

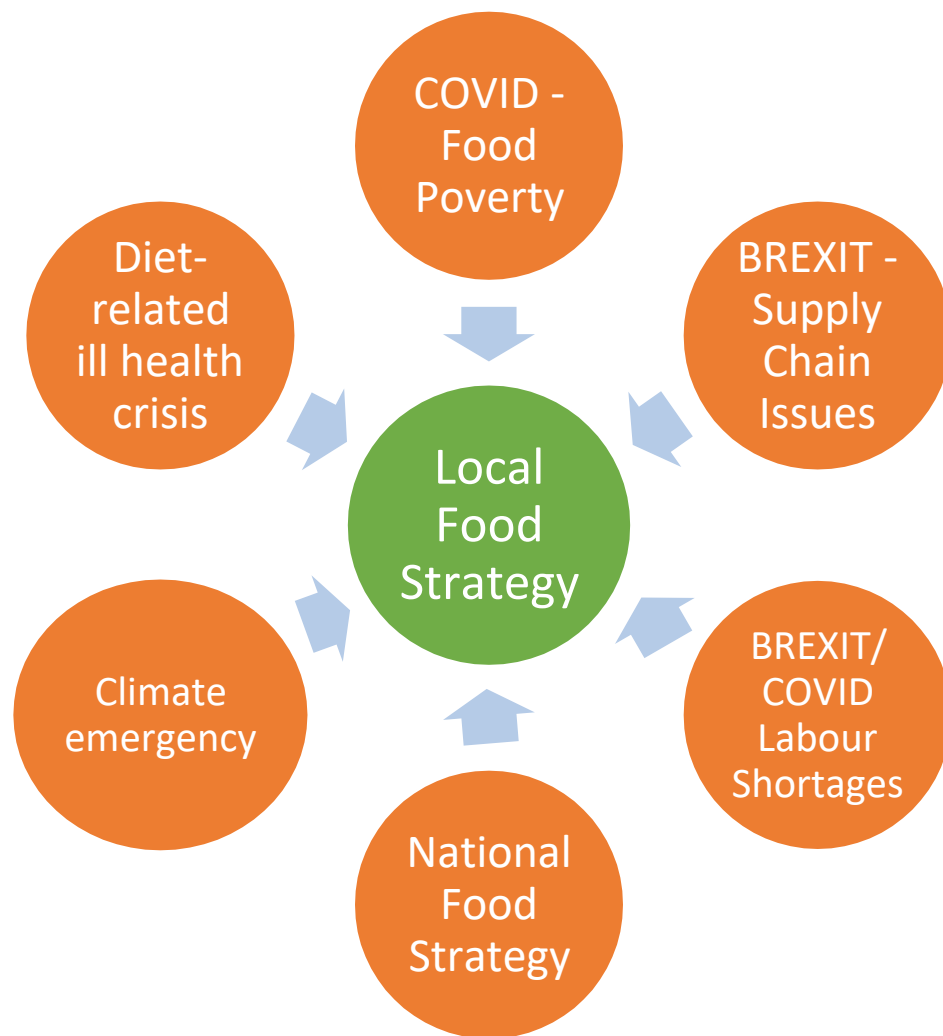
Oxfordshire Food Strategy

Presentation to Health
Improvement Board

February 2022



In summer 2021 a convergence of factors, prompted a multi-stakeholder group to call for a food strategy for Oxfordshire



Why do we need a local food strategy?

“Food systems currently account for 21-37% of total greenhouse gases, and are at the heart of many of the world’s major challenges today including biodiversity loss, enduring hunger and malnutrition, and an escalating public health crisis.”

The Glasgow Food and Climate Declaration (ENG)



Why do we need a local food strategy?

“Pound-for-pound, money spent in the local food web supports three times the number of jobs as the equivalent spent in national grocery chains .”

Willis, 2012

“For every £1 spent by customers on veg box schemes or farmers’ markets, a further £3.70 is generated in social, economic and environmental value.”

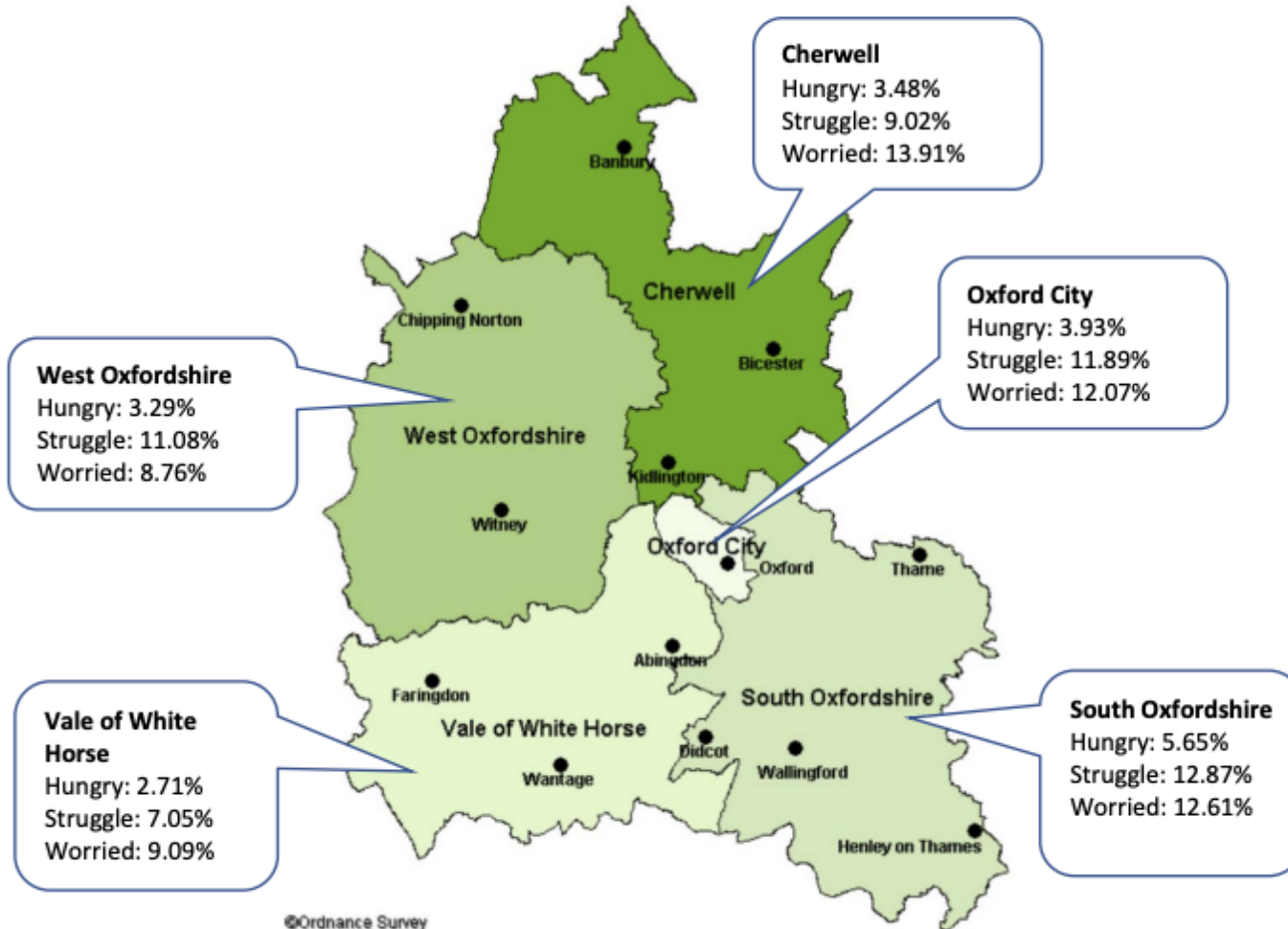
New Economics Foundation 2020



Why do we need a local food strategy?

Food Insecurity at an Oxfordshire district level 2021

Adapted from Sheffield University research into UK local food insecurity of adults, January 2021
(Moretti, Whitworth and Blake, 2021)



©Ordnance Survey



Multistakeholder approach and steering group



Producers

Retailers

Restaurants / Cafes

Community Groups

Infrastructure Providers

Tolhurst Organic



NORTH PARADE MARKET



BLACKLANDS ORGANICS



Willowbrook Farm ETHICALLY REARED • SUSTAINABLY FARMED



Bicycle delivery service



HOG ACRE CAFE



OXFORD BROOKES UNIVERSITY



Process and timings

August – October
2021

November 2021-
February 2022

March 2022

March – September
2022

Stakeholder
Consultation

Detailed strategy
development
and action plan
writing

Strategy
launch

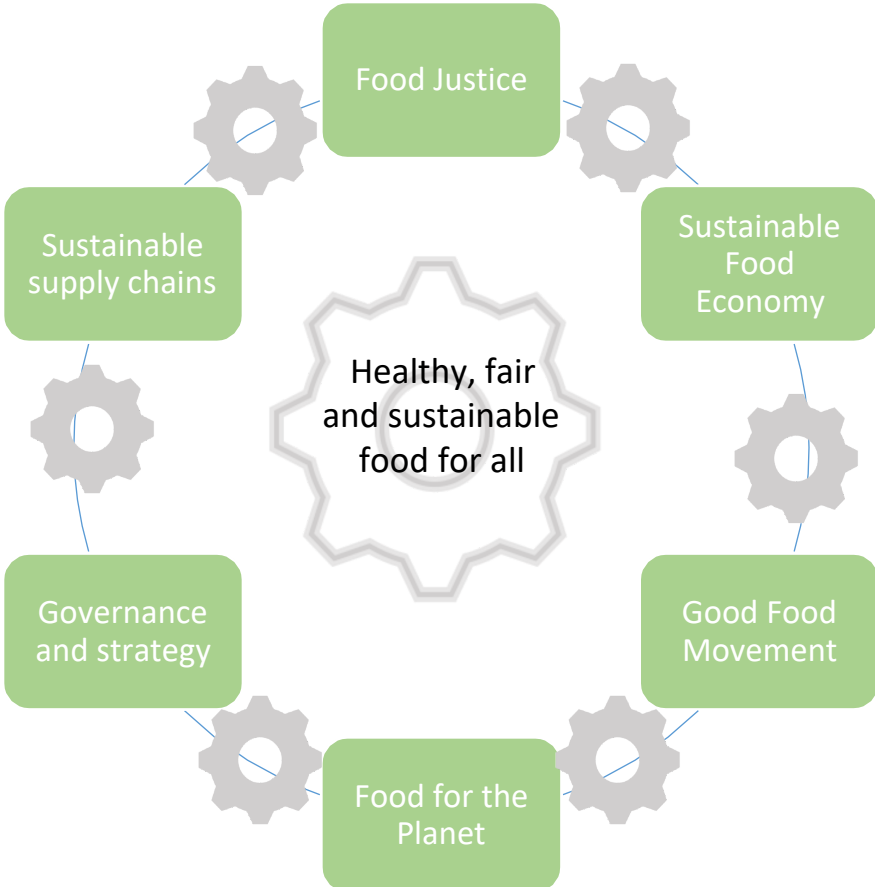
Stakeholders agree which
actions they will implement
and follow due process to
implement these – e.g.,
cabinet/ board approval, full
council approval



Vision

Vision

Everyone in Oxfordshire can enjoy the healthy and sustainable food they need every day



Objectives

Food Justice	Healthy and sustainable food is affordable and accessible for everyone
Sustainable Food Economy	Local food businesses flourish with more production, more outlets, more employment and better standards for workers
Good Food Movement	More people can enjoy and engage with healthy, sustainable food and 'good food for everyone' is part of our culture
Food For the Planet	We waste less food and the food that do we produce, consume and waste has less negative impact on the planet
Sustainable Supply Chains	More locally produced sustainable food is bought and consumed locally, and supply chains are more resilient



Drivers of change

Short, transparent, resilient supply chains

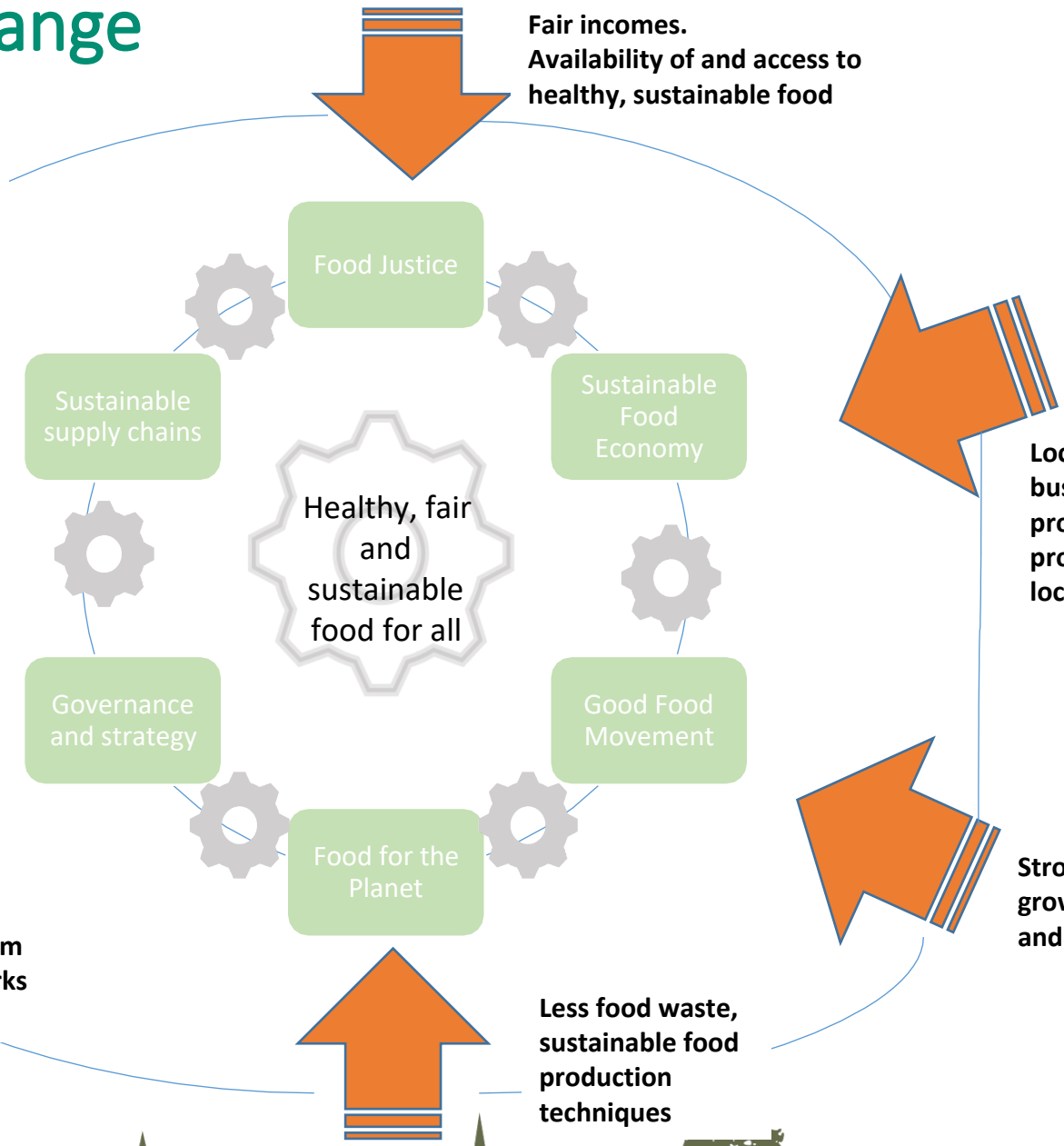
Fair incomes.
Availability of and access to healthy, sustainable food

Local food businesses providing local jobs, profits returned to local communities

Strong communities growing, cooking and eating together

Less food waste, sustainable food production techniques

Actors across the food system connected by strong networks and integrated policy



Levers for change – strengthen food links in existing initiatives

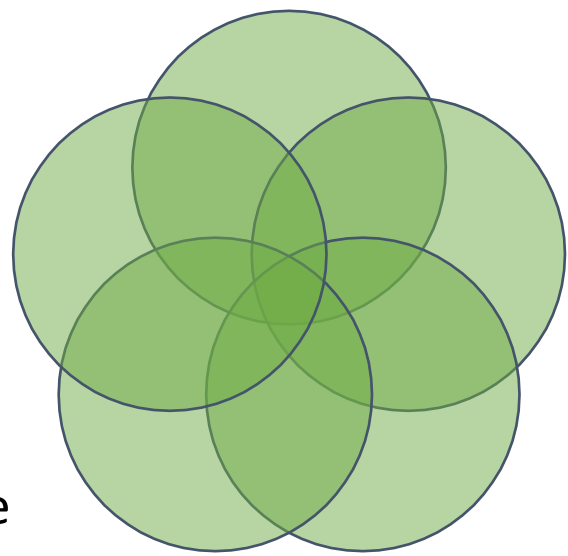
Whole Systems Approach to Healthy Weight

Corporate Plans

Healthy Place Shaping Agenda

Oxfordshire Plan 2050

Climate Action Framework



Food Justice – moving beyond emergency provision



Emergency Provision

- Foodbanks
- Home deliveries
- Emergency grants

Building Resilience

- Larders and fridges
- Wrap around support
- Stronger communities/ mutual aid

Preventing Food Poverty

- Fair incomes
- Affordability and accessibility
- Knowledge and skills



Food Justice: strengthening existing initiatives to influence change



Credit: Monkey Business Images/ Shutterstock

Food Services in Oxfordshire Locations

Map: Use Search to select specific organisations. Click on markers to display details.

Abingdon Foodbank
 Preston Road Community Centre, Midget Close, Preston Road, Abingdon, OX14 0NR

Website: <http://www.abingdon.foodbank.org.uk>
 Email: info@abingdon.foodbank.org.uk
 Facebook: <https://www.facebook.com/NoFoodBar/>

Contact: Tel: 07562 247 413

Supply standard emergency food parcels to those who are going through a crisis and are unable to afford food. Parcels also include bread, cheese, eggs and spread. Wednesdays 1-2.30pm at Preston Road Community Centre.

Opening times:
 Mon Closed
 Tue Closed
 Wed 13.00-14.30
 Thu Closed
 Fri Closed
 Sat Closed
 Sun Closed

Disabled access? Yes

Eligibility: Open to all

Food services provided: Food parcels - dry

Cost: Voucher

Other services offered alongside food services? Disposing to other services



SYSTEM BEHAVIOURS DELIVERING HEALTHY PLACE SHAPING IN OXFORDSHIRE



Levers for change – new areas to explore and develop



Community Wealth Building

DYNAMIC FOOD PROCUREMENT



»» Dynamic Food Procurement



DFP enables **SME inclusive** food procurement, fulfilment, consolidation and delivery along **short, transparent, supply chains**



By showcasing examples of excellence we aim to celebrate success and show what is possible

Not exhaustive- some ideas

Case Study

Great example of...

Chippy Larder and Bruern Farm

Communities growing and sharing food together

Salt Cross Garden Village

Innovative planning approaches to better food environments

Oxford City Council – Healthy Start

Partnership working to increasing the uptake of Healthy Start Vouchers

The Swan School

Improving the health and sustainability of school food

Play:Full

Community-led approaches to delivering holiday activities and tackling holiday hunger

Abingdon Community Fridge

Building community and reducing food waste

The Orange Bakery, Watlington

Sustainable Food Enterprise

Oxford City Farm

Community education and engagement in growing

Sandy Lane Farm

Organic and regenerative agriculture



We propose the following implementation approach to the key recommendations

Phase 1

Foundation building

- Build knowledge base and establish detailed implementation plans for new initiatives and pilots e.g., school food, dynamic procurement

Continue, evaluate, strengthen

- Embed in existing policies
- Strengthen and evaluate existing programmes and campaigns

Establish enablers

- Establish governance mechanisms and supporting roles e.g., food champions



Phase 2

Implement pilots

Implement learnings from evaluations

Continuous improvement and grow successful interventions

