

Good Food Oxfordshire

Delivery of the Food Strategy



Introduction

Good Food Oxfordshire (GFO): The backbone organisation for Oxfordshire's food system.

- **The Goal:** Ensure everyone in Oxfordshire has the food they need to thrive .
- **GFO's Value:** We coordinate action, resources, and partners across the county .
 - **We Guide:** Vision and strategy (Oxfordshire Food Strategy).
 - **We Connect:** Partners and collaborations.
 - **We Mobilise :** Resources, public knowledge, and engagement.



Developing the Food Strategy and Food Action Plans

Co-design (2021 – 2022)

500 stakeholders shaped priorities via 35 workshops and forums

County -wide commitment (May 2022)

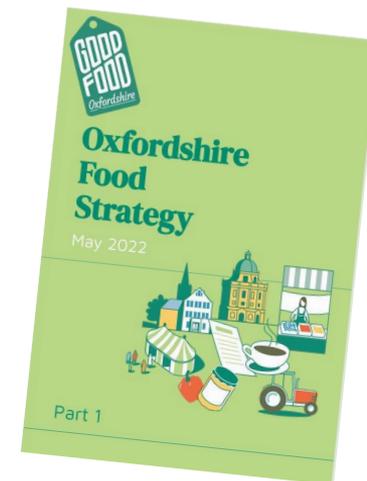
Formally adopted by OCC, Oxford City Council and all District Councils

Localisation via FAWGs (2023 – 2024)

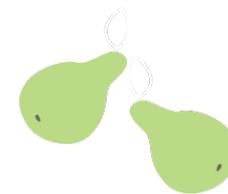
Food Action Working Groups form in each district to translate strategy >> local reality. 8 thematic workshops and local Food Summits held.

Delivery (March 2024)

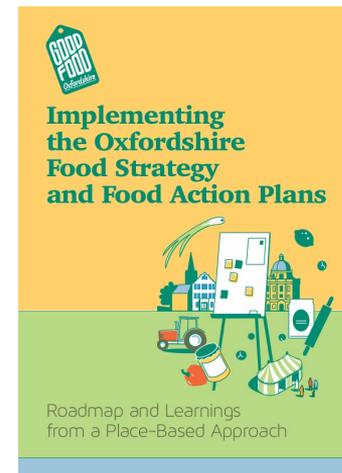
Localised plans in City and all Districts



Food Action Plans



- Tackle food poverty and diet-related ill health
- Build vibrant food communities with the capacity and skills to enjoy food together
- Grow the local food economy through local enterprises, local jobs, local wealth generation
- Strengthen short, transparent, local food supply chains
- Improve the health and sustainability of institutional catering





Tackle food poverty and diet related ill health

Oxfordshire priorities:

Expand and strengthen existing services and programmes aimed at those at risk of food poverty, including Community Food Networks (foodbanks, larders and fridges), Healthy Start Vouchers, Holiday Activities and Food. Adopt Healthy Place Shaping principles and a Whole Systems Approach to Healthy Weight.

Key achievements :

- **MECC Food Poverty Training** : Delivered to over 40 professionals from 27 organisations .
- **Healthy Start Programme** : Engaged 52 teams who made pledges.
- **Community Food Map Views**: The map reaches over 4,000 views annually.
- **Cooking Venues**: 89 cooking spaces/venues have been mapped across the county to help residents find local facilities .





Build vibrant food communities with the capacity and skills to enjoy food together

Oxfordshire priorities:

Support communities to grow, cook, learn and enjoy food together. Promote campaigns and events that enable everyone to access healthy food, reduce food waste, and encourage dietary choices that are good for health and for the planet.



Key achievements :

- **Cooking and Healthy Eating report** : capturing the voices of 32 community groups, documenting best practice case studies, making recommendations for future support
- **Household Support Funding for cooking activities** : 22 cooking-based projects, reaching an estimated 4175 beneficiaries to improve confidence in budget cooking and healthier meal choices.
- **Cooking Tutors** : Training of cooking tutors, enabling 2 to support the Blenheim Autumn Festival, and supporting 1 paid role at Barton Neighbourhood Association.
- **Cooking Toolkits** : Shared over 750 cooking toolkits in 2025
- **Connection via Partners** : WISH programme delivers workshops to 493 people, promoting food waste reduction, vegetable cooking and home growing.



Grow the local food economy through local enterprises, local jobs, wealth generation

Oxfordshire priorities:

Focus on local enterprises that are driven by local needs, provide employment, and multiply the impacts of money earned and spent locally.

Use the power of anchor institutions (schools, hospitals, universities, businesses etc) to procure locally and provide access to finance, infrastructure, and skills. This is called a Community Wealth Building approach.



Key achievements :

- **Community Wealth Building evaluation :** Worked with OX4 Food Crew to understand what helped and what hindered their journeys to become Social Enterprises, producing a promotional video to highlight their services and a report for policy makers detailing recommendations, and impact.
- **1:1 and Peer Support :** Through funding from OSEP, provided 1:1 support to 9 groups or individuals setting up or developing food related social enterprises, hosted a showcase event for OxFarmtoFork producers attended by 40+ potential buyers, and facilitated 3 peer to peer sessions for local producers.

Strengthen short, transparent local food supply chains



Oxfordshire priorities:

Detailed scoping project to define the needs, options, and future plans for local supply chain solutions for Oxfordshire.

Consider public and institutional procurement as a way to provide scale and certainty of local sustainable producers.

Identify appropriate infrastructure to support the supply chain including local food processing hubs and dynamic procurement systems.

Work with landowners, existing producers, and new agricultural practitioners to explore access to land, infrastructure, and skills to meet local food demands.

Key achievements :

OxPlenty : In partnership with Oxford Food Hub and Cherwell Collective

- Rescued 1.5 tonnes of pumpkins and 1,540 apples from farm-level waste.
- Processed surplus into 600 + units of juice and frozen purée for local larders.

OxFarmToFork :

Scaling the Local Economy

- Doubled local produce sales to £200,000 in 2025.
- Supports 21 local producers and 21 institutional buyers through the Charter.
- Secured £32,000 for farm infrastructure (polytunnels, seed drills).

Environmental Impact & Logistics

- Saved 2 million food miles, preventing 670 tonnes of CO₂.
- 424 zero-emission deliveries completed via Velocities e-bikes.



Improve the health and sustainability of institutional catering

Oxfordshire priorities:

Embed healthy, sustainable and local food principles and targets within institutional catering.

Link food to net zero targets and promote accreditation schemes, such as Food for Life, Fairtrade, and Sustainable Restaurant Association.

Key achievements :

- **Great Big Green Lunch:** 2,000+ plant-based meals service on one day during the 2025 campaign. 10,000+ engagements with social media campaign and 5,500 reach by in-person events.
- **Cooking workshops for local secondary schools** – supported 16 Oxford Brookes Nutrition Students to deliver ‘Banking on Health’ project, delivering cooking and nutrition workshops to local secondary schools.





Integration with existing policy, programmes and campaigns



OXFORD
CITY
COUNCIL



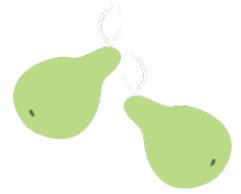
WEST OXFORDSHIRE
DISTRICT COUNCIL



DISTRICT COUNCIL
NORTH OXFORDSHIRE



Challenges and Inequalities



- Reliance on a volunteer workforce
- Rural inequalities
- Social media is a great opportunity, but...
- Funding structures



Thank you

