



**GOOD  
FOOD**  
*Oxford*





# Feeding PEOPLE *Fairly*



# What's the problem?



## Oxford's food is...

### Unhealthy

- ❖ A banana costs **twice as much** in a corner shop as in the nearest supermarket. **One third of children** and **half of adults** are overweight or obese

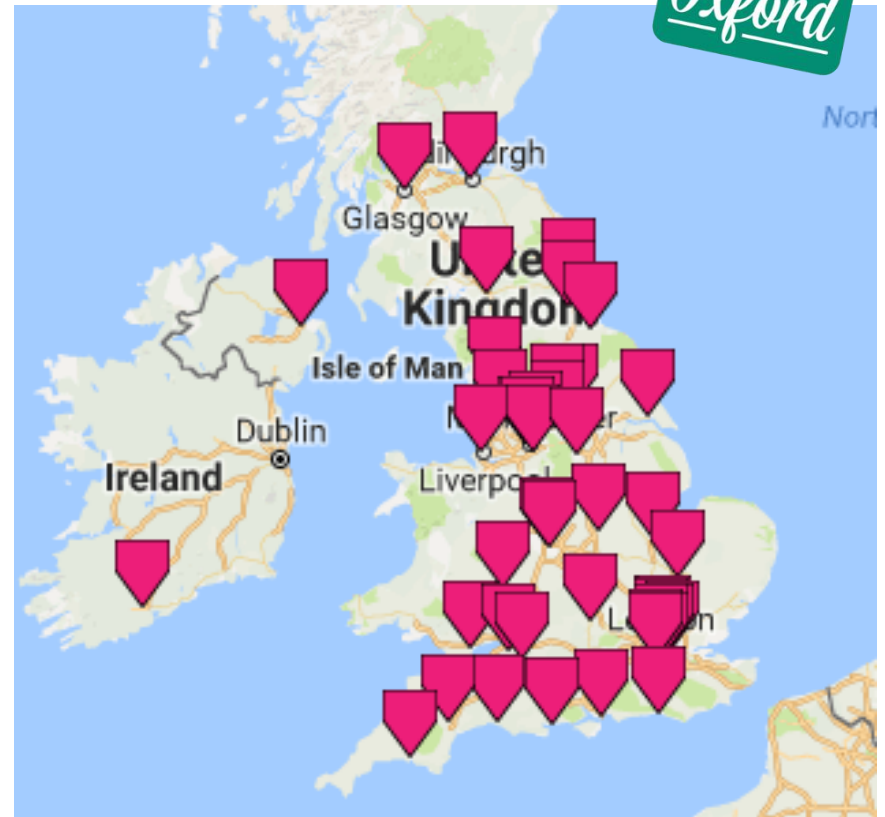
### Unfair

- ❖ **Half of the people we spoke to** in two areas of Oxford experienced some form of **food poverty**
- ❖ **Land being consolidated** into a few hands. Farmers and food workers **lowest paid sector**

### Unsustainable

- ❖ GHG emissions from Oxford's food system are equivalent to **twice the annual emissions from all of Oxford's cars**

# Sustainable Food Cities





# GOOD FOOD OXFORD

# THE OXFORD GOOD FOOD CHARTER

This Charter sets out a vision for a vibrant food culture in Oxford – for healthy people and environment, lively communities, and a prospering local economy

## Oxford's Good Food Vision:

- Reducing **greenhouse gas emissions** at all points in the food cycle, from field to fork
- Supporting practices that preserve and enhance **ecosystems** and promote higher **animal welfare**
- Committing to cut packaging and **food waste**, and increase **recycling and composting**



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**



## 2. GOOD FOR PEOPLE

- 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

## 3. GOOD FOR COMMUNITY

Find out more at [www.goodfoodoxford.org](http://www.goodfoodoxford.org)  
Be part of Good Food Oxford, sign the charter here:

(signed)



Here are **FIVE SIMPLE THINGS** you can do today to make the food you eat better for you, better for the planet, better for your pocket and better for other people:

## MAKE A CHANGE



### 1. Eat more plants

Enjoy lots of delicious, seasonal fruit and vegetables – five or more a day. Affordable, tasty and good for you!



### 2. Waste less food

Incredibly, 1/3 of all food produced is never eaten. Cutting waste saves money and reduces our environmental footprint.



### 3. Quality not quantity

Meat and dairy are responsible for a high proportion of emissions. Reduce the amount you eat, and buy from trusted, high animal welfare suppliers.



### 4. Cook!

Enjoy cooking and eating food together, using fresh, seasonal ingredients. Start simple – ask around for recipes and share your favourites.



### 5. Know your food

Ask where your food comes from and how it was produced, get to know producers at local markets, and choose trusted labels like MSC for fish.

## GOOD FOOD OXFORD FOR BUSINESS AND ORGANISATIONS:

Sign up to the Charter, put it on display and promote the actions to your staff, customers or members. Encourage volunteering with local food projects as part of your community engagement. If you sell or serve food, get in touch with us to talk about how you can make it healthier and more sustainable.

...Happy bellies = happy people!



Find out more:

[www.goodfoodoxford.org](http://www.goodfoodoxford.org)

Good Food Oxford is a network of public, private and community organisations working together to make Oxford a Sustainable Food City. We are proud to be part of the UK's national Sustainable Food Cities network.

Visit our website to find out more or email us on [mail@goodfoodoxford.org](mailto:mail@goodfoodoxford.org)



Green Party

# Our Strategic Priorities



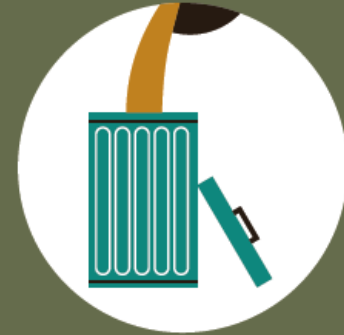
## Good Food Businesses

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

## Our unique approach



### Funding

- ❖ Seed funding: £50,000 per year for two years. Enabled us to develop our Strategic Priorities.
- ❖ Now finished, continuation funding approx. £30,000 per year

### Low carbon agenda

- ❖ Initiated by Low Carbon Oxford (Oxford City Council) and Low Carbon Hub (community energy – let's develop a food strand)
- ❖ FoodPrinting Oxford measured the GHGs, land, water and packaging required to feed Oxford

### Collective Impact

- ❖ 130 network members
- ❖ Not needing project funding enabled us to work along the lines of a backbone organisation





# Collective Impact

Collective impact is...

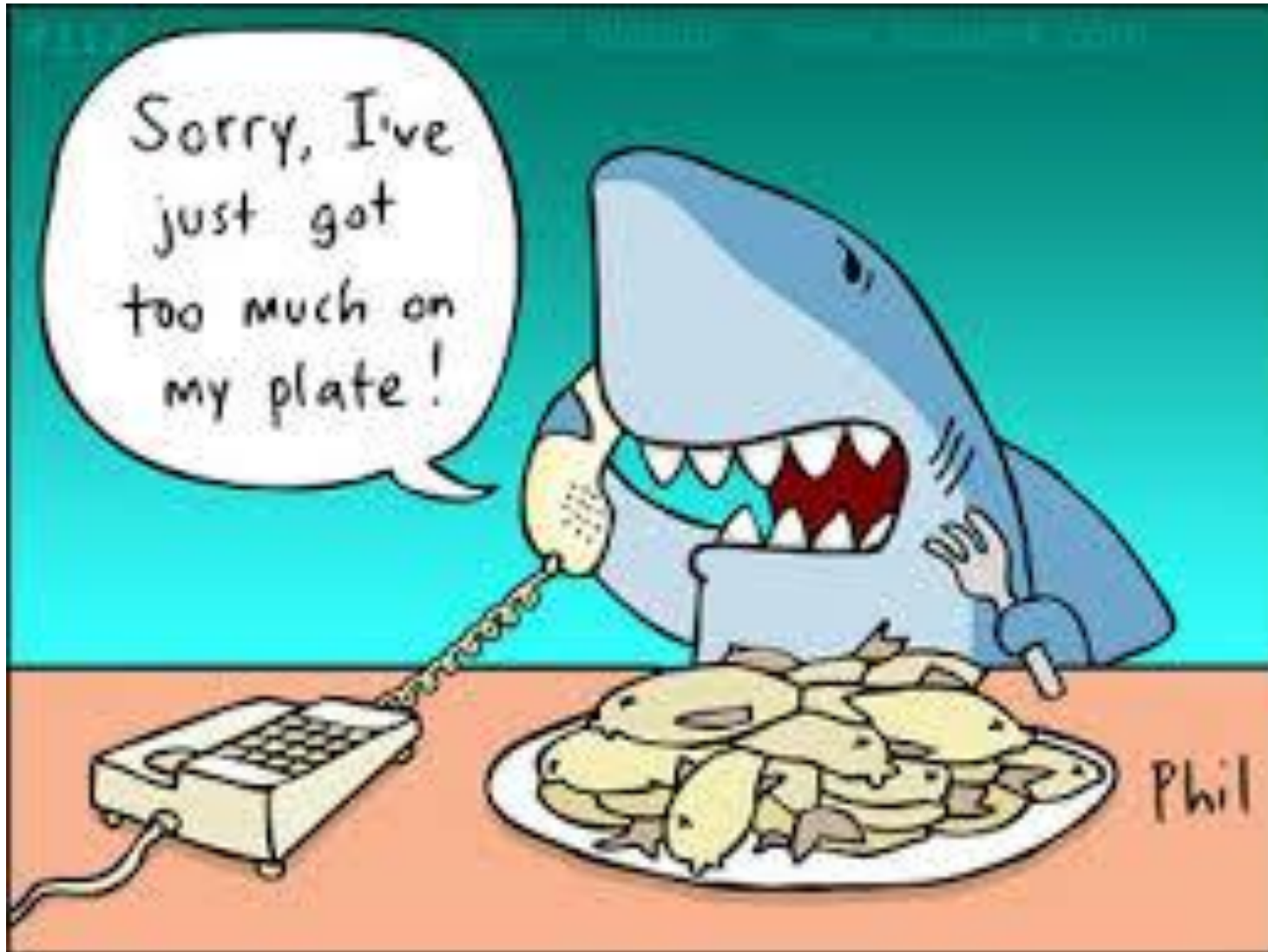
“  
THE COMMITMENT OF  
A GROUP OF  
IMPORTANT ACTORS  
FROM DIFFERENT  
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COMMON AGENDA  
FOR SOLVING A  
SPECIFIC SOCIAL  
PROBLEM.  
”



# Backbone Organisation



As opposed to project delivery...



**As a Backbone Organisation, we strive to...**



**Guide Vision and Strategy**

**Support Aligned Activities**

**Establish Shared Measurement Practices**

**Build Public Will**

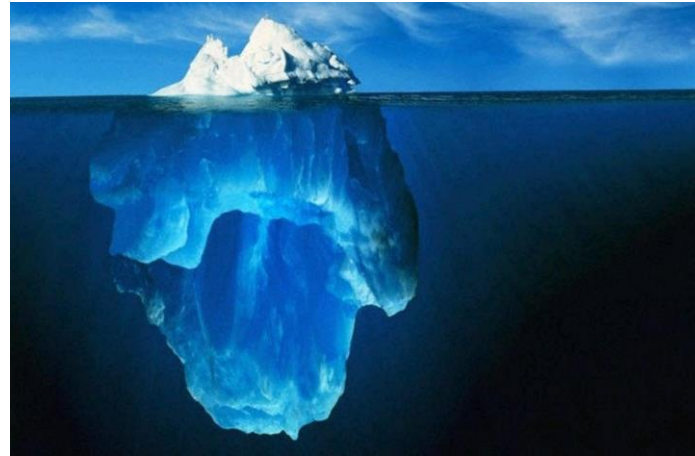
**Advance Policy**

**Mobilize Funding**

# Guide vision and strategy



“What does  
Bad Food Oxford  
look like?”



“Food access”

“The right to good food”



# Support aligned activities



oxford food bank

## CHRISTMAS LUNCH



We would love you, your friends and family to join us for

Food, Music and Fun on CHRISTMAS DAY at the KINGS CENTRE Osney, Oxford OX2 0ES

**12.30 until 4.00**  
Transport can be arranged via Here

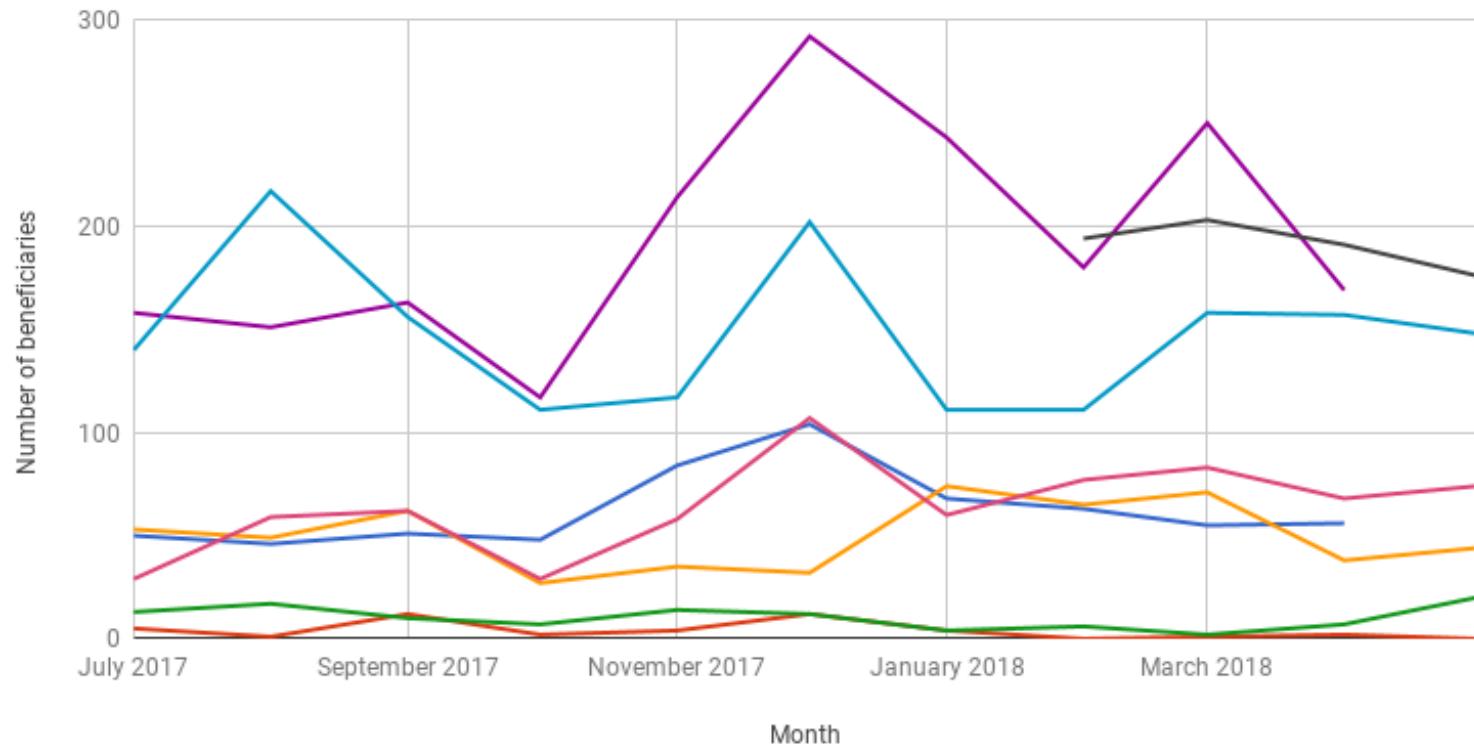
Contact: [sarastrong@tesco.net](mailto:sarastrong@tesco.net)



# Establish shared measurement



Total number of food bank beneficiaries per month



- Sharing Life Trust Foodbank Thame
- Carterton Community FoodBank
- Wantage & Grove Foodbank
- Faringdon Food Bank (Faringdon Family Centre)
- The Community Emergency Foodbank
- Abingdon Emergency Foodbank
- Witney & West Oxfordshire Food Bank
- Banbury Foodbank

# Build public will





## Advance policy



### **City Council**

- ❖ Health plans for regeneration areas; Barton Healthy New Town
- ❖ Corporate Strategy – food access; Children & Young People’s Strategy
- ❖ Clean Green Oxford, Low Carbon Oxford, Sustainability Index
- ❖ Vision for 2050 – local food production

### **County Council**

- ❖ Director of Public Health annual report 2016-17
- ❖ Health & Wellbeing Joint Strategic Needs Assessment

### **NHS Clinical Commissioning Group**

- ❖ Health Inequalities Report

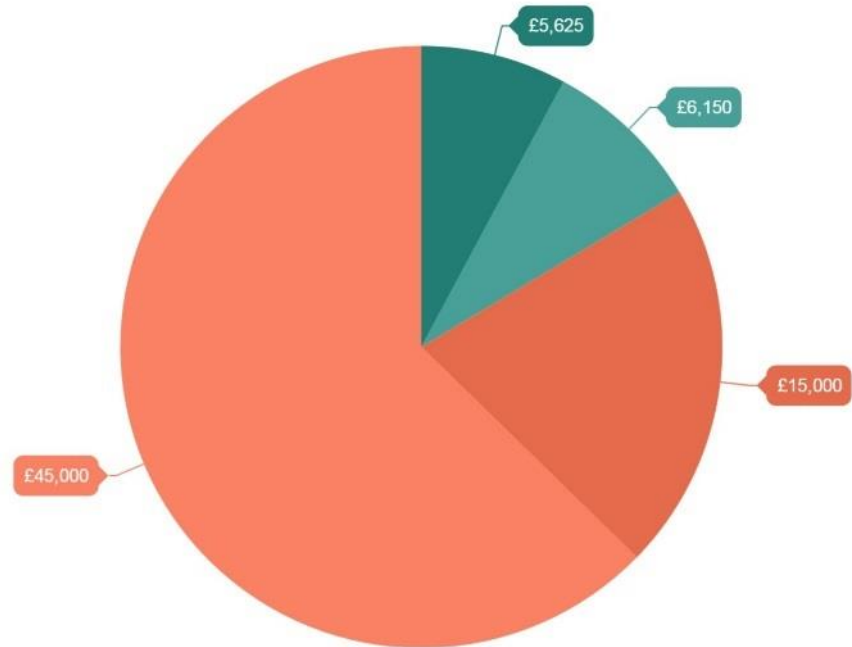
### **Local Enterprise Partnership**

- ❖ Strategic Environmental Economic Investment Plan
- ❖ Creativity, Culture, Heritage and Tourism Investment Plan

# Mobilise funding



Value Generated - £71,775



■ Intern (7.84%) ■ Volunteers (8.57%) ■ Student Consultancy (20.90%) ■ Grant funding (62.70%)

# Our Strategic Priorities



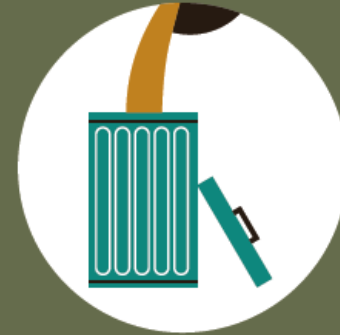
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# Good Food Businesses



## MAKE ONE MEAL LOCAL

*Take on the #harvestchallenge and make one of your weekly meals entirely locally sourced.*

reduce food miles - help protect the environment & soils - keep our local farmers farming



Share your locally sourced meals online @cultivateoxford



# Good Food For All



# Changing Our Ways



# SUGAR SMART

Oxford



## So what?



- ❖ Shared vision – articulated by partners e.g. “food access”
- ❖ Partners work together more cohesively even without our involvement – “sorry I didn’t get in touch with you but...”
- ❖ Partners value the data and are committed to measuring progress – “we need 100% of foodbanks to report on this 100% of the time”
- ❖ Food crops up all over policymaking – 16 times recently
- ❖ People are proud of Oxford’s food culture – e.g. community eating
- ❖ Funders come to us for guidance on what needs funding – e.g. food processing; dignity re: food poverty





# Continuation



- ❖ Our Strategic Priorities will always be fundable, particularly Equity and Behaviour Change
- ❖ Developing services as part of our Business strand:
  - ❖ Facilitator Finder
  - ❖ Away Days
  - ❖ Good Food Consultants?
- ❖ Full cost recovery to account for backbone function
- ❖ It's not very measurable – number of interventions rather than value in sterling or tonnes of CO2e saved

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