

Good Food Oxford:

Oxfordshire's network for healthy, fair and environmentally sustainable food for all 2019-20: A Year of Action



Looking back: Activities delivered within our three strategic priorities



Good Food Businesses: Building Oxford's sustainable food economy

- Oxfordshire's **Catering & Procurement Working Group** meets quarterly, 30 members
- Support for the **Oxford Real Farming Conference** January: GFO sources local, organic, seasonal, Fairtrade caterers.
- **Good Food Away Days** for ethically-minded businesses wanting to run team-building activities and support a local charity – food focused team-building activities delivered in partnership with Oxford City Farm.



Good Food For All: Ensuring everyone is able to eat well every day

- **Food Access Alliance** – led by people with lived experience of food poverty, joined by professional experts. Supported community projects to improve food access. Identified priority areas for action in Cutteslowe and Littlemore.
- **End Hunger Day of Action** October 2019 – took over Bonn Square and hosted an **Invisible Feast** to raise awareness of hidden hunger in Oxfordshire and to make three campaign asks: **Fix Universal Credit** – no more five week wait; an **Oxfordshire Living Wage** of £10.02 an hour; a national plan to **End Hunger in the UK** – letters sent to Oxfordshire MPs
- **Oxfordshire Foodbank Forum** – September 2019 – 17 attendees. Reporting monthly foodbank usage figures. Approximately 50% increase in need from 2018-19 to 2019-20.
- **Food Poverty Awareness Training**: Two sessions in Banbury in May 2019 to share learnings around underlying issues of food poverty, develop skills to support those experiencing food poverty and improve local signposting.
- **SUGAR SMART** went Oxfordshire-wide: 200 more people responded to the Great Sugar Debate; 40,000 people engaged online or in person. 92 businesses, community centres, institutions, leisure centres signed up to take action to reduce sugar and make the healthy choice the easy choice.



Changing Our Ways: Driving behaviours for healthy and sustainable food use

- **Veg Cities** with Oxford University's LEAP Project – **two six-week cooking sessions** for parents with school-age children and older men; **training for Replenish volunteers** to support people to make behaviour changes
- Developed **Good Food Cooking Toolkit** as a teaching tool for skills-based teaching and creative cooking without recipes
- **"Waste Not Want Not" event** June 2019: Huge veg-based food surplus in Bonn Square attended by **400 people**.
- **Switch Up Your Lunch veg pledge campaign** – 18 employers and organisations that employ a total of 15,000 people. An estimated **3,500** people had a vegetarian or vegan lunch on that day as a result of the pledge.
- **Oxford Green Week**: 17 events with 2000 attendees. GFO supported: a public engagement stall, raising awareness of veg-based cooking and disseminating the Good Food Cooking Toolkit, attended by **222 visitors**; **Big Lunch** in Blackbird Leys attended by **40 people** and reported live on BBC Radio Oxford; **Pick Your Own Strawberries trip**, 102 participants.
- **Disco Soup**: **700 attendees** joined free community cook-up and feast on Oxford's streets. 1,250 recipe cards shared.
- **Interfaith Week** in November 2019: Surplus Cooking Challenge – 3 teams of 6 young people supported by 3 pro-chefs.
- **Eat Them to Defeat Them Campaign** aimed at children to get them to eat more vegetables.

Organisational Development

- 8 Steering Group members
- 4 Advisory Group members
- 4 Directors
- 2 part-time staff, 3 consultants
- 7 volunteers
- 1 intern per year
- An Oxford Living Wage employer

Network

- 140 network members
- Quarterly network meetings
- Bi-monthly network newsletter – 10% increase in subscribers (from 694 to 764)
- Monthly blogs and online resource hub
- 3,584 Twitter followers
- 1,537 page likes on Facebook
- >1,681 Instagram followers
- 50 LinkedIn followers
- GFO website 30,000 views from 14,000 people

Policy



Healthy and sustainable food featured in: Oxford City Council's **Citizens' Assembly on Climate Change (October 2019)**; Oxfordshire County Council's **Whole System Approach to Healthy Weight**; Oxfordshire **Joint Strategic Needs Assessment**; **Health Improvement Board Priorities**; Friends of the Earth **Fast Forward Food**; and University of Oxford Students' Union **Climate Action Plan**.

Cost and Value Generated



Annual cost: £51,493 support



Value: £4,000 **volunteer time**, £18,000 **network support**, £40,000 **in-kind**