

# ENGAGING COMMUNITIES IN CLOTHING COLLECTIONS AND SWAP SHOPS

## CASE STUDY

**PARTNERS:**  
Green City Events, YMCA Cardiff

**APPLICABLE TO:**

Community groups, universities and colleges, students' unions, volunteering organisations

### OVERVIEW

In partnership with Green City Events and YMCA Cardiff, the local community were encouraged to sort through their wardrobes and donate unwanted clothes in exchange for tokens to pick up pre-loved items at a Swap Shop.

### THE ISSUE

In the average UK household, nearly a third of clothes (worth over £1,000 per household, £30 billion in total) haven't been worn in the last year. We set out to highlight this issue by

asking the local public to donate their unwanted clothes to support a charity based in their community in exchange for free activities that promote sustainable clothing behaviour.

### WHAT WE DID

We installed a shipping container outside Plasnewydd Community Centre (YMCA Cardiff's building) from Monday to Friday to take donations in exchange for tokens for the Swap Shop on Saturday.

Five tokens were given for a small bag of clothes and 10 tokens given for a large bag. Each token equalled one item at the Swap Shop.

To promote the collections and Swap Shop, a press release was issued, leaflets and posters were distributed around the local area, a large banner was displayed on the shipping container, and a Facebook event was created and promoted with Twitter, Instagram and Facebook posts.

A community meeting was held one month prior to the event to engage project partners, stakeholders and community members in the campaign.

A number of volunteers were recruited to help man the shipping container, give out tokens, talk to people about the event, sort out the clothes into categories and help out on the day of the Swap Shop by managing the queue, accepting tokens, managing the changing rooms and replacing clothes on hangers and tables.

On the day of the Swap Shop, shoppers were asked to make a pledge to show their support to reducing the environmental impact of clothes at a fun photo booth and upcycling and fixing stations were available to encourage people to extend the life of clothes.

*"It was great to work in collaboration with Love Your Clothes on this event. It allowed us to attract more media attention, reach a wider audience and recruit more volunteers. In addition the Love Your Clothes team provided a popular pledge activity at the event which engaged participants and encouraged them to take further action in order to reduce clothes going to landfill. We hope to collaborate again in the future!"*

Rebecca Clark; Director,  
Green City Events

### IMPACT

- 900kgs of clothes donated by the local community
- 300 people attended the Swap Shop
- 1390 items swapped
- 35 pledges made on the day

SEE ACTION PLAN

[www.loveyourclothes.org.uk](http://www.loveyourclothes.org.uk)



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