



Hubbub

Target population	358,786 households
Funding amount	£53,625
Pilot duration	March 2023 - July 2024
Pilot type	Reuse
Pilot aim	To explore whether Community Fridges could expand their role beyond food redistribution, acting as hubs for collecting and rehoming small electricals.
Outcome	Residents supported the community fridges by donating old electricals to be reused or recycled: <ul style="list-style-type: none"> 729 electrical items were collected 522 items were successfully rehomed 189 items were recycled



Collection approach

Hubbub trialled small electricals collection and redistribution at two community fridge locations: Wolverton in Milton Keynes and Albrighton in London.

At Wolverton, residents could drop off electricals during regular opening hours and at monthly repair café sessions held on-site. No bags, containers, or bookings were required, keeping the process simple.

At Albrighton, donations were accepted at the community centre reception desk, open daily from 9am to 6pm, making participation easy and accessible.

Communications approach

Communications methods included:

- Social media posts across Hubbub and Community Fridge Network channels
- Paid social media ads
- Flyers and posters in both community centres, and distributed among local community and civic organisations, such as neighbouring community fridges, schools and libraries.
- Roller banners at repair café sessions and community events

Community stories and photos proved most effective online, reaching over 50,000 people.

Future plans

Both fridges plan to continue the scheme. Wolverton has secured additional local funding to cover storage and staffing, while Albrighton is self-sustaining thanks to trained volunteers and equipment now in place.

“Wolverton Community Fridge saw great success, built a strong local network of 7 organisations that can rehome donated items and strong positive reinforcement on social media with the posts gaining high reach and engagement. Albrighton has a group of keen PAT testing volunteers”

Pilot Lead