Oxford’s network for healthy, fair and environmentally sustainable food for all

2015-2016
a year of growth

Initiation Meeting
December 2013

Oxford Pumpkin Festival
October 2014

Good Food Charter Launch
June 2014

8th June 2015
Network consultation with Prof. Mike Hamm, Michigan State University
40 attendees

CITY REGION APPROACH
COLLECTIVE IMPACT
BACKBONE ORGANISATION

Our Strategic Priorities for the next two years:

Good Food Businesses
building Oxford’s sustainable food economy

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

Changing Our Ways
driving behaviours for healthy and sustainable food use, starting with food waste
**AS A BACKBONE ORGANISATION, WE:**

**Guide Vision and Strategy**
- Oxford Good Food Charter
- Action Learning Set

**Support Aligned Activities**
- Research Kitchen
- Oxford Real Farming Conference
- Local Food Directory

**Establish Shared Measurement Practices**
- Online Resource Hub
- Map of Healthy Food Outlets
- Oxfordshire Restaurant Awards

**Build Public Will**
- Low Carbon Oxford Week
- Oxford Pumpkin Festival

**Advance Policy**
- Food Poverty Report
- Food Access Action Plan

**Mobilise Funding**
- Oxfordshire LEADER
- Oxfordshire Learning Network
- Barton Healthy New Town

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**ACTIVITIES:**

**Research Kitchen events**
- 4 Research Kitchen events
cooking up a storm with the latest food research
- 130 attendees

**good food events in Blackbird Leys**
- 8 good food events in Blackbird Leys
- June 2015
- smoothie bike
- edible hanging baskets
- Ready Steady Cookup!
- Oxford Bus Company farm visit

**2nd annual Pumpkin Festival**
- 22 other cities in the UK
- 14 events 1667 attendees 1330 meals served

**Oxford Food System Action Learning Set**
- September 2015 - February 2016
- 12 attendees 6 half day sessions

**7th annual Oxford Real Farming Conference**
- 6th - 7th January 2016
- 850 delegates
- Evening Dinner showcasing local producers

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**130 network members**
**105 network support meetings**
**15,000 webpage views**
**729 Facebook likes**
**8 newspaper articles**
**1702 Twitter followers**
**1200 Facebook post likes**
**4 radio appearances**

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**130**

**10**
Steering Group members representing all stakeholder groups in Oxford food system

**12**
monthly Steering Group meetings

**2**
part-time staff - 288 days

**1**
contract manager - 24 days

**1 intern**
**2 volunteers**
**2 consultants**

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**1 intern**
**2 volunteers**
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**22 other cities in the UK joined Oxford following the 2014 national launch**

**22 events**
**1667 attendees**
**1330 meals served**

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**3 projects from The Student Consultancy**

**Food Poverty Report**

**Network Consultation**
**SERVICES:**

**Food Poverty Report** and map of food outlets in Barton, Rose Hill and the Leys
January 2016

- Half of interviewees struggle to afford food
- Front page of the Oxford Mail
- Piloting of a Facilitator Finder service for delivery of food activities
- Development of a Local Food Directory with Low Carbon Oxford North
- Initiation of a new category in the Oxfordshire Restaurant Awards
- Follow up of 67 network member pledges for healthier, fairer and more sustainable food for Oxford

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**Income:** £59,369

- Grant income (£54,764)
- Earned income (£4,605)

**Expenditure:** £54,325

- Staffing costs (£38,551)
- Indirect support costs (£10,113)
- Direct consultancy, network & event costs (£5,641)

**Value generated:** £71,775

- Volunteers (£6,150)
- Intern (£5,625)
- Grant funding (£45,000)
- Student consultancy (£15,000)

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“Good Food Oxford is successfully spreading the word to encourage healthy eating, healthy farming and a better understanding of how to use food. I look forward to them continuing the good work and helping to make Oxford a great place to live.”

Cllr Bob Price, Leader of Oxford City Council

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**Keep in touch:**

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