

VEGECOOPPIA

VEGGIE | COOPERATIVE | UTOPIA



ANNUAL REPORT 2025



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UPS AND DOWNS...

For Vegecoopia, 2025 has been a year of growth and efforts toward self-sustainability, building on last year's funding legacy and the social capital we cultivated.

In the first half of the year, The Honey Pot community shop ran successfully for two weekends each week, complemented by surplus food-sharing sessions. Self-financed activities, such as cultural food sessions, took center stage, alongside the launch of our inaugural community gardening program for corporates, which built valuable experience and capacity for future projects.

In the second half, efforts centered on delivering our second Greater London Authority-funded project, which harnesses food, gardening, and art to strengthen social capital among Kingston and HongKonger communities.

A pivotal moment came with my relocation back to Hong Kong for personal reasons, yet sincere gratitude goes to our strong backup team for ensuring a smooth transition in project brainstorming, delivery, management, and overall social enterprise leadership.

Back in Hong Kong, the recent Tai Po fire tragedy has deeply affected us all, marking a difficult time for the UK HongKonger community as we seek solidarity. Our thoughts remain with Hong Kong, guided by our motto of dignity — the core reason organisations like ours thrive in the diaspora.

I wish Vegecoopia and its beneficiaries a safe and prosperous New Year, overcoming challenges with resilience and love.

PERLE WONG

Director

WHAT A YEAR!

To me 2025 has been “the year of harvest”, we managed to preserve our achievements from the previous year upon which we carry on building our legacy, having developed more cross-sector projects such as Taste Palette and the “Living between spaces” art exhibition is a big highlight for me.

I’m very thankful to be a part of the company since the beginning, it has been such a pleasure to have connected and collaborated with amazing people, and I’m also grateful for the effort and diverse influences from my colleagues and all the volunteers, they have been the great nutritions for Vegecoopia. I believe the collective effort will take us to the next level!

DANIEL LAI

Director

THANKS, 2025!

This year has been quite unusual for me, returning to the team mid-year to manage the Honey Pot community shop while also taking on the GLA project. We formed a dedicated group of volunteers to transform a section of the planters along the footpath into a wildflower and herb community garden. Hosting while participating in the Taste Palette workshops has provided a soothing outlet for me to unpack memories and create a bit through drawing. Through this project and our pop-up fairs, I've had the pleasure of connecting with many like-minded organisations, craft makers, and small businesses.

While the shop can be quite quiet at times, it's never dull. Often, at the most unexpected moments, someone comes along looking for honey they've tasted before, a gift for a departing classmate, or just a warm drink and a chat. Moments that make you think, maybe this is kind of worth it.

HEI

Director

A BUSTLING YEAR!

I am grateful for another year with Vegecoopia, especially this year filled with a lot of new opportunities and challenges. Being mainly involved with the art programme, the first half of 2025 was quiet for me while the second half was busier than ever, in a good way!

In October, we produced our first group exhibition, featuring 8 artists and 2 community projects, reflecting our journeys from HK to the UK. Being the first exhibition I curated, it was a valuable lesson, and I couldn't have done it without our amazing team and talented artists. A heartfelt thank you to you all.

Around the same time, we started the "Taste Palette" workshops, which were part of the GLA project. While the workshops were about food memories, they certainly became a good memory that I have in relation to that food. I am truly thankful to my colleagues, our food business collaborators, artist, volunteers and participants, who shaped these special and emotional moments with us. Although all 5 workshops were finished, it is not the end, we are in the process of creating the zine, so stay tuned!

ELLEN WONG

Director

OUR VISION & MISSIONS

As an agri-food educational organisation based in Kingston upon Thames, we aim to **build community bonds** and **resilience** through **sustainable food practices**.

We achieve this by growing, sharing, and redistributing food locally — particularly through our community shop, food gardening, cultural cooking events, and nature-based art and craft workshops.

We believe in food-growing and community-building with **Dignity, Autonomy, and Sovereignty**; DAS the essence of community-supported agriculture (CSA).



2025 JOURNEY



Food & Cultural Activities



Gardening Workshops



Community Art Events



**Community Shop -
The Honey Pot**

FOOD GARDENING

"Thank you for all your help with this project. I am determined to get the staff more involved here!"

- Community Liaison & Wellbeing Lead,
John Lewis Kingston

Partners' Garden
@ John Lewis Kingston

Wellness Gardening
@ the Cycle Hub, Kingston

Volunteer Scheme
@ our allotment, New Malden

Our Saturday community gardening sessions brought together a small team of 5-8 residents from across South West London, allowing them to share knowledge about growing, exchange food, seeds, and stories, and connect with people they might not otherwise meet. Participants noted that these sessions provided them with an opportunity to exercise and make friends.

*17 gardening sessions /
20+ types of veg, herbs & fruits grown*

Thank YOU, Volunteers!

This growing year, we've been fortunate to welcome incredible Kingston residents to join us in looking after the veg, learning about how a circular food system works, and keeping our shop in great shape. Without the dedication of our volunteers, Vegecoopia wouldn't have the confidence to expand our community efforts - offering seasonal veg as a token of our appreciation, and sharing the harvest with our community at The Honey Pot!

FOOD & CULTURE

We collaborated with 10+ home cooks representing the UK, India, Hong Kong, Jamaica, and Argentina etc., showcasing Kingston's rich cultural diversity. These home cooks not only shared their signature dishes and cooking expertise but also sparked meaningful conversations about their cultural heritage.

- Culturally Resilient Lunch series



Culturally Resilient Lunch
@ Kingston Environment Centre



Food tasting pop-up
@ The Honey Pot



Ferment Club
@ Kingston Hive

5 workshops / 600+ kg of surplus food rescued / 100+ beneficiaries

Our team, home cooks of events, and participants gained valuable insights into various dietary requirements and food cultures. We ensured that most meals in events included vegan and vegetarian options and were allergen-free, catering to diverse dietary needs.

To supplement our fresh produce, especially during the winter "hungry gap," we incorporated surplus food donations from KingsGate Student Pantry and Kingston Environment Centre in events. This approach not only helped reduce food waste but also raised awareness about local food aid resources in Kingston.

ART & CRAFTS

"A well organised workshop to reflect on food and memories!"

- Taste Palette participant

"Horses don't stop they keep going."

- Chalk art event doodle



5 workshops / 1 public art event / 1 exhibition

We created inclusive and creative spaces for reflection, cultural expression, and community building through art programmes. Exhibition "Living Between Spaces" explored the transitional experiences of Hong Kong migrants through artworks by 8 emerging HK artists and members of the Kingston community.

We also delivered 5 "Taste Palette" workshops that combined art-making with food sharing to support small HK food businesses in the UK. Participants learned about the businesses' start-up journeys, tasted their products, and translated food memories into illustrations. In addition, We engaged Kingston University students in creating an ephemeral floor mural outside The Honey Pot, activating public space and encouraging creative collaboration.

THE HONEY POT

The cosy and homey fair setting encouraged visitors to get to know one another, providing a chance for old and new friends from different backgrounds to reconnect. As attendees commented, the fair connected them to "creative people doing interesting things."

- Eco Fair @ The Honey Pot



42 weeks open / 20+ local suppliers / 30 surplus food sessions

Another year for this weekend community space — more than just an ethical food hub, we welcomed even more artists and home cooks to showcase their talents and products. We also engaged more newcomer Hong Kongers in managing the shop and organising events, helping to boost footfall and enhance our green space. Once again, we sincerely thank Kingston Council and Kingston Hive for their support!

FOSTER CONNECTIONS IN THE COMMUNITY



Our latest GLA-funded project 'Cooperation, Creation, & Cultivation: Growing Kingston with Food'

Our main challenge is that our event space is located near a public area with moderate anti-social behaviour risks. While we understand that changes take time, we're happy that our project has already brought signs of improvement to the area, and is moving closer to overcoming these challenges and achieving our goal of connecting the community through food, culture, and art.

GROW SKILLS & BUSINESS TOGETHER

"The direct interaction made me feel really happy and the positive feedback grounded me when I was being uncertain about whether people would like my products and worried about if the business would be successful or not. It made me feel like I could do it!...It's expensive for a small business to rent a physical stall, and this collaboration provided a platform for me to be seen. I hope there will be more collaboration in the future"

- Food business owner joining the Taste Palette



*The Honey Pops eco fair, part of 'Cooperation, Creation, & Cultivation: Growing Kingston with Food'
3 sessions / 13 stall holders / 150 visitors*

Stall owners joining our Eco Fair were able to connect with the local Kingston community, showcasing and promoting their products and services to a wider audience. They gained experience through face-to-face interactions with over 100 pop-up fair visitors—something not available with online sales. Our event provides a platform for these organic connections, offering exposure without the need for a fixed shop.

SUPPORT WELL-BEING

Taste Palette food & illustration workshop, part of 'Cooperation, Creation, & Cultivation: Growing Kingston with Food'

5 sessions / 6 collaborators / 80 participants

"Stress release!!" and "the workshop helped me to improve mood" are our participants' key takeaways from the workshops.



Wellness Gardening, part of 'Cooperation, Creation, & Cultivation: Growing Kingston with Food'

11 sessions / 8 participants

An opportunity to exercise and make friends - participants shared that the gardening activities taught them valuable growing skills and empowered them to try small-scale gardening, even with limited space at home. One participant shared their story of migrating and farming during childhood, which somehow connects to this community gardening in the present. Additionally, participants are often generous in sharing seeds and seedlings, as well as life hacks and shopping tips beyond horticulture, to support each other's lives in the UK.

OUR TEAM

The achievements of this year were made possible by our director team: Grower Perle, photographer Daniel, grower Hei, and art practitioner Ellen.

We also want to extend a million thanks to the other project-based freelancers and volunteers who assisted with funded events and helped maintain our community gardens and The Honey Pot in good shape!

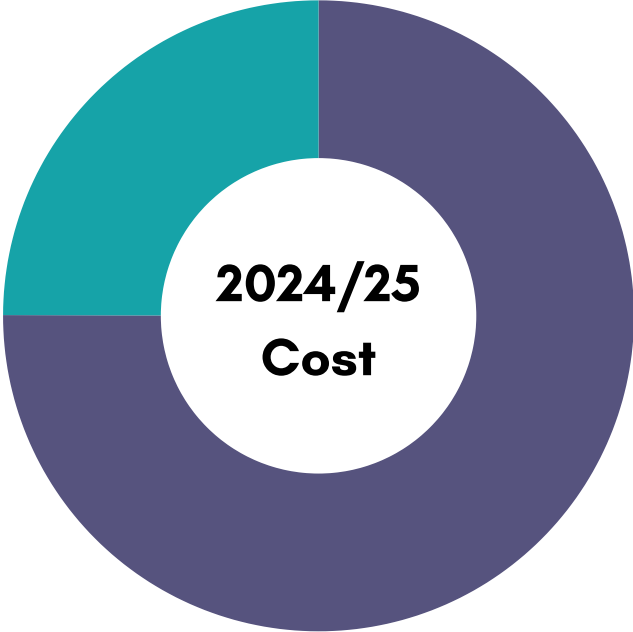
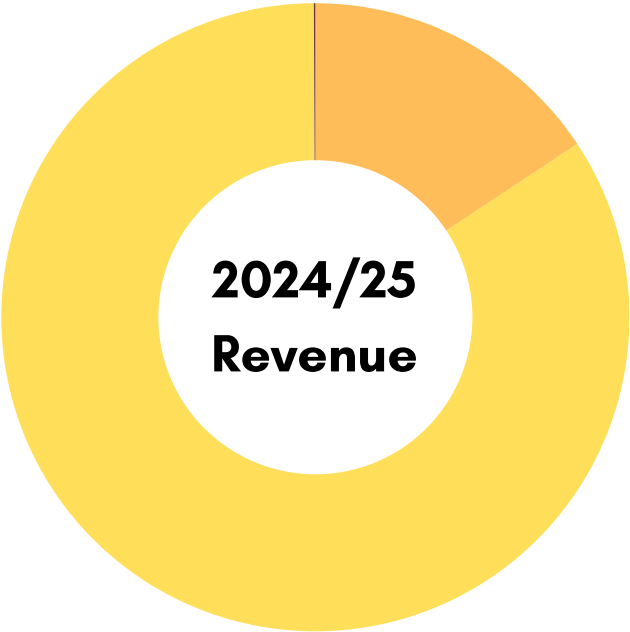
We are grateful to be “**Highly Commended**” in the Kingston Chamber of Commerce **#KBBA2025 Sustainability Impact** category. The honour goes to everyone who has helped grow Vegecoopia over the past two and a half years!



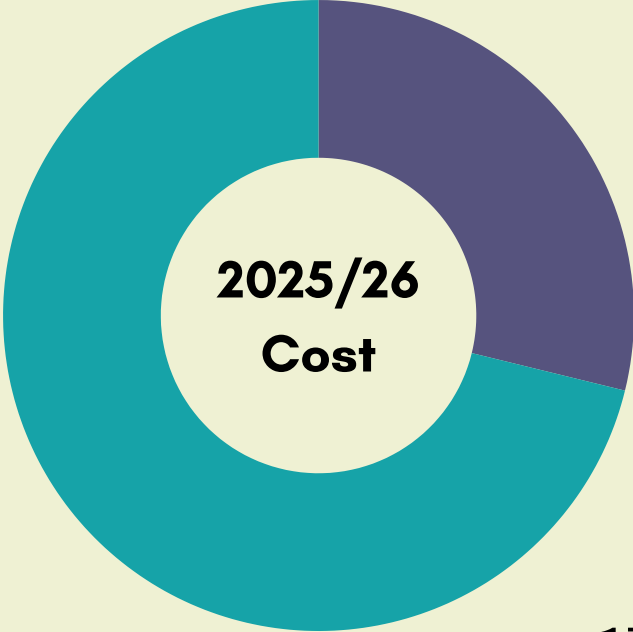
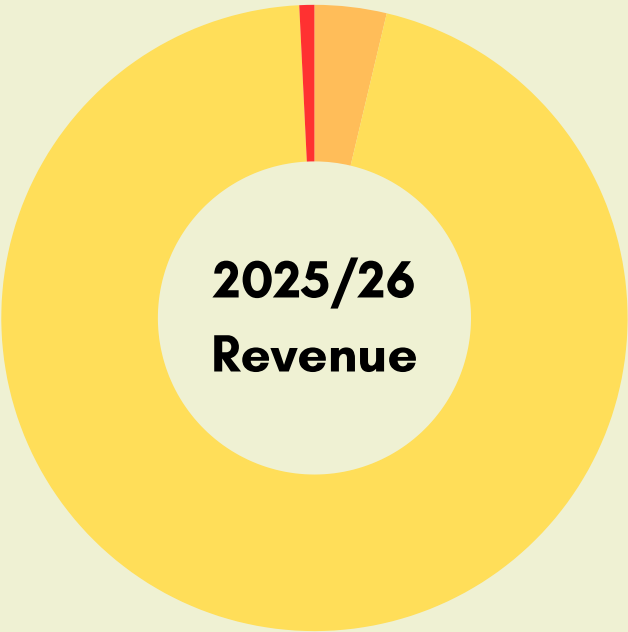
This year, our team equipped ourselves with training in Level 3 Food Hygiene, Children & Adult Safeguarding, Social and Therapeutic Horticulture by THRIVE, Organisational Culture Leadership, and we are all DBS checked.

FINANCE

- Turnover (£7,906)
- Other Income (Grants £42,420)
- Tax Repayment (£39)
- Admin Expenses (Staff cost, etc. £38,494)
- Cost of Sales (£12,806)



- Activity Revenue (£695.20)
- Grants (£17,898)
- Other Income (£145)
- Admin Expenses (Staff cost, etc. £2,942.95)
- Cost of Sales (£7,264.77)



2026 OUTLOOK

After a fruitful 2025, we are entering a year of review. This year, we will focus on making strategic adjustments and implementing necessary changes. Our output may look different comparing to previous years. We believe that taking time to rest and reflect will ultimately lead us further down our path.

We will be wrapping up our GLA-funded three-part project, completing the series of Kingston eco mini fairs, and preparing for the maintenance of the Wellness Gardening initiative beyond the project period. While the Taste Palette sessions have concluded, we will bring together key elements of food, art, and memories into a series of posters for collaborating food businesses, as well as our first zine, which will showcase Hong Kong food stories and illustrations.

The Honey Pot will undergo a deep clean and renovation alongside the Cycling Hub structure. Please stay tuned for its new look, along with updates on collaborations and changes to our operating hours.

We are pleased to announce that our community food growing will continue. During this review and planning period, we remain open to potential collaboration opportunities. If you're interested in pursuing a joint effort, we would love to discuss and connect!

ACKNOWLEDGEMENTS

Thanks for the funders' support

SUPPORTED BY
MAYOR OF LONDON



Thanks for the Women's Enterprise Growth Programme's support by



Thanks for the event partners' support



JOHN LEWIS
& PARTNERS

Proud to be a member of the networks



And also, thanks to all the collaborators who made our events possible and fruitful!

Illustration credits:

Jade Shum, Kingston University students Yashoda and Lily

CONTACT US




 [vegecoopia](#)

 [vegecoopia_uk](#)

 07564690531

 info@vegecoopia.com

 www.vegecoopia.com

 The Honey Pot community shop:
Cycle Hub, 47-49 Wood St,
Kingston upon Thames KT1 1UJ

