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

# 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.**

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.

**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.

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 **gleaning 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 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.**

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.

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.

