



Hubbub

Chair and Trustee Candidate Pack

NOV/DEC 2024



[HUBBUB.ORG.UK](https://www.hubbub.org.uk)

Registered charity no. 1158700

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Welcome from Catherine Brown, current Chair of Hubbub

Thank you for your interest in applying to join the board of trustees at Hubbub.

During my eight years on the board, we have transitioned from a small and vibrant founder-led charity to a creative and energetic mid-sized organisation with an increasing impact and a big reputation. We're looking for new trustees and a new Chair to work with the Board, CEO and wider team to build upon our successes and help us maximise our impact in a changing world.

I hope you'll look at our website and social media, as well as this pack. Together, they should give you a sense of Hubbub and what we're like as an organisation, as well as what we're looking for in our new Trustee and Chair roles. And if you'd like a confidential conversation about either of these opportunities, please contact Alyce Brogan (alyce.brogan@society-search.com) at Society, Hubbub's search partner, who can further bring this opportunity to life.

The Hubbub team of staff and trustees are dynamic, enthusiastic, creative, and committed to supporting people to make environmentally-friendly choices that benefit both individuals and their communities. We're proud to partner with brilliant businesses – from Co-op to Virgin Media O2, Starbucks to John Lewis - and communities all over the country to deliver programmes that make a real difference to people and the planet.

We pride ourselves in helping individuals, communities and private and public sector organisations make a difference in the face of environmental challenges that can otherwise feel overwhelming. We have always focused on engaging a wide range of people and communities in our campaigns, and we have an appetite to grow our impact even further - working with more people, and a more diverse range of people, to make an even bigger difference.

We're committed to deepening and embedding our approach to equity, diversity and inclusion (EDI) throughout Hubbub and our work, and this includes the make-up of our board. We're particularly keen to hear from applicants with lived experience of marginalisation, as well as people under the age of 40.

You don't need to be an experienced charity chair. There are lots of ways you could demonstrate that you can think strategically, lead a non-executive team, and provide support and challenge to our CEO. We're open to providing training and support to our Chair and trustees to help you thrive in the role.

If you can bring great interpersonal and strategic leadership skills, a strong understanding of the principles and practice of effective organisational governance, and good team working skills, coupled with the connectivity and ideas to keep Hubbub on the front foot of inspiring positive environmental action, I hope you will apply.

Best wishes,

Catherine Brown

Current Chair



About Hubbub and our culture

We're Hubbub, an [award-winning creative charity](#) that's been inspiring positive environmental action since 2014. Every campaign is sparked by our passion to problem-solve and connect with people – like making leftovers tastier, reuse easier, second-hand the default and communities that are greener and more connected to the environment. Everyday solutions that do good, feel good and show how much change is possible when people come together. Because to make change at the scale and pace needed, we all need to get on board.

We're committed to creating a culture that promotes diversity, equal opportunities and openness. Last year we were awarded Most Inclusive at Heart Workplace at the [Shift People awards](#), and [ranked 17th in Escape the City's top 100 employers](#). We know that it's our people that make all the difference to the work we do, and we're firm believers that there's always something new to learn, and it's best learnt from lived experience. Hubbub participates in the RACE (Racial Action for the Climate Emergency) report, to support greater transparency and improve diversity and inclusion within the environmental sector. Hubbub's RACE card is [here](#). Much of our work is in communities, many of which are disproportionately impacted by climate injustice. It's important that we're drawing from diverse candidate pools to not only bring diversity in internal perspectives, but to also further reflect the communities that we serve.

Our values

PLAYFUL

Positive and playful to connect people, catch imaginations and make people smile, because the world is serious enough.

Curious

We're interested in people, places, trends, politics, and the world we live in. We ask questions, gather knowledge and seek opportunities to engage wider communities meaningfully.

Entrepreneurial

We lead the way. We take risks and trust instincts, experimenting without fear to discover new ways to make a difference.

Give a damn about the environment

Authentically at the heart of everything we do because we're committed to taking action on climate change and the environment. We care about the difference we make and are honest about the impact.

CREATIVE

We re-imagine everything. Follow intuition and bring magic to the everyday. Help people see things differently and challenge the status-quo.

For everyone

Creating ways to include everyone in climate action, breaking down barriers and making it worthwhile too. It's built into who we are and everything we do.



The Hubbub approach

Research

We see environmental issues that need Hubbub's action. We build ideas based on evidence and intuition. We gather insights and knowledge to understand the people and places we want to inspire.

Collaborate

We believe the cause is bigger than the organisation. We build collaborations of organisations, big and small, who share our ambition.

Design

We design campaigns that make environmental action desirable. We use behaviour change techniques, positive language and highlight the benefits. We use good design, seasonal hooks and a splash of playfulness.

Experiment

We constantly experiment, measure and adapt what we do, to find out what has the biggest impact.

Scale

We share what we discover, the good and the bad. When it works, we open source our ideas and build transformative opportunities that enable people to replicate and scale to have a bigger impact.



Our work in action

COMMUNITY FRIDGE *Network*

Since 2016, Hubbub has created a network of over 700 Community Fridges across the UK, bringing people together to share food, meet up and learn new skills, and prevent fresh food from going to waste. They're open to all to share or take food, including surplus from supermarkets, local food businesses, producers, households. In 2023 alone, the network supported over 600,000 people and saved 18 million meals worth of food from going to waste.

 hubbub.org.uk/community-fridge-network



Better Society Awards

National Commitment to the
Community Award

Working in partnership with



Registered charity no. 1158700

Nature HUBS

4 in 10 people (37%) in the UK spend less than an hour a week in nature, despite 8 in 10 of us saying it makes us feel better. Recognising nature's positive impact on health and wellbeing, and its potential to inspire climate action, we established the Nature Hubs Fund. This fund enabled 100 community groups across the UK to create or enhance green spaces with grants of up to £6,000. Our goal? To bring nature closer to people and people closer to nature.

 hubbub.org.uk/the-nature-hubs-fund



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STARBUCKS®



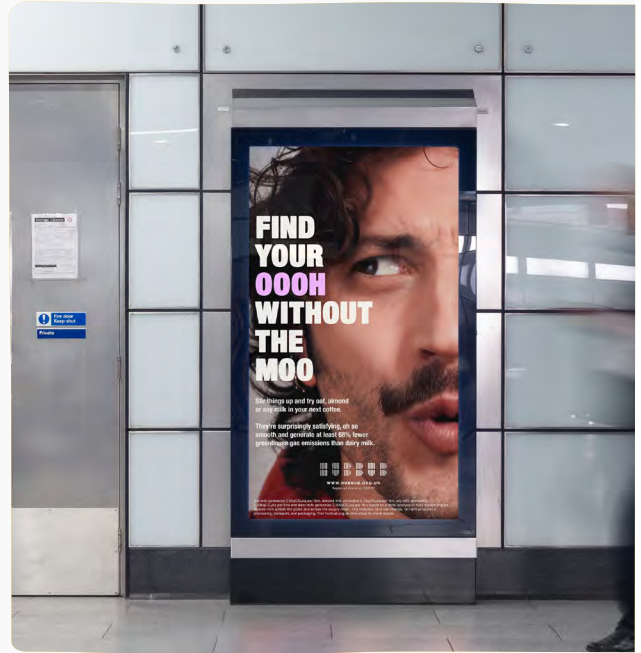
Registered charity no. 1158700



FIND YOUR OOOH WITHOUT THE MOO

Our food and drink choices can have a big impact on the planet. But plant-based milk is a simple way to make a sustainable switch. Oat, almond and soy produce up to 69% fewer greenhouse gas emissions than dairy milk. Yet two thirds of people who don't drink plant milk haven't even tasted it. So in 2023 we challenged people to find their ooh without the moo, by trying plant milk in their next hot drink. We reached 4.7 million people through social, podcast and OOH ads and inspired 49% of 25–34-year-olds who saw the campaign to feel more positively about plant milk, and 15% to try it in their hot drink.

 hubbub.org.uk/find-your-oooh



Working in partnership with



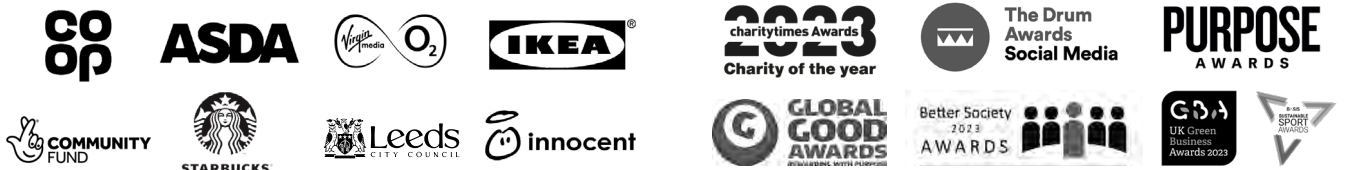
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Partnerships and awards

With a decade of experience running successful, award-winning campaigns, we know how to inspire real change in mainstream audiences. As a strategic partner, we help the organisations we work with turn their environmental and social goals into impactful actions.

We've partnered with over 2,600 organisations, launched 184+ campaigns, and inspired over 700,000 people to make positive changes last year alone. And we've invested £3.9 million in communities and won 53 independent awards, including Charity Times' Charity of the Year in 2023 and 2020.

 hubbub.org.uk/partner-with-us



Our board and leadership team

Who we are

Hubbub is led by CEO, Alex Robinson, alongside a leadership team of four Directors. The leadership team are supported by a volunteer Board of nine Trustees who help us ask challenging questions and push innovations to keep us on track with our charitable purpose.

Leadership team



Alex Robinson
CEO



Heather Poore
Creative Director



Gavin Ellis
Director



Dan Murray
Director of Development



Nathan Srokosz
Director of Finance

Board of Trustees



Catherine Brown
Current Chair



Rhea Fofana
Trustee



Jonathon Katz
Trustee



Ryan Kohn
Trustee



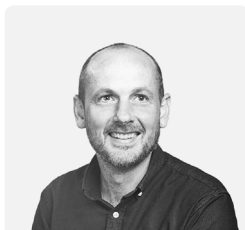
Stephanie Lambert
Trustee



Deborah Luffman
Trustee



Sheetal Shinh
Trustee



Dan Smith
Trustee



Beth Thompson
Trustee



Board Structure

The board also has **four committees**. Each provides topical expertise and guidance to the wider board:

The Finance and Risk committee

Meets quarterly to ensure there's appropriate financial and performance reporting to the Board and that any risks to Hubbub are identified and mitigated.

The People and Organisational Development committee

Meets biannually 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.

The Income and Fundraising committee

Meets biannually 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.

Contingency committee

Meets when necessary to provide timely advice and support in time of a crisis. A crisis would be an unexpected event that puts the charity at serious financial, operational or reputational risk.



Role Description

We're in search of a dynamic Chair and Trustee with a passion for the environment. You'll ideally come with a strong network which can be leveraged to help advance Hubbub's charitable purpose. You'll be a supportive team player, who isn't afraid to challenge us and offer constructive criticism.

Trustee responsibilities

- Ideating on Hubbub's strategic direction and income/impact plans.
- Approving Hubbub's strategic plan and supporting the Hubbub team to deliver on it.
- Overseeing team performance, financial resilience and risk.
- Advocating for the mission and work of Hubbub, building our overall network and footprint.
- Bringing an inclusive mindset and an aptitude for engagement with varied stakeholders.
- Actively contributing around the Board table and as part of at least one sub-committee.

Chair responsibilities

- Effectively chairing and eliciting contribution and decisions from the Board.
- Building a strong working partnership with and managing annual appraisals for the Chief Executive.
- Ensuring Hubbub continues to evolve its ED&I practices.
- Maintaining sight of charity governance developments, and cascading updates as needed amongst Trustees.

Commitment

Term length

Trustee terms are three years and can be renewed twice.

Time commitment

- **Trustees:** Approximately one day per month.
- **Chair:** Approximately two days per month.



Board meetings

- **Frequency:** Quarterly in March, June, September, and December.
- **Location:** Typically in person near (or sometimes at) Hubbub's Somerset House office in central London.
- **Time:** Usually 4pm to 6pm.
- **Scheduling:** Meetings are scheduled 6-9 months in advance.
- **Social Events:** Optional social events are held after meetings.
- **Strategy Events:** At least one full or half-day strategy event per year.

Additional involvement

Trustees may choose to:

- Participate in committees.
- Provide advice on specific projects.
- Offer ad hoc support to team members.
- Attend sessions to learn more about Hubbub's work.
- Engage in opportunities to represent Hubbub externally.

Chair's additional responsibilities

1:1 Meetings with CEO: 1-2 times per month, approximately 90 minutes each.



Person Description

Trustee

- Passionate about the environment and empowering people to take positive action.
- Expert or deeply curious about how to shift cultural norms through communications and behaviour change, and the application of creativity to environmental and social issues.
- Empathetic and values-led. Comfortable providing challenge.
- Committed to advancing Equity, Diversity and inclusion with a good understanding of the barriers to change organisations like Hubbub face.
- A team player, sharing success and solving issues and challenges collaboratively.
- Ambitious to make an impact, and support the next phase in Hubbub's growth.
- Enthusiasm for our approach and values and a commitment to contribute your time and skills in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- Willingness to dedicate time to board meetings, committee work, and other trustee responsibilities.

We're particularly interested in candidates with expertise in one or more of the following areas, where we have identified skills gaps:

- Charitable fundraising (with a growth-orientated mindset).
- Business ESG (Environmental, Social and Governance) / corporate sustainability.
- Urban greening / access to nature.
- Engaging marginalised, underrepresented and / or underserved communities.



The Chair

In addition to the qualities listed above, we're seeking a Chair who can guide Hubbub through a critical growth phase. You'll be commercially minded, growth-focused, and well-versed in charity governance and finances.

We're specifically looking for someone with:

- Knowledge of the environmental agenda and the broader economic and social contexts within which it operates, across the UK.
- Experience as a trustee (essential) or Chair (desired) for a charity.
- An entrepreneurial spirit – supporting the organisation to take managed risks to foster the necessary experimentation that leads to bigger, stickier ideas.
- Experience running successful collaborations and partnerships, including with major businesses, and preferably cross-sector.
- Experience of leadership at a senior strategic level within organisations of similar or greater scale and complexity.
- Strong network across one or more of private sectors relevant to Hubbub, philanthropy and/or government (with private sector experience the top priority).
- Inclusive and facilitative leadership style, able to draw out contributions while also ensuring clear decision-making.

If your background doesn't perfectly match the criteria for these roles, but you believe you can bring value to Hubbub, we want to hear from you!

Equality statement

Hubbub is committed to providing equality of opportunity both across its employees and trustees, and access to our programmes, events and activities. This means that:

- For all roles, applicants, employees and trustees will receive equal treatment regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.
- The above equally applies to access to development and training opportunities.
- All programmes will be designed to be actively inclusive and accessible to all people.



Process and how to apply

Hubbub is being assisted in this appointment process by the executive search firm Society (www.society-search.com). For a confidential conversation about these opportunities, please contact Alyce Brogan – alyce.brogan@society-search.com.

The closing date for applications is **midday on 9th December 2024**.

Applications should consist of:

- A concise covering letter (two page maximum) addressing the criteria in the Person Specification;
- An up-to-date curriculum vitae;

To upload your documents via Society's website, [click here](#). If you have access needs, please flag these with Society.

Timings

- Shortlisted Chair and Trustee candidates will be notified by **Friday 20th December 2024**.
- Shortlisted Chair candidates will have a 1:1 'chemistry fit' conversation with Hubbub CEO Alex Robinson on either **Wednesday 8th or Thursday 9th January 2025**.
- Interviews with the Board Nomination Committee for Chair candidates will follow on **Thursday 16th January 2025**.
- Interviews with the Board Nomination Committee for Trustee candidates will follow on **Tuesday 21st and Wednesday 22nd January 2025**.





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