Hubbub Foundation UK

Consolidated report and accounts For the year ended 31 October 2025

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 2025

Reference and Administrative Details

Name:	Hubbub Foundation UK
Company number:	09038107
Registered Charity in England & Wales:	1158700
Directors and Board of Trustees:	The directors of the charitable company (the Charity) are its trustees for the purposes of charity law and throughout this report are collectively referred to as the Trustees.

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

Richard Lackmann - Chair (Appointed March 2025)

Catherine Brown – Chair (Resigned March 2025)

Jonathan Katz (Resigned December 2025)

Ryan Kohn (Resigned May 2026)

Stephanie Lambert

Deborah Luffman (Resigned June 2026)
Elizabeth Thompson

Sheetal Shinh (Resigned November 2024)

Rebecca Fofana (Resigned September 2025)

Jack Taylor (Appointed March 25)

Louisa Ziane (Appointed March 25)

Sam McCarthy (Appointed March 25)

Dan Smith

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Auditor:

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

Alexander Robinson (Resigned May 2026)
Gavin Ellis
Heather Poore
Daniel Oppenheimer (Resigned March 2026)

Report of the Trustees

A message from our CEO

Hubbub was founded 12 years ago with clear ambitions to show that creative campaigns could bring environmental topics to new audiences, and to shift everyday behaviours in measurable, replicable ways. As we enter our teenage years, we're proud of the progress we've made – and motivated to go further.

We know that long-term change requires moving the biggest levers. To create a lasting shift, we have to influence the decision-makers who can fix the systems that hold people back. That means linking our work on the ground to the systems they're part of and building diverse partnerships that can create both impact and influence: from big business to local government; start-ups to community groups.

By testing solutions in the real world, we take the guesswork out of the green transition, showing how to move from ambitious targets to practical reality. In this report, you'll read about projects like Borrow Cup and Home Advantage, which show that even the trickiest environmental problems can be solved when we prioritise collaboration over competition.

And it really adds up. In 2025, we inspired someone to take action for the environment every 9 seconds – from putting more plants on their plate to making their home more energy efficient. That's 3.5 million actions taken, and 10,339 people who transformed their habits or attitudes for the long-term. And we did this all whilst supporting a network of over 1,160 local organisations to lead change from the ground up.

This means many more people taking more action, every day, all over the UK. But action alone is not enough. Despite three-quarters of the UK public being concerned about climate change and a majority wanting ambitious climate leadership, MPs and other top decision-makers still underestimate the public's appetite for pro-environmental change. This is holding the UK back from tackling our challenges at the speed and scale needed.

So, our job at Hubbub is not just to increase participation: it's to shout about it, to celebrate it, to make the wealth of everyday climate action such an unmissable part of our social fabric that those with power will feel like taking bold action is the obvious course of action. There's lots to celebrate here: our work has reached new audiences by being plastered over billboards across the UK, through in-depth reporting in mainstream magazines, and on social media where we reached people 27 million times. And through our events and reporting we were able to present our evidence to hundreds of leaders in business and government, helping to shift their sense of what's possible.

Ultimately, we want to move the environmental conversation away from individual 'shoulds' and toward collective 'hows'. As you'll see from this report, that means stripping away the friction and the jargon, to make sustainable living an intuitive, rewarding and feasible choice for everyone. That's what making sustainability second nature means.

Heather Poore, Co-CEO, Hubbub **Gavin Ellis, Co-CEO, Hubbub**

Objectives and activities

Our purpose:

We're Hubbub, an environmental charity making sustainability second nature.

We shift the sense of what's possible on environmental action. We show it's politically possible, publicly supported and rooted in communities across the UK.

Our Theory of Change

Our role

We're 'doers' who catalyse action. We prove what works on the ground - creating examples that shift public sentiment, change behaviours and inspire environmental action far and wide. Then we use this evidence to give business and government the confidence to be bolder. We do the messy trial-and-error so they can remove the roadblocks to change.

Central to our approach are our values: to be curious, playful, entrepreneurial, creative, for everyone, and to give a damn about the environment.

How we make it happen

1. Deliver - We galvanise action through our real-world projects, using our three superpowers: engagement, behaviour change and powerful partnerships. We focus on everyday topics that have high potential for impact and uptake. Then we collaborate with partners to uncover insight, develop creative campaigns and pilot new ideas. Where people have the power to act, we prove that taking action can be beneficial, rewarding and spark hope. And where people need support to be able to act, we create the right conditions through greater knowledge, improved choices or new social norms.
2. Scale - We don't keep what we've learnt a secret. We openly share our results, create replicable models and support broad community networks (over 1,000 groups) to deepen our impact.
3. Influence - We use what we learn on the ground to influence change at the top. By sharing real-world evidence with businesses and government through powerful storytelling and partnerships with advocacy groups, we help leaders make confident, practical choices for the environment, and spot the evidence gaps that guide our next steps.

Our impact

We create momentum from the grassroots and empower decision makers.

Our work shows that environmental action thrives when it's positive, practical and rewarding. It's not about sacrifice - it's about improving health, saving money and strengthening communities. When people feel the benefits, change takes root and caring for the environment becomes second nature. This proves that, with the right support, people across society are ready and willing to act.

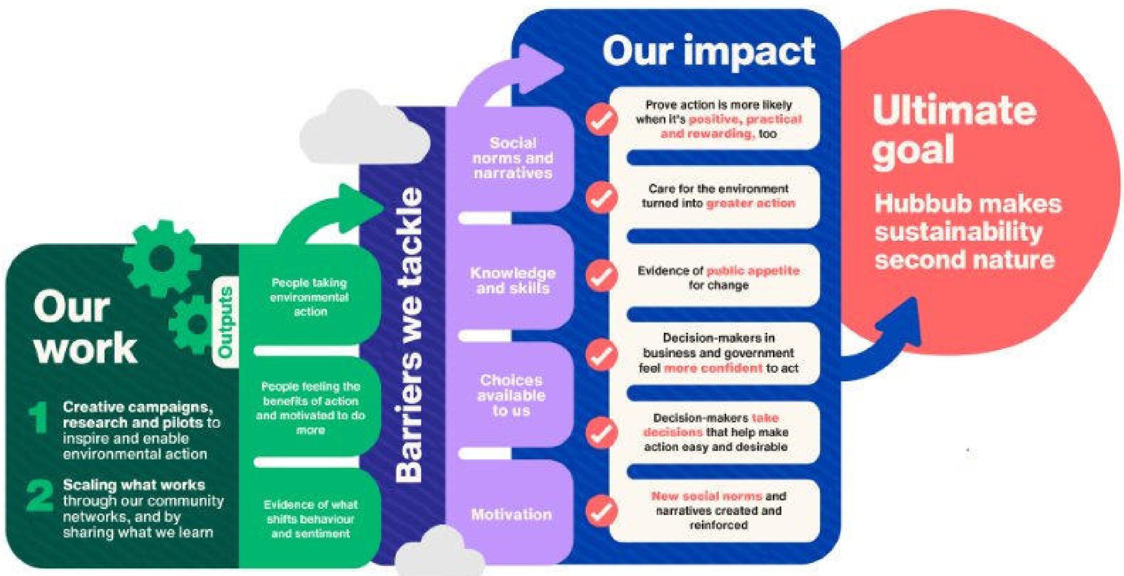
This evidence gives business and government leaders greater confidence to make sustainable choices simple and appealing for everyone in the UK.

Together, these two layers of impact create a powerful ripple effect. As more people care, act and see others doing the same, new social norms take hold. This positive momentum - built on shared action and visible progress - is what makes sustainability second nature.

How we create change

Our ability to create change comes from our three superpowers:

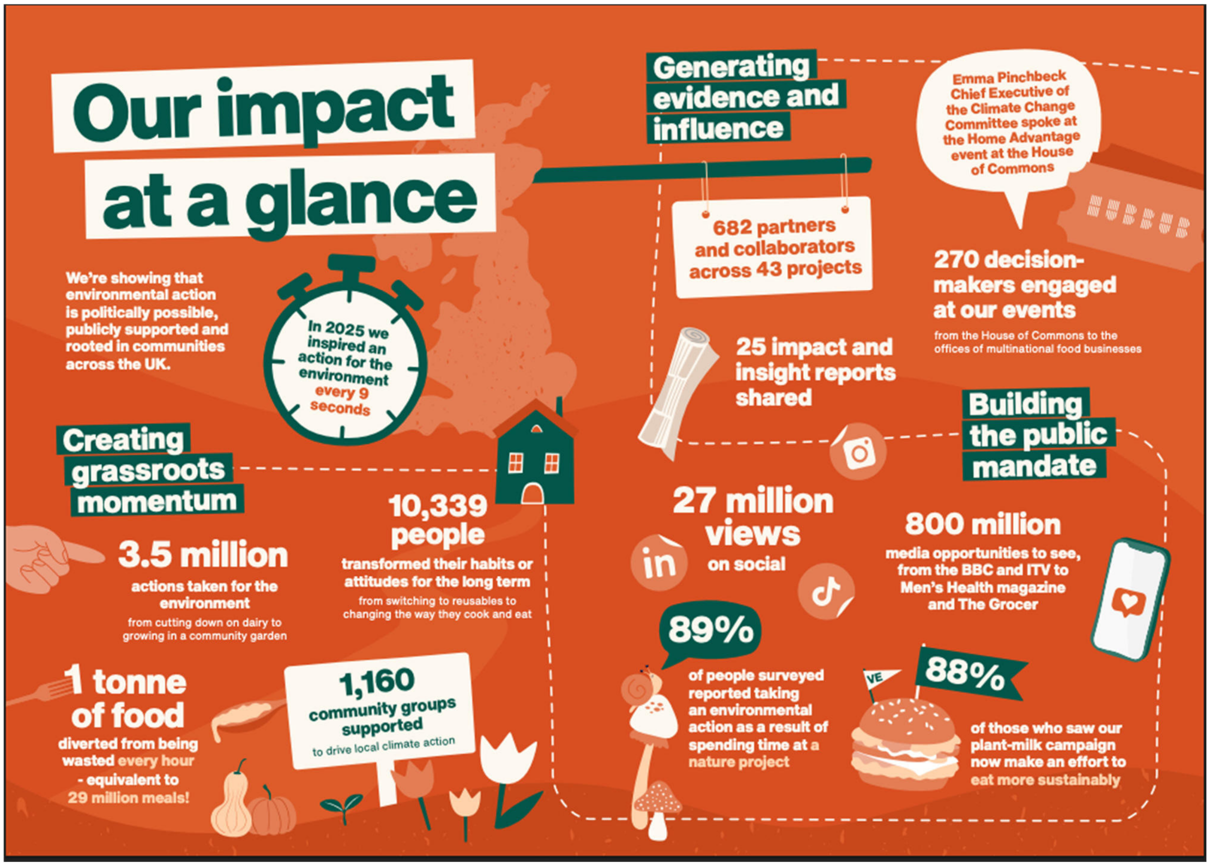
1. Engagement - We find out what makes each audience tick, ensuring they trust the message (and the messengers!) and feel inspired to get involved.
2. Behaviour change - Our deep insight helps us design creative, bespoke campaigns and interventions to shift behaviour, by making it easy and appealing to act.
3. Powerful partnerships - We bring together diverse collaborations to unlock new possibilities. From corporate boardrooms to community gardens, we build common cause and help everyone play their part.



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 of our work, as set out below.

Performance and achievements



Sustainable Diets

Our ambition: Everyone is able and willing to eat a plant-rich diet with less and better meat.

To hit UK climate targets, we need to cut meat and dairy consumption 20% by 2030. But the UK currently eats twice the global average[2]. This year we tackled two sides of the same problem: understanding why some groups are eating more meat, and making plant-rich options more appealing for everyone.

High Steaks: understanding why young men are eating more meat

While most of us are cutting back on meat consumption, young men aged 16-24 are heading in the opposite direction. Our High Steaks report dug into why, and what we can do about it.

It's clear that for many young men, meat is much more than just food. It's tied up with identity, fitness goals and fitting in. And all of this has been compounded by the influence of the 'manosphere' – the online world in which figures like Joe Rogan and Andrew Tate promote carnivore diets, wrapped up with bogus claims about nutrition and climate. We explored the impact of the pandemic, and how it pushed many young men into online spaces where these messages about meat and masculinity really took hold.

Why? To hit our climate targets, we need to cut meat consumption by 20% by 2030. But the UK already eats twice the global average, and young men are eating more, not less.

The difference we made:

- A six-page Men's Health feature got the research in front of exactly the right people.
- We secured funding to put our recommendations into action with young men in the West Midlands and Scotland.
- Businesses and policymakers have told us they now have the insights they need to better engage with young men – and we're now working with Compass Group to put this work into practice.

Behaviour: more people opting for plant-based options over meat

"The more meat you eat, the more masculine you're going to be. That's just how people are." - Young man, Hubbub focus group

Find your Oooh Without the Moo: how we got people doubling their plant-milk days

Our insight tells us that plant milk is the perfect 'first step' towards a more sustainable diet. It's a low-stakes entry point that opens the door to bigger changes. In 2025, we built on our first-year learnings to help even more young people 'find their oooh without the moo'.

We know that shifting habits can be helped with a bit of playfulness. For our Valentine's Day launch, we used love letters on supermarket shelves, street art on the daily commute, and real-life interviews on social to catch people during their pre-coffee scroll and prompt them to try plant milk in their next hot drink.

We also took the campaign into the office. With the average UK worker drinking around three hot drinks a day[3], workplace brews are a serious business and the perfect moment for a simple nudge. By teaming up with businesses to make plant milk a default part of the office routine, we helped move the conversation from a personal choice to a cultural norm. Of the 25–34-year-olds -who saw the campaign, 77% said it made them feel more positively about plant milk[4]. Even more excitingly, the results suggest that once you change what's in your morning cuppa, you start to rethink what's on the rest of your plate.

Why? Swapping dairy for plant milk can lower your footprint by at least 68%[5]. But the real win is the mindset shift: we're proving that when you make the first step fun, you create a gateway to lasting, broader behaviour change.

The difference we made:

- 30% of 25–34-year-olds saw this year's campaign (that's 2.8 million)
- Of those, 7 in 10 now drink more plant milk
- 88% now make an effort to eat more sustainably[3]

Behaviour: More people opting for plant milk over dairy (and eating more plants in general)

"Our office only provided cow's milk - so people really enjoyed having the option of plant milk for no extra cost! Oat milk was a fan favourite and went down the quickest." - Sophie Hayes, Safer London

What’s next for sustainable diets?

We’re piloting innovative ways to shift the dial on consumption, starting with a targeted focus on young men in the West Midlands to build public demand for plant-rich options. Alongside this, we’re working directly with businesses to trial demand-shift strategies; this includes partnering with FSC Group to make food-on-the-go plant-rich by default, and Compass Group to normalise plant-forward menus with 'less and better' meat.

Community Food

Our ambition: Communities pride themselves on making the most of food; helping each other waste less and shift to healthier, more sustainable diets.

Last year, Hubbub supported over 800 community groups to strengthen the value of food and build more resilient local systems. Our Community Fridge Network shared record amounts of surplus food – a feat made possible in several locations by Food Connect, our zero-emission redistribution service that bridges the gap between retailers and community hubs.
As we support the hubs in our network to deepen their impact, we’re seeing them solidify their place as community anchors. They’ve moved from food redistribution to centres for long-term food skills and access, from communal cooking to local growing. Their growth is proving that environmental action can also create a stronger, more connected social fabric.

The Community Fridge Network: deepening the potential of surplus food

Our partnership with Co-op has allowed the Community Fridge Network to thrive as a vital piece of social infrastructure. This year, the Fridge Investment Fund provided £1,000,000 in grants - supporting 200 fridges with £5,000 each – to help them move beyond redistribution towards longer-term self-sufficiency.
This work creates a powerful ripple effect for our partners too. Our research found that 72% of people reported a more positive opinion of Co-op after becoming aware of the partnership, with positive sentiment increasing by 23%[6]. As one respondent put it *‘There’s a lot more to Co-op than just a grocery store. It really cares about the community and helps a great deal”.* It’s proof that when a business invests in the health of local communities, that value flows both ways.

Why it matters: In the UK, 10.2 million tonnes of food are wasted every year[7]. Much of this is perfectly good food that should be reaching people, not landfill.

The difference we made:

- We welcomed more than 700,000 visitors to over 800 fridges nationwide
- £1million in grant funding enabled fridges to expand their reach and resilience
- We're saving more than a tonne of food every single hour – totalling 11,482 tonnes in 2025, or 27 million meals shared

Behaviour: Normalising the sharing of surplus food to ensure good food is eaten, not wasted.

"'The Community Fridge partnership between Co-op and Hubbub helps to respond to the concerns of our members, over 37,000 Co-op members (in a survey) highlighted the environment and climate, as well as cost of living, as their top priorities for us to address. Community fridges help to address both, with trusted local organisations helping to use the food available for the benefit of both people and planet. The Hubbub and Co-op partnership underpins this with resources and support, to enable success at the heart of communities.'" Edward Powell, Partner and Impact Manager, at Co-op

"With the purchase of a large freezer we've been able to supply more food and prevent food waste as much of the food we receive is 'use by.' Our fridge is open twice a week now…. Our volunteers feel that we are more organised and have more to give."- Springburn Community Hub

Food Connect: redistributing food with low emission vehicles

In 2020, we launched Food Connect to solve a persistent gap in food redistribution: the logistics of the 'last mile'. Using zero-emission vehicles, the service collects surplus food and delivers it directly to community hubs, creating a reliable link between businesses and local fridges.
In 2025, Food Connect reached a major milestone, transitioning to full local ownership in London and Milton Keynes. Hubbub provided the governance and fundraising support to ensure these services have a permanent, locally rooted legacy, and can continue to provide fair, Living Wage green jobs, while improving air quality.

Why it matters: When community organisations can count on consistent deliveries, they can redistribute food more efficiently. By using e-cargo bikes and e-vans, we're proving that tackling food waste and urban air pollution can go hand-in-hand.

The difference we made:

- Collected the equivalent of 6.8 million meals of surplus food (2,890 tonnes) since launch
- 38 tonnes of greenhouse gases saved across 170,000 miles of zero-emission travel
- 21 Living Wage, part-time green jobs created

Behaviour: Less surplus food going to waste, and fewer emissions created in the process

“Food Connect provides at least 50% of the food that we provide for clients who are in need and often vulnerable. We could not provide our services without the Food Connect deliveries. We have people queue up for the food for up to four hours and often have people turn up who are crying out for help” - **Leigha Britnell, Conniburrow Community Fridge**

Food Hubs: unlocking everyday climate action

Food Hubs build on the strong ties of our Community Fridge Network, providing the funding and support needed to turn a food redistribution point into a place where food catalyses local climate action. This year, the Food Hub programme enabled community fridges to launch 266 new projects – from veggie cooking workshops and low-meat shared meals to community gardens and sharing libraries.
These activities are helping transform fridges into trusted spaces where climate action feels local, doable and tangible. By focussing on the social side of food, we’re making everyday activities a gateway to long-term sustainable living.

Why it matters: When environmental action is connected to social connection and new skills, it stops feeling like a chore and starts feeling like a benefit. Food Hubs prove that the best way to inspire change is to make it communal, practical and delicious.

The difference we made:

- 12,556 people took part in food hub activities in 2025
- And 2,290 of these people reported positive, lasting habit changes as a direct result

Behaviour: Using community food activities as a gateway to broader sustainable habits like growing your own food, using lending libraries and reducing meat consumption.

"I'm so surprised how easy it is to grow simple plants... our little group has the bug for growing now!" - Growing Places Community Hub @ Oak Meadow

"I've learnt to use less meat in dishes and still have healthy and tasty meals." - ACE Community Fridge

What’s next for community food?

Over the next three years, we’re looking to go deeper. With a network of over 800 fridges and counting, our focus is on evolving these spaces into resilient local food systems. It’s no longer just about redistribution; it’s about cooking, sharing, and learning. We want to make community food activities so visible and accessible that they become the go-to for everyone. A key part of this is helping the groups themselves see their work as vital, everyday climate action. By showing that these habits are both doable and desirable, we’re proving that spaces like this can be a way to build a healthier, more connected community with greater food resilience.

Everyday Circularity

Our ambition: People waste less, reuse more, save money, and cut carbon because circularity is part of everyday life.
The data is clear: people *want* to waste less and reuse more, but current systems make it too easy to default to disposable. This year we tackled the barriers that hold people back: inconvenience, inconsistency and lack of incentive. From proving that collaborative reuse schemes can work at city scale, to normalising bringing your own cup, to giving unused phones a second life, we're showing how circularity can become part of everyday life - simple, rewarding, and the obvious choice.

Borrow Cup: building a city-wide system for reuse

Borrow Cup is the UK's first city-wide collaborative returnable cup scheme, bringing together major brands like Costa Coffee, Caffé Nero and Burger King with local independents. Launched in Glasgow in January 2025 alongside reuse partner Reposit, it focused on making the switch away from disposables frictionless. Customers paid a £1 deposit to borrow a cup at any of the participating locations.
Over the course of nine months, someone picked up a drink in a Borrow Cup every five minutes (that's more than 67,000 times). Whilst citywide uptake averaged only 3%, it climbed to as high as 69% in 'closed-loop' environments like museums, libraries and galleries. And a return rate of 78% suggests that once people are in the system, it works.
Through Borrow Cup, we identified eight recommendations for a successful reuse scheme, from prioritising organisational buy-in to making it default and simple alongside using financial levers.

Why it matters: Single-use culture is too big to solve through individual switches alone. Reusable cup schemes have been limited by the perceived inconvenience of return and achieving a scalable, yet simple, reuse user journey.

The difference we made:

- Borrow Cups were used 67,000 times in nine months (that's once every five minutes), and 78% of them were returned
- 93% of users think the scheme is good for business, and 88% found it easy to use
- We're connecting projects and policy - we shared our core recommendations with the Scottish Government as they develop their national reuse strategy.

Behaviour: More people using returnable cups, less single use waste

"It's been such an amazing initiative - extremely positive and it made being sustainable much easier." - Customer

Bring Your Own Cup: making reuse the norm

Most people recognise the environmental benefits of reusables, but many still feel awkward asking a café to fill their cup, or simply forget to bring it. Previous campaigns taught us that reminders alone aren't enough – bringing a reusable needs to feel worth it if it's to compete with the convenience of single-use. Funded by Starbucks, Bring Your Own Cup combined an optimistic, attention-grabbing installation with a nationwide digital campaign to help people value their reusables and feel more confident using them.
A pop-up coffee van served free drinks to anyone with their own cup in Cardiff, Manchester and London. The result was a clear shift in social approval: the campaign stuck in people's minds and helped them see reuse as a positive social norm that could save them money.

Why it matters: Most people already own a reusable cup, but only a third use them regularly. Awareness isn't the problem; it's the friction of habit. By replacing awkwardness with a positive, social experience, we can turn a forgotten item into an everyday essential.

The difference we made:

- We had over 4,000 face-to-face conversations with the public about reuse. Of those who saw the pop-up, 46% said it reminded them to bring their own cup.
- 97% of those who saw the digital campaign said they were more likely to take positive action
- And 86% said they have or would encourage others to use reusables

Behaviour: More people remembering and using their reusable cup, and less single-use waste.

"I think this video alone will pop up in my head every time I think of going out for a coffee."

Community Calling: connecting digitally disconnected people with unused smartphones

Many environmental issues are also social ones. Community Calling raises awareness of electronic waste while directly tackling digital isolation. In partnership with Virgin Media O2, we rehome unwanted smartphones - donated through their supply chain - providing recipients with minutes, texts and the data they need to get online.
By working with local councils and community groups, we identify those who need it most, from survivors of domestic abuse to asylum seekers and low-income households. For many, this is their first smartphone, so they're offered complimentary digital skills support from our partners - opening doors to health advice, employment services, and education.

Why it matters: While 5.5 million people in the UK lack internet access[8], an estimated 123 million unused devices are gathering dust in our homes[9]. This project turns 'waste' into a vital tool for social equality.

The difference we made:

- Over 30,000 phones rehomed, with more than a third of those rehomed in 2025 alone – that's a phone given a new home at least every hour of every day.
- We worked with 63 partners to reach those most in need.

Behaviour: More phones in use and less e-waste. More people and businesses who see tech 'waste' as a resource that can be regifted to change a life.

"With this phone and the SIM, I can finally start building the future I want. I can apply for jobs, join courses, and stay in touch with the people who are helping me. It feels like I've got a lifeline." N, Community Calling recipient

What's next for everyday circularity?

Circular living shouldn't be a test of willpower. Over the next three years, we're focusing on dismantling the barriers that keep people from choosing reuse: the inconvenience, the lack of incentives and options, and the inconsistency of current systems.
We're taking a place-based approach to trial new ways of embedding reuse, repair, and recycling into the heart of local communities. By piloting simple, rewarding systems and services, we want to prove that circularity can be mainstream - making it the easiest, most logical choice for everyone, every day.

Nature Connection

Our ambition: Urban nature and green spaces flourish, so that people can too.
At Hubbub we're working to bring people closer to nature, and nature closer to people. Not because it's a nice thing to do, but because it's fundamental to everyone's wellbeing and the health of our planet. We're a nation of nature lovers who care deeply about protecting natural spaces – a belief that crosses political divides[10]. And while 8 in 10 of us feel happier after spending time in nature[11], access to it isn't equal – 1 in 5 people live in areas deprived of access to nature[12].
Our work shows a clear link between nature connection and pro-environmental action. 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.

Community Nature Network: supporting communities to strengthen nature connection

The Community Nature Network is our way of enabling more community-led green spaces. It's a collective of 360 groups (and 760 individual members) who come together to share skills, solve common challenges and build momentum for accessible local nature. Thanks to support from funders including Wates Family Enterprise Trust, The Bentley Environmental Foundation and Starbucks, we're able to provide the infrastructure they need to thrive, from peer forums to funding.

Why it matters: We protect what we feel connected to. By creating social green spaces, we're bringing nature closer to people, and people closer to nature.

The difference we made:

- 30,546 people visited or took part in activities at funded nature projects
- 98% of people surveyed reported significant co-benefits like improved wellbeing, feeling closer to nature, and feeling closer to other people
- 89% of people surveyed reported taking an environmental action as a result of spending time at a nature project

Behaviour: More people spending time in nature and building a 'pro-nature' mindset – where caring for the local environment becomes part of community life.

"I never felt like nature was for me, but now I see how much it matters." - Bristol Tree Craft participant

Breaking Ground: co-designing community green spaces

Access to nature is often most limited for the communities that need it most. Breaking Ground supported residents in Lansbury Ward, Tower Hamlets, to lead and own the redevelopment of a local green space. Funded by The National Lottery and TMHCC, the project focused on building transferable skills to ensure the space has a lasting, locally-owned legacy.

Through conversations with over 200 residents and a series of workshops, we co-designed -the transformation of an unused area into a safe, biodiverse haven. Through the process, we supported a core team to build community organising and project management skills, and created two paid coordinator roles for local residents.

Why it matters: Underserved communities are at the sharpest end of environmental inequality, often with the poorest access to nature and lacking the resources or technical skills to change it.

The difference we made:

- 20 community members developed new skills in community organising, gardening and habitat creation
- Residents reported significantly stronger community ties as a result of working together on the space
- The project provided access to nature for a community that lacked it.

Behaviour: 'Residents helping to shape new and enhanced green spaces for greater nature access.'

"The new space has given us somewhere safe for the children to play and a way to finally get to know our neighbours. It's made us feel like this part of the city actually belongs to us." - Project Participant

Take it Outside: getting young people into their local community garden

We created Take It Outside to bridge the gap between young people looking for connection and community gardens looking for new volunteers. For many 18-34s, nature is something they want more of, but the community gardening scene can feel intimidating or simply not for them. We reframed these spaces as vibrant, social, and creative hubs - not just for those with green thumbs, but for anyone wanting to get their hands dirty and do something fun ‘in the real world’.
The campaign combined a massive digital reach with over 30 in-person events, including our ‘Nature Lates’ series, which brought creative workshops into gardens after hours. By turning these spaces into venues for socialising and skill-sharing, we helped 400 gardens nationwide open their gates to a lesser-reached audience.

Why it matters: Younger generations are reporting record levels of isolation[13], yet community gardens are often crying out for volunteers.

The difference we made:

- Our digital campaign reached people 1.9 million times, with 97% saying they were more likely to visit a community garden because of it
- 87% of funded groups reported seeing new faces at their events
- Over 3,400 people attended in-person events, from zine-making workshops to chess club

Behaviour: More young people spending time in green spaces, and taking part in community nature activities.

“It's the biggest turnout for an event we've ever had. We got a really diverse group of people showing up, and lots of people we've not seen at the community hub before.” – Ladyburn Community Hub, host of funded event

What’s next for nature connection?

Thriving local nature is the foundation for thriving communities. In the coming years, we’re doubling down on building support for our network of 300+ community green space groups to help them reach their full potential as agents of change.
Currently, many of these projects operate in isolation and face significant funding gaps. We’re building a unified national movement to bridge these gaps, providing the coordination and resources needed to make nature-led resilience a reality. Our focus is on empowering these groups to lead the way in shaping local nature and green spaces. By helping more people connect with their surroundings, we are turning climate action into a shared local priority.

Greener, Warmer Homes

Our ambition: Efficient, warmer, cheaper-to-run homes are the easy and obvious choice for everyone.
A third of the UK's emissions cuts by 2035 rely on individual and household decision, such as making their homes more efficient.[14] But for most people, the journey feels

expensive, confusing and out of reach. The polarised debate around net zero hasn't helped. In 2025 we explored what gets in people's way and what helps them act - from trusted messengers to step-by-step guidance to positive framing. Our work shows that with the right support, middle-income households are willing to make changes. The challenge is creating the conditions that turn willingness into action.

Home Advantage: helping households get to net zero

To reach net zero, we have to understand what's happening behind the front doors of homes across the UK. We know that 'net zero' can be a confusing, often politicised term, so we set out to get a reality check on what it means for the average household. Supported by B&Q, Barratt Redrow, Starbucks UK, TSB, Unilever UK, and Virgin Media O2, we recruited 175 homeowners for a three-month deep dive into how they eat, shop, and power their homes.

The project reinforced that while people see net zero as a shared responsibility, they are often unclear on which actions move the needle. Trust in official institutions is fragile; instead, people look to peers and trusted experts to guide them. We found that framing is everything: positive, step-by-step messaging that focuses on comfort and savings is far more effective than an all-or-nothing approach. By providing practical, tailored guidance alongside structural support (like better funding and services) we can turn a general willingness to help into low-carbon habits for the long run. For example, 65% of households became more willing to cut energy use by 15%[15] and 48% became more willing to cut meat and dairy by 20% when given positively and practically framed choices to do so.

Why it matters: A third of the emissions cuts we need by 2035 reply on individual households[16]. But most people don't know how to make a difference or feel put off by the polarised debate around net zero.

The difference we made:

- **In homes:** Six months on, of 65 participants surveyed 43 were washing at 30 degrees, 20 were keeping their thermostat down and 20 had found out if a heat pump or solar was suitable for their home had made. And many had embedded long-term low carbon habits.
- **In businesses:** TSB rolled-out a staff-led version of the project, with employees taking over 100 actions to reduce their impact
- **In government:** We launched the programme's 12 core recommendations at the House of Commons, and shared evidence with the Department for Energy Security and Net Zero. Emma Pinchbeck, Head of the Climate Change Committee, spoke of the value of the findings.

Behaviour: More households taking climate action, from upgrading homes to cutting meat and dairy, to making the things they buy and throw away last longer.

Place-based solutions: tailoring the energy transition in Norfolk

There's rarely a one-size-fits-all solution to improving home energy. Working with the Norfolk Climate Change Partnership and supported by Innovate UK, we explored how place impacts the way people approach home energy upgrades across seven distinct Norfolk communities.

We engaged nearly 600 residents and businesses, finding that while cost and trust are universal hurdles, many barriers are hyper-local. Residents in heritage homes or those living off the gas grid faced unique complexities to upgrading their homes and some faced increased risk of fuel poverty. We also found that age significantly shaped whether people saw future home investments as worthwhile. The most effective solutions were deeply local: energy champions, open-home events, and case studies from neighbours were the most powerful tools for building trust.

Why it matters: National policy often overlooks local nuances. By understanding the specific needs of different communities, we can design support systems that actually work for the people living there.

The difference we made:

- We engaged close to 600 residents and businesses to map out the role of place in the energy transition
- Identified that progress is strongest in areas with visible local leadership and active community networks
- Partners shared the findings country-wide with other Innovate UK projects to help scale effective local action

Behaviour: More households making home energy upgrades, from installing renewables to upgrading insulation.

"My dream is to have a nice, warm, cosy home but I have no idea where to begin." Norfolk resident

What's next for greener, warmer homes?

Over the next three years, we're piloting new ways to make home energy upgrades and water-saving both simple and desirable.
We're putting Home Advantage recommendations into practice, starting with developing a personalised, trusted digital platform for sustainable living, using AI to help people navigate how to get started.

We're partnering with businesses to dismantle the structural barriers that stop people from acting, using innovative funding models to help more households afford vital upgrades. At the same time, we're driving demand by making the invisible visible - using tools like thermal imaging to show heat loss and working with trusted local voices – from communities to plumbers - to make energy-saving steps a normal part of home maintenance.

Bringing it all together in Manchester: In Our Nature

2025 was a landmark year as we wrapped up In Our Nature. This city-wide collaboration was designed to make climate action fun, relevant and unmistakeably Mancunian. For Hubbub, this project represents a massive milestone; it brought together everything we've learned over the years about the intersection of people, places and systems – weaving together insights from each of our focus areas.

Working with a coalition of organisations including Manchester Climate Ready and Partnership, Groundwork Greater Manchester, Tyndall Centre for Climate Change Research, Amity CIC and Manchester City Council, we acted as a creative partner, providing the strategy, communications expertise and hands on support local groups needed to scale their impact.
In three years, we delivered six city-wide campaigns alongside 15 community projects - ranging from home energy to food waste. We used broad campaigns to raise awareness and redefine what's possible, paired with targeted community work to drive deeper engagement and behaviour change. By creating a citywide identity for climate action, we reached 635,000 people through In Our Nature's Instagram and Facebook accounts alone. Within the first year of the project, 39% of Mancunians had heard of it and of those, 57% said it helped them to understand what role they can take in tackling climate change.

Why it matters: By centring action around local joys – like cycling, cooking or greening a street – we made sustainability part of Manchester's culture.

The difference we made:

- 39% of Mancunians heard of In Our Nature within the first year and 57% of those people said it helped the undertake what role they can take to tackle climate change[17].
- 80 community organisations supported to deliver 15 high-impact projects
- People took action 6,500 times, from wasting less food to starting to cycle or shifting to more sustainable diets
- 5.5 tonnes of CO_2 avoided, with hundreds of residents gaining long term skills in repair and sustainable living.

Behaviour: More people taking climate action across Manchester, shifting it from a solo responsibility to a collective effort and source of local pride.

How we walk the walk

Our environmental impact

To keep our emissions down, our focus this year has been on continuing re-using project materials wherever possible - from pop-up stands to promotional materials - working with partners who share our values, and reducing our digital impact.
The data for our fourth year of calculating our emissions is still being compiled, but you'll hear more about this in the months to come.

Our team and culture

Our team is our biggest asset and are pivotal in creating the innovative and creative solutions needed to have the impact we've achieved. This doesn't stop short of our projects. Whether this be how we provide development opportunities, establish forums for feedback or create policies to provide equitable flexibility for work-life balance, we're always looking for ways to be a better employer.

Staff costs decreased to £2.7m (2024: £3.1m), reflecting a reduction in full-time equivalents (FTE) from 56 to 33. This reduction was primarily due to the conclusion of the Starbucks 5p Cup Charge initiative, which resulted in a material decline in income and a shift in the organisations project delivery requirements. In response, hubbub restructured the team, which included a programme of redundancies.

Our goal is to provide the right tools, support and flexibility needed to enable the team to do their best work. This year, we maintained a high average score on our annual staff survey of 3 out of 4, and achieved a Net Promoter Score of 3.2 out of 4 agreeing "I would recommend Hubbub as a great place to work."

Looking ahead, we aim to foster a culture of continuous learning, especially with AI, further build manager's capacity and nurture our great team connection.

Equity, diversity and inclusion

EDI is central to our success. It is the lens through which we reduce bias in our decision-making, listen to lived experience, and foster an environment where everyone can thrive. It's an approach which recognises that environmental and social issues are deeply connected. By focusing on inclusion, we ensure that climate action improves lives in tangible ways - from saving money and building confidence to strengthening community ties.

Within our team we're committed to removing the friction that holds people back. This year, we've focused on increasing accessibility across our day-to-day processes, nurturing female leadership talent, and equipping our managers with the tools to better support their teams. We also launched an inclusive Parent Pack to provide clear, compassionate guidance on parental leave and flexible working, ensuring our workplace evolves with the needs of our people.

	2022	**2023**	**2024**	**2025**
Team Size (FTE)	48	56	56	33
Completion rate	91%	90%	86%	94%
LGBTQ+	21%	23%	22%	29%
Disability or Health Condition	23%	23%	24%	32%
Aged 45+	4%	10%	12%	13%
People of the global majority	17%	17%	20%	13%
Identify with a religion	23%	31%	28%	26%

Inclusive design makes our work more effective. When we co-design projects with underserved communities, we create solutions that are more resilient, more relevant, and more likely to stick.

Our community projects help support communities to have a voice and feel the benefits of the green transition - like access to nature, digital connectivity, and sustainable skills – including those affected by high deprivation. 58% of our community fridges are in areas with higher deprivation (index of multiple deprivation deciles 1-4). While fridges are open to anyone, and those in need could access a fridge anywhere, the myriad social and wellbeing benefits of fridges can be a powerful tool for social equity.

Financial review

Over the 12-month period, Hubbub generated an income of £7.4m (2024: £8.9m) and incurred expenditure of £7.1m (2024: £10.6m), resulting in a net surplus of approximately £256k.

Summary of Audited Accounts for the Year Ending 31 October 2025

Category	2025 (£)	2024 (£)
Income	7,385,538	8,906,340
Grants Paid Out	(2,666,459)	(4,732,009)
Direct Project Expenses	(1,113,517)	(1,837,765)
Staff Costs	(2,722,961)	(3,113,264)
Other Operating Costs	(626,770)	(947,459)
Surplus/(Deficit)	**255,831**	**(1,724,157)**

Key Funding Sources

Our largest single funder was Starbucks contributing £3.91m (2024: £4.2m). This funding, generated through the 5p charge on disposable cups, is directly tied to Starbucks sales which came to an end in September 2025.

Our second biggest funder was the Co-op: £573k (2024: £1.4m). This was part of a three -year agreement with Hubbub to support the Community Fridge Network, which finished at the end of 2025.

Expenditure Analysis

The spending was largely driven by grant payments, which totaled £2.67m (2024: £4.7m).

Our grant distributions were as follows:

- **£1.01m to Community Fridge Network** (funded by Co-op) to establish and improve community fridges.
- **£0.75m to Food Hubs (**funded by the 5p Cup Charge) to help communities come together, learn new skills, and tackle local environmental issues.
- **£0.34m to Nature Hubs** (funded by the 5p Cup Charge) to develop community-led green spaces.
- **£0.31m to the Eat It Up Fund** (funded by the 5p Cup Charge) to test bold new approaches to reducing food waste.

Staffing and Operational Costs

Staff costs decreased to £2.7m (2024: £3.1m), due to a decrease in full-time equivalents (FTE) from 56 to 33. This was primarily due to a reduction in staff due to Starbucks' 5p Cup Charge coming to an end.

Balance Sheet and Cash Management

- Cash balances reduced to £3.04m (2024: £3.7m) as a result of spending down accumulated funds. Hubbub maintains a healthy cash position.
- To optimize returns, cash was invested in short-term deposit accounts, generating £91k in interest income (2024: £185k).

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 £1m.

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), Directors 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. It is then shared and discussed by the full board.

Each risk is assessed for its likelihood and the impact it could have on the organisation. Mitigation and contingency plans are created for each major risk and a risk manager appointed.

Hubbub currently has the following major risks:

- **Difficult economic conditions and changing political climate:** The current economic conditions meants there's more competition and less funding. MIxed with the breakdown of political consensus on Net Zero and ESG more broadly impacts the ambition of new and existing partner's willingness to fund.

  Hubbub's updated strategy positions us as a unifying and positive actor, focusing on evidencing impact and seeking work in politically sensitive areas to demonstrate benefits, whilst ensuring a good funding mix to ensure no over-reliance on corporate funding.

- **Increasing and diverging expectations from funders:** Charitable foundations are looking for evidence of system change and corporate funders are looking for business ROI.

  We have developed an updated Theory of Change and approach to influence. For businesses, we are demonstrating alignment between our charitable purpose and measurable ROI.

- **Achieving the right funding mix:** Ensuring we have a mix of large and small funders to maintain financial sustainability.

  Using our CRM and a fundraising 'pyramid' to hit our target, monitored weekly. Identifying key funders for our strategic priorities, and outreach plans for each.

- **Maintaining culture and avoiding skills gaps:** In a project-based environment, it's a balance to maintain morale and ensure we have the right skills with the right capacity to deliver our projects.

  Continuing to foster team connection through spending time together and investing in learning and development opportunities to close any skills gaps.

- **Negative media or social media coverage:** Loss of funding or partnerships due to reputational damage from 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. Escalation to board of any sensitive decisions. Emergency comms plans created, and guidelines for social media in place.

- **Lack of diversity:** The diversity of our board and team especially in senior positions do not reflect the city we are based in or the society we are trying to influence. 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.

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 06.16.2026.and signed on its behalf by

Richard Lackmann .... Louisa Ziane ....

Richard Lackmann Louisa Ziane

Somerset House
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 2025 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Charity Balance Sheet and the notes to the financial statements, including a summary of significant accounting policies, set out on pages 33 to 48. 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 2025, 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.

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

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.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

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

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

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

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

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: 10.07.2026.

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 OCTOBER 2025

	Notes	Unrestricted	Designated	Restricted	Total Funds 2025	Total Funds 2024
Income from:						
Donations and legacies	2	4,086,491	15,322	1,120,550	5,222,363	6,804,060
Investments		90,786	-	-	90,786	185,744
Charitable activities	3	525,310	-	1,546,773	2,072,083	1,913,787
Other income	4	306	-	-	306	2,749
Total Income		**4,702,893**	**15,322**	**2,667,323**	**7,385,538**	**8,906,340**
Expenditure on:						
Raising funds	5	243,631	-	-	243,631	287,553
Charitable activities Expenditure	6	4,397,480	7,913	2,480,683	6,886,076	10,342,944
Total Expenditure		**4,641,111**	**7,913**	**2,480,683**	**7,129,707**	**10,630,497**
Net income/(expenditure)		61,782	7,409	186,640	255,831	(1,724,157)
Transfers between funds		4,646	-	(4,646)	-	-
Net movement in funds		**66,428**	**7,409**	**181,994**	**255,831**	**(1,724,157)**
Funds brought forward at 1 November 2024		1,503,002	533,492	1,074,968	3,111,462	4,835,619
Funds carried forward at 31 October 2025		**1,569,430**	**540,901**	**1,256,962**	**3,367,293**	**3,111,462**

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

The notes on pages **33** to **48** form part of these accounts.

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

CONSOLIDATED BALANCE SHEET
AS AT 31 OCTOBER 2025

	Notes	As at 31 October 2025		As at 31 October 2024	
		£	£	£	£
FIXED ASSETS					
Tangible fixed assets	11		17,799		24,121
			17,799		24,121
CURRENT ASSETS					
Stock		27,613		76,196	
Debtors	13	540,901		1,034,395	
Cash at bank		3,183,492		3,752,884	
		3,752,006		4,863,475	
CREDITORS: amounts falling due within one year	14	(402,512)		(1,776,134)	
Net current assets			3,349,494		3,087,341
Total assets less current liabilities			3,367,293		3,111,462
Creditors: amounts falling due after more one year	14		-		-
NET ASSETS			**3,367,293**		**3,111,462**
RESERVES					
Unrestricted funds:			1,569,430		1,503,002
Designated funds			540,901		533,492
Restricted fund			1,256,962		1,074,968
TOTAL FUNDS	16/17		**3,367,293**		**3,111,462**

These financial statements were approved and authorised for issue by the Board of Trustees on ………06/16/2026. 2026 and are signed on their behalf by

Richard Lackmann ……………………………… Louisa Ziane ………………………………

Richard Lackmann Louisa Ziane

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

The notes on pages 33 to 48 form part of these accounts.

Company Registration Number 09038107

CHARITY BALANCE SHEET
AS AT 31 OCTOBER 2025

	Notes	As at 31 October 2025		As at 31 October 2024	
		£	£	£	£
FIXED ASSETS					
Tangible fixed assets	11		14,398		21,969
Investments	12		50,000		50,000
			64,398		71,969
CURRENT ASSETS					
Stock		-		-	
Debtors	13	557,686		1,121,294	
Cash at bank		3,035,580		3,662,610	
		3,593,266		4,783,904	
CREDITORS: amounts falling due within one year	14	(297,990)		(1,751,708)	
Net current assets			3,295,276		3,032,196
Total assets less current liabilities			3,359,674		3,104,165
Creditors: amounts falling due after more one year	14		-		-
NET ASSETS			**3,359,674**		**3,104,165**
RESERVES					
Unrestricted funds:			1,561,811		1,495,705
Designated funds			540,901		533,492
Restricted fund			1,256,962		1,074,968
TOTAL FUNDS	**16/17**		**3,359,674**		**3,104,165**

The net movement in funds for the year relating to the parent charity alone amounted to £255,510

These financial statements were approved and authorised for issue by the Board of Trustees on ……07/02/2026… 2026 and are signed on their behalf by

Richard Lackmann
………………………………
Richard Lackmann

Louisa Ziane
………………………………
Louisa Ziane

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

The notes on pages 33 to 48 form part of these accounts.

Company Registration Number 09038107

CONSOLIDATED STATEMENT OF CASH FLOWS
YEAR ENDED 31 OCTOBER 2025

	Ref	2025 £	2025 £	2024 £	2024 £
Net Cash from operating activities	a		(649,675)		(1,572,247)
Investing activities					
Purchase of tangible fixed assets		(10,503)		(16,041)	
Interest received		90,786		185,744	
			80,283		169,703
Financing activities					
Repayments of borrowing		-		-	
Cash inflows from new borrowing		-		-	
			-		-
Net movement in cash and cash equivalents			(569,392)		(1,402,544)
Cash and cash equivalents at 1 November 2024			3,752,884		5,155,428
Cash and cash equivalents at 31 October 2025			**3,183,492**		**3,752,884**

Notes to Statement of Cash Flows

a. Reconciliation of Net expenditure to Net Cash outflow from Operating Activities

	2025 £	2025 £	2024 £	2024 £
Net income / (expenditure) for the year	255,831		(1,724,157)	
Depreciation	16,825		19,735	
Interest receivable	(90,786)		(185,744)	
Decrease/(increase) in debtors	493,494		620,663	
Increase/(decrease) in creditors	(1,373,622)		(296,887)	
Decrease/(increase) in stock	48,583		(5,857)	
		(649,675)		**(1,572,247)**

NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 OCTOBER 2025

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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

1. 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 participators.

(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 8. Support costs are allocated to the various charitable activities on the basis of the proportion of direct staff costs incurred by each activity.

(l) Governance Costs

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

(m) Fund accounting

Funds held by the Charity can be:

(i) Unrestricted general funds – these are funds without specified purpose and are available as general funds.

(ii) Designated funds – these are funds set aside by the Trustees out of unrestricted general funds for specific future purposes or projects.

(iii) Restricted funds – these are funds which can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

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

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

1. **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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

1. **ACCOUNTING POLICIES (continued)**

(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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

2. DONATIONS AND LEGACIES

	2025 Total £	2024 Total £
Bunzl Plc	15,000	-
City Bridge Foundation	-	5,280
Climate Action Fund	-	10,620
GooseGrass	-	23,460
Kindred Soul Ltd	147,968	-
Manchester Climate Change Agency CIC	52,574	-
National Lottery	-	65,750
Natural Source Waters Association	-	12,848
Other donations and grants	1,776	1,590
Starbucks	3,913,541	4,165,601
The Co-operative Group	573,566	1,421,715
The Bentley Foundation	7,865	-
The John Ellerman Foundation	25,000	30,000
The Mayor and Burgesses of the London Borough of Southwark	19,863	-
TMHCC	31,776	-
Virgin Media O2	433,434	1,067,196
	5,222,363	**6,804,060**

3. INCOME AND CHARITABLE ACTIVITIES

	2025 Total £	2024 Total £
Grants	985,314	363,290
Charitable trading	855,325	1,227,347
Ballot bin sales	69,140	123,068
Trading contracts	162,304	200,082
	2,072,083	**1,913,787**

4. OTHER INCOME

	2025 Total £	2024 Total £
Insurance	-	2,259
Sale of Assets	306	490
	306	**2,749**

5. RAISING FUNDS

	2025 Total £	2024 Total £
Staff costs	243,631	287,553

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

6. CHARITABLE ACTIVITIES

	2025 Total £	2024 Total £
Staff costs	2,479,330	2,825,711
Direct costs	3,822,426	6,798,999
Governance costs (note 7)	20,430	17,180
Staff support costs (note 8)	75,807	124,436
Direct support costs (note 8)	488,083	576,618
	6,886,076	**10,342,944**

7. GOVERNANCE COSTS

	2025 Total £	2024 Total £
Audit fee	14,000	12,650
Other accountancy services	6,430	4,530
	20,430	**17,180**

8. SUPPORT COSTS

	2025 Total £	2024 Total £
Staff costs	75,807	124,436
Other support costs	488,083	576,618
	563,890	**701,054**

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, Hubbub Foundation UK, within 9 months of the year end of these financial statements, which amounts to its profits of £6,328. As such the company has no taxable profits and therefore has £Nil corporation tax due for the year ended 31 October 2025.

10. EMPLOYEE AND STAFF COSTS (GROUP & CHARITY)

	2025 Total £	2024 Total £
Wages and Salaries	2,332,311	2,680,707
Employer's NIC	278,960	295,033
Employer's pension	111,690	137,524
	2,722,961	**3,113,264**

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

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

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

	2025 Number	2024 Number
£60,000 - £70,000	3	2
£70,001 - £80,000	-	-
£80,001 - £90,000	1	2
£90,001 - £100,000	-	1
£100,001 - £110,000	1	-
£110,001 - £120,000	-	-
£120,001 - £130,000	1	1

The aggregate remuneration of key management personal of the Group and Charity was £**433,937** (2024: £505,234)

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

Charitable activities - Direct project staff	49	67

In addition to the above costs the Charity used consultants and agency staff to support the delivery of individual projects and for the provision of finance services. Consultancy & contract staff costs totalled £19,645 (2024: £5,811) during the period.

11. TANGIBLE FIXED ASSETS

	Fishing Boats £	Office Equipment £	Total £
GROUP TANGIBLE FIXED ASSETS			
Cost			
At 1 November 2024	12,000	117,053	129,053
Additions	-	10,503	10,503
Disposals	-	(861)	(861)
Balance at 31 October 2025	12,000	126,695	138,695
Accumulated depreciation			
At 1 November 2024	12,000	92,932	104,932
Charge for the year	-	16,825	16,825
On disposal	-	(861)	(861)
Balance at 31 October 2025	12,000	108,896	120,896
Net Book Value			
Balance at 31 October 2025	**-**	**17,799**	**17,799**
Balance at 31 October 2024	**-**	**24,121**	**24,121**

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

11. TANGIBLE FIXED ASSETS (cont.)

	Fishing Boats	Office Equipment	Total
	£	£	£
CHARITY TANGIBLE FIXED ASSETS			
Cost			
At 1 November 2024	12,000	109,171	121,171
Additions	-	8,246	8,246
Disposals	-	(861)	(861)
Balance at 31 October 2025	12,000	116,556	128,556
Accumulated depreciation			
At 1 November 2024	12,000	87,202	99,202
Charge for the year	-	15,817	15,817
On disposal	-	(861)	(861)
Balance at 31 October 2025	12,000	102,158	114,158
Net Book Value			
Balance at 31 October 2025	**-**	**14,398**	**14,398**
Balance at 31 October 2024	**-**	**21,969**	**21,969**

12. INVESTMENTS

	£
CHARITY INVESTMENTS	
Cost	
At 1 November 2024	50,000
Movement	-
Balance at 31 October 2025	**50,000**

13. DEBTORS

	Group		Charity	
	2025	**2024**	**2025**	**2024**
	£	£	£	£
Trade debtors	387,384	479,248	269,973	510,990
Prepayments and accrued income	105,914	515,552	100,356	491,734
VAT	-	-	270	-
Other debtors	47,603	39,595	47,598	39,595
Group company	-	-	139,489	78,975
	540,901	**1,034,395**	**557,686**	**1,121,294**

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

14. CREDITORS

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Amounts falling due within one year:				
Trade creditors	51,799	302,542	41,234	293,316
Taxation and social security	374	(4,966)	-	(1,605)
Accruals and deferred income	348,198	1,477,901	254,615	1,459,340
Other creditors	2,141	657	2,141	657
	402,512	**1,776,134**	**297,990**	**1,751,708**

Deferred income included in accruals and deferred income:

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Brought forward	1,444,830	1,898,698	1,433,933	1,896,898
Amount deferred in the year	3,081,001	6,473,795	2,868,082	6,329,539
Released to the Statement of Financial Activities	(4,195,676)	(6,927,663)	(4,062,988)	(6,792,504)
Carried forward	**330,155**	**1,444,830**	**239,027**	**1,433,933**

15. CAPITAL

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

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds
	£	£	£	£
Fixed assets	17,799	-	-	17,799
Cash	1,385,629	540,901	1,256,962	3,183,492
Other current assets	568,514	-	-	568,514
Current liabilities	(402,512)	-	-	(402,512)
Total net assets	**1,569,430**	**540,901**	**1,256,962**	**3,367,293**

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

17. MOVEMENT IN FUNDS

	Balance at Nov 1 2024	Income	Expenditure	Transfer	Balance at 31 Oct 2025
	£	£	£	£	£
Arriva Overground Litter	-	9,200	(9,370)	170	-
Barrhill Community Energy Project	-	12,650	(12,650)	-	-
Breaking Ground	-	115,695	(114,488)	-	1,207
Bristol Litter	1,125	-	-	(1,125)	-
Coca-Cola: Dublin Circle City	1,579	-	-	-	1,579
Community Nature Network	3,106	20,809	(18,944)	-	4,971
Daikin Heat Pump Conference	-	2,500	(3,076)	576	-
Design Projects	-	-	(20,850)	20,850	-
Diageo Project Alchemy	-	16,450	(16,450)	-	-
Dubai Litter Project	-	-	(1,581)	1,581	-
Ebbsfleet Water Saving Campaign	-	4,645	(4,645)	-	-
Ecosurety x Lambeth Kerbside Recycling	-	2,925	(2,925)	-	-
Girlguiding Uniforms	-	2,875	(2,875)	-	-
GLA: Greener Together	-	48	(45)	-	3
Goosegrass Logistics	-	(927)	(6,135)	7,062	-
Heat Pump Positive Plumbers	-	11,225	(11,225)	-	-
Household Blueprint	8,373	-	-	(8,373)	-
IKEA Customer Comms	9,587	-	-	(9,587)	-
IKEA Customer Stats	-	(2,750)	(3,750)	6,500	-
In Our Nature	51,567	238,100	(205,959)	-	83,708
In the Loop	8,959	6,108	(7,645)	-	7,422
Innocent – Sustainable Diets	-	8,500	(8,656)	156	-
Innovate: Compostable Packaging	-	-	(250)	250	-
Kick-Back Kitchen InnUK	-	3,250	(3,250)	-	-
Kick-Back Kitchen Trial	-	60,432	(60,732)	300	-
Kingfisher Customer Comms	-	500	(500)	-	-
Kingfisher Savings Calculations	-	17,950	(17,950)	-	-
London Marathon Insights	2,409	-	-	(2,409)	-
National Trust BYOC Research	-	5,420	(7,982)	2,562	-
Neat Streets	-	59,980	(66,512)	6,532	-
Norfolk Net Zero	3,807	-	-	(3,807)	-
OVO Energy: Glasgow Energy Project	-	-	(1,027)	1,027	-
Pets at Home	27,070	-	-	(27,070)	-
Playtech	-	34,925	(34,925)	-	-
Playtech AI Research	-	1,400	(1,400)	-	-
Reusable Cup Collaboration	18,507	-	-	(18,507)	-
Southwark: Nature Neighbourhoods	-	34,890	(15,027)	-	19,863
Springer Nature Games	1,061	-	-	(1,061)	-
Tech Report	-	22,722	(23,431)	709	-
Therme: Sustainable Behaviours	-	3,175	(3,175)	-	-
TMHCC Recycling	-	364	(364)	-	-
TSB Employee Engagement	-	6,200	(6,200)	-	-
Carried forward	*137,150*	*699,261*	*(693,994)*	*(23,664)*	*118,753*

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

17. MOVEMENT IN FUNDS (cont.)

Brought forward	*137,150*	*699,261*	*(693,994)*	*(23,664)*	*118,753*
TSB Thermal Imaging	-	4,723	(4,723)	-	-
UCL Simpler Recycling Signage	-	500	(500)	-	-
University of Portsmouth	-	500	(500)	-	-
Virgin Media O2: City-Wide Circularity Project	-	15,175	(15,275)	100	-
Virgin Media O2: Tech Lending Community Fund	-	37,570	(47,838)	10,268	-
Virgin Media O2: Time after Time	152,828	213,109	(196,079)	-	169,858
VMO2: Community Calling	50,089	440,162	(214,349)	-	275,902
Wates Funded CNN Events	-	23,107	(22,623)	-	484
West Midlands High Steaks	-	3,450	(3,450)	-	-
Community Fridges:					
The Co-operative Group	734,901	1,229,266	(1,272,202)	-	691,965
CAF CFN	-	-	(8,650)	8,650	-
CFN Greggs	-	500	(500)	-	-
Total Restricted funds	1,074,968	2,667,323	(2,480,683)	(4,646)	1,256,962
Unrestricted funds	1,503,002	4,702,893	(4,641,111)	4,646	1,569,430
Designated funds	533,492	15,322	(7,913)	-	540,901
Total funds	**3,111,462**	**7,385,538**	**(7,129,707)**	**-**	**3,367,293**

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

Purposes of Restricted Funds with balances as at 31 Oct 2025:

Arriva Overground Litter:
Funding from Arriva to conduct a campaign to reduce litter

Barrhill Community Energy Project:
Collaboration with the Barrhill Community Interest Company on the Barrhill Greener Homes project to make residential homes in the Barrhill community more energy-efficient.

Breaking Ground:
A mentoring program and grant fund to support community-led projects in the London boroughs of Camden, Ealing, Greenwich, and Newham

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 andn 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

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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

17. MOVEMENT IN FUNDS (cont.)

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.

Innocent – Sustainable Diets:
Partnering with Innocent drinks to promote sustainable diets, including funding community based cooking sessions and distributing resources to encourage healthier, more environmentally friendly eating habits.

Kickback Kitchen:
Partnership with Kickback Kitchen to reduce food waste and tackle food insecurity.

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.

Neat Streets:
Supporting towns, cities and communities to reduce litter and improve 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

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.

Playtech:
Partnership with Playtech focused on addressing the issue of plastic pollution and to drive impactful sustainability initiatives.

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

Southwark Nature Neighbourhoods:
A project to support the creation of new mini habitats for wildlife across the borough funded through Southwark Council's Southwark Biodiversity Fund.

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:
Funding from VMO2 supporting 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.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

17. MOVEMENT IN FUNDS (cont.)

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.

18. COMMITMENTS UNDER OPERATING LEASES

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

	Land and Buildings	
	2025	**2024**
	£	**£**
Payable:		
Within one year	124,908	124,908
Within two to five years	124,908	249,816
	249,816	**374,724**

19. TRADING SUBSIDIARY

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

During the year Hubbub Foundation UK received income from Hubbub Foundation Enterprise Limited relating to recharged salary and pension costs of £29,241 (2024: £7,990) and recharged rental costs of £11,928 (2024: £11,928).

At 31 October 2025 the Hubbub Foundation UK balance sheet included the following balances relating to Hubbub Foundation Enterprise Limited:

	2025	**2024**
Intercompany (creditor) / debtor	139,489	78,975
Deferred income	-	-

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

20. NET RESULTS OF TRADING SUBSIDIARY

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

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

Profit & Loss	**2025**	**2024**
Turnover	231,444	323,150
Cost of sales	(151,468)	(270,235)
Gross profit	79,976	52,915
Administrative expenses	(73,505)	(44,792)
Other income	-	-
Operating profit/(loss)	6,471	8,123
Interest payable and similar expenses	-	-
Profit/(loss) for the year	**6,471**	**8,123**

Balance Sheet	**2025**	**2024**
Fixed Assets	3,401	2,155
Current Assets	298,495	204,577
Current Liabilities	(244,280)	(149,437)
	57,616	**57,295**
Called up share capital	50,000	50,000
Profit & loss account	7,616	7,295
Net Assets	**57,616**	**57,295**

21. 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 2025.

Trustee expenses of £129 have been reimbursed for the year ended 31 October 2025 (2024: £451).

22. RELATED PARTY TRANSACTIONS

During the year, the Charity paid £nil (2024: £16,981) to Grant Taylor for film-making services. Grant Taylor is the husband of Heather Poore, an employee of Hubbub Foundation UK who is part of the key management personnel.

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

23. COMPARATIVE STATEMENT OF FINANCIAL ACTIVITIES 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	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

24. COMPARATIVE ANALYSIS OF NET ASSETS BETWEEN FUNDS FOR YEAR ENDED 31 OCTOBER 2024

	Unrestricted	Designated	Restricted	Total
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	1,074,968	3,111,462

NOTES TO THE FINANCIAL STATEMENTS (continued)
YEAR ENDED 31 OCTOBER 2025

25. COMPARATIVE MOVEMENT IN FUNDS FOR YEAR ENDED 31 OCTOBER 2024

	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 Lige 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 Community Fund	-	-	229,329	(271,605)	42,276	-
Virgin Media O2: Time after Time	196,944	-	705,008	(706,849)	(42,276)	152,827
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)	4,233,522	(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	-	8,906,340	(10,630,497)	-	3,111,462