



Oxfordshire's network for healthy, fair and sustainable food for all.

www.oxford.gov.uk



2022-23:

Cultivating Oxfordshire's Access to Good Food



Good for Planet
Good for People
Good for Community

Good Food Governance and Strategy:

We launched our new website

to celebrate and advertise our new branding and is where we continue to share regular blogs, news and happenings in good food across the county.

54 people led the development of these Food Action Plans over 23 FAWG meetings, culminating in Food Summits for each District, where we engaged with a wide range of local stakeholders.

GFO initiated Food Action Working Groups (FAWGs) for each District and Oxford City.

These multi-stakeholder groups are developing Food Action Plans to make the ambitions of the Oxfordshire Food Strategy tangible and aligned with local priorities.

Our Steering Group (including councils, community groups, businesses and institutions) provided oversight and guidance

to the strategy development through meetings and workshops

Food for the Planet:

We launched our communications toolkit 'Talking About Sustainable Food' to help a wider audience feel more confident in conversations about sustainable eating.

Through our Good to Grow Oxfordshire campaign we strengthened connections with 30 community gardens and allotments.

Our Veg Places campaign resulted in 116 action pledges committing to grow, cook, donate or promote veg, and reduce waste.

We supported collaboration among our growing communities, convening a gathering of local farmers at the Oxford Real Farming Conference. We also facilitated connections between landowners and growers

looking for land at a network meeting to explore the barriers and opportunities for new entrants to sustainable agriculture.

Through our partnership in the WISH project, community-led gleaming activities rescued 6 tonnes of food, that was redistributed to foodbanks and larders.

Food Justice:

Our #FoodSupportOxfordshire campaign shared resources including videos of lived experiences of food insecurity to reduce stigma and encourage people in need to reach out for help via food banks and larders.

Our Food Poverty and Healthy Start Training has been shared with 120+ foodbanks and larders ensuring frontline workers and volunteers feel confident to provide support and signposting using the Dignity Principles.

We co-hosted a follow-up roundtable event focusing on Childhood Nutrition, bringing together 65 stakeholders including communities, academics and councils, to explore opportunities for collective action. Learnings were shared nationally at a Public Policy Exchange event on Ending Child Food Poverty.

Our work on food justice has been recognised nationally and we are partnering with the Consumer Data Research Centre to develop and refine their Priority Places for Food Index to develop greater awareness and understanding of the drivers and consequences of food insecurity helping to target and improve the effectiveness of interventions.

We welcomed 9 new organisations to the Community Food Network. 83 organisations now feature on our map. At 10 meetings hosted by GFO, 85 people discussed issues related to food poverty. Our annual report on food insecurity highlighted the challenges presented by the cost-of-living crisis and supply issues faced by food banks. Our collective voice has been heard by local and national policy makers, who allocated funding and collaborated with communities on solutions.

Good Food Movement:

We updated our Community Food Map to include Cooking and Growing Activities so people can more easily find opportunities in their local area.

We have connected with 48 organisations to identify what works to help their communities to access and enjoy healthier food. We will build on this and co-design solutions with 180 community participants as part of our 5-year research project, FEAST.

We have grown our social media presence on 5 platforms, with a 50% increase in reach on Facebook and Instagram, compared with the previous year. Through interviews on BBC South and BBC Oxford we shone a light on the issues faced by our local communities, particularly around access to healthy, affordable food.

Our annual Switch Up Your Lunch campaign, which raises awareness of planet-friendly diets, engaged 30 organisations and 8,000 employees to go meat-free for a day.

We interviewed over 100 local residents at 8 different locations across Oxfordshire asking what matters about food.

10 organisations took part in Oxfordshire Pumpkin Festival, engaging 3,800 people in person, reaching 12,000 online and rescuing an estimated 11,000kg pumpkins.

At Blenheim Autumn Festival we served 250 portions of delicious soup, made from veg grown on-site in the Kitchen Garden, demonstrating the versatility of seasonal veg and promoting our Cooking Toolkit, GFO's guide to creative veg focused cooking.

Sustainable Food Economy:

We published our Local Supplier Directory, raising visibility and encouraging institutions and individuals to buy local from our 145 sustainable local producers.

We launched our Community Wealth Building exploring the journey of food-related social enterprises from their roots as community projects. Recommendations and roadmaps will support more organisations on this journey.

Through Oxfordshire's Social Enterprise Partnership's 'Impact Food and Drink' Group, we supported emerging food enterprises to identify appropriate structures and models for their business.

Sustainable Supply Chains

We hosted a Local Supplier Dinner at Balliol College engaging 50 institutional buyers and local producers to build momentum, trust and tangible commitments to local procurement.

Following this we launched our Oxfordshire Farm to Fork Pilot engaging 9 Oxford Colleges and 8 local producers in direct purchasing arrangements building a short, transparent, local food supply chain for Oxfordshire.

In the first 2 months over 1,000kg of veg were sold directly from local farms, delivered to kitchens via Velocity's e-vehicle and cargo bikes. Our ambition now is to scale-up and build a robust infrastructure to support local sustainable food as a mainstream option for universities, schools and hospitals.



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