

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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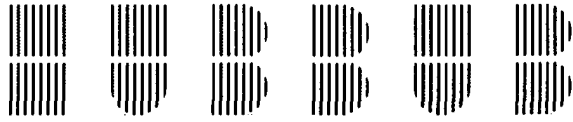
Lloyds Bank Villiers House 48-49 Strand London WC2N 5LL	Flagstone 1 st Floor Clareville House 26-27 Oxendon Street London SW1Y 4EL
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Solicitors: Bird & Bird LLP
15 Fetter Lane
London EC4A 1JP

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.

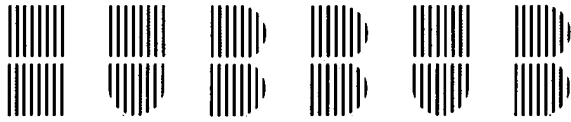
Where appropriate, Hubbub creates strategic partnerships with other charities and organisations to meet its objectives. These partnerships are usually to deliver specific projects, and the parameters for the partnership are always set out within a Letter of Agreement or Memorandum of Understanding, if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

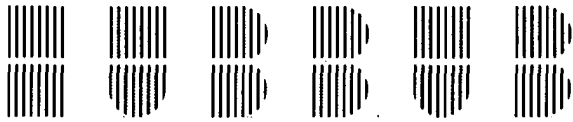
We also show the collective power of people coming together to do what they can and we use this as evidence to encourage government and business to take action to make it easier for everyone to make greener choices too.

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

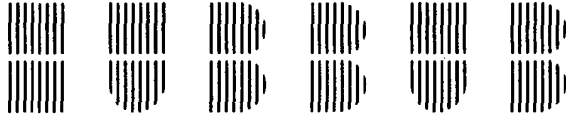
In setting our objectives and planning our activities we have given careful consideration to the Charity Commission's guidance on public benefit. The Trustees ensure that our activities are in line with our charitable objectives and aims, to protect and improve the natural environment. We measure the 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.

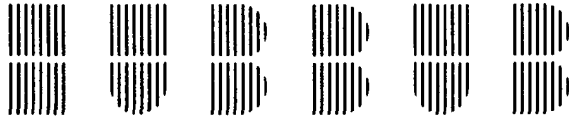
• **Eat Your Pumpkin!** funded by Starbucks' 5p cup charge, grew its reach by 27% from the previous year. Over 9000 people attended community events where they decorated and ate pumpkins and our campaign messaging reached people 18 million times. Those who saw or heard our messaging were three times 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.

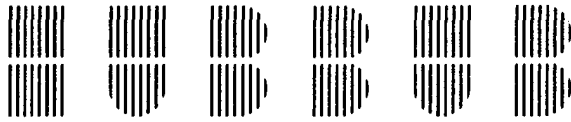
- **Community Calling** with Virgin Media O2 joins the dots between the seven million digitally excluded people in the UK and the piles of tech going to waste. We source second-hand phones and tablets from the public and businesses and pass them to charities supporting survivors of domestic abuse, refugees, 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

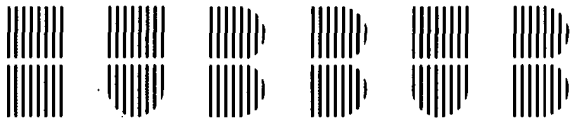
The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

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.

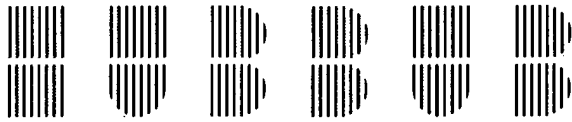
To address the risk of fraud through management bias and override of controls, we:

- 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. 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 £
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
Total income		3,581,150	1,850,000	3,773,469	9,204,619	8,281,323
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
Total expenditure		2,647,376	1,888,778	3,772,888	8,309,042	7,403,686
Net income/(expenditure)		933,774	(38,778)	581	895,577	877,637
Transfers between funds		(613,427)	-	613,427	-	-
Net movement in funds		320,347	(38,778)	614,008	895,577	877,637
Funds brought forward at 1 November		1,351,905	1,988,778	599,359	3,940,042	3,062,405
Funds carried forward at 31 October		1,672,252	1,950,000	1,213,367	4,835,619	3,940,042

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	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	11		27,816		37,309
			<u>27,816</u>		<u>37,309</u>
CURRENT ASSETS					
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)	
Net current assets			<u>4,807,803</u>		<u>3,902,733</u>
Total assets less current liabilities			<u>4,835,619</u>		<u>3,940,042</u>
Creditors: amounts falling due after more than one year	14		-		-
NET ASSETS			<u><u>4,835,619</u></u>		<u><u>3,940,042</u></u>
RESERVES					
Unrestricted funds:			1,672,252		1,351,905
Designated funds			1,950,000		1,988,778
Restricted fund			1,213,367		599,359
TOTAL FUNDS	16/17		<u><u>4,835,619</u></u>		<u><u>3,940,042</u></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, 8:49pm)
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	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	11		27,635		36,892
Investments	12		50,000		50,000
			<u>77,635</u>		<u>86,892</u>
CURRENT ASSETS					
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)	
Net current assets			<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		-		-
NET ASSETS			<u><u>4,814,159</u></u>		<u><u>3,841,668</u></u>
RESERVES					
Unrestricted funds:			1,650,791		1,253,531
Designated funds			1,950,000		1,988,778
Restricted fund			1,213,368		599,359
TOTAL FUNDS			<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.

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, 8:40am)
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



CONSOLIDATED STATEMENT OF CASH FLOW

YEAR ENDED 31 OCTOBER 2023

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

Notes to Statement of Cash Flows

		2023		2022	
		£	£	£	£
a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities					
Net income / (expenditure) for the year		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	
			112,094		2,643,363



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

	2023 Total £	2022 Total £
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
	6,441,418	6,383,653

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

3. INCOME AND CHARITABLE ACTIVITIES

	2023 Total £	2022 Total £
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
	2,626,349	1,871,384

4. OTHER INCOME

	2023 Total £	2022 Total £
Tax reclaimed	-	469
Sale of assets	430	-
	430	469

5. RAISING FUNDS

	2023 Total £	2022 Total £
Staff costs	79,990	109,799



6. CHARITABLE ACTIVITIES

	2023 Total £	2022 Total £
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.

7. GOVERNANCE COSTS

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

8. SUPPORT COSTS

	2023 Total £	2022 Total £
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.

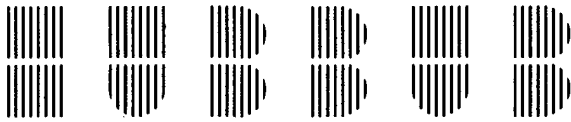
9. TAXATION

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.

10. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY)

	2023 Total £	2022 Total £
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:

	2023 Number	2022 Number
£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	63	53
----------------------------------------------	----	----

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

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



11. TANGIBLE FIXED ASSETS cont.

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

12. INVESTMENTS

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

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
	1,655,057	1,262,275	1,681,491	1,263,850



14. CREDITORS

	Group		Charity	
	2023	2022	2023	2022
	Total	Total	Total	Total
	£	£	£	£
Amounts falling due within one year:-				
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:-

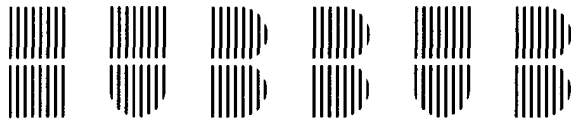
	Group		Charity	
	2023	2022	2023	2022
	£	£	£	£
Brought forward	1,993,928	410,708	1,965,088	385,008
Amount deferred in the year	3,102,940	3,797,758	3,011,690	3,668,284
Released to the Statement of Financial Activities	(3,198,170)	(2,214,538)	(3,079,880)	(2,088,204)
	<u>1,898,698</u>	<u>1,993,928</u>	<u>1,898,698</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)
Total net assets	<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	-
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
Total Restricted funds	599,359	3,773,469	(3,772,888)	613,427	1,213,367
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
Total funds	3,940,042	9,204,619	(8,309,042)	-	4,835,619



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

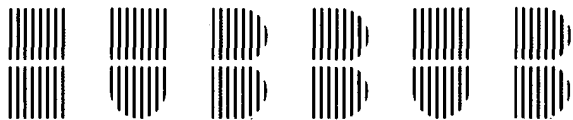
Project with IKEA centred around giving a second chance for IKEA furniture.

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 31st October 2023 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	2023 £	2022 £
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.

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



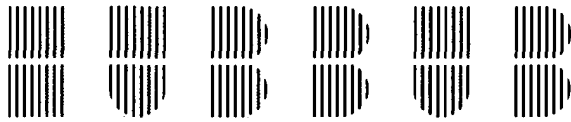
21. TRUSTEES' REMUNERATION AND EXPENSES

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 £
Income from:					
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
Total income	4,410,076	1,346,465	2,524,782	8,281,323	4,670,490
Expenditure on:					
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
Total expenditure	3,874,373	1,000,600	2,528,713	7,403,686	4,274,279
Net income/(expenditure)	535,703	345,865	(3,931)	877,637	396,211
Transfers between funds	(527,638)	-	527,638	-	-
Net movement in funds	8,065	345,865	523,707	877,637	396,211
Funds at 1 November	1,343,840	1,642,913	75,652	3,062,405	2,666,194
Funds at 31 October	1,351,905	1,988,778	599,359	3,940,042	3,062,405

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)
Total net assets	1,351,905	1,988,778	599,359	3,940,042



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	-
Community Fridges:					
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	-
Total Restricted funds	75,652	2,524,782	(2,528,713)	527,638	599,359
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
Total funds	3,062,405	8,281,323	7,403,686	-	3,940,042



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