



IMPACT REPORT OCTOBER 2023

About the campaign

57% of Brits feel confident to attempt a repair on furniture, yet a crumby 20% would attempt to repair a toaster (YouGov Polling, 2021).

In September 2023, Hubbub and Gloucestershire County Council trialled the Gloucester Pop-Up Repair Hub, a 5-day pop-up aiming to:

- Raise awareness about repair options across Gloucestershire & celebrate repairers across for what they already do, to inspire others and positively reinforce sustainable behaviours.
- Increase knowledge and awareness of ways to repair at home & encourage Gloucestershire to attempt repairs or learn new skills which may help them with repair in the future.



Social Media

A communications package was created by Hubbub to raise awareness that the pop-up would be open and shared by Gloucestershire County Council with contacts, to raise awareness organically alongside Hubbub's paid ads.

Paid ads:

- **191,500** people were reached through targeted ads on Facebook and Instagram.
- The targeted ads achieved **1107** clicks to find out more about attending the pop-up, at **£0.45** cost per click.

Broadcast coverage on BBC Radio Gloucestershire:

- Saturday 23rd September – David Gray Cllr
- Wednesday 27th September – Sarah Divall, Creative Producer at Hubbub
- Thursday 28th September – Hollie Ryan, Project Lead at Hubbub, and visitors to the pop-up
- A total of just over **23.2 million** reached via BBC Radio Gloucestershire, BBC News England and Punchline.



Pop Up Shop

The pop-up opened for 5 days from 27th Sept-1st Oct.

A total of **717 people** visited, with **at least 79 items** brought in for repair.

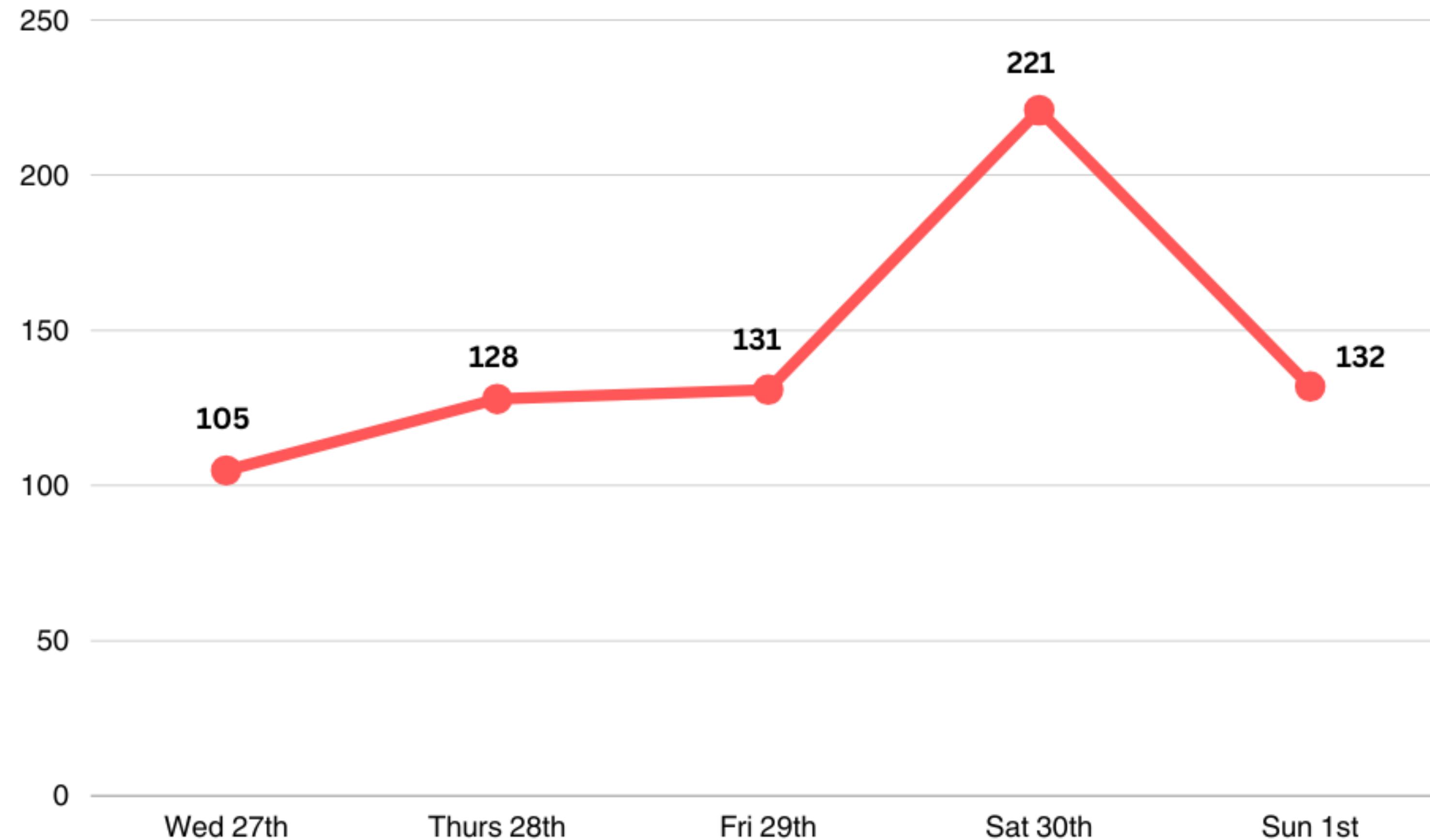
The most successful elements for getting visitors into store included the location, radio promotion, leaflets and paid ads.

All items of furniture inside the shop were either borrowed from Gloucestershire County Council or pre-existing within the space being rented.

See main campaign elements in the appendix.



Footfall



Line chart showing number of visitors on each respective day.



5 days - 717 visitors

Items brought in for repair

At least 79* items were brought in for repair.

Items brought in for repair included:

- Electrical items (radios, blenders, lamps, printers)
- Electronic devices (tablets, laptops, gaming consoles)
- Bikes
- Ornaments
- Jewellery

*this is likely an underestimation, as measurement was trickier during busy periods.



Examples of items brought in for repair



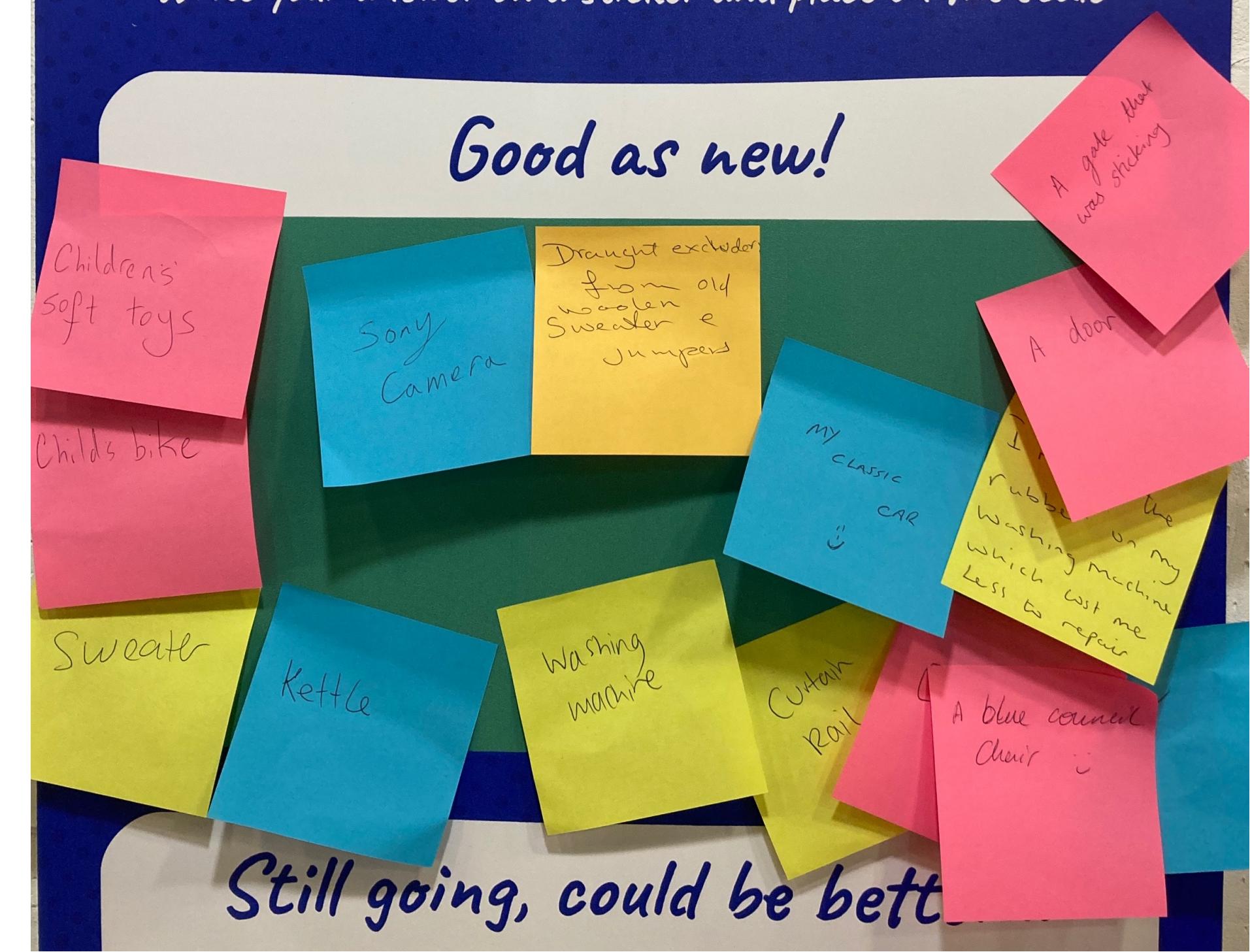
Visitor Surveys

- Attendees to the hub were invited to complete an online survey and provide feedback, incentivised with a £100 gift voucher.
- Survey uptake was low in comparison to the amount of people who attended the pop up (4.18%).
- A total of 30 people completed the survey; therefore it is important to view survey data as a snapshot of people spoken to.
- Roughly half of survey respondents found out about the Hub when walking past, followed by social media, Radio Gloucestershire and word of mouth.

What was the last thing you tried to repair and how successful was it?

Write your answer on a sticker and place on the scale

Good as new!



Visitor Feedback (verbal and survey responses)

“I don’t want you to shut, I want you to stay open 24 hours a day”

“The location is really convenient; I wish this was permanent”

“I enjoyed visiting a lot, it had a very friendly and informative atmosphere”

“It was amazing to have experts to ask, so that eventually we can fix things ourselves”

“The map of repair cafes is so useful, I had no idea these existed”

“I didn’t realise repair cafes were a thing, and that we have so many in the area!”

“I popped in for the bike workshop and I would say Nigel is a powerhouse”

“Steve was absolutely wonderful and patient with me while fixing my bike”

“I love this clock radio, but I knocked it over. I know I could get a new one for £15 but this one works and I’m used to it”

“I have a pile of clothes to repair at home, I just always forget”

“My daughter is autistic, and loves this Nintendo DS so much, but the hinge is broken. Even though it couldn’t be completely fixed, [Kev] glued it temporarily so she can use it again! Thank you so much!”

“I learned to sew from my nan, I like upcycling things”

I just paid £50 to get a thermostat to fix my tumble dryer, it was so much cheaper than paying for a repair man or buying a new one”



Demographics:

From observation:

- A large number of visitors on weekdays were aged 45+
- Quite a few families across the 5 days - mainly afternoons / evenings after school
- Higher number of visitors aged 18-34 on the weekend
- A real mix of gender.

From the survey snapshot (30 respondents):

- 17 were aged 45+
- 3 aged 35-44
- 8 aged 25-34
- 2 under 24.
- 18 respondents were female
- 12 were male.



Survey snapshot:

All respondents stated they know more about repair cafes available across Gloucestershire since visiting the Hub.

28 out of 30 people stated they plan to visit a repair café in the near future since visiting the Hub.

12 out of 30 people said they brought in an item for repair.

25 out of 30 agreed the Hub made them feel more inspired and confident to try repairing at home, with 5 neutral.

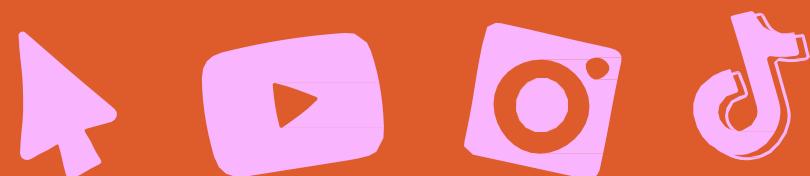
18 out of 30 people said they spoke to a repair café volunteer.

10 out of 30 people said they picked up leaflets to try repairing at home.



Thank you

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