Good Food Oxford: Oxford’s network for healthy, fair and environmentally sustainable food for all
2018-19: a year of many harvests
Looking back: Activities delivered within our Strategic Priorities

Good Food Businesses: building Oxford’s sustainable food economy

- Oxfordshire Catering & Procurement Working Group – 30 members, quarterly meetings
- Support for Oxford Real Farming Conference, Local Enterprise Partnership, Covered Market
- Good Food Away Days for large employers – food-focused team-building activities
- Consultancy for two clients on food strategy and action plans

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

- Oxford Living Wage report found a deficit of £15 / £10 / £5 on a single person’s food bill when earning National Living Wage / Real Living Wage / Oxford Living Wage. Recommendation of a wage of £10.02 per hour in Oxford
- Oxford’s Food Access Alliance of 6 Experts by Experience joined by 6 Professional Experts visiting inspired projects around the country; attended conferences, workshops and training; supported set up of Blackbird Leys Community Fridge and Larder
- Invisible Feast in October 2019 to raise the issue 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
- Promotion of Oxford’s Food Services Map, Healthy Start Vouchers, proposed Food Access Action Plan

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, investigating what would encourage people on a budget to eat less meat and more vegetables; training for Replenish volunteers on the best way to support people to make behaviour changes
- Oxford Green Week June 2018 and 2019 – Big Green Day Out, Oxford Bus Company trip to Rectory Farm PYO for 100 people, Big Lunch in Blackbird Leys for 50 people, peashoot planting activities in community centres
- 5th and 6th annual Oxford Pumpkin Festival October 2018 and 2019 – 17 events run by 14 organisations, 1,500 attendees. Local paper articles, radio, local and regional TV. 1,000 website page views. 7,000 Facebook reach. 15,000 tweet reach. 10 million #PumpkinRescue tweets in total
- SUGAR SMART Oxfordshire – 18 University of Oxford cafés removed 50kg a month of sugar from sale, 3 leisure centres installed floor stickers in front of vending machines, referenced in Oxford City Council Street Trading Policy, self-assessment framework launched, Oxfordshire’s Great Sugar Debate seeks 1,000 responses

Organisational Development

- 9 Steering Group members
- 6 Advisory Group members
- 5 Directors
- 2 part-time staff, 2 consultants
- 9 volunteers
- 1 intern per year – Oxford Living Wage Campaign, Invisible Feast and End Hunger UK Campaign
- An Oxford Living Wage employer

Network

- 130 network members
- Quarterly network meetings
- Bi-monthly network newsletter
- Monthly blogs and online resource hub
- Connections made for 40 network members
- 18 newspaper articles
- 6 radio appearances
- 3 local TV appearances

Policy

- Healthy and sustainable food are headlines for Oxford City Council’s Citizens’ Assembly, Oxfordshire 2050, 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: £55,000
- Value: £4,000 volunteer time, £18,000 network support, £40,000 in-kind support