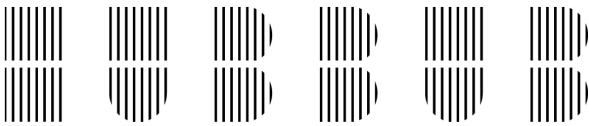
- Use consumer insight to deliver at least one fashion campaign with clear policy ask
- Run 2+ pilots testing how tech & behaviour change can help households cut bills & emissions
- Deliver £1m innovation fund promoting circular economy
- Run 1 or more pilots testing new ways to reduce e-waste

5. Financially sustainable organisation

- Increase fundraising capacity through new hires and internal roles
- Build on existing relationships to increase funding from top 5 current funders
- Increase unrestricted income through Hubbub Enterprise & alternative funding streams
- Enhance resilience through investment in financial management & new governance group

6. An organisation that reflects our values

- Map our route to Net Zero, openly sharing our approach and progress
- Invest in employee development, and track progress
- Create Diversity and Inclusion plan with measurable outcomes in association with board and team
- Design coherent approach to impact measurement with high level goals

**Statement of trustees' responsibilities**

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the trustees of the charitable company at the date of approval of this report is aware, there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each trustee has taken all of the steps that he/she should have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Auditor**

Prime Chartered Accountants have indicated their willingness to be reappointed as Auditor.

This report has been prepared taking advantage of the exemptions available under the provisions of the Companies Act 2006 applicable to small companies.

Approved by the Board of Trustees on 19 June 2022 and signed on its behalf by

.....  
Catherine Brown  
Chair, Board of Trustees

.....  
Jonathan Katz  
Trustee

New Wing  
Somerset House  
Strand  
London  
WC2R 1LA



## Independent Auditor's Report to the trustees of Hubbub Foundation UK

### Opinion

We have audited the financial statements of Hubbub Foundation UK (the 'parent charity') and its subsidiary Hubbub Foundation Enterprise Limited (the 'group') for the year ended 31 October 2021 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 13 to 29. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2021, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

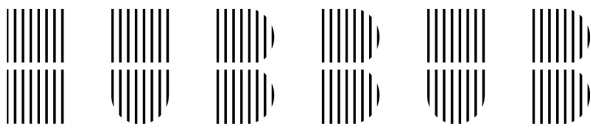
We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.



## Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)

### Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- We identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the industry sector;
- We focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006, taxation legislation and data protection, anti-bribery, employment, environmental and health and safety legislation;
- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships;
- Tested journal entries to identify unusual transactions;
- Assessed whether judgements and assumptions made in determining accounting estimates were indicative of potential bias; and
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed:

- Procedures which included, but were not limited to:
- Agreeing financial statement disclosures to underlying supporting documentation;
- Enquiring of management as to actual and potential litigation and claims; and
- Reviewing correspondence with HMRC and other relevant parties.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

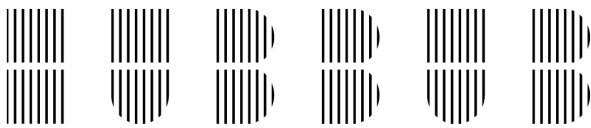


**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

Jeremy Kitson BA FCA (Senior Statutory Auditor)  
for and on behalf of Prime Chartered Accountants and Statutory Auditors  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG  
Date: 26 July 2022



**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT**

**FOR THE YEAR ENDED 31 OCTOBER 2021**

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
					2021 £	2020 £
<b>Income from:</b>						
Donations and legacies	2	1,128,490	500,000	470,065	2,098,555	1,447,949
Investments		12,856	-	-	12,856	5,339
In Kind donations	3	-	-	-	-	5,500
Charitable activities	4	2,131,122	-	423,878	2,555,000	1,445,020
Other income	5	4,079	-	-	4,079	96,734
<b>Total income</b>		<b>3,276,547</b>	<b>500,000</b>	<b>893,943</b>	<b>4,670,490</b>	<b>3,000,542</b>
<b>Expenditure on:</b>						
Raising funds	6	5,826	-	-	5,826	5,654
Charitable activities	7	3,091,964	50,029	1,126,460	4,268,453	3,297,814
<b>Total expenditure</b>		<b>3,097,790</b>	<b>50,029</b>	<b>1,126,460</b>	<b>4,274,279</b>	<b>3,303,468</b>
<b>Net income/(expenditure)</b>		<b>178,757</b>	<b>(449,971)</b>	<b>(232,517)</b>	<b>396,211</b>	<b>(302,926)</b>
<b>Transfers between funds</b>		<b>(286,540)</b>	<b>-</b>	<b>286,540</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>(107,783)</b>	<b>449,971</b>	<b>54,023</b>	<b>396,211</b>	<b>(302,926)</b>
Funds brought forward at 1 November		1,451,623	1,192,942	21,629	2,666,194	2,969,120
<b>Funds carried forward at 31 October</b>		<b>1,343,840</b>	<b>1,642,913</b>	<b>75,652</b>	<b>3,062,405</b>	<b>2,666,194</b>

All activities are of a continuing nature. There are no recognised gains or losses other than as shown above.

The notes on pages 19 to 32 form part of these accounts.

The comparative Consolidated Statements of Financial Activities is shown in note 24.

**CONSOLIDATED BALANCE SHEET****AS AT 31 OCTOBER 2021**

		As at 31 October 2021		As at 31 October 2020	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	12		18,922		12,228
			<u>18,922</u>		<u>12,228</u>
<b>CURRENT ASSETS</b>					
Stock		81,772		36,251	
Debtors	14	1,356,629		387,106	
Cash at bank		2,530,419		3,398,655	
		<u>3,968,820</u>		<u>3,822,012</u>	
CREDITORS: amounts falling due within one year	15	(675,337)		(834,182)	
<b>Net current assets</b>			<u>3,293,483</u>		<u>2,987,830</u>
Total assets less current liabilities			3,312,405		3,000,058
Creditors: amounts falling due after more than one year	15		(250,000)		(333,864)
<b>NET ASSETS</b>			<u>3,062,405</u>		<u>2,666,194</u>
<b>RESERVES</b>					
Unrestricted funds:			1,343,840		1,451,623
Designated funds			1,642,913		1,192,942
Restricted fund			75,652		21,629
<b>TOTAL FUNDS</b>	17/18		<u>3,062,405</u>		<u>2,666,194</u>

These financial statements were approved and authorised for issue by the Board of Trustees on 19 June 2022 and are signed on their behalf by

*Catherine Brown*

.....  
Catherine Brown, Chair, Board of Trustees

*J. Katz*

.....  
Jonathan Katz, Trustee

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 19 to 32 form part of these accounts.  
Company Registration Number 09038107



## CHARITY BALANCE SHEET

## AS AT 31 OCTOBER 2021

		As at 31 October 2021		As at 31 October 2020	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	12		17,668		10,060
Investments	13		50,000		50,000
			<u>67,668</u>		<u>60,060</u>
<b>CURRENT ASSETS</b>					
Stock			-		-
Debtors	14	1,305,632		373,259	
Cash at bank		2,523,143		3,257,735	
		<u>3,828,775</u>		<u>3,630,994</u>	
CREDITORS: amounts falling due within one year	15	(641,456)		(809,270)	
		<u>3,187,319</u>		<u>2,821,724</u>	
<b>Net current assets</b>			<u>3,187,319</u>		<u>2,821,724</u>
Total assets less current liabilities			<u>3,254,987</u>		<u>2,881,784</u>
Creditors: amounts falling due after more than one year	15		(250,000)		(333,864)
			<u>3,004,987</u>		<u>2,547,920</u>
<b>NET ASSETS</b>			<u><u>3,004,987</u></u>		<u><u>2,547,920</u></u>
<b>RESERVES</b>					
Unrestricted funds:			1,286,422		1,333,349
Designated funds			1,642,913		1,192,942
Restricted fund			75,652		21,629
			<u>3,004,987</u>		<u>2,547,920</u>
<b>TOTAL FUNDS</b>			<u><u>3,004,987</u></u>		<u><u>2,547,920</u></u>

The net movement in funds for the year relating to the parent charity alone amounted to £457,067.

These financial statements were approved and authorised for issue by the Board of Trustees on 19 June 2022 and are signed on their behalf by

*Catherine Brown*

.....  
Catherine Brown, Chair, Board of Trustees

.....  
Jonathan Katz, Trustee

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 19 to 32 form part of these accounts.  
Company Registration Number 09038107



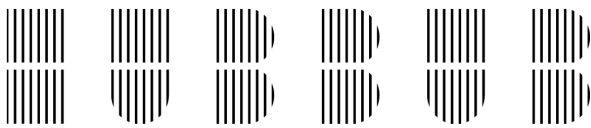
**CONSOLIDATED STATEMENT OF CASH FLOW**

**YEAR ENDED 31 OCTOBER 2021**

	<b>2021</b>		<b>2020</b>	
	£	£	£	£
<b>Net Cash from operating activities</b>	<b>a.</b>	(724,570)		(219,497)
<b>Investing activities</b>				
Purchase of tangible fixed assets		(16,522)	(2,173)	
Interest received		12,856	5,339	
		<u>(3,666)</u>	<u>3,166</u>	
<b>Financing activities</b>				
Repayments of borrowing		(140,000)	(145,000)	
Cash inflows from new borrowing		-	390,000	
		<u>(140,000)</u>	<u>245,000</u>	
<b>Net movement in cash and cash equivalents</b>		(868,236)		28,669
Cash and cash equivalents at 1 November		3,398,655		3,369,986
		<u>3,398,655</u>		<u>3,369,986</u>
Cash and cash equivalents at 31 October		<u>2,530,419</u>		<u>3,398,655</u>

Notes to Statement of Cash Flows

	<b>2021</b>		<b>2020</b>	
	£	£	£	£
<b>a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities</b>				
<b>Net income / (expenditure) for the year</b>		396,211	(302,926)	
Depreciation		9,828	8,650	
Interest receivable		(12,856)	(5,339)	
Decrease/(increase) in debtors		(969,523)	291,921	
Increase/(decrease) in creditors		(102,709)	(219,153)	
Decrease/(increase) in stock		(45,521)	7,350	
		<u>(724,570)</u>	<u>(219,497)</u>	



## 1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### (a) Basis of Accounting

Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS102)), the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Companies Act 2006.

The Hubbub Foundation meets the definition of a public entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

### (b) Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

### (c) Group Financial Statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Hubbub Foundation Enterprise Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

### (d) Donations and grants receivable

Donations and grants receivable, including capital grants, are brought into the accounts on receipt or when receivable, where the receipt is probable. Income is deferred only when:

- the Charity has still to fulfil significant conditions before becoming entitled to the income; or
- the donor has specified that the income is to be expended in a future period.

### (e) Charitable Activities

Charitable activities are brought into the accounts on receipt or when receivable, where the receipt is probable. Charitable activities consists of:

- Community actions and campaigns
- Initiatives with organisations
- Educational activity
- Sale of ballot bins

### (f) Donated services

Donated services comprise donated services and facilities and are included in income where such donations are financially quantifiable, at an estimate of the value of the benefit to the Charity.

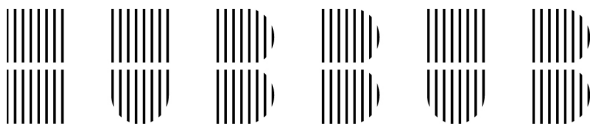
### (g) Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the Charity will comply with conditions attaching to them and the grants will be received using the accrual model.

### (h) Expenditure

Expenditure is recognised on an accruals basis in the period in which they are incurred.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Certain costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by personnel on those activities or, if not appropriate, in proportion to the income attributable to those activities.

**1. ACCOUNTING POLICIES (continued)****(i) Costs of generating funds**

Costs of generating funds incorporate the salaries, direct expenditure and overhead costs of the staff involved in raising voluntary income for the Charity's use.

**(j) Direct Charitable Costs**

Direct charitable costs comprise those costs incurred in pursuing the charitable aims of the Charity. In particular they include the costs of delivering Hubbub Foundation UK's programmes to participants.

**(k) Support costs**

Support costs are those costs incurred by the Charity in development and support of its main activities and projects. These are absorbed within direct project costs as shown in Note 9. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

**(l) Governance Costs**

Governance costs are those costs incurred in the management of the Charity's assets, organisation and compliance functions.

**(m) Fund accounting**

Funds held by the Charity can be:

- (i) Unrestricted general funds – these are funds without specified purpose and are available as general funds.
- (ii) Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.
- (iii) Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Transfers between funds are made to cover deficits on individual restricted funds and to recognise fixed assets acquired with restricted income, but with no further restriction on use, within unrestricted funds.

**(n) Operating Lease Agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits in equal annual amounts over the period of the lease.

**(o) Fixed Assets**

Fixed assets are stated at cost less accumulated depreciation and impairment losses. Only assets over the value of £1,000 are capitalised.

Depreciation is calculated to write off the costs of the fixed asset by equal instalments as follows, all straight line:

Office equipment	33% / 25% SL
------------------	--------------

Where fixed assets are located within an unrestricted fund and are utilised on a temporary basis within a restricted fund the depreciation charge is apportioned between funds on a rational basis.

Impairment reviews are carried out annually on the net book value of fixed assets.

Fixed Assets under construction are stated at cost until the construction is complete and depreciated thereafter.



## 1. ACCOUNTING POLICIES (continued)

### (p) Stock

Stocks are valued at the lower of cost and net realisable value.

### (q) Cash and cash equivalents

Cash and cash equivalents includes cash in hand and deposits held at banks.

### (r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### (s) Estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on the Trustees' best knowledge of the amount, events or actions, actual results ultimately differ from these estimates. The Trustees do not consider there to be any material estimates and judgements.

### (t) Financial instruments

Hubbub Foundation UK only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities and their measurement basis are as follows:

**Financial assets** - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

**Cash at bank** is classified as a basic financial instrument and is measured at face value.

**Financial liabilities** - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instruments.

**Loans** - Liabilities for borrowings which are subject to a market rate of interest are measured at the value of the amount advanced, less capital repayments

### (u) Funds held on trust

The Foundation held funds on trust for Waitrose from which small grants were made to charities, local authorities and community organisations in respect of the Plan Plastic campaign. The funds held on trust were recorded solely on the balance sheet, and had been fully distributed by the year ended 31 October 2021.

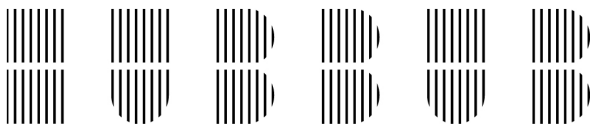
### (v) Investments

Investments are recognised at market value.

### (w) Gift Aid

Gift Aid payments payable from a wholly owned subsidiary to its parent charity are treated as a distribution and are recognised only when the physical payment is made.

Corporation tax relief arising on actual Gift Aid payments in the year and on those payments made by a wholly owned subsidiary of the charity that distributes undistributed reserves of the subsidiary within 9 months of the year end is recognised in the accounts in the year in which the underlying distributable profits arise.



<b>2. DONATIONS AND LEGACIES</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
Aviva	50,000	-
Bunzl	35,000	25,000
EQ Foundation	23,624	15,000
Fittleworth	-	15,306
Leeds University Rag	-	12,650
Marsh and McLennan	30,000	-
Other donations and grants	71,857	9,579
Pret A Manger	10,748	-
Shell International Limited	75,000	-
Starbucks	1,419,770	1,370,414
The Co-operative Group	337,556	-
The Whiskey Exchange	45,000	-
	<u>2,098,555</u>	<u>1,447,949</u>

In addition to grants and donations, the Charity has relied on the support of volunteers.

<b>3. IN KIND DONATIONS</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
In Kind donations	-	5,500
	<u>-</u>	<u>5,500</u>

<b>4. INCOME AND CHARITABLE ACTIVITIES</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
Grants*	493,411	566,550
Charitable trading	1,660,674	556,061
Ballot bin sales	146,673	173,866
Trading contracts	254,242	148,543
	<u>2,555,000</u>	<u>1,445,020</u>

\*Grant income includes £13,125 (2020: £17,500) received from the Joseph Rowntree Charitable Trust

<b>5. OTHER INCOME</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
Job Retention Scheme (furlough)	4,079	96,734
	<u>4,079</u>	<u>96,734</u>

<b>6. RAISING FUNDS</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
Staff costs	5,826	5,654
	<u>5,826</u>	<u>5,654</u>

**7. CHARITABLE ACTIVITIES**

	<b>2021 Total £</b>	<b>2020 Total £</b>
Staff costs	1,717,566	1,461,822
Other direct costs	2,072,057	1,338,394
Governance costs (note 8)	17,921	26,743
Staff support costs (note 9)	102,132	40,743
Direct support costs (note 9)	358,777	430,112
	<u>4,268,453</u>	<u>3,297,814</u>

Staff support costs and other support costs have been allocated to charitable activities in proportion to direct staff costs of those activities.

**8. GOVERNANCE COSTS**

	<b>2021 Total £</b>	<b>2020 Total £</b>
Audit fee	10,250	7,600
Other accountancy services	7,671	19,143
	<u>17,921</u>	<u>26,743</u>

**9. SUPPORT COSTS**

	<b>2021 Total £</b>	<b>2020 Total £</b>
Staff costs	102,132	40,743
Other support costs	358,777	430,112
	<u>460,909</u>	<u>470,855</u>

Other support costs includes PR & Press expenditure (£nil, 2020: £110,000), Content and design expenditure (£57,507, 2020: £41,496), Marketing costs (£1,980, 2020: £1,489), and other administration expenses.

**10. TAXATION**

The company is a registered charity and it is considered that its activities and relationships are such that no corporation taxation liability will arise.

The subsidiary, Hubbub Foundation Enterprise Limited, has elected to make a gift aid payment to the parent within 9 months of the year end of these financial statements, Hubbub Foundation UK, which amounts to its profits of £55,612. As such the company has no taxable profits and therefore has £Nil corporation tax due for the year ended 31 October 2021.

**11. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY)**

	<b>2021 Total £</b>	<b>2020 Total £</b>
Wages and Salaries	1,522,718	1,295,498
Employer's NIC	149,639	130,563
Employer's pension	73,824	64,296
	<u>1,746,181</u>	<u>1,490,357</u>



**11. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY) cont.**

The number of employees whose emoluments for the year fell within the following bands were:

	<b>2021 Number</b>	<b>2020 Number</b>
£60,001 - £70,000	0	3
£70,001 - £80,000	2	0
£80,001 - £90,000	1	1

The aggregate remuneration of key management personal of the Group and Charity was £386,992 (2020: £364,051).

The average number of staff employed by the Charity during the period was as follows:

Charitable activities - Direct project staff	<u>44</u>	<u>37</u>
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In addition to the above costs the Charity used consultants and agency staff to support the delivery of individual projects and for the provision of finance services. Consultancy & contract staff costs totalled £13,983 (2020: £49,339) during the period.

**12. TANGIBLE FIXED ASSETS**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>GROUP TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2020	12,000	42,548	54,548
Additions	-	16,522	16,522
<b>Balance at 31 October 2021</b>	<u>12,000</u>	<u>59,070</u>	<u>71,070</u>
<b>Accumulated depreciation</b>			
At 1 November 2020	12,000	30,320	42,320
Charge for the year	-	9,828	9,828
<b>Balance at 31 October 2021</b>	<u>12,000</u>	<u>40,148</u>	<u>52,148</u>
<b>Net Book Value</b>			
Balance at 31 October 2021	<u>-</u>	<u>18,922</u>	<u>18,922</u>
Balance at 31 October 2020	<u>-</u>	<u>12,228</u>	<u>12,228</u>



**12. TANGIBLE FIXED ASSETS cont.**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>CHARITY TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2020	12,000	37,016	49,016
Additions	-	16,462	16,462
<b>Balance at 31 October 2021</b>	<u>12,000</u>	<u>53,478</u>	<u>65,478</u>
<b>Accumulated depreciation</b>			
At 1 November 2020	12,000	26,956	38,956
Charge for the year	-	8,854	8,854
<b>Balance at 31 October 2021</b>	<u>12,000</u>	<u>35,810</u>	<u>47,810</u>
<b>Net Book Value</b>			
Carried forward at 31 October 2021	-	17,668	17,668
Brought forward at 1 November 2020	<u>-</u>	<u>10,060</u>	<u>10,060</u>

**13. INVESTMENTS**

	<b>£</b>
<b>CHARITY INVESTMENTS</b>	
<b>Cost</b>	
At 1 November 2020	50,000
Movement	-
<b>Balance at 31 October 2021</b>	<u>50,000</u>

**14. DEBTORS**

	<b>Group</b>		<b>Charity</b>	
	<b>2021 Total £</b>	<b>2020 Total £</b>	<b>2021 Total £</b>	<b>2020 Total £</b>
Trade debtors	954,083	298,860	832,113	252,182
Prepayments and accrued income	344,650	32,000	387,148	31,218
VAT	-	-	-	-
Other debtors	57,896	56,246	57,896	56,246
Group company	-	-	28,475	33,613
	<u>1,356,629</u>	<u>387,106</u>	<u>1,305,632</u>	<u>373,259</u>



**15. CREDITORS**

	Group		Charity	
	2021 Total £	2020 Total £	2021 Total £	2020 Total £
<b>Amounts falling due within one year:-</b>				
Loans	-	56,136	-	56,136
Trade creditors	88,964	60,877	82,697	43,299
Taxation and social security	87,909	66,359	88,511	69,216
Accruals and deferred income	432,201	494,585	403,985	484,394
Other creditors	66,263	156,225	66,263	156,225
	<u>675,337</u>	<u>834,182</u>	<u>641,456</u>	<u>809,270</u>
<b>Amounts falling due after one year:-</b>				
Loans	<u>250,000</u>	<u>333,864</u>	<u>250,000</u>	<u>333,864</u>

**Deferred income included in accruals and deferred income:-**

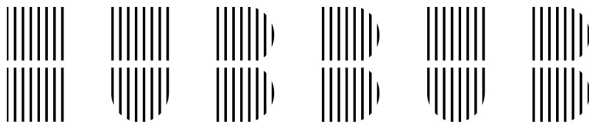
	Group		Charity	
	2021 £	2020 £	2021 £	2020 £
Brought forward	494,585	544,447	484,394	525,973
Amount deferred in the year	401,047	277,562	373,847	284,645
Released to the Statement of Financial Activities	(463,431)	(327,424)	(454,256)	(326,224)
Carried forward	<u>432,201</u>	<u>494,585</u>	<u>403,985</u>	<u>484,394</u>

**16. CAPITAL**

The company has no share capital, being limited by guarantee. There are 9 members of the company, each of whom has undertaken to contribute £1 in the event of the company being wound up.

**17. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	18,922	-	-	18,922
Cash	600,343	1,642,913	287,163	2,530,419
Other current assets	1,399,431	-	38,970	1,438,401
Current liabilities	(424,856)	-	(250,481)	(675,337)
Non-current liabilities	(250,000)	-	-	(250,000)
<b>Total net assets</b>	<u>1,343,840</u>	<u>1,642,913</u>	<u>75,652</u>	<u>3,062,405</u>



**18. MOVEMENT IN FUNDS**

	Balance at 1 Nov 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2021 £
Aviva Foundation: Community Calling	-	50,000	(71,024)	21,024	-
Bunzl: COP26	-	20,000	(35,730)	15,730	-
Bunzl: EPPIC Plastic	-	62,510	(57,893)	-	4,617
City of London: Plastic Fishing	2,289	-	(3,379)	1,090	-
Coca-Cola: Circle City	-	-	(14,839)	14,839	-
Coca-Cola: Treasure Your Rivers	-	156,384	(177,244)	20,860	-
GLA: Greener Together	-	18,000	(17,796)	-	204
London Borough of Newham: Greener Together	-	10,000	(5,963)	-	4,037
Joseph Rowntree Charitable Trust: Love Where You Live	-	16,043	(35,055)	19,012	-
Kusuma Trust: Lancaster West	-	23,500	(17,690)	-	5,810
Lucozade Ribena: Love Forest	-	35,000	(34,747)	-	253
Wates Family Foundation	11,364	43,636	(170,959)	115,959	-
Norfolk & Suffolk Councils: Food Savvy	-	8,049	(28,287)	20,238	-
Food Connect	-	5,000	(62,788)	57,788	-
<b>Community Fridges:</b>					
Big Lottery	-	93,600	(55,025)	-	38,575
Rothschild Foundation	7,976	14,667	(8,038)	-	14,604
The Co-operative Group	-	337,556	(330,003)	-	7,552
<b>Total Restricted funds</b>	<b>21,629</b>	<b>893,943</b>	<b>(1,126,460)</b>	<b>286,540</b>	<b>75,652</b>
Unrestricted funds	1,451,623	3,276,547	(3,097,790)	(286,540)	1,343,840
Designated funds	1,192,942	500,000	(50,029)	-	1,642,913
<b>Total funds</b>	<b>2,666,194</b>	<b>4,670,490</b>	<b>(4,274,279)</b>	<b>-</b>	<b>3,062,405</b>

A comparative movement in funds note has been provided in note 26.

**Purposes of Restricted Funds:**

Aviva – Community Calling

Funds our ambition to collect, refurbish and distribute 10,000 smartphones to digitally isolated citizens in six UK cities, along with support, training and information.

Bunzl: COP26

This fund was to boost reuse in Glasgow in the lead up to COP26.

Bunzl: EPPIC Plastic

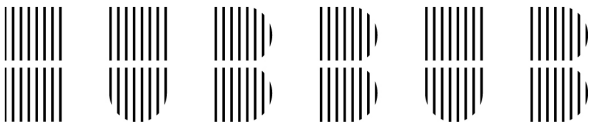
This fund supported Hubbub to create the communications campaign for an initiative promoting flexible plastics recycling.

City of London – Plastic fishing

This 3 year grant has been given to fund Plastic Fishing trips with London schools. The project includes constructing boats for taking fishing trips onto the Thames Docklands Basin with the aim to gather the plastic in the river, and raise awareness for the environmental issues surrounding plastic waste.

Coca-Cola – Treasure Your Rivers

This fund, financed by the Coca-Cola Foundation, has enabled Hubbub to set up the Treasure Your River campaign which is a collaborative project to remove litter from 5 of the UK's main rivers.



GLA and London Borough of Newham: Greener Together

A one-year partnership with the Greater London Authority and other partners to trial a community led project aimed at tackling environmental and social inequality. The activity took place in a diverse, underserved London community, which is disproportionately affected by the climate crisis. It developed a public play area and community allotment, helping residents connect with nature and enjoy a safe community space.

Joseph Rowntree Charitable Trust – Love Where You Live

This is a 3 year project that aims to test different ways of creating more sustainable local communities through sharing resources and building social capital. This includes creating spaces and opportunities for social interaction and exchange.

Kusuma Trust: Lancaster West

LancWest Grows Best is a one-year, hyperlocal community growing project on the site of the Grenfell Tower fire. The project is delivering a communal garden in consultation with residents and supporting growing skills and connection with nature.

Lucozade Ribena: Love Forest

This grant was to fund a litter and recycling campaign in the Forest of Dean.

Wates Family Foundation

Funds the research, development and implementation of community-based urban greening projects in Manchester.

Norfolk Council and Suffolk Council: Food Savvy

Food Savvy in a seven-year strategic partnership to reduce domestic food waste amongst local residents through a range of communications campaigns and on-the-ground activities.

Food Connect

The fund, financed by a loan from CAF Venturesome and support from Bosch and Big Lottery, has enabled Hubbub to pilot a zero-carbon surplus food redistribution pilot in Milton Keynes.

Big Lottery and Rothschild Foundation

Funds the set-up, maintenance and running of community fridges for up to a year. These fridges are designed to help families feed themselves and become more aware of food waste issues.

The Co-operative Group

This grant funded set up costs of £4,000 for 100 community fridges, where any member of the public can share and/or take home surplus food. The grant also provided project management support for the Community Fridge Network, which is managed by Hubbub.

**Purposes of Designated Funds:**

Starbucks designated

During the year, the Trustees opted to designate a further £500,000 of the income received from the Starbucks 5p donations. This was part of the agreement with Starbucks, to designate a £1 million fund over the next year to fund UK reusable food and drink packaging trials in order to fast-track innovation and seed-fund the adoption of reuse schemes in the wider economy. These designated funds also support the wider ambitions of the partnership: Which are to accelerate the use of reusables, increase recycling and reduce litter and plastic pollution.

During the year, £50,000 had been awarded as grants to organisations that are investing and researching in the process to recycling disposable cups. At the year end, there was £162,656 remaining to be issued to organisations for recycling schemes.

**19. COMMITMENTS UNDER OPERATING LEASES**

At 31 October the company had total commitments under non-cancellable operating leases as set out below.

	<b>Land and Buildings</b>	
	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Payable:		
Within one year	94,243	46,578
Within two to five years	-	-
	<u>94,243</u>	<u>46,578</u>
	<u><u>94,243</u></u>	<u><u>46,578</u></u>

**20. TRADING SUBSIDIARY**

Hubbub Foundation UK owns 100% of the share capital of Hubbub Foundation Enterprise Limited.

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £238,852 (2020: £297,395) and recharged rental costs of £11,928 (2020: £11,928).

During the year Hubbub Foundation UK paid Hubbub Enterprise Limited direct project costs of £153,226 (2020: £282,444).

At 31<sup>st</sup> October 2021 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Intercompany (creditor) / debtor	28,475	33,613
Deferred income	(45,000)	(80,556)



## 21. NET RESULTS OF TRADING SUBSIDIARY

The charity has a wholly owned trading subsidiary, Hubbub Foundation Enterprise Limited which is a private company, limited by shares, registered in England and Wales, registration number 08910364. The registered office is the same as that of the charity.

Hubbub Foundation Enterprise Limited sells environmental services and products to business and Government, including communications and campaign services. A summary of the results of Hubbub Foundation Enterprise Limited is shown below.

<b>Profit &amp; Loss</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Turnover	554,141	604,853
Cost of sales	(228,913)	(275,262)
<b>Gross profit</b>	<b>325,228</b>	<b>329,591</b>
Administrative expenses	(269,616)	(318,479)
Other income	-	25,344
<b>Operating profit/(loss)</b>	<b>55,612</b>	<b>36,456</b>
Interest payable and similar expenses	-	(1,883)
<b>Profit/(loss) for the year</b>	<b>55,612</b>	<b>34,573</b>
<b>Balance Sheet</b>		
Fixed Assets	1,254	2,168
Current Assets	214,122	227,488
Current Liabilities	(107,958)	(141,939)
	<b>107,418</b>	<b>87,717</b>
Called up share capital	50,000	50,000
Profit & loss account	57,418	37,717
<b>Net Assets</b>	<b>107,418</b>	<b>87,717</b>

## 22. TRUSTEES' REMUNERATION AND EXPENSES

None of the trustees have been paid any remuneration or received any other benefits from an employment with the charity or a related entity for the year ended 31 October 2021 nor 31 October 2020.

No trustee expenses have been reimbursed for the year ended 31 October 2021 nor 31 October 2020.

## 23. RELATED PARTY TRANSACTIONS

During the year, the Charity paid £40,172 (2020: £25,506) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, a director of Hubbub Foundation UK.

During the year the Charity received £nil (2020: paid £5,500 plus VAT) from Britain Thinks, an organisation owned by Victoria Cooke, in respect of research services paid in the prior year for work that could not be completed.



**24. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES THE YEAR ENDED 31 OCTOBER 2020**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
				2020 £	2019 £
<b>Income from:</b>					
Donations and legacies	492,643	940,000	15,306	1,447,949	3,630,773
Investments	5,339	-	-	5,339	4,430
Donated Services	5,500	-	-	5,500	73,392
Charitable activities	1,253,896	-	191,124	1,445,020	1,676,226
Other income	96,734	-	-	96,734	47
<b>Total income</b>	<b>1,854,112</b>	<b>940,000</b>	<b>206,430</b>	<b>3,000,542</b>	<b>5,384,868</b>
<b>Expenditure on:</b>					
Raising funds	5,654	-	-	5,654	5,276
Charitable activities	2,520,491	491,543	285,780	3,297,814	3,195,035
<b>Total expenditure</b>	<b>2,526,145</b>	<b>491,543</b>	<b>285,780</b>	<b>3,303,468</b>	<b>3,200,311</b>
<b>Net income/(expenditure)</b>	<b>(672,033)</b>	<b>448,457</b>	<b>(79,350)</b>	<b>(302,926)</b>	<b>2,184,557</b>
<b>Transfers between funds</b>	<b>(61,292)</b>	<b>-</b>	<b>61,292</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>	<b>(733,325)</b>	<b>448,457</b>	<b>(18,058)</b>	<b>(302,926)</b>	<b>2,184,557</b>
Funds at 1 November	2,184,948	744,485	39,687	2,969,120	784,563
<b>Funds at 31 October</b>	<b>1,451,623</b>	<b>1,192,942</b>	<b>21,629</b>	<b>2,666,194</b>	<b>2,969,120</b>

**25. COMPARATIVE ANALYSIS OF NET ASSETS BETWEEN FUNDS FOR YEAR ENDED 31 OCTOBER 2020**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	12,228	-	-	12,228
Cash	1,819,326	1,339,124	240,205	3,398,655
Other current assets	423,357	-	-	423,357
Current liabilities	(469,424)	(146,182)	(218,576)	(834,182)
Non-current liabilities	(333,864)	-	-	(333,864)
<b>Total net assets</b>	<b>1,451,623</b>	<b>1,192,942</b>	<b>21,629</b>	<b>2,666,194</b>



26. COMPARATIVE MOVEMENT IN FUNDS FOR YEAR ENDED 31 OCTOBER 2020

	Balance at 1 Nov 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2020 £
City of London: Plastic Fishing	-	20,000	(17,711)	-	2,289
Coca-Cola: Treasure Your Rivers	-	15,306	(47,290)	31,984	-
Wates Family Foundation	-	11,364	-	-	11,364
Joseph Rowntree Charitable Trust: Love Where You Live	-	17,506	(17,658)	152	-
North London Waste Authority	1,512	-	(1,512)	-	-
TK Maxx: Pioneering Plastics	20,000	50,000	(70,220)	220	-
City Bridge Trust	-	10,000	(29,771)	19,771	-
Telefonica	-	10,000	(10,000)	-	-
Food Connect	-	28,000	(28,214)	214	-
					-
<b>Community Fridges:</b>					
Big Lottery	18,175	18,175	(36,359)	9	-
Morrison's Foundation	-	-	(8,942)	8,942	-
Rothschild Foundation	-	26,079	(18,103)	-	7,976
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Total Restricted funds	39,687	206,430	(285,780)	61,292	21,629
Unrestricted funds	2,184,948	1,854,112	(2,526,145)	(61,292)	1,451,623
Designated funds	744,485	940,000	(491,543)	-	1,192,942
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**HUBBUB FOUNDATION UK**

England & Wales - Charity number 1158700

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# Accounts

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**HUBBUB FOUNDATION UK**  
**CONSOLIDATED REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2020**

**Registered Company in England and Wales No. 09038107**

**Registered Charity in England and Wales No. 1158700**



## Reference and Administrative Details

Name: Hubbub Foundation UK  
Company number: 09038107  
Registered Charity in England & Wales: 1158700

Directors and Board of Trustees: The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.

The Trustees serving during the period and since the period end were as follows:

Victoria Cooke – Chair  
Catherine Brown  
Robert Gordon (resigned 12/11/2019)  
Ben Johnson (app. 07/04/2020)  
Jonathan Katz  
Ryan Kohn (app. 01/01/2020)  
Stephanie Lambert (app. 03/06/2020)  
Andre Le Masurier (app. 12/11/2019; resigned 10/06/2020)  
Deborah Luffman (app. 28/02/2020)  
Paul Madden (resigned 12/11/2019)  
James Murray  
Simon Oswald (resigned 12/12/2019)

Trustee changes since the year end: Sheetal Shinh and Anna Turrell were both appointed on 31 January 2021.

Principal Address and Registered Office: Somerset House  
Strand  
London  
WC2R 1LA

Bankers: The Co-operative Bank Charities Aid Foundation  
62-64 Southampton Row 25 Kings Hill Ave  
London Kings Hill  
WC1B 4ND West Malling, ME19 4JQ

Lloyds Bank Flagstone  
Villiers House 1<sup>st</sup> Floor Clareville House  
48-49 Strand 26-27 Oxendon Street  
London London  
WC2N 5LL SW1Y 4EL

Solicitors: Bird & Bird LLP  
15 Fetter Lane  
London EC4A 1JP

Auditor: Prime Accountants  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands B91 3QG

The Board of Trustees delegate the day to day running of the organisation to a Management Team comprising:

Trewin Restorick	Saskia Restorick
Gavin Ellis	Alexander Robinson
Heather Poore	



## Structure, Governance and Management

Hubbub Foundation UK (Hubbub) is a company limited by guarantee, incorporated on 13 May 2014. Its governing document is its Memorandum and Articles of Association. The company is established to promote for the benefit of the public the conservation protection and improvement of the physical environment by increasing public knowledge and understanding of human behaviour which is not harmful to man and other living species and to planetary ecology. It is registered as a charity in both England & Wales.

The governance of the Charity is overseen by a Board of Trustees (the Board). The Trustees are recruited to fill specific skill-sets identified by the Board as being required to ensure the effective management of the organisation. The current skill-sets are:

- Organisational strategy
- Sustainability knowledge
- Financial management
- Academic research
- Market research
- Knowledge of relevant government policy

Potential Trustees are invited to attend one meeting where they can get to know the other Trustees and to see how meetings operate. Once appointed to the Board, Trustees are invited to attend an induction day which is run once a year and they receive a trustee's induction pack. The Board meets six times each year.

There are annual business plans that move the organisation towards its vision. These annual business plans are created using the following process:

- The Board sets out the parameters within which it wishes the organisation to create the annual business plan.
- Employees participate in an away day discussion to examine particular activities in more depth.
- Employees develop the annual business plan and associated budget which are presented to the Board for discussion and approval in September.

Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if the partnership is significant.

## Risk Management

The Board is responsible for ensuring that there is an appropriate procedure in place for the management of risks faced by Hubbub UK. A risk management plan is created using the latest recommendations from the Charity Commission and other bodies. Each risk is assessed for its likelihood and the impact it could have on the organisation. A mitigation and contingency plan is created for each major risk and a risk manager is identified.

Hubbub currently has the following major risks:

- Impact of COVID19: We have transitioned to home-working and delivering more projects digitally. We have undertaken extensive public polling to enable us to react to different external circumstances.
- Insufficient financial controls: We have reviewed and amended control policies and brought in additional resource to enhance financial controls.
- Level of reserves: Given the uncertainty created by COVID-19 we have increased our reserves and set aside 6 months' reserves spread across several banks
- Loss of funding from Starbucks as a result of COVID-19 has significantly hit income and we have rapidly expanded activities to build more income diversity. Conversations continue with Starbucks with a view to bring their support back on-stream.
- Negative media or social media coverage: emergency communication plans created, and guidelines for social media use introduced.
- Over-commitment of time: new staff recruited, better resource planning system introduced, more training rolled out at all levels.



- IT failure: acquired cyber insurance and reviewed and improved our IT processes & systems
- Lack of diversity. We have increased investment to deliver projects in disadvantaged communities and have revised recruitment processes for both the Board and employees.

The Board has created a separate group to take a more detailed look at risks and this group reports back to the regular full Board meetings.

The Trustees have given consideration to the major risks to which Hubbub are exposed and are satisfied that systems or procedures are established in order to manage those risks.

## **Objectives and Activities**

### **Vision**

Hubbub is a values-driven charity that creates environmental campaigns with a difference. We're positive and design playful campaigns that inspire people to make healthier, greener lifestyle choices which more often than not help save money and bring people together.

We concentrate on things that people are passionate about and are relevant on a day-to-day basis, like fashion, food, homes and neighbourhoods.

We keep things simple offering realistic solutions that help people to cut waste, make clothes last longer, save money and create cleaner spaces to work and live.

### **Why is Hubbub needed?**

The UK faces profound environmental risks that will affect our economy, quality of life and the well-being of future generations. There is no shortage of environmental initiatives to address these risks; what is missing is the translation into action at the speed and scale that scientists tell us is required.

Hubbub tries not to be another competitive organisation that adds to the plethora of existing voices that are often disparate and lacking in coherence. Instead we use our extensive network of connections in government, corporate and charity sectors to act as a convenor, bringing organisations and people together in 'hubs' of activity that benefit our environment.

### **Why is Hubbub different?**

Hubbub is a values-led organisation. Our desire to act in the role of 'conductor' is represented in a set of strong and consistent values which are at our core and inform all our decision-making and activities. These values are:

- To collaborate with any organisation or individual who is committed to creating a more sustainable society.
- To listen to the consensus of the scientific evidence and act accordingly, only operating in areas where we believe we can make a significant difference.
- To put the greater good ahead of organisational competitiveness - the issue and the movement must be more important than the organisation.
- To be flexible by helping people to get involved as and when they wish depending upon their personal circumstances and interests.
- To make complicated issues easier to understand by making it topical, relevant and tangible.
- To work with communities and organisations to create change - using social media, face-to-face interaction, meetings, events, and media campaigns.
- To promote change at all levels: we need leadership from our politicians, strong evidence-based legislation, companies and organisations to change and people to live their lives differently.
- To measure and report back openly about our activities.

### **What does Hubbub do?**

Hubbub implements an innovative five-step change model that builds on academic evidence and over 20 years of practical experience. The model:

- Bring together leading organisations from all sectors who wish to instigate transformative change. With these organizations we create hubs of practical initiatives that deliver change at all levels including policy, corporate practices and behaviour change.
- Create a network of people who want to see a more sustainable society and who want to have a positive impact in their sphere of influence. These people are invited to participate in the hubs that are created.



- Deliver tangible change by making it simple and enjoyable for people to make a significant difference through being straightforward, relevant, creative and playful.
- Amplify the impact of the hubs by using the voices of key opinion formers and through coordinated media campaigns.
- Openly share results and uses them to improve and expand our activities.

### **Public Benefit**

In setting our objectives and planning our activities the Trustees have given careful consideration to the Charity Commission's updated guidance on public benefit. The Trustees always ensure that the programmes we undertake are in line with our charitable objects and aims, to protect and improve the natural environment. We measure the environmental savings that each of our programmes achieve, which are set out below. In addition, many of the programmes deliver added social benefits. As a result of our work:

- Less waste will be sent to landfill/incineration – in particular food, packaging and fabrics.
- Carbon dioxide emissions will be cut through increased energy efficiency.
- Less water will be wasted.
- Less pollution will be created including reduced plastic pollution in waterways and less air pollution.
- Our neighbourhoods will be cleaner and people will feel better connected through our community campaigns.
- People in hardship will be given support, for example through the provision of refurbished smart phone and healthy food, and better access to support and advice.
- People will gain new life skills helping them through life.

### **Achievements and Performance**

The impact of COVID-19 caused a significant change in our strategy. We developed a new initiative called 'Hubbub Explores' which engaged with 193 organisations in virtual events seeking to understand the impact the pandemic would have on their thinking and strategies. This insight was backed up by polling 8,000 members of the public and led to the creation of a 'Greenprint for a Better Britain' setting out a fairer and more sustainable UK. We engaged with a public affairs agency to bring these recommendations to the attention of MPs as they sought to create a new approach to building back better.

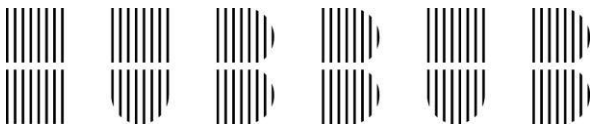
To support the Greenprint we launched a 'Live Savvy' campaign helping people at home to save money and live more sustainably. This approach substantially increased our social media presence with followers across Twitter, Instagram and Facebook growing to over 50,000.

In our last financial year:

- We have run 33 projects with 468 partners around the UK.
- Our campaigns have had a media reach of over 1.25 billion opportunities to see.
- We've engaged 856,621 people to start thinking and talking differently about environmental topics.
- We've activated 149,161 people to change a behaviour, from getting growing, to wasting less food, to donating old phones, to recycling on the go.
- We have transformed the lives and attitudes of at least 461 people.

Through these activities we have:

- Redistributed 2,116 tonnes of surplus food.
- Provided food that would have been wasted directly to 400 people in Milton Keynes during the first lockdown.
- Donated 538 unused phones to people who were digitally isolated in Southwark, London.
- Recycled 16 tonnes of materials through High Street recycling campaigns.



In addition to the continued expansion of our Community Fridge Network which now has over 130 registered fridges and the extension of our 'In the Loop' recycling campaign to Dublin, we have developed three new large-scale campaigns.

- Community Calling is a partnership with O2 seeking to redistribute 10,000 unused smart phones to people who are digitally isolated. The phones are physically and digitally cleaned before being gifted to people with a year of free data. Hubbub is partnering with local charities to distribute the phones to those most in need.
- The Flexible Plastics Fund is a £1 million fund supported by Nestle, Mondelez, Mars, Pepsico and Unilever that will support the recycling of hard-to-recycle flexible plastics in the UK. The scheme will launch in April 2021 with collection points at three supermarket chains including Tesco.
- The Cup Fund invested £800,000 in new coffee cup recycling facilities in thirteen locations including major railway stations, London's South Bank and Bristol.

### Neighbourhoods highlights

Our Neighbourhood Hub aims to cut pollution and increase re-use and recycling. Many of these activities were put on hold due to lockdown restrictions caused by COVID-19 and this also caused us to refocus some of our efforts to work with more disadvantaged communities. Key developments included:

- The Cup Fund invested £800,000 in new coffee cup recycling facilities in thirteen locations including major railway stations, London's South Bank and Bristol.
- Launching 'Community Calling' in partnership with O2. This campaign asks people or organisations to gift unused smart phones which are physically and digitally cleaned before being donated to digitally isolated people alongside a year of free data and training. The initial trial in Southwark donated 500 phones.
- Our Plastic Pioneers campaign supported by TK Maxx partnered with 12 schools representing 7,000 pupils and 1,300 staff. These schools saved just under 500,000 items of single use plastic.
- The Pollution Pavilion in Covent Garden, London highlighted the impact of poor air quality and engaged with over 40,000 people.
- Expanding high street recycling campaigns extending the scheme to Swansea, Edinburgh and Dublin. These campaigns recycled over 16 tonnes of materials in the first six months whilst establishing lasting legacies and long-term collaborations.
- Continuing to deliver an anti-littering campaign in the Forest of Dean called Love your Forest.
- Supporting communities to reduce fly-tipping in local alleyways.
- Supporting five innovative projects to reduce plastic pollution with funding provided through the Waitrose Plan Plastic Fund. These projects are seeking to reduce microplastic pollution in oceans, reducing the loss of ghost-fishing gear, cutting plastic pollution from period projects, testing a new approach for dealing with plastic waste and cutting the use of disposable plastic bottles.

### Fashion highlights

The fashion industry has been severely hit by COVID-19 and we sought to understand what impact this would have on the sustainability of the sector and how it could plot a greener future.

We undertook research with 18 major retailers and undertook public polling with 3,000 consumers to assess the public mood. This resulted in a new report created for the All-Party Parliamentary Group for Ethics and Sustainability in Fashion which was launched to an audience of over 80 leading decision-makers. The report set out a series of recommendations for government, industry and citizens and will form the basis of our approach with the sector in the year ahead.

### Food highlights

Our food activities have grown substantially as a result of COVID-19. With restaurants shut many people were cooking more and were increasingly concerned about food waste and eating healthily. In response to this Hubbub undertook the following activities:

- We have 110 Community Fridges in our network. This network of fridges and freezers across the UK has redistributed 2 million meals worth of food that would have been wasted to approximately 150,000 visitors.
- We created a new initiative in Milton Keynes called Food Connect which has redistributed over 100 tonnes of fresh food that would have been wasted using an electric van and e-cargo bikes. This service was in high demand during the first lockdown.



- Created new partnerships with Tesco and Lidl creating projects and content helping their customers to reduce food waste. The No Time for Waste challenge helped over 50 households to cut their food waste by an average of 76% a saving of £66 per month.
- Continued to deliver our Food Savvy campaign with Norfolk and Suffolk County Councils helping households in these two counties to save money and cut food waste.

#### Home highlights

Our Home Hub helps people live greener lives at home. We have:

- Developed a partnership with BT exploring new technology can help households to cut carbon emissions and save money.
- Run a campaign with Innocent and the Royal Borough of Kensington and Chelsea exploring whether a new approach to communications can increase recycling rates and decrease waste contamination.
- Continued to run water saving campaigns in partnership with Affinity Water.

#### Awards

Hubbub was shortlisted for 13 independent awards and won 7 including:

- Charity Times - Charity of the Year
- Global Good Awards - Leader of the Year and Best Environmental Change Campaign
- National Recycling Awards – Best Recycling Campaign and Best Partnership Campaign
- NatWest SE100 – Growth Champion

#### **Financial Review and Results**

Over the 12 month period generated income of £3,000,542 and spent £3,303,468 resulting in a year end funds position of £2,666,194.

The significant drop in income from the previous year was due to the unexpected suspension of the 5p paper cup charge facilitated by Starbucks. This suspension was the result of COVID-19 which prevented Starbucks from offering any alternatives to the disposable cup. Despite this reduction in income, expenditure remained at a consistent level which was feasible due to the level of reserve that we carried over from the previous year and the continuing demands on services.

The loss of the 5p paper cup charge further increased the importance of building income from a broader range of sources and there were a number of notable successes including:

- The new corporate partnership with O2 for the creation and delivery of Community Calling provided a much-needed service and additional resource.
- The development of a new community-based climate campaign in Manchester generated new investment from The Garfield Weston Foundation, the Esmee Fairbairn Foundation and the Wates Family Enterprise Trust.
- The new Food Connect campaign secured investment from CAF Venturesome, Bosch and Costa,
- New food campaigns secured investment from Tesco and Lidl.

#### **Charity Reserves Policy**

The ambition of the charity is to secure sufficient free reserves to cover operating costs for a period of six to nine months. Currently this would require a free reserve of £960,000 - £1,440,000. The free reserves at 31<sup>st</sup> October 2020 were £1,451,623. This is higher than requirements due to delayed campaigns, considerable uncertainty during Covid-19, lower external expenditure for digital-first projects and the constraints of delivery capacity.

Included in reserves is £1,192,942 of designated funds, of which £1,048,325 has been designated to the Starbucks fund. Of this £212,656 remains to be issued to organisations for coffee cup recycling schemes. The timing of remaining payments is subject to lockdown restrictions being lifted but likely to be towards the end of the forthcoming financial year and into 2021-22. The remaining £835,669 is designated for campaigns promoting reusable food & drink packaging, increasing cup recycling and cutting plastic pollution, with a focus around COP26 in Glasgow in November 2021 (around which expenditure will be focused).



The reserves also include £144,617 designated for the Waitrose Plan Plastic fund. Since the year end £94,720 has been paid to Plan Plastic fund recipients in the final instalment and the remaining balance of these funds have been converted with Waitrose's permission as a donation to Hubbub to be spent on communications and support for the Flexible Plastics Fund.

### **Future Plans: 2020/21**

Plans for 2020/21 are dependent upon the impact of COVID-19 and the speed at which lockdown restrictions are lifted. With this level of uncertainty ambitions could shift, but Hubbub is seeking to achieve the following.

#### **Food**

- To help reduce food waste in East Anglia by 20% by 2025 through our Food Savvy campaign.
- To extend the Community Fridge Network to 200 locations.
- To share the impact achieved by Food Connect and to extend the approach to another locality.
- To work with a food delivery company to assess how we can help their customers to reduce food waste.
- To test a sustainable eating initiative with a major retailer.
- To extend the No Time for Waste campaign with Tesco.

#### **Fashion**

- To develop a new sustainable fashion campaign in one location showcasing what can be delivered through a different approach.

#### **Neighbourhood**

- To donate 10,000 smart phones with a year of free data to digitally isolated families in six locations across the UK.
- To extend the 'In The Loop' recycling campaign to three more locations.
- To launch two major litter campaigns one focussed on UK rivers and the other in a popular seaside resort.
- To launch a major community-based climate change campaign in Manchester.
- To share results of a campaign seeking to encourage cycling amongst women and particularly those from a BAME background.
- To launch a new campaign making it easier for people to recycle flexible plastics.
- To share results from five projects funded by the £1M Plan Plastic Fund.
- To support local growing projects in disadvantaged communities in London.

#### **Home**

- To share results from the BT campaign exploring how technology can help households to cut carbon emissions and save money.
- To share results from the household recycling campaign in Kensington and Chelsea.

#### **Organisation**

- To boost diversity among our Board and employees.
- To double followers across our social media channels.
- To invest in and strengthen Hubbub Enterprise.

**Statement of trustees' responsibilities**

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the trustees of the charitable company at the date of approval of this report is aware, there is no relevant audit information (information needed by the charitable company's auditor in connection with preparing the audit report) of which the charitable company's auditor is unaware. Each trustee has taken all of the steps that he/she should have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Auditor**

Prime Chartered Accountants have indicated their willingness to be reappointed as Auditor.

This report has been prepared taking advantage of the exemptions available under the provisions of the Companies Act 2006 applicable to small companies.

Approved by the Board of Trustees on 8 June 2021 and signed on its behalf by

Viki Cooke

Victoria Cooke  
Chair, Board of Trustees

  
Jonathan Katz  
Trustee

New Wing  
Somerset House  
Strand  
London  
WC2R 1LA



## Independent Auditor's Report to the trustees of Hubbub Foundation UK

### Opinion

We have audited the financial statements of Hubbub Foundation UK (the 'parent charity') and its subsidiary Hubbub Foundation Enterprise Limited (the 'group') for the year ended 31 October 2020 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 13 to 29. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2020, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

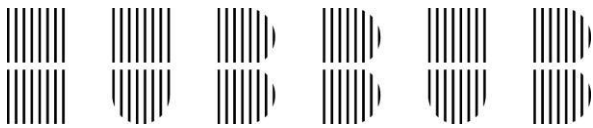
We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

**Responsibilities of trustees**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

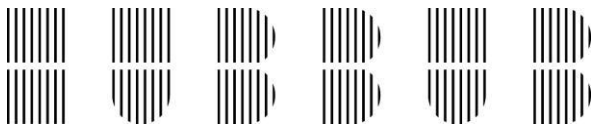
**Independent Auditor's Report to the trustees of Hubbub Foundation UK (continued)****Auditor's responsibilities for the audit of the financial statements**

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

Jeremy Kitson BA FCA (Senior Statutory Auditor)  
for and on behalf of Prime Chartered Accountants and Statutory Auditors  
Corner Oak  
1 Homer Road  
Solihull  
West Midlands  
B91 3QG



**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT**

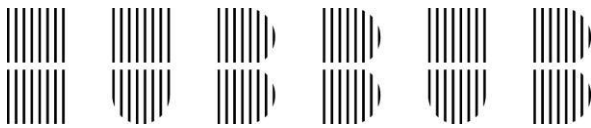
**FOR THE YEAR ENDED 31 OCTOBER 2020**

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
					2020 £	2019 £
<b>Income from:</b>						
Donations and legacies	2	492,643	940,000	15,306	1,447,949	3,630,773
Investments		5,339	-	-	5,339	4,430
In Kind donations	3	5,500	-	-	5,500	73,392
Charitable activities	4	1,253,896	-	191,124	1,445,020	1,676,226
Other income	5	96,734	-	-	96,734	47
<b>Total income</b>		<b>1,854,112</b>	<b>940,000</b>	<b>206,430</b>	<b>3,000,542</b>	<b>5,384,868</b>
<b>Expenditure on:</b>						
Raising funds	6	5,654	-	-	5,654	5,276
Charitable activities	7	2,520,491	491,543	285,780	3,297,814	3,195,035
<b>Total expenditure</b>		<b>2,526,145</b>	<b>491,543</b>	<b>285,780</b>	<b>3,303,468</b>	<b>3,200,311</b>
<b>Net income/(expenditure)</b>		<b>(672,033)</b>	<b>448,457</b>	<b>(79,350)</b>	<b>(302,926)</b>	<b>2,184,557</b>
<b>Transfers between funds</b>		<b>(61,292)</b>	<b>-</b>	<b>61,292</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>(733,325)</b>	<b>448,457</b>	<b>(18,058)</b>	<b>(302,926)</b>	<b>2,184,557</b>
Funds brought forward at 1 November		2,184,948	744,485	39,687	2,969,120	784,563
<b>Funds carried forward at 31 October</b>		<b>1,451,623</b>	<b>1,192,942</b>	<b>21,629</b>	<b>2,666,194</b>	<b>2,969,120</b>

All activities are of a continuing nature. There are no recognised gains or losses other than as shown above.

The notes on pages 17 to 29 form part of these accounts.

The comparative Consolidated Statements of Financial Activities is shown in note 24.

**CONSOLIDATED BALANCE SHEET****AS AT 31 OCTOBER 2020**

		As at 31 October 2020		As at 31 October 2019	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	12		12,228		18,705
			<u>12,228</u>		<u>18,705</u>
<b>CURRENT ASSETS</b>					
Stock		36,251		43,601	
Debtors	14	387,106		679,027	
Cash at bank		3,398,655		3,369,986	
		<u>3,822,012</u>		<u>4,092,614</u>	
CREDITORS: amounts falling due within one year	15	(834,182)		(1,142,199)	
<b>Net current assets</b>			<u>2,987,830</u>		<u>2,950,415</u>
Total assets less current liabilities			3,000,058		2,969,120
Creditors: amounts falling due after more than one year	15		(333,864)		-
<b>NET ASSETS</b>			<u>2,666,194</u>		<u>2,969,120</u>
<b>RESERVES</b>					
Unrestricted funds:			1,451,623		2,184,948
Designated funds			1,192,942		744,485
Restricted fund			21,629		39,687
<b>TOTAL FUNDS</b>	17/18		<u>2,666,194</u>		<u>2,969,120</u>

These financial statements were approved and authorised for issue by the Board of Trustees on 8 June 2021 and are signed on their behalf by

*Viki Cooke*

Victoria Cooke, Chair, Board of Trustees

New Wing, Somerset House,  
Strand, London, WC2R 1LA

The notes on pages 17 to 29 form part of these accounts.  
Company Registration Number 09038107

*Jonathan Katz*  
Jonathan Katz, Trustee



## CHARITY BALANCE SHEET

AS AT 31 OCTOBER 2020

		As at 31 October 2020		As at 31 October 2019	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	12		10,060		15,214
Investments	13		50,000		50,000
			<u>60,060</u>		<u>65,214</u>
<b>CURRENT ASSETS</b>					
Stock			-		-
Debtors	14	373,259		641,805	
Cash at bank		3,257,735		3,093,247	
		<u>3,630,994</u>		<u>3,735,022</u>	
CREDITORS: amounts falling due within one year	15	(809,270)		(1,044,022)	
		<u>2,821,724</u>		<u>2,691,030</u>	
<b>Net current assets</b>			<u>2,821,724</u>		<u>2,691,030</u>
Total assets less current liabilities			<u>2,881,784</u>		<u>2,756,244</u>
Creditors: amounts falling due after more than one year	15		(333,864)		-
			<u>2,547,920</u>		<u>2,756,244</u>
<b>NET ASSETS</b>			<u>2,547,920</u>		<u>2,756,244</u>
<b>RESERVES</b>					
Unrestricted funds:			1,333,349		1,972,072
Designated funds			1,192,942		744,485
Restricted fund			21,629		39,687
			<u>2,547,920</u>		<u>2,756,244</u>
<b>TOTAL FUNDS</b>			<u>2,547,920</u>		<u>2,756,244</u>

The net movement in funds for the year relating to the parent charity alone amounted to £(208,324).

These financial statements were approved and authorised for issue by the Board of Trustees on 8 June 2021 and are signed on their behalf by

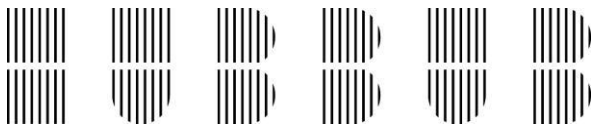
Viki Cooke

Victoria Cooke, Chair, Board of Trustees

New Wing, Somerset House,  
Strand, London, WC2R 1LA

Jonathan Katz, Trustee

The notes on pages 17 to 29 form part of these accounts.  
Company Registration Number 09038107



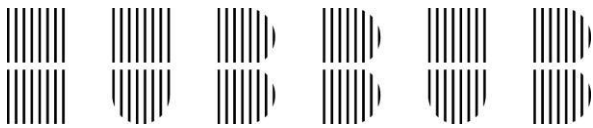
**CONSOLIDATED STATEMENT OF CASH FLOW**

**YEAR ENDED 31 OCTOBER 2020**

		<b>2020</b>		<b>2019</b>	
		£	£	£	£
<b>Net Cash from operating activities</b>	<b>a.</b>		(219,497)		2,979,942
<b>Investing activities</b>					
Purchase of tangible fixed assets		(2,173)		(17,908)	
Interest received		5,339		4,430	
		<u>          </u>	3,166	<u>          </u>	(13,478)
<b>Financing activities</b>					
Repayments of borrowing		(145,000)		(30,000)	
Cash inflows from new borrowing		390,000		60,000	
		<u>          </u>	245,000	<u>          </u>	30,000
<b>Net movement in cash and cash equivalents</b>			28,669		2,996,464
Cash and cash equivalents at 1 November			3,369,986		373,522
			<u>          </u>		<u>          </u>
Cash and cash equivalents at 31 October			<u>3,398,655</u>		<u>3,369,986</u>

Notes to Statement of Cash Flows

		<b>2020</b>		<b>2019</b>	
		£	£	£	£
<b>a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities</b>					
<b>Net income / (expenditure) for the year</b>		(302,926)		2,184,557	
Depreciation		8,650		6,667	
Interest receivable		(5,339)		(4,430)	
Decrease/(increase) in debtors		291,921		181,006	
Increase/(decrease) in creditors		(219,153)		643,717	
Decrease/(increase) in stock		7,350		(31,575)	
		<u>          </u>	(219,497)	<u>          </u>	2,979,942
			<u>          </u>		<u>          </u>



## 1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### (a) Basis of Accounting

Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS102)), the financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Companies Act 2006.

The Hubbub Foundation meets the definition of a public entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

### (b) Going Concern

The Board of Trustees is of the opinion that the charity has adequate resources to continue in operational existence for the foreseeable future and there are no material uncertainties regarding the charity's ability to do so.

### (c) Group Financial Statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary Hubbub Foundation Enterprise Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the charity has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

### (d) Donations and grants receivable

Donations and grants receivable, including capital grants, are brought into the accounts on receipt or when receivable, where the receipt is probable. Income is deferred only when:

- the Charity has still to fulfil significant conditions before becoming entitled to the income; or
- the donor has specified that the income is to be expended in a future period.

### (e) Charitable Activities

Charitable activities are brought into the accounts on receipt or when receivable, where the receipt is probable. Charitable activities consists of:

- Community actions and campaigns
- Initiatives with organisations
- Educational activity
- Sale of ballot bins

### (f) Donated services

Donated services comprise donated services and facilities and are included in income where such donations are financially quantifiable, at an estimate of the value of the benefit to the Charity.

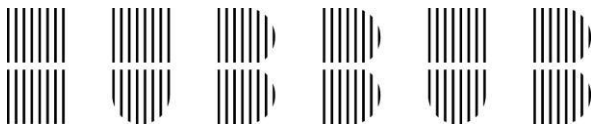
### (g) Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the Charity will comply with conditions attaching to them and the grants will be received using the accrual model.

### (h) Expenditure

Expenditure is recognised on an accruals basis in the period in which they are incurred.

Expenditure is allocated to the particular activity where the cost relates directly to that activity. Certain costs, which are attributable to more than one activity, are apportioned across cost categories on the basis of an estimate of the proportion of time spent by personnel on those activities or, if not appropriate, in proportion to the income attributable to those activities.



## 1. ACCOUNTING POLICIES (continued)

### (i) Costs of generating funds

Costs of generating funds incorporate the salaries, direct expenditure and overhead costs of the staff involved in raising voluntary income for the Charity's use.

### (j) Direct Charitable Costs

Direct charitable costs comprise those costs incurred in pursuing the charitable aims of the Charity. In particular they include the costs of delivering Hubbub Foundation UK's programmes to participants.

### (k) Support costs

Support costs are those costs incurred by the Charity in development and support of its main activities and projects. These are absorbed within direct project costs as shown in Note 9. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

### (l) Governance Costs

Governance costs are those costs incurred in the management of the Charity's assets, organisation and compliance functions.

### (m) Fund accounting

Funds held by the Charity can be:

- (i) Unrestricted general funds – these are funds without specified purpose and are available as general funds.
- (ii) Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.
- (iii) Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Transfers between funds are made to cover deficits on individual restricted funds and to recognise fixed assets acquired with restricted income, but with no further restriction on use, within unrestricted funds.

### (n) Operating Lease Agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits in equal annual amounts over the period of the lease.

### (o) Fixed Assets

Fixed assets are stated at cost less accumulated depreciation and impairment losses. Only assets over the value of £1,000 are capitalised.

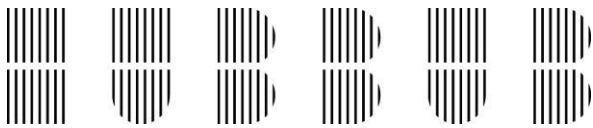
Depreciation is calculated to write off the costs of the fixed asset by equal instalments as follows, all straight line:

Office equipment	33% / 25% SL
------------------	--------------

Where fixed assets are located within an unrestricted fund and are utilised on a temporary basis within a restricted fund the depreciation charge is apportioned between funds on a rational basis.

Impairment reviews are carried out annually on the net book value of fixed assets.

Fixed Assets under construction are stated at cost until the construction is complete and depreciated thereafter.



## 1. ACCOUNTING POLICIES (continued)

### (p) Stock

Stocks are valued at the lower of cost and net realisable value.

### (q) Cash and cash equivalents

Cash and cash equivalents includes cash in hand and deposits held at banks.

### (r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### (s) Estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on the Trustees' best knowledge of the amount, events or actions, actual results ultimately differ from these estimates. The Trustees do not consider there to be any material estimates and judgements.

### (t) Financial instruments

Hubbub Foundation UK only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities and their measurement basis are as follows:

**Financial assets** - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

**Cash at bank** is classified as a basic financial instrument and is measured at face value.

**Financial liabilities** - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instruments.

**Loans** - Liabilities for borrowings which are subject to a market rate of interest are measured at the value of the amount advanced, less capital repayments

### (u) Funds held on trust

The Foundation holds funds on trust for Waitrose from which small grants are made to charities, local authorities and community organisations in respect of the Plan Plastic campaign. The funds held on trust are recorded solely on the balance sheet, and will be fully distributed by the year ended 31 October 2021.

### (v) Investments

Investments are recognised at market value.

### (w) Gift Aid

Gift Aid payments payable from a wholly owned subsidiary to its parent charity are treated as a distribution and are recognised only when the physical payment is made.

Corporation tax relief arising on actual Gift Aid payments in the year and on those payments made by a wholly owned subsidiary of the charity that distributes undistributed reserves of the subsidiary within 9 months of the year end is recognised in the accounts in the year in which the underlying distributable profits arise.



<b>2. DONATIONS AND LEGACIES</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
Benevity	-	5,276
Bunzl	25,000	25,000
EQ Foundation	15,000	-
Fittleworth	15,306	-
Groundwork Tesco	-	2,000
Leeds University Rag	12,650	-
Other donations and grants	9,579	5,438
The Slaughter and May	-	1,500
Starbucks	1,370,414	3,591,559
	<u>1,447,949</u>	<u>3,630,773</u>

In addition to grants and donations, the Charity has relied on the support of volunteers.

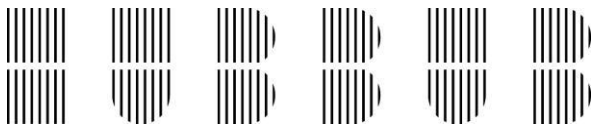
<b>3. IN KIND DONATIONS</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
In Kind donations	<u>5,500</u>	<u>73,392</u>

<b>4. INCOME AND CHARITABLE ACTIVITIES</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
Grants*	566,550	415,353
Charitable trading	556,062	863,813
Ballot bin sales	173,866	224,979
Trading contracts	148,543	172,081
	<u>1,445,020</u>	<u>1,676,226</u>

\*Grant income includes £17,500 (2019: £17,500) received from the Joseph Rowntree Charitable Trust

<b>5. OTHER INCOME</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
Job Retention Scheme (furlough)	96,734	-
Gift aid	-	47
	<u>96,734</u>	<u>47</u>

<b>6. RAISING FUNDS</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
Staff costs	<u>5,654</u>	<u>5,276</u>

**7. CHARITABLE ACTIVITIES**

	<b>2020 Total £</b>	<b>2019 Total £</b>
Staff costs	1,461,822	955,201
Other direct costs	1,338,394	1,779,302
Governance costs (note 8)	26,743	15,358
Staff support costs (note 9)	40,743	38,901
Direct support costs (note 9)	430,112	406,273
	<u>3,297,814</u>	<u>3,195,035</u>

Staff support costs and other support costs have been allocated to charitable activities in proportion to direct staff costs of those activities.

**8. GOVERNANCE COSTS**

	<b>2020 Total £</b>	<b>2019 Total £</b>
Audit fee	7,600	7,400
Other accountancy services	19,143	7,958
	<u>26,743</u>	<u>15,358</u>

**9. SUPPORT COSTS**

	<b>2020 Total £</b>	<b>2019 Total £</b>
Staff costs	40,743	38,901
Other support costs	430,112	403,273
	<u>470,855</u>	<u>445,174</u>

Other support costs includes PR & Press expenditure (£110,000, 2019: £115,102), Content and design expenditure (£41,496, 2019: £23,689), Marketing costs (£1,489, 2019: £9,940), and other administration expenses.

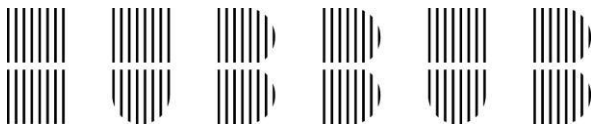
**10. TAXATION**

The company is a registered charity and it is considered that its activities and relationships are such that no corporation taxation liability will arise.

The subsidiary, Hubbub Foundation Enterprise Limited, has elected to make a gift aid payment to the parent within 9 months of the year end of these financial statements, Hubbub Foundation UK, which amounts to its profits of £35,991. As such the company has no taxable profits and therefore has £nil corporation tax due for the year ended 31 October 2020.

**11. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY)**

	<b>2020 Total £</b>	<b>2019 Total £</b>
Wages and Salaries	1,295,498	859,487
Employer's NIC	130,563	86,165
Employer's pension	64,296	35,357
	<u>1,490,357</u>	<u>981,009</u>

**11. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY) cont.**

The number of employees whose emoluments for the year fell within the following bands were:

	<b>2020 Number</b>	<b>2019 Number</b>
£60,001 - £70,000	3	0
£70,001 - £80,000	0	1
£80,001 - £90,000	1	0

The aggregate remuneration of key management personal of the Group and Charity was £364,051 (2019: £319,292).

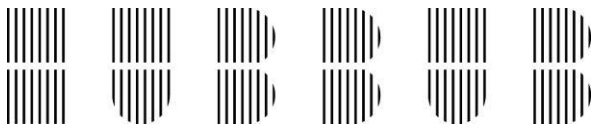
The average number of staff employed by the Charity during the period was as follows:

Charitable activities - Direct project staff	<u>37</u>	<u>25</u>
--	-----------	-----------

In addition to the above costs the Charity used consultants and agency staff to support the delivery of individual projects and for the provision of finance services. Consultancy & contract staff costs totalled £49,339 (2019: £14,024) during the period.

**12. TANGIBLE FIXED ASSETS**

	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>GROUP TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2019	12,000	40,375	52,375
Additions	-	2,173	2,173
<b>Balance at 31 October 2020</b>	<u>12,000</u>	<u>42,548</u>	<u>54,548</u>
<b>Accumulated depreciation</b>			
At 1 November 2019	12,000	21,670	33,670
Charge for the year	-	8,650	8,650
<b>Balance at 31 October 2020</b>	<u>12,000</u>	<u>30,320</u>	<u>42,320</u>
<b>Net Book Value</b>			
Carried forward at 31 October 2020	<u>-</u>	<u>12,228</u>	<u>12,228</u>
Brought forward at 1 November 2019	<u>-</u>	<u>18,705</u>	<u>18,705</u>



**12. TANGIBLE FIXED ASSETS cont.**

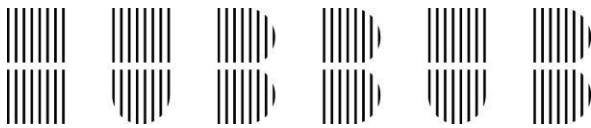
	<b>Fishing boats £</b>	<b>Office Equipment £</b>	<b>Total £</b>
<b>CHARITY TANGIBLE FIXED ASSETS</b>			
<b>Cost</b>			
At 1 November 2019	12,000	34,843	46,843
Additions	-	2,173	2,173
<b>Balance at 31 October 2020</b>	<u>12,000</u>	<u>37,016</u>	<u>49,016</u>
<b>Accumulated depreciation</b>			
At 1 November 2019	12,000	19,629	31,629
Charge for the year	-	7,327	7,327
<b>Balance at 31 October 2020</b>	<u>12,000</u>	<u>26,956</u>	<u>38,956</u>
<b>Net Book Value</b>			
Carried forward at 31 October 2020	-	10,060	10,060
Brought forward at 1 November 2019	<u>-</u>	<u>15,214</u>	<u>15,214</u>

**13. INVESTMENTS**

	<b>£</b>
<b>CHARITY INVESTMENTS</b>	
<b>Cost</b>	
At 1 November 2019	50,000
Movement	-
<b>Balance at 31 October 2020</b>	<u>50,000</u>

**14. DEBTORS**

	<b>Group</b>		<b>Charity</b>	
	<b>2020 Total £</b>	<b>2019 Total £</b>	<b>2020 Total £</b>	<b>2019 Total £</b>
Trade debtors	298,860	349,806	252,182	318,360
Prepayments and accrued income	32,000	268,230	31,218	267,587
VAT	-	5,181	-	48
Other debtors	56,246	55,810	56,246	55,810
Group company	-	-	33,613	-
	<u>387,106</u>	<u>679,027</u>	<u>373,259</u>	<u>641,805</u>



**15. CREDITORS**

	Group		Charity	
	2020 Total £	2019 Total £	2020 Total £	2019 Total £
<b>Amounts falling due within one year:-</b>				
Loans	56,136	145,000	56,136	60,000
Trade creditors	60,877	107,568	43,299	105,660
Taxation and social security	66,359	-	69,216	-
Accruals and deferred income	494,585	544,447	484,394	525,973
Other creditors	156,225	345,184	156,225	345,184
Group company	-	-	-	7,205
	<u>834,182</u>	<u>1,142,199</u>	<u>809,270</u>	<u>1,044,022</u>
<b>Amounts falling due after one year:-</b>				
Loans	<u>333,864</u>	<u>-</u>	<u>333,864</u>	<u>-</u>

**Deferred income included in accruals and deferred income:-**

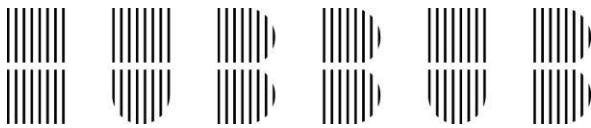
	Group		Charity	
	2020 £	2019 £	2020 £	2019 £
Brought forward	544,447	242,269	525,973	242,269
Amount deferred in the year	277,562	544,447	284,645	525,973
Released to the Statement of Financial Activities	(327,424)	(242,269)	(326,224)	(242,269)
Carried forward	<u>494,585</u>	<u>544,447</u>	<u>484,394</u>	<u>525,973</u>

**16. CAPITAL**

The company has no share capital, being limited by guarantee. There are 9 members of the company, each of whom has undertaken to contribute £1 in the event of the company being wound up.

**17. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	12,228	-	-	12,228
Cash	1,819,326	1,339,124	240,205	3,398,655
Other current assets	423,357	-	-	423,357
Current liabilities	(469,424)	(146,182)	(218,576)	(834,182)
Non-current liabilities	(333,864)	-	-	(333,864)
<b>Total net assets</b>	<u>1,451,623</u>	<u>1,192,942</u>	<u>21,629</u>	<u>2,666,194</u>



**18. MOVEMENT IN FUNDS**

	Balance at 1 Nov 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2020 £
City of London: Plastic Fishing	-	20,000	(17,711)	-	2,289
Coca-Cola: Treasure Your Rivers	-	15,306	(47,290)	31,984	-
Coca-Cola: Dublin/In The Loop	-	-	-	-	-
Wates Family Foundation	-	11,364	-	-	11,364
Joseph Rowntree Charitable Trust: Love Where You Live	-	17,506	(17,658)	152	-
North London Waste Authority	1,512	-	(1,512)	-	-
TK Maxx: Pioneering Plastics	20,000	50,000	(70,220)	220	-
City Bridge Trust	-	10,000	(29,771)	19,771	-
Telefonica	-	10,000	(10,000)	-	-
Food Connect	-	28,000	(28,214)	214	-
<b>Community Fridges:</b>					
Big Lottery	18,175	18,175	(36,359)	9	-
Morrison's Foundation	-	-	(8,942)	8,942	-
Rothschild Foundation	-	26,079	(18,103)	-	7,976
<b>Total Restricted funds</b>	<b>39,687</b>	<b>206,430</b>	<b>(285,780)</b>	<b>61,292</b>	<b>21,629</b>
Unrestricted funds	2,184,948	1,854,112	(2,526,145)	(61,292)	1,451,623
Designated funds	744,485	940,000	(491,543)	-	1,192,942
<b>Total funds</b>	<b>2,969,120</b>	<b>3,000,542</b>	<b>(3,303,468)</b>	<b>-</b>	<b>2,666,194</b>

A comparative movement in funds note has been provided in note 26.

**Purposes of Restricted Funds:**

City of London – Plastic fishing

This 3 year grant has been given to fund Plastic Fishing trips with London schools. The project includes constructing boats for taking fishing trips onto the Thames Docklands Basin with the aim to gather the plastic in the river, and raise awareness for the environmental issues surrounding plastic waste.

Coca-Cola – Treasure Your Rivers

This fund, financed by the Coca-Cola Foundation, has enabled Hubbub to set up the Treasure Your River campaign which is a collaborative project to remove litter from 5 of the UK's main rivers.

Coca-Cola – Dublin/In The Loop

This fund, financed by the Coca-Cola Foundation, has enabled Hubbub to set up a collaborative campaign which will set up on-street recycling facilities across Dublin city centre.

Wates Family Foundation

Funds the research, development and implementation of community-based urban greening projects in Manchester.

Joseph Rowntree Charitable Trust – Love Where You Live

This is a 3 year project that aims to test different ways of creating more sustainable local communities through sharing resources and building social capital. This includes creating spaces and opportunities for social interaction and exchange.

North London Waste Authority - Waste prevention community fund

This grant enabled Hubbub to test approaches to engaging young people in North London on how they can extend the lifespan of their clothing, keeping clothing out of landfill.

TK Maxx – Pioneering Plastics

This fund, financed by TK Maxx, has enabled Hubbub to set up Plastic Pioneers, which is helping schools across the UK to go single-use plastic free.

City Bridge Trust and Telefonica – Community Calling

Funds our ambition to collect, refurbish and distribute 10,000 smartphones to digitally isolated citizens in six UK cities, along with support, training and information.

Food Connect

The fund, financed by a loan from CAF Venturesome and support from Bosch and Big Lottery, has enabled Hubbub to pilot a zero-carbon surplus food redistribution pilot in Milton Keynes.

Big Lottery, the Morrison's Foundation and Rothschild Foundation

Funds the set-up, maintenance and running of community fridges for up to a year. These fridges are designed to help families feed themselves and become more aware of food waste issues.

**Purposes of Designated Funds:**Starbucks designated

During the year, the Trustees opted to designate a further £940,000 of the income received from the Starbucks 5p donations. This was part of the agreement with Starbucks, to designate £1 million over the next year to fund innovation towards environmental initiatives, particularly those looking to reduce plastic pollution, shift society towards a culture of reuse and achieve the recycling of take-away coffee cups. During the year, £311,543 had been awarded as grants to organisations that are investing and researching in the process to recycling disposable cups. At the year end, there was £212,656 remaining to be issued to organisations for recycling schemes.

Waitrose

In 2019 Hubbub entered an agreement with Waitrose to distribute funds as grants on their behalf. During the year end 31 October 2020 a total of £852,481 (2019: £947,201) had been distributed to recipients determined by Waitrose as the second instalment of the grant payments. Subsequent and final payments are to be made in the proceeding accounting year totalling £94,720.

**19. COMMITMENTS UNDER OPERATING LEASES**

At 31 October the company had total commitments under non-cancellable operating leases as set out below.

	<b>Land and Buildings</b>	
	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Payable:		
Within one year	46,578	90,707
Within two to five years	-	-
	<u>46,578</u>	<u>90,707</u>

**20. TRADING SUBSIDIARY**

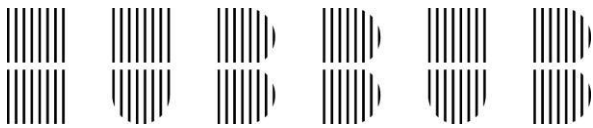
Hubbub Foundation UK owns 100% of the share capital of Hubbub Foundation Enterprise Limited.

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £297,395 (2019: £186,962) and recharged rental costs of £11,928 (2019: £11,928).

During the year Hubbub Foundation UK paid Hubbub Enterprise Limited direct project costs of £282,444 (2019: £359,234).

At 31<sup>st</sup> October 2020 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Intercompany (creditor) / debtor	33,613	(7,205)
Trade debtors	-	12,982
Deferred income	(80,556)	-



## 21. NET RESULTS OF TRADING SUBSIDIARY

The charity has a wholly owned trading subsidiary, Hubbub Foundation Enterprise Limited which is a private company, limited by shares, registered in England and Wales, registration number 08910364. The registered office is the same as that of the charity.

Hubbub Foundation Enterprise Limited sells environmental services and products to business and Government, including communications and campaign services. A summary of the results of Hubbub Foundation Enterprise Limited is shown below.

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Profit &amp; Loss</b>		
Turnover	604,853	733,638
Cost of sales	(275,262)	(304,919)
	<hr/>	<hr/>
<b>Gross profit</b>	329,591	428,719
Administrative expenses	(318,479)	(211,402)
Other income	25,344	-
	<hr/>	<hr/>
<b>Operating profit/(loss)</b>	36,456	217,317
Interest payable and similar expenses	(1,883)	(5,283)
	<hr/>	<hr/>
<b>Profit/(loss) for the year</b>	<u>34,573</u>	<u>212,034</u>
<b>Balance Sheet</b>		
Fixed Assets	2,168	3,491
Current Assets	227,488	377,748
Current Liabilities	(141,939)	(118,364)
	<hr/>	<hr/>
	87,717	262,875
	<hr/>	<hr/>
Called up share capital	50,000	50,000
Profit & loss account	37,717	212,875
	<hr/>	<hr/>
<b>Net Assets</b>	<u>87,717</u>	<u>262,875</u>

## 22. TRUSTEES' REMUNERATION AND EXPENSES

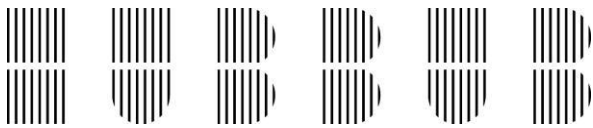
None of the trustees have been paid any remuneration or received any other benefits from an employment with the charity or a related entity for the year ended 31 October 2020 nor 31 October 2019.

No trustee expenses have been reimbursed for the year ended 31 October 2020 nor 31 October 2019.

## 23. RELATED PARTY TRANSACTIONS

During the year, the Charity paid £25,506 (2019: Nil) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, a director of Hubbub Foundation Enterprise Limited.

During the year the Charity received £5,500 plus VAT (2019: paid £10,500 plus VAT) from Britain Thinks, an organisation owned by Victoria Cooke, in respect of research services paid in the prior year for work that could not be completed.

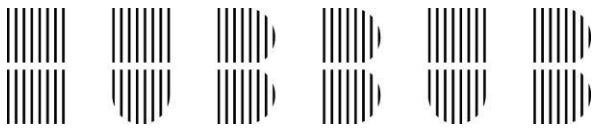


**24. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES THE YEAR ENDED 31 OCTOBER 2019**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds	
				2019 £	2018 £
<b>Income from:</b>					
Donations and legacies	3,150,123	480,650	-	3,630,773	966,513
Investments	4,430	-	-	4,430	1
Donated Services	73,392	-	-	73,392	-
Charitable activities	1,291,709	-	384,517	1,676,226	1,442,324
Other income	47	-	-	47	-
<b>Total income</b>	<u>4,519,701</u>	<u>480,650</u>	<u>384,517</u>	<u>5,384,868</u>	<u>2,408,838</u>
<b>Expenditure on:</b>					
Raising funds	5,276	-	-	5,276	7,122
Charitable activities	2,337,693	390,325	467,017	3,195,035	1,773,330
<b>Total expenditure</b>	<u>2,342,969</u>	<u>390,325</u>	<u>467,017</u>	<u>3,200,311</u>	<u>1,780,452</u>
<b>Net income/(expenditure)</b>	2,176,732	90,325	(82,500)	2,184,557	628,386
<b>Transfers between funds</b>	(381,925)	284,160	97,765	-	-
<b>Net movement in funds</b>	<u>1,794,807</u>	<u>374,485</u>	<u>15,265</u>	<u>2,184,557</u>	<u>628,386</u>
Funds at 1 November	390,141	370,000	24,422	784,563	156,177
<b>Funds at 31 October</b>	<u><u>2,184,948</u></u>	<u><u>744,485</u></u>	<u><u>39,687</u></u>	<u><u>2,969,120</u></u>	<u><u>784,563</u></u>

**25. COMPARATIVE ANALYSIS OF NET ASSETS BETWEEN FUNDS FOR YEAR ENDED 31 OCTOBER 2019**

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds £
Fixed assets	18,705	-	-	18,705
Cash	1,971,333	1,030,718	367,935	3,369,986
Other current assets	665,272	50,000	7,356	722,628
Current liabilities	(470,362)	(336,233)	(335,604)	(1,142,199)
Non-current liabilities	-	-	-	-
<b>Total net assets</b>	<u><u>2,184,948</u></u>	<u><u>744,485</u></u>	<u><u>39,687</u></u>	<u><u>2,969,120</u></u>



26. COMPARATIVE MOVEMENT IN FUNDS FOR YEAR ENDED 31 OCTOBER 2019

	Balance at 1 Nov 2018 £	Income £	Expenditure £	Transfers £	Balance at 31 Oct 2019 £
City of London: Plastic Fishing	-	23,500	(40,416)	16,916	-
Coca-Cola: Treasure Your Rivers	-	86,012	(86,012)	-	-
Coca-Cola: Dublin/In The Loop	-	17,500	(17,500)	-	-
Greater London Authority: Give It A Grow	-	36,000	(96,110)	60,110	-
Joseph Rowntree Charitable Trust: Love Where You Live	-	17,500	(34,982)	17,482	-
North London Waste Authority: Waste prevention	14,272	7,095	(19,855)	-	1,512
TK Maxx: Pioneering Plastics	-	70,000	(50,000)	-	20,000
<b>Community Fridges:</b>					
Big Lottery	-	65,425	(48,170)	920	18,175
Morrison's Foundation	10,150	27,500	(37,782)	132	-
Rothschild Foundation	-	33,985	(36,190)	2,205	-
<b>Total Restricted funds</b>	<b>24,442</b>	<b>384,517</b>	<b>(467,017)</b>	<b>97,765</b>	<b>39,687</b>
Unrestricted funds	390,141	4,519,701	(2,342,969)	(381,925)	2,184,948
Designated funds	370,000	480,650	(390,325)	284,160	744,485
<b>Total funds</b>	<b>784,563</b>	<b>5,384,868</b>	<b>(3,200,311)</b>	<b>-</b>	<b>2,969,120</b>