



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

Reference and Administrative Details	1
Report of the Trustees	3
Statement of trustees' responsibilities	25
Independent Auditor's Report to the trustees of Hubbub Foundation UK	26
Consolidated statement of financial activities incorporating an income and expenditure account for the year ended 31 October 2024	30
Consolidated balance sheet as at 31 October 2024	31
Charity balance sheet as at 31 October 2024	32
Consolidated statement of cash flow for the year ended 31 October 2024	33
Notes to the Financial Statements	34



Reference and Administrative Details

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



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



Year End 31 October 2024

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.

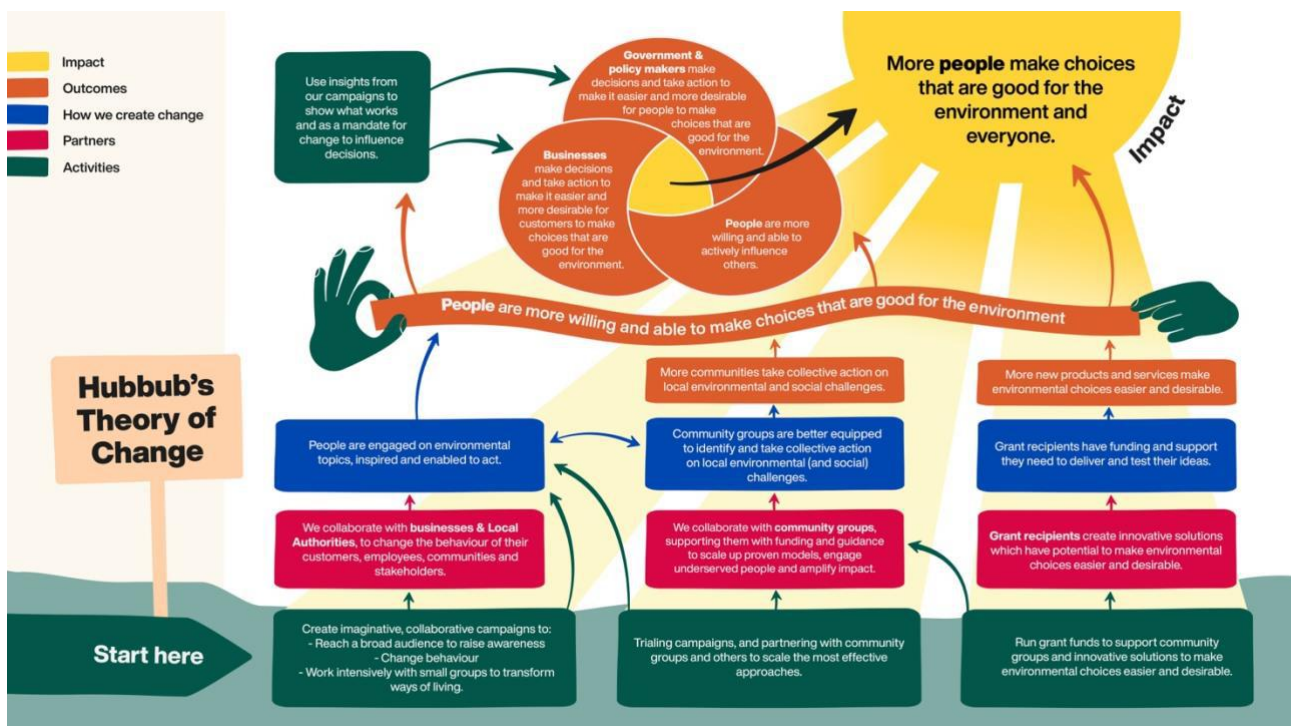
Hubbub's vision is a world where everyone makes choices that are good for the environment. To achieve this, we must address the wider choice environment for individuals, communities, and businesses. Responsibility should not sit with people alone, but everyone can influence the actions of people in business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



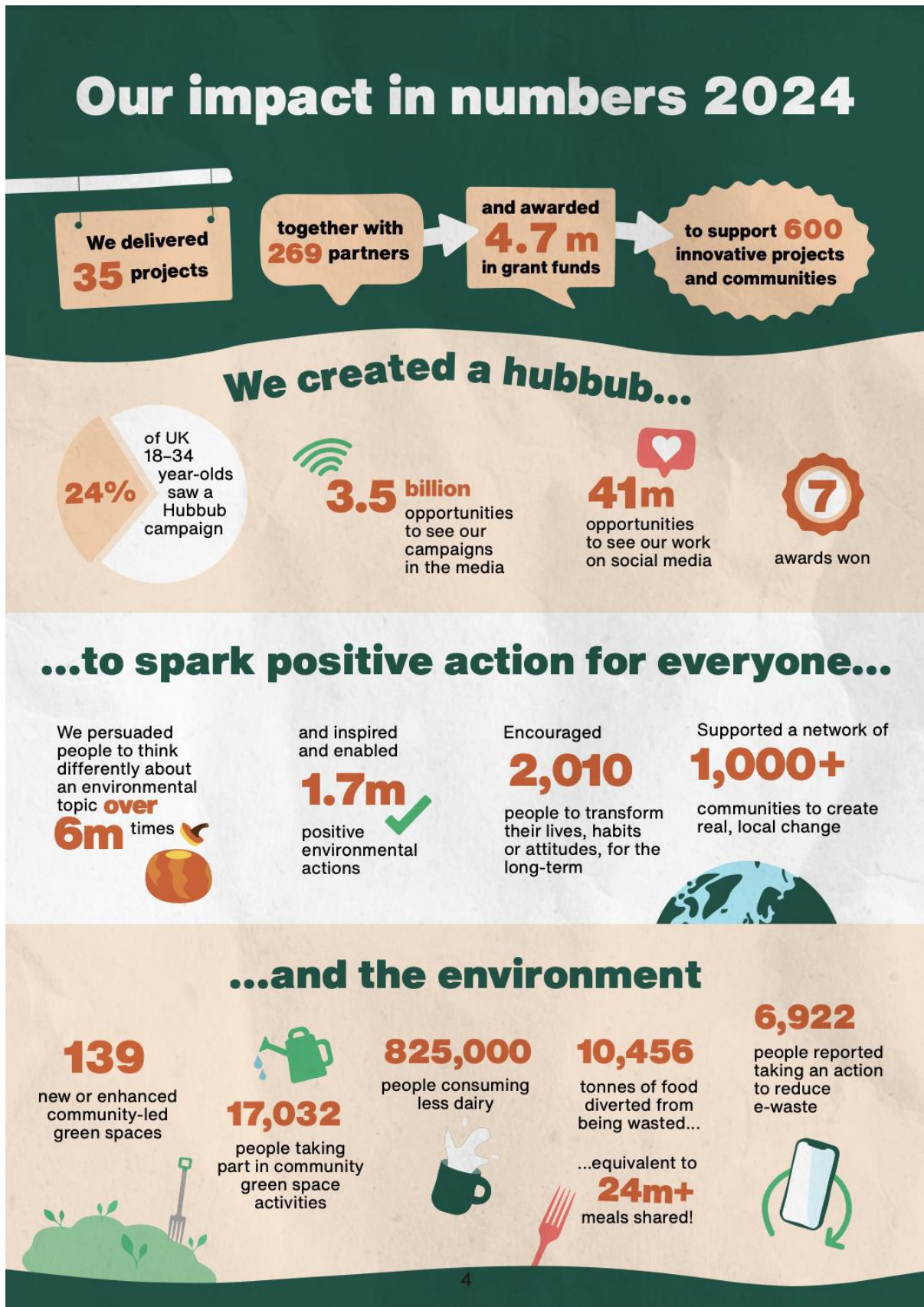
Public benefit

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 11.7m¹ 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 milk². 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 milk³
- 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 tCO₂e which have decreased by 77 tCO₂e. 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

	2022	2023	2024
Team size (FTE)	48	56	56
Survey completion rate	91%	90%	86%
LGBTQ+	21%	23%	22%
Disability or health condition	23%	23%	24%
Aged 45+	4%	10%	12%
Racialised	17%	17%	20%
Identifies with a religion	23%	31%	28%



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)
Surplus	326,305

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 ahs 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 are 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. 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
Total Income		4,672,818	-	4,233,522	8,906,340	9,204,619
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
Total Expenditure		5,066,924	1,416,508	4,147,065	10,630,497	8,309,042
Net income/(expenditure)		(394,106)	(1,416,508)	86,457	(1,724,157)	895,577
Transfers between funds		(98,013)	-	98,013	-	-
Net movement in funds		(492,119)	(1,416,508)	184,470	(1,724,157)	895,577
Funds brought forward at 1 November		1,995,121	1,950,000	890,498	4,835,619	3,940,042
Funds carried forward at 31 October		1,503,002	533,492	1,074,968	3,111,462	4,835,619

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	
		£	£	£	£
FIXED ASSETS					
Tangible fixed assets	11		<u>24,121</u>		<u>27,816</u>
			24,121		27,816
CURRENT ASSETS					
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		-		-
NET ASSETS			<u>3,111,462</u>		<u>4,835,619</u>
RESERVES					
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>
TOTAL FUNDS	16/17		<u>3,111,462</u>		<u>4,835,619</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



Year End 31 October 2024

Charity balance sheet as at 31 October 2024

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

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	
		£	£	£	£
Net Cash from operating activities	a		(1,572,247)		112,094
Investing activities					
Purchase of tangible fixed assets		(16,041)		(8,494)	
Interest received		185,744		136,422	
			169,703		127,928
Financing activities					
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	
	£	£	£	£
a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities				
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

	2024 Total £	2023 Total £
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
	6,804,060	6,441,418



3. Income and charitable activities

	2024 Total £	2023 Total £
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
	1,913,787	2,626,349

4. Other income

	2024 Total £	2023 Total £
Tax reclaimed	-	-
Insurance	2,259	-
Sale of Assets	490	430
	2,749	430

5. Raising funds

	2024 Total £	2023 Total £
Staff costs	287,553	79,990



6. Charitable activities

	2024	2023
	Total	Total
	£	£
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
	<u>10,342,944</u>	<u>8,229,052</u>

7. Governance costs

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

8. Support costs

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

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)**

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

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

	2024	2023
	Number	Number
£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>67</u>	<u>63</u>
--	------------------	------------------



12. Tangible fixed assets

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

	£
CHARITY INVESTMENTS	
Cost	
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
	£	£	£	£
Amounts falling due within one year:				
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
	<u>1,776,134</u>	<u>2,073,021</u>	<u>1,751,708</u>	<u>2,056,843</u>

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)
Carried forward	<u>1,444,830</u>	<u>1,898,698</u>	<u>1,433,932</u>	<u>1,896,898</u>



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)
Total net assets	1,503,002	533,492	1,074,967	3,111,462



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
Community Fridges:	-	-	-	-	-	-
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
Total Restricted funds	1,213,367	(322,869)	4,227,522	(4,147,065)	98,013	1,074,968
Unrestricted funds	1,672,252	322,869	4,672,818	(5,066,924)	(98,013)	1,503,002
Designated funds	1,950,000	-	-	(1,416,508)	-	533,492
Total funds	4,835,619	-	8,900,340	(10,630,497)	-	3,111,462

* 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.

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

	2024	2023
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.

Profit & Loss	2024	2023
Turnover	323,150	354,013
Cost of sales	(270,235)	(261,258)
Gross profit	52,915	92,755
Administrative expenses	(44,792)	(70,711)
Other income	-	8
Operating profit/(loss)	8,123	22,052
Interest payable and similar expenses	-	-
Profit/(loss) for the year	8,123	22,052
Balance Sheet	2024	2023
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
Net Assets	<u>57,295</u>	<u>71,459</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
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	1,950,000	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)
Total net assets	1,672,252	1,950,000	1,213,367	4,835,619

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	-	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



Year End 31 October 2024

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
<hr/>					
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



Year End 31 October 2024

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>



Issuer Hubbub

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

Document fingerprint 2286d344dd6a2f52a0b46da2cc21eb60

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)
Tue, 24th Jun 2025 11:22:20 BST	Document generated with fingerprint 31a26b8f747cbc3910863b59dbd7a391 (167.98.181.52)
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)

