

SFP Bronze and Silver Awards Application Form 2023

This form is for completing an SFP Bronze or Silver Award application. **If you are considering applying for a Gold Award, please contact the SFP team at sfpawards@soilassociation.org to discuss the process.**



Before starting your application, please fully read this form as well as the following documents:

- SFP Awards: Guidance for applicants: [SFP Awards – Guidance for applicants.docx](#)
- SFP Awards: Activity and Impact: [SFP Awards – Activity and Impact.docx](#)

SECTION 1: Information about your partnership and your place

Please complete the following (*= compulsory):

Name of your partnership*:
Good Food Oxfordshire
Name and contact details of person/people leading on this application*:
Fiona Steel, fiona@gfo.org.uk m. 07800 872 061
Geographic region which this award will represent*:
Oxfordshire
Award you are applying for*: Silver

Please provide us with background information about your place*: Advisory word limit: 400 words

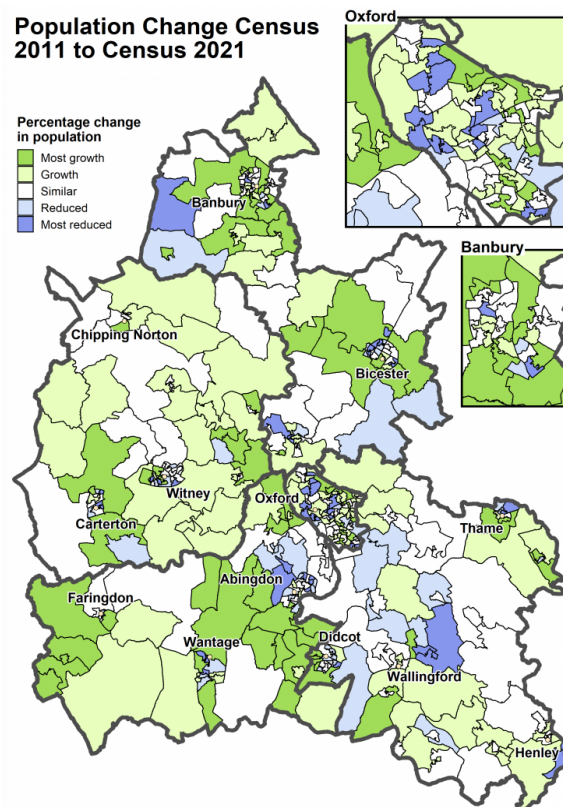
This is to help the panel understand the context in which you are working. *You may include (but not limited to): Population and demographic information, location/geography & economic and social challenges.*

ANSWER:

404

Since 2013, **Good Food Oxfordshire (GFO)** has evolved into a network of over 220 Oxfordshire-based organisations united in their pursuit of a healthier, fairer, and more sustainable local food system.

Oxfordshire, with a population of 725,300 (ONS, 2021), operates as a two-tier county structure comprising the County Council and the 5 Districts Councils (more detail [here](#)). Oxfordshire spans 2,605 km² and has a population density of 278.4/km². It is the most rural county in the Southeast, with 60% of its population residing in Oxford City and major towns, while the remaining 40% live in smaller towns and villages. Food insecurity affects 9-14% of households, totaling 62,000-96,000 individuals (Moretti et al, 2021).



Oxford City stands out as one of the UK's most ethnically diverse cities, with 22% of residents from black or minority ethnic groups and 14% from white, non-British ethnic backgrounds (2021 Census). The Districts are primarily rural, with Oxford City and Banbury being exceptions to this demographic pattern. According to the 2021 Census, 23.2% of Oxfordshire county's residents are from non-white British backgrounds.

Oxford exhibits a stark contrast between its affluent north and less affluent southeast, with some areas ranking among the top 10% of deprived regions in the UK. Health disparities are significant, with a 10-year gap in life expectancy between the most and least affluent areas of the city (Public Health England, 2015). In these areas, food poverty affects 30% to 50% of the population (Food Poverty in Barton and Rose Hill, 2015). 55% of adults in Oxfordshire are overweight or obese (JSNA, 2021).

While, on average, the Districts surpass the national average in terms of affluence, pockets of deprivation exist. In 2022, rising living costs resulted in Oxfordshire households experiencing an average income loss of £1,200, pushing many into a 'heat or eat' dilemma (Harari et al, 2022).

In 2013, Oxford sourced 50% of its food from the UK, 33% from the EU, and 15% from other international sources, with less than 1% originating directly from the region (Curtis, 2013). This is despite 76% of Oxfordshire's land being dedicated to agriculture, primarily cereals (56%) and livestock grazing (30%). Currently, Oxfordshire boasts a surplus in arable production but faces a deficit in various food categories, including fruits and vegetables (Curtis, 2013). In 2020, Oxfordshire's local food economy generated £2.2 billion in turnover, sustaining 19,500 jobs and 2,970 enterprises (ONS, 2022).



How have you considered equity, diversity and inclusion in the structure and work of your partnership *? Advisory word limit: 300 words

ANSWER:

320

GFO's Oxfordshire [Good Food Charter](#) is signed by our 200+ members, each of whom have pledged their commitment to this charter. As part of the Charter's 'Good Food Vision' equity, diversity, and inclusion play a key role by:

- Ensuring all people have access to affordable, healthy, and tasty food – regardless of income
- Helping people gain and pass on the knowledge and skills to grow, cook, eat, and enjoy food
- Demanding that all food workers receive a fair wage, and work under safe, fair conditions
- Encouraging a diversity of local, independent shops, and enterprises that provide jobs and

livelihoods

- Providing space for food growing projects that promote good health and community spirit
- Bringing people together to celebrate Oxfordshire's regional food heritage and our diverse food cultures.

We have also been working with a multi-stakeholder group to develop the [Oxfordshire Food Strategy](#) that aims to make healthy and sustainable food accessible and affordable whilst improving the sustainability and resilience of Oxfordshire's food system for all. Removing barriers and ensuring that everyone in Oxfordshire can access affordable, healthy food in ways that promote dignity, recognise diversity, and celebrate our rich cultural heritage are fundamental to this Strategy.

At Good Food Oxfordshire, our goal through our work is to ensure that:

- A diverse representation of food businesses, community initiatives and charities working with food are part of our network
- Our Steering Group representatives come from diverse backgrounds
- The projects we promote reach a diverse of people (age, ability, ethnicity, gender, sexuality, affluence, faith or none, housing need)
- Projects are not Oxford City-centric and focus resources in areas of multiple deprivation across the county
- We partner with faith leaders and are aware of religious holidays – referring to a calendar when planning events
- Ensuring communications and images are accessible (dyslexia-friendly, plain language), are translated into minority languages (where possible e.g., our [Arabic Cooking Toolkit](#)), and the pictures we use represent a wide range of people.

SECTION 2: Local food activity and impact

Please read SFP Awards: Guidance for applicants: [SFP Awards – Guidance for applicants.docx](#) before completing this section.

Please describe the activity and impact of local food work delivered in your place within the last three years against the relevant key issues (1-6) and action areas (A and B) below.

We advise that you keep answers to within 600 words for each action area (i.e. for each A and B under the key issues). Whilst you won't be penalised for going over this limit, this will help the panel focus on your main achievements. For sections C, 250 words is the mandatory limit.

For Bronze and Silver awards, there are mandatory actions for some key issues. These are laid out in *SFP Awards – Activity and Impact*: [SFP Awards – Activity and Impact.docx](#). This document also provides a broad benchmark for each award, rationale for SFP's inclusion of each key issue, and example actions for each action area.

Key Issue 1: Taking a strategic and collaborative approach to good food governance and action

Action area A: Establish a broad, representative, and dynamic local food partnership

Good Food Oxfordshire (GFO) is a network of **220 organisations** who have all signed the [Good Food Charter](#) pledging their commitment to a **fairer, healthier and more sustainable food system for Oxfordshire**. Our members include local councils, institutions (such as Universities), food and farming businesses and community groups.

GFO's Steering Group, which actively oversees the partnership's priorities and direction, meets every 8 weeks. It has broad, County-wide representation and includes key decision makers who can influence policy and practice. [Membership of the Steering Group](#) includes representatives from: all of Oxfordshire's District, City and County Councils; universities; community groups; farming communities; food businesses; and people working with marginalised groups including refugees. Terms of reference are [here](#).

These members have demonstrated their commitment to the partnership through funding and resources. For example, total County and District Council funding directly to GFO between May 2021 and August 2023 was £204,000. In 2022, the County Council allocated a further £205,000 to the District Councils for Phase 2 of the [Oxfordshire Good Food Strategy](#).

GFO co-ordinates and convenes different **working groups** to facilitate multi-stakeholder collaboration on specific food-related topics. These are summarised below (with more details [here](#)):

- **4 Food Action Working Groups (FAWGs)** established in 2023 as a more local voice for **each District**. Each group includes 10-14 representatives. Terms of reference [here](#).
- **Food Sustainability and Health Group** brings together 12-15 frontline organisations including all Councils, Health and Social Care, Housing, and non-statutory services (full list [here](#)) to share knowledge, resources and understanding about community health needs related to food. Minutes of meetings [here](#).
- **Community Food Networks**: [4 groups with over 120+ members](#) (City: 57; Cherwell: 28; South and Vale: 32; West Oxon: 13) which meet every 12 weeks with interim newsletters, email groups and one-to-ones. Representatives include food banks, larders, fridges,

councils, and other VCS organisations. Aim is to **share knowledge, experiences and resources around food insecurity, raise awareness of issues, and stimulate collective action.**

- **Local Supply Chain/Catering and Procurement Working Group:** Meets quarterly and ad hoc on issues of institutional catering and local supply.
- **Childhood Nutrition Working Group:** Partnership between University of Oxford, OCC Public Health and GFO. A policy brief is due to be published and learnings discussed at the Public Policy Exchange webinar on Ending Child Food Poverty on [12th September](#). The brief was informed by 2 roundtable events ([November 2021](#) and [May 2023](#)), which brought together 65 people including academics, local policy makers, food businesses, community groups and parents with lived experience of family food insecurity to explore opportunities for collective action. The initiation of this group and the outputs of the roundtable also contributed to the [Child Poverty Scrutiny Review](#) established by Oxford City Council.

GFO is a key partner in the following groups convened by OCC Public Health:

- **Healthy Start Working Group:** Meets every 8 weeks to increase the uptake of [Healthy Start](#) programme in Oxfordshire.
- **Communications Group:** Meets every 8 weeks to collaborate on **healthy eating, healthy food environments and good food related events and campaigns**. Representatives include CDS, Age UK, Achieve Oxfordshire, Public Health, Health Watch, Active Oxfordshire and FarmAbility.

GFO is active in other groups including:

- **Oxfordshire Connects** facilitated by [Digital Commons](#)
- [Oxfordshire Inclusive Economy Partnership](#)

Action area B: Develop, deliver, and monitor a food strategy/action plan

Clear visible brand, charter and commitments

Good Food Oxford rebranded as Good Food Oxfordshire in 2022 to reflect our new countywide coverage/identity. The [launch of our new website](#) in 2022 celebrated and advertised this change and is where we continue to share regular [blogs](#), news and happenings in good food across the county. The [GFO Good Food Charter](#) (signed by [220 organisations](#)) requires members to pledge a specific commitment towards a food system for Oxfordshire that is Good for People, Good for Community and Good for the Planet. The full list of organisations and their pledges can be viewed [here](#).

Food Strategy

To cement and ensure commitment to our countywide approach, the partnership published the [Oxfordshire Food Strategy](#) in May 2022. The strategy development was led by GFO and adopted a multi-stakeholder, systems approach. At over **30 events**, we engaged in discussions around the [Oxfordshire Good Food Strategy](#) involving more than **600 people**. The Strategy was **endorsed by the 5 District, City and County Councils in 2022**.

Food Action Plans

The current [GFO 3-Year Action Plan](#) is being refreshed and replaced by **5 Food Action Plans** currently being developed by the **Food Action Working Groups (FAWGs) covering all Districts**. These plans will make the vision and commitments set out in the Oxfordshire Food Strategy a reality. The current draft plans will be finalised by December 2023. An example of the plans can be found [here](#) and the process and timescales of delivery is [here](#) (all the plans follow the same

process and format). The process for the development of each District-Level Food Action Plans has involved:

- Formation of a 10-14 person, multi-stakeholder group (4 groups in total to cover each District/City) – includes representatives from across food system (Jan–March 2023)
- 6-8 workshops with each group to develop plans against 5 priority areas (Feb–Oct 2023)
- 4 Food Summits with wider stakeholder group (30-50 people) to review and input to draft plans (June–Oct 2023)
- Refining plans (Sept–Nov 2023)
- Publication and sign-off of plans (Dec 2023)

Monitoring and metrics

GFO reports to its Directors and the Steering Group on progress against the Action Plan. Example report [here](#).

The FAWG plans have [specific metrics](#) to ensure that we can monitor progress against actions. The overall Food Strategy has a [core set of metrics](#) that ensures that the individual plans collectively deliver the objectives of the Food Strategy.

We have been **recognised as one of the areas leading the drive to develop robust food-related metrics** and are working directly with the Consumer Data Research Centre (CDRC) who are funding £20,000/6-months of an Oxfordshire-dedicated researcher. Through this partnership, we will refine and ‘ground-truth’ the CDRC’s [Priority Places for Food Index](#).

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 2: Building public awareness, active food citizenship and a local good food movement

Action area A: Inspire and engage the public about good food

Working collaboratively with our partners, GFO reaches an extensive and broad cross-section of the public. We are active through our own **monthly** newsletters and blog posts, **3 x weekly** social media posts, frequent TV and radio interviews, as well as regular **in-person events**.

Learning opportunities for the public, and those seeking food-enterprise related skills are abundant via our **cooking and growing activities, events**, as well as **training schemes for prison leavers** such as those offered by TAP Social Brewery and Bakery (40 prison leavers employed since 2021).

Land Justice Oxfordshire is a dynamic collective focused on how to develop new relationships between the land, the city, and the people. In 2023, they hosted 3 meetings on themes such as [‘Whose Land Is It’](#) – addressing questions of colonial ownership and lack of land access for diverse communities in the county. In September 2023, they will host a hackathon and a month-long exhibition at the [Old Fire Station](#) provoking discussion and debate on these themes.

Oxford also annually hosts the [Oxford Real Farming Conference](#) (ORFC), uniting farmers, activists, policymakers, researchers passionate about organic and regenerative agriculture and indigenous systems. Local Oxfordshire farmers play a prominent role as delegates and comprise 10% of the attendees. The ORFC commands national attention, with media coverage on BBC Radio Oxford and local news. Its messages resonate strongly with Oxfordshire's public.

GFO's communications

Social media:

GFO's overall follower numbers for different social media platforms (as of July 2023):

- 1,500 on mailing list for monthly newsletter
- 4,170 followers on Twitter
- 2,400 followers on Facebook
- 2,550 followers on Instagram
- 187 followers on LinkedIn

Selected social media posts from 2022/23 highlighting current issues can be found [here](#).

Website, newsletter and blogs:

- GFO website: 26,423 views, by 18,201 users in 2021/2022.
- New website developed in 2023 – 2.8k users in last quarter (April–June 2023).
- Our **monthly blogs** provide insights and awareness on topics including: '[Eating on a budget](#)', '[Gleaning](#)' and '[Sustainable Diets](#)'.

Our [Community Food Network \(CFN\) newsletter](#) collates and targets information on events and opportunities most relevant to **socially and economically disadvantaged groups** and is disseminated via 80+ **foodbanks, larders and fridges**. The 130 CFN members provide regular support to an estimated 15,000 services users representing approximately **30,000 people**.

TV and Radio:

Our TV and radio interviews with [BBC South](#) and [BBC Radio Oxford](#) have raised awareness of issues relating to **cost of living, food waste, Food Action Plans** and the local **Food Strategy**. See more examples [here](#).

Events and campaigns

GFO's [Pumpkin Festival](#) is an example of one of our **annual campaigns**. Since 2013, it has offered in-person events and an online campaign highlighting **food waste, providing tips and ideas to reduce waste, and connecting communities around food**. In 2022 (report [here](#)), **3,500 pumpkins** were rescued, **10** organisations from our network participated, and we engaged **3,800** people in-person and reached **12,000** people online.

Great Big Green Week, the Climatedarian Kitchen's 100% vegetarian surplus/locally sourced menu, received coverage on [ITV Meridian](#). Cherwell Collective events were featured in over **200 regional and national news sources**, which reached **35.8 million people** across the UK. Some examples of media coverage include: [BBC](#), [SW Londoner](#), [Oxford Mail](#), [Eden Project Communities](#), [The National Lottery](#) and [Oxford Social Prescribing Network](#).

You can find further details of our partners' reach [here](#).

Free/low-cost learning opportunities

There are a wide range of learning and sharing opportunities across all Districts e.g., [kitchen garden tours at Blenheim Palace](#); [learn to grow and save seeds at Oxford City Farm](#); [cooking classes for refugee women at Damascus Rose Kitchen](#); and [preserving classes at Cherwell Collective](#). For a full list of free/low-cost learning opportunities on offer by our network partners, see [here](#).

Training to build food-related enterprise skills

[Tap Social Movement](#) is a **social enterprise craft brewery, bakery, and hospitality organisation** that creates **training and employment for people in prison and prison leavers**. Impact includes 40 people employed from the criminal justice system into long term roles at 4 locations: The White House, Lock 29, Brew School and Proof Bakery. Additional information [here](#). Their 2020-2022 Impact & Progress Report is [here](#).

[No Vice Ice](#) is a social enterprise offering **paid traineeships to local residents living with hidden health conditions** to learn **food production skills and entry into work**. Impact includes 4 traineeships completed in 2022, 110kg of surplus food saved and made into healthy ice-lollies.

Action Area B: Foster food citizenship and a local good food movement

Oxfordshire has a vibrant local good food movement spanning diverse communities including socially and economically disadvantaged communities, refugees, and ethnic minority groups.

We have an active network of **cooking tutors and cooking activities** that aim to build skills, knowledge and confidence around 'Good Food' across [all Districts](#) and community groups. **Food-related climate activism** via the [Community Action Groups \(CAG\)](#) events directly engage 80,000+ residents each year, and seed funding for **community ownership models** around food has launched **4 new food social enterprises**. **Community gardens, allotments** and **Incredible Edible** sites flourish across all Districts, with **Oxford City being recognised in the [top 10 cities with most allotments in 2021](#)**.

Cooking Activities

To improve accessibility of cooking activities, GFO is mapping opportunities on our [Community Food Map](#) (select 'Cooking Activity' from the dropdown menu).

Between 2021-2022, GFO trained 22 **cooking tutors** using a 'train the trainer' model, equipping these tutors to in turn deliver cooking courses in their local areas. 22 tutors received 20 hours each of training. Through these tutors and our network of over 80 community partners, we have seen a range of [community cooking events](#) aiming to build confidence, skills and bring communities together around food with a selection listed below:

- [Damascus Rose Kitchen](#): Launched cooking courses for over 30 refugee women in 2023.
- [Waste2Taste CIC](#): Regular 1-5-week courses with vulnerable groups using surplus and low-cost approach.
- [Climatarian Kitchen](#): Provides [cooking courses](#), meal kits and ready meals made from surplus food.
- [Down to Earth](#): Cooking events include the Community Cook-In – education and sharing a meal together.
- [Maymessy CIC](#): An empowering cookery school for disadvantaged young people to learn life skills and gain greater wellbeing.

- [Nourish and Flourish](#): Community provision of nutritional support, cooking skills and addressing barriers to healthy eating (pop-up cooking demos, cooking sessions, equipment schemes). Development of a school program integrating nutrition within the curriculum whilst using a whole system approach to support the school community.

In September 2023 Oxford City Council secured **£1.5 million** to renovate the Leys Community Centre in one of the most deprived wards in Oxfordshire, including a **Community Kitchen and Cafe**

Food-related climate activism

Community Action Groups (CAG) Oxfordshire is a network of almost 100 groups at the forefront of community led climate change action. It is the largest network of its kind in the UK, with over 2,000 events per year, attended by 80,000 residents and contributing to over 20,000 volunteer hours. Impact:

- Banbury CAG ran almost 70 community events at their Bridge Street Community Garden
- Cherwell Collective now manages nine 'greenspace' community food gardens in Banbury, Bicester, Kidlington and Redbridge.

Community Gardens and allotments

Cherwell District: Home to **Harvest@Home part of the Cherwell Collective, which has built 6** community growing plots since 2021 focused on areas of social and economic deprivation. [Bridge Street Community Garden](#) offers an active vibrant growing space accessible to all in an economically deprived area.

Oxford City: Have [36 allotment sites](#) in the City. As of August 2021, Oxford was listed as one of the [top 10 cities with the most allotments](#). Community gardens and edible growing spaces can be found in Marston, Florence Park and Barrack's Lane. [Edible Streets Oxford](#) is an initiative by Oxford Brookes University to encourage the growing of fresh food on publicly accessible land, improving physical, mental and community health with their initial site in Barton.

South and Vale: Have a vibrant [Incredible Edible network](#) with [4 sites](#) alongside allotments and community gardens as part of the [Sustainable Places](#) movement. 14 local VCS groups provide community growing projects.

West Oxfordshire: Home to [Witney Allotment Association](#)'s Windrush Place, a new allotment site (completed April 2023) offering 55 plots, with an additional 2 disability-friendly plots. More details [here](#). [Kitchen Garden People \(CSA\)](#) is a local CSA, zero-waste market garden growing vegetables and fruit for local people in Chadlington offering drop-in volunteering sessions.

More details on allotment and growing initiatives in Oxfordshire can be found [here](#).

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

Action area A: Tackle food poverty

Since our Bronze Award application in June 2021, GFO has continued to ramp up its focus on tackling food poverty. For example, our **4 Community Food Networks** (representing all Districts) have [130 organisation members](#) including food banks, larders, community fridges, local councils and other local VCS.

Collectively our CFNs provide regular support to an estimated **15,000 services users** representing approximately **30,000 people**. A list of local community food initiatives by District, including numbers of beneficiaries for each, can be found [here](#).

Each CFN meets a **minimum of 3 times a year** to discuss food insecurity and to initiate collective action to tackle it. Since June 2021, **there have been 32 meetings of 66 organisations representing 28,500 service users**. Meeting minutes can be found [here](#).

[Oxford Food Hub](#) (OFH) **redistribute surplus food to over 200 organisations free of charge**, leading to the saving of 497 tonnes of food in 2022 (including chilled preprocessed food, meat and dairy). SOFEA (our FareShare provider) redistributed food to **189 organisations (1,853 tonnes worth £2.7m)**.

Our annual report [“A snapshot of community food provision and supply”](#) highlighted demand for services and difficulties currently faced by food banks. This was presented to the county and district councils. In response the City Council allocated £30,000 of funding to alleviate supply shortages.

Shared resources and signposting

In 2022, we revamped our [Community Food Map](#) which lists 87 food support services across Oxfordshire. Map hits: 1.7K views since launch in January 2023.

Our new website has a section and [resources dedicated to food support](#) including links to training videos, signposting leaflets for each district, MECC style food insecurity brief interventions.

In December 2022, we launched [GFO’s food poverty training](#). This is free to everyone and aims to support frontline workers to better support people experiencing food insecurity and builds on the success of our trainer delivery model by providing an interactive video. The training is built around the **Dignity Principles**, and adopts a [MECC approach](#) – supporting frontline workers to come alongside people and show empathy, providing support and signposting in a dignified, non-judgmental way. Impact: Promoted to 120+ food banks, larders, fridges, frontline health professionals and VCS. 168 teams viewed as of 3 July 2023.

Citizens Advice provide regular **advice services hosted within food banks and larders** in all Districts as well. The **Community Larders** have a wide range of **support and advice** including their **No Limits employability schemes**. A full list can be found [here](#).

Lived experiences

Representatives who participate in the CFNs have **lived experience of food insecurity**. Our recent storytelling exercise listened to the lived experiences of people experiencing food insecurity with the **aim of reducing the stigma and shame of reaching out for help via food banks and larders**. Short videos of these stories can be seen [here](#) of [Victoria](#) and [Nancy](#).

Community insights were gathered by Press Red, a social change agency, over 12 months (2021-22) via consultations involving **500+ residents** and **36 community stakeholders**. Findings summarised in the [Health Needs Assessment for promoting healthy weight](#) and [Community Insight Profiles](#). Oxfordshire County Council, via Cross Oxfordshire Voices, [identified themes on food and family life, access to healthy affordable food and food and mental wellbeing](#). Learnings can be found [here](#).

Healthy food for those experiencing food insecurity

The importance of healthy food being accessible to everyone is enshrined in our food strategy vision: *'Everyone in Oxfordshire can access the healthy and sustainable food that they need every day'*. See an outline of council-led funding initiatives related to food insecurity [here](#).

[Our annual survey of the CFNs](#) showed that **78% of services offer fruit and vegetables as standard**. **42%** of the food provided via responding CFNs is **fresh fruit and vegetables**.

Healthy Start: In Autumn 2021, we established a **Healthy Start Working Group** to enhance collaboration, boost awareness among frontline professionals and communities. In just 6 months from Feb-Jul 2023 (new data format available) we have seen an average **5.5% increase** in uptake across all Districts.

We distributed posters and stickers to shops, markets, and libraries. Our [Healthy Start Training video](#) supports frontline workers to better support applications.

[Oxfordshire Baby and Parent Guide:](#) 2023 guide featured an advert on Healthy Start (7,500 a year).

0-19 Service: Stickers with a **QR code** used on the front of the Personal Child Health Record (the **'red book'**) of all children.

Oxfordshire's [Holiday Activities and Food](#) programme (HAF) is thriving with attendance of FSM children similar to national averages however retention rates are much higher than the national average indicating children's experiences are positive. The Oxfordshire team have worked hard on the food offering and the provider selection process places significant weighting on the quality of food provision. HAF attendance stats can be found [here](#).

Community Meals: There are **~24** of GFO's CFN members offering pay as you feel or low cost community lunches. An outline of each by District can be found [here](#).

Action Area B: Promote healthy eating

Oxfordshire has a strategic commitment to healthy eating evidenced by **committed funding and resources** and **enshrinement in policy**. On the ground, we have a wealth of **vibrant healthy eating campaigns** including SUGAR SMART, Veg Power, Gloji Energy, Baby Friendly, Healthy Smiles, and Community Cooking Activities – reaching over 150 settings.

Committed funding, resources and policy directives

In July 2022, GFO received **£228,000 of funding for a 5 year commitment** to the EU-funded [FEAST Research Project](#) to support **affordable healthy and sustainable diets**. As a **Living Lab**, we are working with communities to understand the barriers to healthy and sustainable diets and to co-design solutions for specific communities and settings. We will work with 10+ community settings and **180 individuals in co-design solutions-based workshops**.

We have also partnered with the **Consumer Research Data Centre (CDRC)** who have dedicated a researcher (6-months, value: £20,000) to work with GFO to refine and 'ground-truth' their [Priority Places for Food Index and Map](#) and to **incorporate health metrics** within the map. Not only will this provide a tool for Oxfordshire to more accurately monitor food insecurity and access to healthy food, but will also refine the tool for use nationally.

GFO are delivering a **Cooking and Healthy Eating Project** (funded by Oxfordshire Public Health) to: understand the needs, identify best practice; map and analyse gaps in cooking and healthy eating activity across the County and within different settings. Focuses in localities and population groups facing inequalities. Outputs will enhance the [Community Food Map](#) and recommendations will inform future interventions (due December 2023).

The [Oxfordshire Health Needs Assessment \(HNA\) for promoting healthy weight](#) (published May 2023) includes thematic findings and recommendations for diet in early years, a whole school approach to food, **food environments**, and support to build healthier relationships with food. Recommendations for **limiting proliferation of fast food outlets** and less healthy outlets were **endorsed by the Health Improvement Board** (February 2023).

As part of this, a [Creating Healthy Neighbourhoods workshop \(June 2024\)](#) brought strategic leaders including the Director of Public Health, District and County Councils, Planners and Economy Teams together to address exposure to less healthy food and Public Health are working with all local councils to assess advertising spaces e.g., Oxford City Council's contract with **Clear Channel (advertising in 190 bus shelters)** is under review by officers with support from a local Councillor.

Public Health is collaborating with [Bite Back 2030](#) to scope a youth-led junk food advertising manifesto, capturing its impact on Oxfordshire's youth. They are also working with University of Oxford, researchers in the Food Purchasing Group, Health Behaviours Team and [CO-designing for healthy People and Planet: food system Economic Research \(COPPER\) — Nuffield Department of Primary Care Health Sciences, University of Oxford](#) on identifying existing data, research and evaluation of approaches.

Schools

Oxfordshire County Council have **committed funding** to a new [School Food and Physical Activity Advisor role](#) focused on target areas/schools. The initiative centres on partner connections, campaign support, school awards, policy change, and stakeholder input (caterers, teachers, children, parents). Insights from Croydon Food Flagship, Nottinghamshire Child Obesity Trailblazer, and Surrey Healthy Schools Programme will guide it. Oxfordshire County Council Catering, who deliver in **57 schools**, joined Food for Life in June 2023.

Veg Power: Through 'Eat Them to Defeat Them' we targeted schools in the most deprived areas and with high obesity prevalence. 2022 saw a **36% increase in participation** from 2021 with 53 schools participating.

[Simply Veg](#): shared over 7,000 leaflets with families.

[Kung Fu Panda lunchbox](#): piloted in two Oxfordshire schools – evaluation report [here](#).

[Growing to Love Tomatoes](#) launched April 2023, delivered in 17 schools. Evaluation report due September 2023.

Healthy eating initiatives and campaigns

In July 2022, Achieve Oxfordshire launched our **child and families** weight management pilot: [Gloji Energy](#). **Engaged 250 families**. Outcomes include an increase in the variety of food eaten and fruit and veg intake, cooking together, children opening up more and sharing learning with other family members. Evaluation report [here](#).

5,000 **adults** received [support](#) which targeted Black, Asian and Minority Ethnic groups and people with mental health conditions. Learning available [here](#).

Baby-friendly initiatives

Oxfordshire has achieved **UNICEF Level 3 Baby Friendly accreditation** working with both Hospitals and VCS – La Leche League and Oxfordshire Breastfeeding Support. Widespread weekly [Baby Lunchbox Feeding](#) groups.

Sugar-oriented campaigns

Community Dental Health delivers the [Healthy Smiles Accreditation](#) scheme with over 50 settings achieving the award.

At the 2023 Eid Extravaganza, an annual event in Oxford City, GFO engaged with 100 families on [SUGAR SMART](#). **40 organisations** across Oxfordshire are signed up to [SUGAR SMART](#).

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 4: Creating a vibrant, prosperous, and diverse sustainable food economy

Action area A: Put good food enterprise at the heart of local economic development

Oxfordshire has a **plethora of independent food retailers, markets and community owned-retail spaces offering healthy and sustainable options** accessible to a wide range of people. Investment in food infrastructure, training and support and food-related tourism demonstrates commitment to good food enterprise as a **key part of Oxfordshire's local economy**.

In 2021, through tourism spend alone, food businesses in Cherwell contributed £100 million to the local economy and in West Oxfordshire [£60 million](#) (equivalent to 35% of total tourist spend). 20% of people working in food enterprises in Oxfordshire work in small businesses employing fewer than 10 people.

Of GFO's 220 members, 75 are small independent food businesses.

Vibrant independent food retail supported by councils

Food Markets: Oxford City Council promotes its 7 local markets and offers planning support. In February 2023, Oxford City Council approved a **£7m masterplan** to regenerate the historic Covered Market. 26 of the 43 [traders](#) are small independent local food and drink businesses.

Cherwell District Council (CDC) hosts farmers' markets in Banbury and Deddington, while **West Oxfordshire District** has farmers' markets in Charlbury, Chipping Norton, Witney and Woodstock. CDC partnered with [Happerley](#) at [Lock 29](#) to regenerate a 17,000 sq ft retail space for [17 local food businesses](#) and launch the UK's first centre to celebrate food and drink provenance. CDC offered rate relief and ensured vacant lots are used to create a vibrant, diverse offering.

South and Vale is home to 10 farmers' markets.

A full list of Oxfordshire food markets [here](#).

Good Food Retail in economically disadvantaged areas, community ownership and meanwhile spaces

The **Good Food Retail project**, managed by Rice Marketing and funded by Oxfordshire Public Health, is working to improve access to healthy and sustainable food via independent 'corner shops' in Oxfordshire's economically disadvantaged areas (initially focusing on Blackbird Leys) by **improving access for communities frequently ignored by the independent good food movement**.

Aims:

- Phase 1: work with 10-12 convenience/food stores, starting in Blackbird Leys (high rates of obesity and deprivation)
- [Good Food Retail](#) criteria developed and recommendations due in 2025.
- First Two Tier County to deliver the project outside the Southwark pilot.

Meanwhile in Oxfordshire: a [Makespace](#)-led programme that is transforming and reviving underused space in Oxfordshire's urban centres. One of the key spaces Meanwhile in Oxfordshire has helped transform and support is the [Community Works](#) – home to [Lula's Ethiopian and Eritrean Cuisine](#).

Owned by Oxford: a collaborative **community wealth-building project** launched in April 2021. It is a diverse partnership creating new routes for the resources held by Oxford anchor institutions – Oxfordshire County Council, Oxford City Council, Universities, and larger businesses – to support community-owned and run enterprises.

Owned by Oxfordshire oversaw a seed-funding pot of £25,000 supporting:

- **The African and Caribbean Community Market**
- [Blackbird Leys Community Larder](#)
- [Damascus Rose Kitchen](#)
- [Oxford Community Action](#)

Infrastructure, training and support

Training and support: Oxfordshire's Local Enterprise Partnership (OxLEP) eScalate programme supports social enterprises and purposeful businesses via OSEP CIC with several enterprise 'Hubs'

around the county. To date supported **30 food and drink businesses**, totalling **£25,000 of support**. Includes 1:1 support, access to grant funding, networking and community building events. In 2021, it launched '[Impact Food & Drink' Peer Support Group](#), with food and drink businesses countywide committed to enabling positive social and environmental change – **GFO facilitated a session, presenting [case studies](#) of different models of social enterprises around food.**

In 2022, GFO received **£19,500** from Oxford City Big Ideas Fund to review **Community Wealth Building** approaches of 5 Social Food Enterprises in OX4 and **develop recommendations and roadmaps to support more organisations** (social enterprises and Anchor Institutions) in this approach. In partnership with University of Oxford, we have [developed tools including an SROI](#) to support social enterprises.

[Independent Oxford](#) supports the growing community of independent businesses in Oxfordshire. Impact: **25 meetups and workshops since the beginning of 2022 with over 300 attendees** create a space for peer support, with sessions on purposeful PR, content creation, podcasting, SEO, and business coaching.

Food processing

Since July 2023, [Jennings Food Hub](#) at Monument Park in **South Oxfordshire** has offered up to 6,000 sq.m of flexible work and kitchen space with capacity to support 15-20 local food businesses that have outgrown home kitchens.

[Matthews Cotswold Flour](#), part of the [Cotswold Grain Partnership](#), worked with around **35 Oxfordshire farms** in 2022 sourcing around **6,600 tonnes of grain from around 2,000 acres**. The Partnership encourages farms and offers premiums to incorporate **regenerative farming practices**.

[Bruern Farms](#) established an [oil press in 2023](#) for sunflower oil (not rapeseed) and is now selling it to local markets and Oxford colleges.

[Long Compton Abattoir](#) is a renowned abattoir serving Oxfordshire specialising in private and organic slaughter with high welfare, hygiene and sustainability standards.

The Cotswold Farming cluster are working together to aggregate local venison for sale. This is early stages but a [Deer Larder](#) is being established at Cornbury estate.

Delivery infrastructure

[Velocity e-vehicle](#) (van and bike) courier companies and [Pedal and Post](#) have been supported by the councils and through the GFO network. Velocity provides delivery services for our short local supply chain pilot between 5 local farmers and 5 Oxford colleges. Over 50% of Velocity's delivery business is food and drink business (coffee roasteries, bakeries, drinks suppliers, catering businesses, fruit and veg boxes).

Action Area B: Promote healthy, sustainable, and independent food businesses to consumers

[GFO's Local Supplier Directory](#) was updated and published in February 2023. This includes **145 local suppliers**: local growers, meat producers, store cupboard items. In the same month, we also updated our [Community Food Map](#) to include '**Local Produce**' as a **new category**, enabling buyers to search specifically for local suppliers. Impact: New map has had 994 hits as of 3/7/23 and 45 printed copies of the Directory distributed.

[Independent Oxford](#) has a [directory of 165 independent businesses](#), 55 of which are food businesses. Receives 20,000 views per month. The directory and news of network members is shared across social channels reaching a total of 20,200 followers.

[Bitten Oxford:](#)

Oxford's independent food guide offering:

- Online directory lists 276 food businesses
- Food guides

Reach:

- Instagram: 9,541 followers
- Twitter: 4,529 followers

Food-specific awards/events

[Flo's The Place in the Park](#) won the [Place Based category of Social Enterprise UK Award 2022](#).

[Ox in a Box Food Awards \(18th April 2023\):](#)

- 150 guests in attendance at the Awards ceremony, 40 finalists, 30,000 people voted
- 4 finalists in each of the 10 categories – several GFO Network members
- Best Cafe: Waste2Taste
- Best Gastropub: White Hart Fyfield
- Best Community Food: Tap Social (nominees: Damascus Rose, Cherwell Collective, Tap Social)

Our [Oxfordshire Menu](#) event in September 2021 **promoted 22 local restaurants** and cafes serving local produce. **Reached 5,300 people** via social media.

Food festivals celebrating local food/raising awareness of independent businesses

South Oxfordshire:

- [Thame Food Festival](#): 2021 around 15,000 visitors. Offers [Bursary Award](#) and support for new entrant local food producers.
- [English Wine & Food Festival](#) (taking a break in 2023) at Brightwell Vineyard. Focus on local sustainable producers, organic, sustainable, local chefs.
- [Didcot Annual Food Festival](#) (October) organised by Great British Bake Off quarter-finalist Christine Wallace, this popular Autumn event grows year on year and features over 50 exhibitors of fine food and drink, street food and skills demos and sponsorship to encourage local food businesses.

Cherwell:

- [Banbury Food Festival](#) (August): **'thousands'** of visitors attended 2023 event with over 70 exhibitors. Marketing imagery focused around vegetables and cultural food experiences.

West Oxfordshire:

- [Blenheim Food Festival](#): in the past two years, 24,000 attendees and 130 local producers. Discounts for local stallholders.
- [Witney Festival of Food and Drink](#) (May): 1,000+ visitors, 70 stallholders – annual charitable event showcasing local artisan food and drink producers.

Oxford City:

- [Foodies Festival Oxfordshire](#): A celebration of local food , with local artisan producers, local street food traders, celebrity chefs and local food and drink producers.

C: Other information: Other activities and context (Please see Section 2 above for guidance)
(Mandatory word limit: 250).

Key Issue 5: Transforming catering and procurement and revitalising local and sustainable food supply chains

Action area A: Change policy and practice to put good food on people's plates

Our Councils and Universities are leading the way as [Anchor Institutions](#) committed to local and sustainable supply chains. Sustainable Supply Chains are one of the 5 key priorities of the Oxfordshire Food Strategy. The County Council has also committed to [entirely plant-based catering](#) at all Council meetings.

All councils use **local sustainable caterers** such as Waste2Taste at events. The County Councils Catering division which supplies 57 schools is signed up for **Food for Life**. Both Universities have enshrined their commitment to sustainable food procurement in their Sustainability Strategies with specific metrics and monitoring programmes in place as well as financial commitment (University of Oxford has dedicated £200 million to implementing its Sustainability Strategy). Both Universities have **Fairtrade Accreditation** with Oxford Brookes being one of 26 Universities with **Fairtrade University Accreditation**, they are also accredited by the **Sustainable Restaurant Association** and **Sustainable Palm Oil Initiative**.

Strategy and Policy Commitments to Sustainable and Local Procurement

Councils:

Endorsed in Oxfordshire Food Strategy and actioned:

1. Use the power of Anchor Institutions to underpin Community Wealth Building Approaches to food procurement
2. A scoping project to understand how best to use public procurement to support the development of short local supply chains (*GFO has secured £19,500 funding to run a pilot, build a business case and implementation plan for dynamic procurement or similar solution*)
3. Improve the health and sustainability of institutional catering through accreditation schemes (*County Council Catering serving 57 schools has signed up for Food for Life*)

The County Council is embedding these Food Strategy commitments in a [County Council Food Action Plan](#) (this complements the 4 District Food Action Plans being developed and focuses on Council Owned Actions).

[‘Plant-based Motion’](#) (March 2022) with 3 key recommendations:

1. Event are all plant-based
2. Incorporating plant-based options into the 57 schools in their catering contract
3. Food policy to support sustainable food provision and disposal

Institutions

University of Oxford: Sustainable Food is one of the 10 priorities of the [University of Oxford’s Sustainability Strategy](#) (2021) with £200 million dedicated to delivery and food specified as a key lever to achieve the targets.

Specific ‘food’ commitments enshrined in the Sustainability Strategy include:

- Reporting biodiversity and carbon impact of our food annually.
- Action plan to significantly reduce these impacts by 2030

- All food at University catered events vegan or vegetarian by default, meat and fish on demand.
- End the use of bottled water and ensure tap water is freely available to all
- Use an externally verified certification scheme to assess the sustainability credentials of the food offered at the University.

Oxford Brookes University: Sustainability is embedded into their food procurement process. Their [Social Responsibility Framework](#), sets environmental and sustainability goals. Key targets include:

- Minimise foods that have negative social or environmental impacts and promote foods and practices that have a positive impact
- Ensure social and environmental factors are included in catering contract specifications
- Enhance consumer awareness
- Actively source locally grown produce and promote seasonal foods
- Deliver a balanced food provision for the promotion of health and wellbeing

Institutions' accreditation schemes, promotion and use sustainable local suppliers

The **University of Oxford** has been a **Fairtrade** accredited institution since 2018, and achieved its 2-star accreditation in 2023. [Green Templeton College](#) achieved a **Green Impact Gold Award** for the second time in 2022.

[Oxford Brookes University](#) (OBU) one of 26 Universities to achieve **Fairtrade University** accreditation. In 2023, hosted a Fairtrade and Sustainable food fair. Gather & Gather, their catering partner was awarded 3 stars in the **Sustainable Restaurant Association** 'Food Made Good' program and has a [robust sustainability strategy for 2023](#). Vegan and vegetarian offerings are embedded across all menus and **completed Greenhouse Gas Assessment baselines of their menus** – setting new SMART targets to reduce their impact. They are also a member of Oxford's **Sustainable Palm Oil** initiative and have completed a sustainable palm oil [audit](#).

Food for Life: [Oxfordshire County Council Catering is signed up to Food for Life](#), for the 57 schools in their catering contract.

Oxford City Council and Oxford University prioritise using [Waste2Taste](#) (local CIC using 100% surplus food) where possible for events catering.

Oxfordshire County Council promotes GFO's [Local Supplier Directory](#) and uses local sustainable suppliers at events including [Damascus Rose Kitchen](#), [Waste2Taste](#), and [OCA Kitchen](#).

South and Vale District Council minimise food waste at any event that the council hosts which serves food, and use such occasions to highlight the use of waste food, low carbon options, and locally sourced produce wherever possible. South and Vale's strategy and policy commitments to sustainable and local food procurement can be found [here](#).

Organisations promoting sustainable diets to employees

Switch Up Your Lunch: Our annual [Switch Up Your Lunch](#) campaign is aimed at organisations to encourage their employees and members to go meat-free for a day. In 2023, **30 organisations** joined with **8,000 employees involved**.

University of Oxford Colleges Local Procurement: Evidence on the current purchasing patterns of the colleges is difficult to access due to the fragmented nature of the buying arrangements however of 3 colleges where we are working closely we know that:

- 1) College 1: spends £17,500 via local supplier (2% of total spend)
- 2) College 2: spends £20,000 via local supplier (3% of total spend)
- 3) College 3: spends £18,000 via local supplier (4% of total spend)

Our targets are now for the colleges to buy 25% of the 5 target products that can be supplied at scale via our local suppliers.

Action Area B: Improving connections and collaboration across the local supply chain

Oxfordshire is leading the way with a robust approach to **Dynamic Procurement/Short Local Supply Chain solutions**. We are collaborating with other regions to share knowledge and ideas around this difficult problem which many regions are grappling with, and few have cracked.

GFO has secured £37,500 to develop a short local supply chain pilot and develop a detailed business case and implementation plan that will lead to a robust and ‘game-changing’ solution – this is about more than small scale aggregation, **it is about genuine institutional buy-in and commitment to local sourcing at scale.**

Outline of GFO’s Dynamic Procurement/Short Local Supply Chain pilot

We built momentum and commitment to the vision at a roundtable [event](#) with 25 key stakeholders (buyers, councils, farmers) at [FarmEd in April 2022](#).

We then held 6 meetings of our [Local Procurement Steering Group](#) to determine direction. This resulted in our 2-pronged approach:

1. Just do it – **pilot and trial low-tech approaches** to direct local supply using existing infrastructure. Focus on University Colleges who have the potential to add ‘game-changing’ scale but who also have more flexibility in their contractual buying arrangements and budgets.
2. **Vision and plan the longer-term solution** – operational, infrastructure, financial and legal structures.

We’ve had ongoing 1:1 meetings with key stakeholders plus **engagement with other regions and with DPUK** to explore collaborations and solutions, including a **meeting of 10 procurement officers** from Oxfordshire and Brighton and Hove with DPUK.

In March 2023, we [presented at a DPUK webinar](#) to share our learnings and experiences with other food partnerships exploring Dynamic Procurement.

We built momentum, trust and tangible commitments engaging 50 institutional buyers and local producers at a **Local Supplier Dinner at Balliol College** in [February 2023](#). (List of pledges [here](#) and attendees [here](#).)

In June 2023, we launched our **Oxfordshire Farm to Fork pilot**. In the first two months, we engaged 9 buying colleges with 9 producers with logistics facilitated by Velocity e-bike for the last mile and e-vehicle solutions for rural pick-ups. In September we launched a new process to enable greater involvement and to streamline the ordering process.

Impact: In the first 7 weeks [first transaction was 17.7.23] we facilitated 25 transactions of around 660kg of vegetables with an approximate value of £2,210 between 11 chefs and 11 producers.

Feedback includes:

- “There has been a gulf between growers and institutions, and you have made a huge step forward by brokering these relationships, which I could never have done on my own” (grower)
- “The produce lasts so much better and longer than the veg we buy from our main supplier” (buyer)

Pilot learnings

Based on learnings from our pilot, connections with other regions and solutions providers (e.g., Open Food Network and DPUK) we are building a business case, operational, infrastructure and implementation model for a longer-term solution for Oxfordshire funded by [EDP](#). We have also secured 2 summer interns from the University of Oxford to assist with this.

As part of this we are building out our **database of 400 local farms**, interviewing farmers to find out what they produce, what volumes, where it currently goes, their appetite for focusing on local supply, their current infrastructure (packing, chilling, transport), their ability to shift production in-line with local demand.

C: Other information: Other activities and context (Please see Section 2 above for guidance) (Mandatory word limit: 250).

Key Issue 6: Tackling the climate and nature emergency through sustainable food & farming and an end to food waste

Action area A: Promote sustainable food production and consumption and resource efficiency

The links between climate and food are recognised by **Councils and Cross-Sector partnerships** and commitments embedded in plans. We have completed **16 [Every Mouthful Counts](#) actions**.

Land-use strategies are underway with the [PAZCO report](#) providing a baseline and scenario plans for land-use, food production and consumption. **Training and support** for land-owners and farmers

moving to agro-ecologically is widespread (FarmEd and the NE Cotswold Farming Cluster events reach **137 farms which account for 42,000 hectares**).

We have vibrant campaigns to encourage shifts to sustainable consumption including **WISH, Veg Places** and **Food for the Planet**. The TV show Clarkson's Farm – whilst sometimes controversial – has engaged **7.6 million people** in discussions around the future and sustainability of farming. Through the **Evenlode Water Catchment Project** in the NE Cotswold Farming Cluster and research on **Modelling Natural Capital** at Bruern Farm we are working to assess the impacts of intensive agriculture.

GFO's [Sustainable Diets Communications Toolkit](#) sets out ways to have positive, helpful conversations about sustainable food.

Joined up strategy and council commitments to food and climate issues

Climate Emergency Declarations: All councils declared Climate and Nature emergencies in 2019 (list [here](#)).

Joined up strategy: The **Future Oxfordshire Partnership (FOP)**, brings together all councils. [Strategic objectives](#) with specific links to food include biodiversity, sustainable landscapes, land-use, vibrant, healthier and happier communities. The Oxfordshire Food Strategy is referenced and linked in their approach.

Oxfordshire County Council's Climate Action Framework aims for net-zero carbon by 2030. In the [2022-23 report](#), the following milestones relevant to sustainable food were achieved:

- Adoption of a sustainable food strategy for Oxfordshire (the [Oxfordshire Food Strategy](#))
- [County Council motion](#) specifying commitment to plant-based catering (March 2023) and more plant-based options in school meals for the 57 schools within their catering contract.
- Funding and support commitments for Community Action Groups
- Engagement with the FOP to work collaboratively on issues of land-use strategies to support biodiversity, carbon management and water.

See OCC's Local Plan 2036 [here](#).

Every Mouthful Counts: Good Food Oxfordshire has completed [16 Every Mouthful Counts toolkit actions](#).

Land-use strategy: In 2021 OxLEP (part of FOP) commissioned **The University of Oxford** to write the [PAZCO report](#) (Pathway to a zero carbon Oxfordshire). This report is the first step to inform a land-use strategy. The report presents detailed analysis of scenarios to meet the climate target of 50% reduction in GHG emissions by 2030 – these specify the **scale and level of changes needed to dietary patterns, agricultural land-use practices and the role of regenerative agriculture** setting ambitious **targets of 50% of farmland using agro-ecological approaches by 2030, 87% of food demand met in Oxfordshire and 75% reduction in meat consumption**.

Councils using planning as opportunity to encourage land-use for community growing:

Cherwell District Council: [Begbroke Science Park](#), includes plans for a **30-acre social enterprise market garden** with the aim to attract and engage with 15,000 to 20,000 visitors a year to the 107-acre farm in general. See report from [FarmEd](#).

Training and support on RegenAg production

[The North East Cotswold Farmer Cluster](#)'s (NEFC) 'Landscape Recovery' scheme includes 137 farms across a total of 42,000 hectares (covering 3 Oxfordshire Districts: Cherwell, West Oxfordshire and Vale of White Horse). The cluster is active in [knowledge-sharing events](#) to support more agroecological approaches. They hosted:

- 6 events in 2021
- 31 events in 2022
- 18 events in 2023

Topics include '[Growing English Walnuts for Profit](#)' and '[Modelling Regenerative Agriculture](#)'.

FarmEd: [FarmEd](#) hosts weekly farm walks to learn about regenerative agriculture, alongside workshops on topics such as [soil health](#) and [permaculture](#).

- 49 events in 2021 with 2,873 participants
- 76 events in 2022 with 3,642 participants
- 68 events to date in 2023 with 3,2226 participants.
- 24 [events](#) planned from August-December 2023 alone.

Campaigns promoting shifts to sustainable food

Clarkson's Farm: The TV series [Clarkson's Farm](#), reached just under 7.6 million individuals making it the [most-watched show on Amazon's Prime Video this year](#). The TV show has also prompted the [Kaleb Cooper Effect & Rise in Agricultural Apprenticeships](#).

Sometimes controversial and not always regen, Clarkson has raised widespread awareness of the challenges facing UK farmers, particularly when trying to use sustainable agriculture and local sourcing approaches.

Food for the Planet: January 2023, Cherwell Collective's [Carbon Cost of Food Week](#) (press release [here](#)) promoted carbon footprint transparency and reduction in the food industry. 5 participating restaurants priced dishes in-line with carbon impact raising awareness of climate impact of food choices. **Dishes with a low carbon footprint sold almost twice as many on average as high emitting ones!**

WISH: January 2022, Cherwell Collective, CIC launched the Waste Innovation Station Headquarters (WISH). The partnership reaches over **50,000 people**. Food-related initiatives include, community composting and growing, education and comms, Climatarian Kitchen using surplus food and a climate impact pricing model on meals, DIY food kits and demos using surplus.

Since 2022, WISH via Cherwell Collective has:

- Directly **reused approximately 65,000 car miles equivalent of food surplus** as part of WISH expansion via Climatarian Kitchen.
- Saved **6 tonnes of food** from being wasted through WISH-led **gleaning** and growing.
- Assisted Oxford Food Hub with food distribution (OFH distributed over 497 tonnes of surplus food in 2022, including chilled preprocessed food, meat and dairy).

Veg Places: We participate annually in **Oxford Green Week** and our annual **Pumpkin Festival** highlights the issues of food waste and promotes fun and creative ways to tackle it. Read more about our campaigns and their impact on the Good Food Oxfordshire [blog](#).

Assessing impact of intensive agriculture and pilot new approaches: [Evenlode Water Catchment project](#): The [NE Cotswold Farming Cluster](#), is part of the Evenlode Catchment Partnership (ECP), hosted by Wild Oxfordshire, has been awarded £500,000 of funding for a pilot as part of Defra's ELMS. Farms within the initiative such as [FarmEd](#) (107 acres) and Pudlicote Farm (800 acres) who are part of the GFO network, are working towards regenerative food production as part of their holistic land management approach.

Modelling natural capital approaches at [Bruern Farm](#) who are working with Rothamsted Research Institute and Oxbury Bank, to model natural capital outcomes (e.g. carbon) to leverage novel finance packages, and catalyse regenerative farming and conservation projects in the landscape.

The model is based on Bruern's experience of converting from conventional to no/low-input heritage grain. Since 2021, the farm's grain output has reduced from 1,900 tonnes to 600 tonnes a year, yet net profits have doubled due to the high price commanded by heritage grains, along with a 75% reduction in herbicide, insecticide, fungicide and fertiliser inputs.

Action Area B: Reduce, redirect, and recycle food, packaging, and related waste

County and district council food waste strategy

In April 2023, Oxfordshire County Council [marked its ninth year](#) of being named the **best performing county council waste disposal authority in England**. All Districts have efficient food waste collection, processing and waste reduction campaigns including community composting. All Districts promote the Refill campaign with a network of refill stations across towns. **Over 2,300 tonnes of food surplus** were redistributed over **300 organisations** supporting people in need via Oxford Food Hub and SOFEA. Our pilot gleaning programme saved 6 tonnes of surplus crops.

Council food waste management and education

The food waste hierarchy is integral to [Oxfordshire Joint Resources and Waste Strategy 2018-2023](#). Oxfordshire's residents' waste production is one of the lowest in the country – (1 tonne per household per year).

Measurable targets: By 2030, a target of **0%** food waste growth per person and to increase household recycling to **70% by 2030** – currently 58.2% (food, composting, dry recycling), exceeding the 50% target set by the government.

Oxfordshire County Council also promotes/encourages use of the following resources:

- Big Oven, Love Food Hate Waste, BBC Good Food
- #ChillTheFridgeOut
- Taking food home with you if eating out
- Too Good To Go and Olio
- ['Food's not rubbish' leaflet](#)
- Signpost that they fund [Replenish](#) and promote their network of trained volunteers of Food Waste advisors.
- Also have a 'Waste Wizard' tool.

Every household in Oxfordshire receives a food waste collection from their [district council](#). The food waste is taken to two anaerobic digestion (AD) sites. [The methane gas provides enough power to supply approximately 9,000 homes and fertiliser used on farmland.](#)

South and Vale offer their [Waste and Recycling activity pack](#), promoted to parents during the summer holiday. Councillors have also agreed to implement its sustainable food proposals by:

- promoting ways the council can reduce food waste and via [Food Waste Action Week](#).
- supporting food redistribution organisations
- leading by example at council catered events

More details for each District's strategy and actions can be found [here](#).

Water refill initiatives

Oxford City widely promotes the [Refill Oxford](#) with over 100 new stations available.

West Oxfordshire: [Refill West Oxfordshire](#)

Cherwell: [Refill Bicester and Banbury](#)

South and Vale is home to 7 zero-waste/refill shops.

Redistribution of surplus food to people

Oxford Food Hub:

- Distributed 497 tonnes of produce to local charities and community groups in 2022 – estimated retail value of £1.5m.
- save around 5 tonnes of CO2 every day.
- equivalent of around 20,000 meals a week.
- Serve over 200 charities across Oxfordshire

FareShare (SOFEA):

In 2021:

- Prevented 1,853 tonnes of food from going to landfill, worth £2.7m.
- Distributed food to 189 not-for-profit organisations.
- 4,011,502 meals were provided to vulnerable members.
- 27 Community Larders, run in partnership between local community groups and SOFEA.
- 1,798 Community Larder members, provided with food along with other bespoke services.

Gleaning

In 2022 GFO as part of the **WISH** project launched a volunteer-led gleaning initiative connecting volunteers from food banks and larders with farmers with surplus that would otherwise go to waste. **6 tonnes of food was saved and redistributed.**

Pumpkin Festival 2022: An estimated 3,500 pumpkins were rescued across Oxfordshire as part of Pumpkin Festival events. Gleaning activity at Earth Trust resulted in collecting over **one tonne of surplus pumpkins** and redistributing them to Food Banks and community groups, such as Oxford Mutual Aid.

Working with Wonky Food Company 160kg of windfall apples were made into [apple chutney](#), which was sold to raise funds for Cherwell Collective.

GFO has now mapped **400 producers** with an ambition to connect more local groups with gleaning opportunities in 2023.

Since 2023, GFO is part of a new **Gleaning WhatsApp** group with 24 members from WISH project and participating growers and landowners.

FOR PANEL USE ONLY

Comments from the panel on your application:

Outcome of application:

Recommendations for onward progress: