



Swindon Food Collective – Wroughton Hub
Report to Wroughton Parish Council
April 2025

The Swindon Food Collective - Wroughton Hub evolved from the Wroughton Pantry.

Two Wroughton residents, Rosemarie Watson and Hannah Cotterell, set up the totally voluntary Pantry at the start of the 2020 Covid 19 pandemic. The purpose was to assist individuals and families who were struggling to buy food because of the general disruption to employment and services caused by the pandemic.

A dozen volunteers packed and delivered weekly requests, made through FaceBook and a dedicated phone line, for food, hygiene and cleaning products. The local Catholic church and later the Ellendune Centre provided free storage. All goods were donated by Wroughton residents, local and national businesses or bought from cash donations.

Eventually, it was considered advisable to run on a more formal basis. In July 2023 the Pantry closed and seven volunteers transferred to operate under the umbrella of the Swindon Food Collective (SFC), a registered charity that was seeking premises to set up a new distribution hub in Wroughton. This opened officially on 6 December 2023.

Discovery Church Wroughton in Markham Road offered free facilities to the SFC Hub and volunteers have run it each Wednesday between 2pm – 4pm. A drop-in cafe and access to advice are also available to anyone during each session.

Swindon Food Collective replenish and deliver substantial boxes of provisions each week as required. Agents, including the Wroughton Parish council office and library, local schools, Tick Tock nursery, GP surgery and Social workers, issue vouchers to clients or make referrals online or by phone. In a six month period clients can make up to three requests, or more in an emergency. All client contacts are recorded confidentially.

More people are gradually becoming aware of Wroughton Hub, which is now attended most weeks. Records show the Hub distributed provisions on 106 occasions to individuals and their families in 2024. Current records indicate a 50% increase in 2025.

Swindon Food Collective - Wroughton Hub acknowledges and thanks Wroughton Parish Council and Discovery Church Wroughton for their generous support and Barrett Housing for freely providing custom-made storage cupboards.

Brenda Maddox
SFC Volunteer

