

**MEETING: 23/11/2017**

**Ref: 14178**

**ASSESSMENT CATEGORY - Improving London's Environment**

**Hubbub Foundation UK**

**Adv: Jack Joslin**

**Base: Westminster**

**Amount requested: £77,250**

**Benefit: London-wide**

**Amount recommended: £77,250**

**The Applicant**

The Hubbub Foundation UK (HF) was set up three years ago by the former CEO and founder of Global Action Plan. He wanted to create a charity that creates environmental campaigns with a difference. To design positive and playful campaigns that inspire people to make healthier, greener lifestyle choices, saving money and bringing people together. As a charity they concentrate on things people are passionate about that are relevant to their day to day life such as fashion, food and the neighbourhoods they live in. Their campaigns find solutions to issues of littering, recycling, food and clothing waste and ways people can live greener lives in their homes. The charity uses social media, advertising, blogging and partnerships with corporate partners to ensure that they reach the widest possible audience.

**The Application**

The Plastic Fishing campaign is looking to directly address the issue of the increased amount of plastic in the River Thames and is looking to find positive solutions to address this issue. Developed in partnership with Canary Wharf College this programme wishes to connect students with their local environment, to actively improve the quality of that environment and understand the impact of their daily routines on the environment. HF has commissioned a boat to be built entirely from plastic bottles in partnership with Burton Water. Once built they plan to work with the Dockland Sailing School and students from Canary Wharf College to go on Plastic Fishing trips in the Docklands area. Working with different groups of students over the three year period of the grant they will develop young people's knowledge of the biodiversity of the Docklands Basin and create a catalyst for behaviour change on how younger generations see the river and treat it.

**The Recommendation**

Although a relatively young charity, HF has had impressive growth since their inception in 2015. They work in creative ways to find solutions to environmental issues and are very astute at developing campaigns that promote behavioural change. This project will provide a positive programme for young people in the Isle of Dogs to learn about the biodiversity of the docklands basin and promote behavioural change. Funding is sought to support the costs of taking the young people out on boat trips, the development of educational materials, associated costs and the marketing of the programme. The funding amount diminishes each year as the charity plans to make the programme self-sufficient through corporate volunteering opportunities. Funding is recommended as follows:

**£77,250 over three years (£33,750; £23,500; £20,000) for the Coordination costs, dinghy and crew hire, marketing and associated running costs for the Plastic Fishing project in the Docklands Basin.**

## Funding History N/A

### Background and detail of proposal

One of HF's main aims is to create neighbourhood hubs that aim to encourage communities to cut litter and increase recycling rates. The Plastic Fishing Campaign is part of the Neighbourhood Hub and builds on their successful Neat Streets Campaign that reduced littering in one of London's busiest streets by 26%. The success of this project led to the Port Health Authority asking HF to develop a behaviour change campaign to cut litter ending up in the River Thames. The campaign that was developed is called For Fish's Sake and was launched in May 2017, supported by a wide range of organisations including London Boroughs, Business Improvement districts, TFL, Charities and companies. The Plastic Fish project was inspired by a similar initiative in Amsterdam called Plastic Whale that runs educational trips that fish plastic from canals and turn the discarded bottles into recycled boats.

The Plastic Fishing project will work in partnership with Canary Wharf College and the Dockland Sailing club to ensure that local young people from disadvantaged backgrounds have improved education in their local environment and its biodiversity, while assisting with cutting litter in their local community. This programme fits well with the outcomes of your Improving London's environment programme.

### Financial Information

The Charity has seen rapid growth since its inception and generates most of its income through corporate support. Relationships with IKEA, Sainsbury's and EcoSurety generate a monthly income of just over £22,000. The Trustees have set up a risk group to keep track on all new projects to ensure the charity consolidate their activity and do not become overstretched. The Charity also wholly owns a social enterprise called Hubbub Enterprise that will support their unrestricted income generation in the future. Figures below include the consolidated income and expenditure of both the Charity and the Social Enterprise.

Year end as at 31 October	2016	2017	2018
	Audited Accounts	Forecast	Budget
	£	£	£
<b>Income &amp; expenditure:</b>			
Income	1,480,921	1,809,977	1,466,300
- % of Income confirmed as at 20/10/2017	n/a	n/a	34%
Expenditure	(1,371,225)	(1,718,693)	(1,376,769)
Total surplus/(deficit)	<b>109,696</b>	<b>91,284</b>	<b>89,531</b>
Split between:			
- Restricted surplus/(deficit)	6,553	39,301	12,000
- Unrestricted surplus/(deficit)	103,143	51,983	77,531
	<b>109,696</b>	<b>91,284</b>	<b>89,531</b>
Cost of Raising Funds	10,371	75,000	69,996
- % of income	0.7%	4.1%	4.8%
Operating expenditure (unrestricted funds)	1,159,340	1,483,693	1,240,269
<b>Free unrestricted reserves:</b>			
Free unrestricted reserves held at year end	61,111	113,094	190,625
No of months of operating expenditure	0.6	0.9	1.8
Reserves policy target	150,000	150,000	150,000
No of months of operating expenditure	1.6	1.2	1.5
Free reserves over/(under) target	(88,889)	(36,906)	40,625