

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Hubbub Foundation UK	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Westminster	
Contact person: Mr Trewin Restorick	Position: CEO
Website: http://https://www.hubbub.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1158700
When was your organisation established? 26/09/2014	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Improving London's Environment		
Which of the programme outcome(s) does your application aim to achieve? More Londoners with a greater knowledge and understanding of the 'green' environment and biodiversity		
Please describe the purpose of your funding request in one sentence. To increase awareness among young people of the impact of plastic on London's waterways and biodiversity by taking them plastic fishing and running educational activities.		
When will the funding be required? 01/11/2017		
How much funding are you requesting?		
Year 1: £33,750	Year 2: £23,500	Year 3: £20,000
Total: £77,250		

Aims of your organisation:

Hubbub is a charity that creates environmental campaigns with a difference. We are positive and design playful campaigns that inspire people to make healthier, greener lifestyle choices, which more often than not help save money and bring people together.

We concentrate on things people are passionate about and are relevant day-to-day, like fashion, food, homes and neighbourhoods. We keep things simple, offering practical and realistic solutions that help people to cut waste, make clothes last longer, save money and create cleaner spaces to live and work in.

Main activities of your organisation:

We run impactful campaigns that create greener neighbourhoods and help people live sustainably by cutting food waste, valuing clothes and reducing domestic bills.

We collaborate with companies, community groups, local government and academics to develop and implement our campaigns. We independently measure impact and then share results - good and bad - so that others can replicate and follow.

In the last year we have won 7 independently judged awards for campaigns that have reduced littering, cut food waste, promoted the circular economy and increased recycling. We partner with some of the UK's largest companies including Sainsbury's, IKEA, Mothercare, Costa, Starbucks and Unilever.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
19	2	10	0

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	2 years 5 months

Summary of grant request

The Need:

A growing amount of plastics is entering London's waterways and threatening their biodiversity. 300 tonnes of litter is collected every year from the tidal Thames. One paddle-boarder catalogued 1,600 plastic bottles and 850 plastic bags in a journey along 400 miles of canals. This plastic is entering the food chain. A recent survey by the University of Holloway discovered plastics in 79% of Flounder in the river.

Plastic Fishing will help young people learn how plastic impacts the environment. The concept was pioneered in Amsterdam by Plastic Whale. 3,000 fishermen have fished 35,000 plastic bottles from canals and collected 560 bags of plastic waste. They have built 8 plastic boats. Their Founder is acting as an advisor on our project.

Delivery:

? In Summer Term 2018 we aim to run 15 fishing trips catering for 450 students from schools across London. In 2019 & 2020 we aim to deliver 20 trips each Summer Term for a further 1,200 students.

? Each session will consist of a fishing trip to remove plastics from waterways around Canary Wharf. We will use the UK's first recycled plastic boat as well as regular dinghies.

? This recycled plastic boat is being built by Richmond Bridges Boathouse (builder of the Royal Barge Gloriana). It will be partly composed of PET bottles collected after the London Marathon, and will have a solar-powered motor.

? We will also run curriculum-linked classroom activities highlighting the wider environmental impacts of plastic waste.

? The fishing trips will be used as a catalyst for students to create anti-littering campaigns in their schools, supported by Hubbub UK.

? We will sort collected plastics into PET and non-PET. The non-PET will go through the usual refuse channels. We will store PET at a nearby recycling facility, then send it to a reprocessing manufacturer to become planks for new boats.

What the project will aim to achieve:

? Plastic Fishing aims to educate young Londoners about plastics and litter, and their effect on the environment and biodiversity.

? The classroom elements aim to instil pride in the local community and its environment, and to introduce the concept of the circular economy.

? The project aims to instil a culture of volunteering in young people.

The right organisation:

? Hubbub has a proven track-record of delivering effective, collaborative environmental campaigns. For example, our Square Mile Challenge with City of London Corporation and others collected and recycled over 500,000 coffee cups in April 2017.

? We are working with Plastic Whale who have expertise in running plastic fishing trips.

? We have run a successful trial with Canary Wharf College, which has agreed to be the first school to participate in Plastic Fishing when it is formally launched.

Meeting the programme outcome:

? Knowledge and understanding of the 'green' environment is at the core of Plastic Fishing. The project will use plastics and the vivid experience of fishing it from the waterways to teach young Londoners about how our lifestyles and the environment are entwined.

Principles of Good Practice

? The staff of Docklands Sailing & Watersports Centre will manage and run the fishing trips.

? The school children will come from diverse backgrounds: 58% of the children from Canary Wharf College do not speak English at home and 46 different languages are spoken between them.

? Volunteers will help to sort the plastic, and we will also be running trips for corporate volunteers.

? Hubbub is an environmental charity. We consider our carbon footprint in all our decisions, from using public transport to procurement of used and recycled items.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

To directly educate 1,650 London students about the environmental impact of plastics in our waterways by taking them on plastic fishing trips.

To run anti-littering campaigns with a minimum of 25 London schools using the plastic fishing trips their students have undertaken as the catalyst for these campaigns.

To build two new recycled plastics fishing boats made from the PET collected by the students.

To run launch events and social media and PR campaigns that use the school Plastic Fishing trips as a catalyst to raise Londoners' awareness of the impact of plastics in local waterways.

To generate over £100,000 of funding from companies to fund future school fishing trips in subsequent years. This funding will come from the sponsorship of the construction of the three boats in total (£30,000) and from corporate volunteering days (£80,000).

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

To directly reduce plastics in London waterways via the plastic fishing trips.

To raise awareness of students in at least 25 London schools about the environmental impact of plastics in our waterways.

Reduce littering in and around schools ? particularly plastics - by running behaviour change campaigns in 25 London schools.

To demonstrate that waste plastics has a value through the construction of two new recycled plastic boats.

To reduce littering into our waterways by Londoners using the Plastic Fishing trips as a way to raise awareness and change behaviour.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

We will build boats from recycled plastic that can be used for future Plastic Fishing trips. These boats will be rented out to major businesses for corporate volunteering days and we will use the revenue generated to provide free awareness days for young people.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

550

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

0-15

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Boat manufacturing and storage	13,000	26,500	1,500	41,000
Dinghy & crew hire	13,800	19,680	21,600	55,080
Education/Event Coordinator (Freelance)	6,250	9,000	10,000	25,250
Development of curriculum-linked materials	6,000	0	0	6,000
PR campaign	6,000	3,000	1,000	10,000
PR materials (films, photos)	5,000	1,000	500	6,500
Project Coordinator	4,000	2,500	1,500	8,000
Insurance and Waste/Recycling	4,000	4,000	4,000	12,000
Project Lead / Team Cost	14,000	10,500	7,000	31,500

TOTAL:	72,050	76,180	47,100	195,350
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Melissa Murdoch	5,000	0	0	5,000
Sky (Unconfirmed)	10,000	10,000	0	20,000
Corporate Volunteering Days	18,000	28,800	36,000	82,800
	0	0	0	0

TOTAL:	33,000	48,800	36,000	117,800
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Dinghy & crew hire	9,000	12,000	12,000	33,000
Education/Event Coordinator (Freelance) - school trips	3,750	5,000	5,000	13,750
Development of curriculum-linked materials	6,000	0	0	6,000
PR Campaign	6,000	3,000	1,000	10,000
PR materials (films, photos)	5,000	1,000	500	6,500
Project Coordinator	4,000	2,500	1,500	8,000
	0	0	0	0

TOTAL:	33,750	23,500	20,000	77,250
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Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: October	Year: 2015
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Income received from:	£
Voluntary income	73,024
Activities for generating funds	0
Investment income	56
Income from charitable activities	556,320
Other sources	0
Total Income:	629,400

Expenditure:	£
Charitable activities	643,429
Governance costs	0
Cost of generating funds	11,068
Other	0
Total Expenditure:	654,497
Net (deficit)/surplus:	-25,097
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	-25,097

Asset position at year end	£
Fixed assets	3,844
Investments	0
Net current assets	-19,653
Long-term liabilities	9,288
*Total Assets (A):	-25,097

Reserves at year end	£
Restricted funds	11,000
Endowment Funds	0
Unrestricted funds	-36,097
*Total Reserves (B):	-25,097

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
11-20%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

Our 2015-16 audited accounts are close to completion and show a much more robust financial position. We recorded a surplus of £131,696 on income of £1,520,921. Our reserves stood at £106,599. We also repaid our quasi-equity loan to CAF Venturesome in full.

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	27,725	40,000
London Councils	0	0	0
Health Authorities	0	7,000	0
Central Government departments	0	5,200	0
Other statutory bodies	0	47,400	224,938

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Garfield Weston	0	0	40,000
Esmee Fairbairn Foundation	0	0	30,000
Esmee Fairbairn Foundation	0	27,800	0
Mark Leonard Trust	0	25,000	0
Arts and Humanities Research Council	0	0	18,000

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Trewin Restorick**

Role within **CEO**
Organisation: