



**Lanarkshire**  
CLIMATE ACTION HUB

# CASE STUDY



## Children's shop and community hub

By Swaddle

Swaddle is a social enterprise in Hamilton which was established by local mums to support parents in the early years of parenthood. Their mission is to give all families access to great quality low-cost preloved clothing and equipment and to provide space and opportunities for families to engage with their community to promote emotional wellbeing.

They collect donations of good quality used children's clothing, toys and equipment then sell them in their shop at affordable prices. The income generated from the sales is reinvested into hosting activities to support parents and their emotional wellbeing. This includes events, classes and workshops from storytelling and sing-along sessions to sleep seminars and mum-led support groups.

Through enabling children's clothing, toys and equipment to be reused, Swaddle provide a valuable service which has expanded with new premises to collect and sort donations and a van to collect and distribute donations. The impact to reducing waste is evidenced with 1000 families per month buying preloved items with over 1 tonne of toys donated and 957 toys were rehomed.

**Find out more at**

<https://www.facebook.com/SwaddleLanarkshire/>