A close up of a sign

Description automatically generated

**Section 1: Guidance**

The Sustainable Food Places Award is designed to recognise and celebrate the success of those places taking a joined-up, holistic approach to food and that have achieved significant positive change across six key food issues. The Award is open to any place that has an established cross-sector food partnership in place, is a member of the Sustainable Food Places Network and is implementing an action plan on healthy and sustainable food. This document covers our standard award. We run slightly different awards for counties and greater cities. We therefore encourage all applicants to get in touch before starting to complete an award application. It is also worth checking out the awards section of the Sustainable Food Places website. If you are interested in applying please email [tandrews@soilassociation.org](mailto:tandrews@soilassociation.org)

There are three tiers to the award - bronze, silver and gold - each requiring an increasing level of achievement in terms of action and outcomes. Details on how to apply for the bronze and silver awards are presented below and are the focus of this document. The gold award involves a different benchmark and application process to bronze and silver, details of which can be provided on request. You must achieve a bronze award before applying for silver and a silver award before applying for gold.

Award decisions are made annually by a national panel of experts. To help places navigate the award process, applications are facilitated by Sustainable Food Places staff. This normally involves an initial discussion, reviewing and providing feedback on draft applications and attending a meeting of the local food partnership. The award panel’s decision is final, but feedback is given on both successful and unsuccessful applications.

Places achieving an award can use an award badge that recognises their achievement in their communications and marketing materials. Each award is given for a three-year period. If the award holder has not made an application for a higher award or successfully renewed their existing level award by the end of that period, they will be expected to stop referring to themselves as awards winners in all communications and promotional activity.

One condition of receiving the award is that all successful applicants agree to their application being made available to other members of the Sustainable Food Places Network on our web site. We also expect applicants to provide short case studies on selected areas of their work that other members of the Network can learn from. We will help you to identify the most suitable case studies during the final stages of the application process.

The awards aim to recognise both the totality of food-related activity and continuous improvement year on year. So, while a bronze award may be given based primarily on evidence of overall food-related activity and achievements to date, silver and gold awards will only be given where there is clear evidence that such activity and achievements are building progressively year on year. While an award is attributed to a place and recognises any and all food-related activity in that place, there must be clear evidence that the local food partnership and its members have helped to instigate, drive and/or connect a good proportion of that activity, particularly for the silver and gold awards.

**Section 2: Application Form**

**Name of food partnership applying:** Good Food Oxfordshire

**Name of person leading application:** Fiona Steel

**Award being applied for:** Bronze

**About Good Food Oxfordshire**

Initiated in December 2013, **Good Food Oxford (GFO)** has grown into a network of more than 150 organisations working together for a healthier, fairer and more sustainable local food system. Oxford City achieved its Sustainable Food Cities Bronze Award in 2018. Since then, we have nurtured the ambition for Oxfordshire to unite, and for the entire county to become a Sustainable Food Place - this was set out in our roadmap to silver for Oxford City. Our vision for this is set out in the [**Good Food Charter**](https://drive.google.com/file/d/1aoSqq90Xg8BhhA8mw3jplkNEUe5agyDC/view?usp=sharing)**.** All network members have signed the Charter and made a pledge on behalf of their organisation. We are in the process of formally rebranding as Good Food Oxfordshire and will have an official launch in September 2021 however for informal communications and in our day-to-day interactions and parlance we are de facto **Good Food Oxfordshire**.

Since 2018 we have worked to extend our networks across Oxfordshire with members now coming from all Districts. Our members include food businesses including farmers, processors, restaurants and retailers; charities and community groups working on food skills, food poverty and reducing food waste; public bodies such as the NHS Clinical Commissioning Group, Oxfordshire County Council Public Health and City and District Councils, the Local Enterprise Partnership, Oxford Universities and Colleges. 75 of our members are from Oxford City, 27 from South and Vale DC, 16 from West Oxfordshire DC, 13 from Cherwell DC. Whilst the concentration still lies with Oxford City, the balance is shifting however the imbalance is also reflective of the lower concentration of businesses and organisations outside of the city.

Our Steering Group is now Countywide and representative of all Districts – more on this under Key Issue 1.

Oxfordshire has a two-tier county structure. The County Council comprises 5 Districts Councils: Cherwell DC, Oxford City Council, West Oxfordshire DC, South Oxfordshire DC, Vale of White Horse DC. Many governance and management functions are shared between South and Vale and for the purposes of this document they will be discussed together. As with other two-tier systems the County Council retains responsibility for a range of functions including: Schools, Waste Disposal, Social Care and Transport Planning and Town and Country Planning. The District Councils responsibilities include housing, business rates, licensing, communities, local facilities (parks community centres), waste collection. A more detailed breakdown can be [viewed here](https://www.oxford.gov.uk/info/20050/how_the_council_works/595/local_government_structure_and_service_responsibilities).

Oxfordshire has a central England location and is the most rural county in the Southeast region. The majority (60%) of Oxfordshire’s population are resident in Oxford City and the county's main towns. The remaining 40% live in smaller towns and villages.

Map

Description automatically generatedGraphical user interface, application

Description automatically generated

Farming covers an area of 2,605 square kilometres and farmland accounts for 74% of Oxfordshire’s land cover with over 1,600 farms, of which 56% is cereals and 30% livestock grazing ([www.wildoxfordshire.org.uk](http://www.wildoxfordshire.org.uk)), Oxford and Oxfordshire currently have a surplus of arable production, but a deficit in most other food categories, including fruit and vegetables (Curtis, 2013) and it is estimated that only 1% of food eaten in Oxford City is from local sources (Foodprinting Oxford, 2013). A small, resilient network of local farmers and community markets provide a marginal alternative to the supermarkets. Oxford is home to ground-breaking research on the future of food from Oxford University’s Environmental Change Institute and the Oxford Martin School, and plays host to the annual Oxford Real Farming Conference. Local Oxfordshire farmers are represented both among the delegates and in larger numbers among the participants.  In 2019, it’s 10th year, the Oxford Real Farming Conference attracted more than 900 delegates from across the food and farming sector. This national conference garners national media coverage, with 10% of delegates coming from Oxfordshire and local media coverage on BBC Radio Oxford and in the local news, the conference’s messages make a significant impression on the public in Oxfordshire.

Oxford City is one of the most ethnically diverse cities, with 22% of residents from a black or minority ethnic group, and 14% of residents from a white non-British ethnic background (2011 Census). Oxford is a “tale of two cities” in terms of its generally affluent north and generally less affluent south east, with two areas being among the 10% most deprived in the country. Health inequalities are striking, with a life expectancy difference of 10 years between the most and least affluent areas of the city (Public Health England, 2015). In these areas, food poverty could affect between 30% and 50% of the population (Food Poverty in Barton and Rose Hill, 2015). The Districts are mostly rural with dense centres of population as demonstrated in the figure above. Whilst Oxford City and Banbury are ethnically diverse the rest of the county is predominantly White British – 16% of the total resident population of Oxfordshire was ethnic minority background compared with 20% across England (ONS 2011). Whilst on average the Districts have higher levels of affluence than the national average there are pockets of deprivation.

# Key Issue 1

# Taking a strategic and collaborative approach to good food governance and action

We believe that to transform a place’s food culture and food system requires a joined-up strategic approach and committed long-term collaboration between individuals and organisations across every sector and at every level, from community grassroots and third sector organisations to businesses and council leaders. Key to achieving this are: a strong cross-sector food partnership and an inspiring and ambitious food vision backed by a clear strategy and action plan. At bronze we would expect to see a cross-sector partnership in place; a 12-month action plan covering all key food issues; and some recognition of healthy and sustainable food in local policies, strategies and plans. At silver, we would expect your partnership to be robust, embedded and sustainable; a 3-year strategy and action plan that is endorsed and supported by the local authority; and for local policies, strategies and plans to be actively and effectively promoting healthy and sustainable food.

**What success might look like:**

**1A) Establish a broad, representative and dynamic local food partnership** - this could include but is not limited to the following:

* Establish a local cross-sector food partnership involving public and third sector, business and community representatives that meets regularly and is committed to working together across all key food issues (mandatory at bronze).
* The partnership has clear terms of reference and operates in an open, transparent and democratic way. Members represent a wide range of sectors and communities including those with lived experience of food issues as well as organisations and institutions (mandatory at bronze).
* Key institutions, including the local authority and other strategic bodies recognise and endorse the local food partnership and actively support its efforts through policy, strategy and planning and by providing funding and/or other support (mandatory at silver).
* Establish working groups linked to the core food partnership to enable those with specific interests, skills and remits to lead on and work together to more effectively tackle key food issues, supporting them and others to be effective ambassadors for the partnership’s work.

**1B) Develop, deliver and monitor a food strategy/action plan** - this could include but is not limited to the following:

* Your food partnership develops, publishes and regularly reviews a food strategy and/or action plan (mandatory 12 months at bronze and minimum 3 years at silver) that covers all key food issues and is based on an open consultation with a wide range of stakeholders.
* The food strategy/action plan is being delivered, with the food partnership helping to coalesce and coordinate action as well as measuring progress in terms of both activity and outcomes (mandatory at bronze and silver).
* Develop and promote a food charter, manifesto or equivalent that encapsulates the food vision, principles and ambitions for your place and get individuals and organisations to commit to action that will help to achieve those ambitions.
* Develop and promote an identity (brand/logo/strapline) for your initiative and use this as an umbrella to connect and promote all the inspiring work on healthy and sustainable food happening in your place.

|  |
| --- |
| **Key Issue 1: Taking a strategic and collaborative approach to good food governance and action** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Establish a broad, representative and dynamic local food partnership** |
| **Cross Sector Partnership**  Good Food Oxfordshire’s Steering Group is representative of Oxfordshire’s diverse local food system and the two-tier council structure: membership includes Oxfordshire County Council, all District and City Councils, Universities, OSEP (part of OxLEP), local food businesses; community food services. To balance the need for geographic/ sector/ institutional representation and a manageable number of members present at meetings we have established a core team who draw on a wider network of teams and advisors for specific issues. Networked teams/ advisors are invited to attend SG meetings as required and may also sit on working groups that report to the SG. SG membership is reviewed annually and members may ‘roll-off’ and be replaced by another sector representative from their organisation e.g., at present the District Council representatives are from Communities and Well-being teams, driven by COVID.. Further details of the governance arrangements, and the role and composition of each group can be found [here](https://docs.google.com/document/d/1z6T7logLbbDXh8zKHzP_YYPobFcl1qti/edit):    **Transparent and Democratic**  Lived experience of food issues is represented by Emily Connally, from Cherwell Collective who provided daily hands-on food assistance to people experiencing food insecurity. We have ongoing input from an Advisory Member with personal experience of food insecurity who formerly sat on our Food Access Alliance.  The Steering Group convened in August 2020 and has clear [Terms of Reference](https://drive.google.com/drive/u/0/folders/1O_BQKmczcXceFoAOt203fIEAEyEGyDlu)]. Each member leads on one of the SFP Key Issues. Meetings are held every 8 weeks [[sample minutes]](https://docs.google.com/document/d/16pdTO7nfRyJ3fW4PAee7SkJ4LA56h2gt/edit) and working groups focused on key issues have convened on 9 occasions.  **Working Groups**   * **Food for the Planet:** Meets quarterly, introductory meetings held in January and February 2021, inaugural group meeting [held March 2021 (minutes)](https://docs.google.com/document/d/1GdUnI32ZBVOYqYMAQ1QxNEYYLWQl83gN/edit). Membership includes the Army, University of Oxford, Replenish (CAG), Oxford City Farm, Oxford Botanic Gardens, Thames Water, Willowbrook Farm. Focused on accessing land and resources for growing projects. * **Climate Action and Food Working Group**: Facilitated by Public Health with support from GFO and Climate Action teams - cross-sector group -**County, City and District**: Climate and Waste Teams, Planning and Place Teams, Schools Catering Teams, Health teams, Corporate Services and Universities. To date 5 meetings of core group and 2 “[Connecting the Dots workshops](https://drive.google.com/file/d/1qr8T95x2N-6R8r1e3Si2ZKCdpb2VezAm/view?usp=sharing)” with over 25 wider stakeholders. * **Catering and Procurement**: Established in 2015, meeting every 8 weeks. Membership includes: Universities, Oxfordshire County Council, Institutional Caterers, Schools Catering Leads, NHS Foundation Catering Leads [[link to sample minutes for 2020]](https://drive.google.com/file/d/16MY1fLiCXwmSYtK5kTHTC5pNcmPAiXLu/view?usp=sharing) * **Food Poverty Action Group:** Convened on 12th January 2021 with 8 weekly meetings now scheduled. Membership includes: All District Councils and 1-2 representatives from Community Food Services in each District [[sample minutes]](https://drive.google.com/file/d/1lo4XO3n15ifXZQn7tqS-EiVJJw3_mtVV/view?usp=sharing)  * **[Food Sustainability and Health Group](https://drive.google.com/file/d/1512auD6hzvurEyZKIW_551lilFQHTY4Z/view?usp=sharing):** 6 meetings since July 2020 -evolving from the Sugar Smart Group, has expanded to include representation from health, education, voluntary and local authority groups, and embed food actions into operational activities. 22 members in total covering all Districts. * **Sustainable Food Businesses:** Convened Sept 2020, 4 meetings held. Partnership includes GFO, Oxfordshire Social Enterprise Partnership (part of OxLEP), Cultivate (box delivery scheme), Independent Oxford (network of local businesses), Blenheim Palace, Local Farmers Market Rep.   **Endorsement from Local Authority and Strategic Bodies**  **Finance and Policy support for the Food Partnership:**   * **Food Strategy:** Since Sept 2020 Oxfordshire County Council committed £99,500 to GFO. This includes £50,000 grant funding to disburse to food organisations, £27,000 to thedevelopment of a Countywide Food Strategy and administration of grants disbursement. Cherwell DC has committed £20,000 to GFO and West Oxfordshire £40,000 for disbursement of grant funding. * **Food Access:** Of the £99,500 from Oxfordshire County, £22,500 is for the development of the Community Food Networks, Food Poverty Training, upgrades to the Food Access Map and Cooking Tutor Training. Oxfordshire County Council loaned 1 FTE – equivalent to £12,500, to support GFO’s COVID response work. The County and all District Councils have committed officer resource to develop a **Food Poverty Action Plan for Oxfordshire** – (GFO are funded by a Food Power Resilience Grant for this work). Officers meet with GFO and a cross-sector partnership to oversee the plan every 6 weeks. * **Health:** in 2020, Oxfordshire Public Health committed to 3-year funding for GFO of £15,000/ year. All county and District councils are partners in the Whole Systems Approach to Healthy Weight in Oxfordshire (reports to Health Improvement Board). [Membership of the HIB](https://mycouncil.oxfordshire.gov.uk/mgCommitteeMailingList.aspx?EM=0&ID=899) includes a Councillor from each District. Public Health Teams dedicated to supporting GFO ~ 1 FTE x 1 day/ week. * **Food Economy:** OxLEP, via it’s [eScalate Programme](https://www.oxfordshirelep.com/escalate), has committed £25,000 to mission-driven local food organisations. Oxford City Council has recently invested £2 million for renovations at the Oxford Covered Market – home to dozens of independent local food retailers. |
| 1. **Develop, deliver and monitor a food strategy/action plan** |
| **Food Strategy, Action Plan and Consultation**  In March 2021 the County Council formally commissioned and funded GFO to develop a Countywide Food Strategy. On 22nd March 2021 Oxford City Council Members formally endorsed the development of a Countywide Food Strategy. The motion will be brought before the other District council members once the election purdah period has ended but already has widespread support among council officers and their members.  Our [Food Action Plan (Summary)](https://docs.google.com/document/d/1osr1qp8j1v5tS2JLj5Wx2KHtVRyQKUCb/edit) and [Food Action P](https://drive.google.com/file/d/1Ps8SOWDuNneuCj6YcDiOLme_1kJi10pX/view?usp=sharing)lan (detailed) has been developed by Steering Group members, following a consultation process where Steering Group members met with their communities of interest, holding and building working groups to understand how the identified 6 key issues impact our communities. The [detailed Food Action Plan](https://drive.google.com/file/d/1Ps8SOWDuNneuCj6YcDiOLme_1kJi10pX/view) includes a Countywide plan as well as individual plans for each District.  **Measurement of Progress**  Individual Steering Group members oversee the direction and delivery of the key issues. They monitor progress against their individual key issues via working group meetings and report back to the Steering Group on a bi-monthly basis. This ensures the plan stays live and drives the plan forward. [The plan is published on the GFO website](https://goodfoodoxford.org/about-us/).  Progress against our Action Plan is regularly monitored in our [Risk Register](https://docs.google.com/spreadsheets/d/1Hj9tJWLfWDX7GB6v93ja5d-JEQtE4Yfj/edit#gid=713114375) to ensure that we are on track and risks mitigated  **Food Charter and Vision**  [Oxfordshire’s Good Food Charter](https://drive.google.com/file/d/1aoSqq90Xg8BhhA8mw3jplkNEUe5agyDC/view?usp=sharing) has been endorsed by the Countywide partnership and updated to reflect the move to a countywide partnership – the updated charter will be formally launched during our formal rebranding exercise in September 2021.  **Umbrella Brand**  To date we have done a ‘de facto’ rebrand as Good Food Oxfordshire and a formal launch will happen in September 2021. Draft logo here: |

# Key Issue 2

# Building public awareness, active food citizenship and a local good food movement

We believe that to drive a shift towards healthier and more sustainable food requires high public awareness of food issues and widespread participation in food-related activity, by both individuals and institutions, as part of a growing movement of active food citizenship. Key to achieving this are: communications and events that can inspire people about the role, importance and joy of good food; practical engagement opportunities such as growing, cooking and sharing food in every community; and a facilitated network through which food actors of every kind can connect and collaborate on-line and in person as part of a local good food movement. At bronze, we would expect to see a range of public events and engagement opportunities and the beginnings of a local food network. At silver, we would expect to see widespread public participation in food-related activity and a dynamic and connected local good food movement involving people from all walks of life.

**What success could look like:**

**2A) Inspire and engage the public about good food** - this could include but is not limited to the following:

* Raise public awareness of food, health and sustainability issues through a variety of communication channels, ideally including a regular newsletter, websites, social media, magazines, film shows and radio and press pieces.
* Provide a wide range of free opportunities for people to learn about, share and enjoy healthy and sustainable food - e.g. through talks, challenges and competitions, demonstrations, intercultural and intergenerational events, food festivals and town meals.
* Ensure opportunities to actively participate in community food initiatives are promoted to people from all social and cultural backgrounds through print, broadcast and on-line media and/or via open days, food trails and volunteering programmes.
* Develop a public facing umbrella-campaign to encourage individuals and organisations to take (and register) direct action in support of healthy and sustainable food, for example through the development of an on-line platform such as Bristol’s Going for Gold or FoodWise Leeds.

**2B) Foster food citizenship and a local good food movement** - this could include but is not limited to the following:

* Establish a network for community food activists that provides on-line and face to face opportunities to share inspiration, ideas and resources and to work together on a range of food initiatives (mandatory at silver).
* Ensure communities can access and take control of green, brownfield and unused building spaces that can be used for food social enterprises and community food projects, for example by mapping available assets or offering special lease options.
* Support local community food initiatives through a small grants programme and access to tools and resources, as well as through advice and training on project planning, raising money and working with volunteers.
* Increase participation in food growing and related activities through increased allotment provision, the incorporation of growing sites into new and existing developments, the development of edible landscapes and through initiatives such as Incredible Edible and The Big Dig.

|  |
| --- |
| **Key Issue 2: Building public awareness, active food citizenship and a local good food movement** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Inspire and engage the public about good food** |
| **Raising public awareness - GFO Communications:**  We have a vibrant, regular and popular communications programme reaching people across Oxfordshire. Highlights below, details [here](https://drive.google.com/file/d/1-pgcfcNWMqWeG8GuehKhuu0R2AhpxwvP/view)**.**  Bi-monthly GFO newsletter - 896 subscribers. E[xample of our newsletter for Feb 2021](https://drive.google.com/drive/u/0/folders/14Zlhjz8AsZ_Rw_sSCZLBEV9CppVXIzqh) shows countywide nature, celebrating events and groups in **all Districts**: **South and Vale** (The White Hart at Fyfield; Maymessy; Stonehill Community Garden); **City** (Cutteslowe Larder and OCA); **West** (The Kitchen Garden People); **Cherwell** (Tom’s Diner).  The GFO website - more than 45,000 views, 18,000 people during 2020, of which 12% were returning visitors.  Twitter: 3,875 followers, 386 tweets during 2020  Selected posts in 2020/21:   * [Holiday food services Facebook post](https://www.facebook.com/GoodFoodOxford/photos/a.424431841033033/1947473908728811/?type=3&size=1600%2C900&fbid=1947473908728811&source=12&player_origin=unknown&__xts__%5b0%5d=68.ARCMrKvEjgNJRWKfPc54GJmTi132VUGbkjnL2T_LexTlYUcO5j29MRn3PT8bKKfsGMWxrvcW7r8DXpFgDB7GlIzceug5E2zx08yobzNl-_tW9dakUvLfdtIlur3ok4xUZhGDLN3OwRN1e3yOa0g_GjjwumXcaDE2l6TCT0XA-u9XNEGsXU0tknBnX5Qgh3tf_HtKatO7qvq3Bp8dlB_aq3XGcD8SS8XXr1JT0_mR1NOPCNAr6uCxqIjwlmRBG-Or9dNXP4FdCbP01tgng-L_ZXJ7izEyWbluGnCNnfQc4XkD0pFO_QzVIQ)  (21/12/20; 3,900 people reached) * [Oxfordshire Pumpkin Festival Facebook post](https://www.facebook.com/GoodFoodOxford/posts/1900751880067681) (30/10/20; 3,397 people reached) * [Switch Up Your Lunch Facebook post](https://www.facebook.com/GoodFoodOxford/posts/1761793613963509?__xts__%5b0%5d=68.ARBtXhy23vQX4dyB6EctymNkZVvcrbTOBFotTEUDPPnIUojVyJJDezofIZ2oWlAFs8F-6iN-7F6TqOABfSUlzJTuWEmb6RvJz83n_mNYQUCByEVe2UtOEi7-7hsSzRvsSPNPEDXR8098UZW3VLxkdltyDNrTcMLvrWaU9RifpvifQjJqAjDEEq81-CLDgFTAb2WryYzwb2sLEQ3dJPvDxReHkaxGu_8fgg3LjJWUWpOYrmXKeTgT9uaE0CljfmONmnCBpNkdpehBH00jdg1W3aY_eFLJU0vJASmH5483IrFDg29Q32qxcw) for live online cooking demo (07/06/20; 4,025 people reached) * [Oxfordshire food services map tweet](https://twitter.com/GoodFoodOxford/status/1240571211664494592) (19/03/2020; 1,449 impressions)   [Media mentions for GFO and network members on national and local radio and media](https://docs.google.com/document/u/0/d/1-pgcfcNWMqWeG8GuehKhuu0R2AhpxwvP/edit)    **Opportunities for learning, sharing, participating:**    **Local Food Festivals and Event celebrating/promoting local good food:**  These events are annual however many were postponed in 2020  **Oxford City:**  [**Oxford Green Week**](https://oxfordgreenweek.org/2019-events/) continued in 2018 and 2019, postponed in 2020. 2019 over 19 events promoted sustainable food to the public iincluding: Free bus trips to PYO farms, focused on families without transport; pop-up pea shoot planting stalls across City; food recycling plant tour; **Switch Up Your Lunch (SUYL) Campaign** with 3,472 participants pledging to eat a vegan or veggie lunch throughout the week. In 2020 SUYL continued online reaching 13,000 through organisational sign-ups and pledges and 55,000 via social media.  **South Oxfordshire:**   * **Thame Food Festival** - 2019 >19,000 visitors. Bursary Award and support for new entrant local food producer. * **English Wine & Food Festival at Brightwell Vineyard**. Focus on local sustainable producers – featuring Fallow & Fields and Two Jolly Cooks – organic, sustainable, local chefs. * **Didcot Annual Food Festival** (October); 50 local traders, 19 chef demos, sponsorship to encourage local food businesses. * **Abingdon food festiva**l (June) – live cooking demos from local chefs, children engaged in cooking demos; focus on local producers   **Cherwell:**   * **Banbury Food Festival**. >3,000 visitors in 2019, >100 exhibitors. [Marketing imagery focused around vegetables](https://drive.google.com/file/d/1jqyKc0aRv4GaJcDsH0g-BFpGI7VXYCLn/view?usp=sharing) and cultural food experiences. * **Big Lunch:** [Banbury’s Big Lunch](https://www.edenprojectcommunities.com/inspiring-stories/the-big-lunch-has-completely-transformed-our-community) and in May 2019 >400 participants and supports a further 5-6 neighbourhood food events throughout the year. * [Bicester Big Lunch](https://www.oxfordmail.co.uk/news/17683772.people-flock-bicesters-big-lunch-2019/).  In 2019 the event attracted >1,500 people sharing food. Encouraged bring-your-own picnics to ensure inclusivity and reduce pressure to buy. Food stalls focused on culturally diverse local suppliers to explore and share cultural experiences of food.   **West Oxfordshire:**   * **Blenheim Food Festival**. 2019 theme was “education, environment, food”. Panel discussion with environmentalists, 22,000 visitors and 130 local producers. Discounts for local stallholders. * [**Tandem Festival**](https://tandemfestival.com/about/) – 1,000 visitors, focused on sustainability, volunteer led (62 volunteers), only serve vegan/ veggie local and ethically sourced food, 100% food waste composted on site, 200kg food diverted from landfill (810kg carbon equivalent). * **Witney Festival of Food and Drink;** 1,000+ visitors, 70 stallholders “Join us in a celebration of locally sourced food” “volunteer run….not a professional food festival”   **Participation from all social and cultural backgrounds**  [Oxford Eid Extravaganza](https://www.greatgettogether.org/oxford_eid_extra#:~:text=In%20Oxford%20a%20group%20of,double%20their%20first%20year's%20attendance.) in Oxford City, enables people of all faiths to share food to celebrate the end of Ramadan. In 2018 2,500 people attended and in **2019 over 5,000**. Partnership with the Green and Black Alliance ensures that messages of sustainability are embedded with strict guidelines on minimising use of disposables, recycling where needed and enabling water refills.  In March/ April 2020 Oxford Mutual Aid, in partnership with Oxford Sisters, Help the Word Oxford, Syrian Sisters, African Families In the UK and Iraqi Women Art and War, saw over 30 volunteers from Muslim communities preparing and distributing 200 [Ramadan Baskets](https://drive.google.com/file/d/1vXGI9nEgZajXbQADBMn1MlqXTIHmNvwL/view?usp=sharing) parcels to help families struggling to access food to celebrate this important cultural event in a way that dignifies their faith. Volunteers worked as a collective but included representatives from all Districts and baskets were distributed to families in all districts (Cherwell 14, South and Vale 8; West; 8; Oxford City 170)  **Public facing umbrella campaign**  Our umbrella Veg Places campaign includes campaigns and events through the year that enable individuals and organisations to register and take direct action.     1. [**Oxfordshire Pumpkin Festival**](https://goodfoodoxford.org/oxfordshire-pumpkin-festival/)   Run since 2014. In 2019 14 organisations ran 17 events across Oxfordshire, involving 2,000 people and saving over 200 pumpkins. 2020 involved 27 organisations running 35 events across Oxfordshire, and saved 1,000 pumpkins and squashes from bins. Events engaged a wide range of social and cultural groups: the larders and community fridges (distributing free and subsidised surplus food) shared pumpkin recipe ideas and prepared recipe bags. Iraqi Women Art and War shared their [Iraqi Pumpkin Soup from Mosul](https://goodfoodoxford.org/oxfordshire-pumpkin-festival/pumpkin-festival-recipes/).   * Cherwell: 3 events (Cherwell Larder, Climatarian Kitchen, Wonky Food Company) * South and Vale: 4 events (White Hart, Fyfield, Sandy Lane Farm, Tolhurst Organic, Abingdon Community Fridge) * West: 2 events (Witney Community Fridge, The Market Garden) * City: 24 events (including Community Markets, Oxford Mutual Aid, Food Surplus Café, St Anne’s College) * Countywide: 2 events (Iraqi Women Art and War, Severn Trent Green Power)   The social media campaign reached 50,000 people.   1. **Veg Power Eat Them To Defeat Them Campaign**   In 2019, we distributed materials and ran bus shelter ads in Oxford City, and in 2020-21, we distributed close to 5,000 activity books to countywide organisations:  Oxford City – 1,636  Cherwell – 2520  South and Vale - 419  West Oxfordshire - 168   1. [**Oxfordshire Food Superstars**](https://goodfoodoxford.org/oxfordshire-food-superstars/) **- more details in Key Issue 3.** |
| 1. **Foster food citizenship and a local good food movement** |
| **Network of food activists**  Good Food Oxfordshire is a network of 153 local organisations working for a fair sustainable food system for Oxfordshire. The network is made up of food organisations including farmers, processors, restaurants and retailers; charities and community groups; public bodies such as the NHS Clinical Commissioning Group, Oxfordshire County Council Public Health and City and District Localities teams, the Local Enterprise Partnership, Oxford Universities and Colleges. All network members have signed the [Good Food Charter](https://goodfoodoxford.org/good-food-charter/) and made a pledge on behalf of their organisation. **The countywide distribution of network members is representative of population and organisation distributions**  Cherwell = 12; South Oxfordshire = 15; Vale of White Horse = 12; West Oxfordshire = 17; City = 74; Oxfordshire-wide = 23**.**  The 2020 **GFO Annual Celebration** was hosted online by FarmED in West Oxfordshire with 55 network members participating.  **Communities taking control of land and space**  GFO Report on [Improving Access to Land for Food Production](https://goodfoodoxford.org/wp-content/uploads/2020/11/Improving-access-to-land-for-food-production-FINAL.pdf). 9th Dec 2020, hosted event with Oxfordshire’s Community Land Trust: “Could community-owned land help us to feed Oxfordshire” with over 60 online participants. Presenters from Tamar Grow Local, Ecological Land Co-Op and Cultivate Oxfordshire. The report maps county, church and college owned land that may be suitable for community growing and makes a robust case for the benefits of doing this. The report has been presented and discussed with the Estates Management Team at the County Council to consider options for incorporating growing opportunities into new developments including school sites – discussions are ongoing.  [**Meanwhile in Oxfordshire**](https://makespaceoxford.org/launching-meanwhile-in-oxfordshire/)**:** In February 2021 Makespace CIC Oxford and six partners launched a £1.7m project funded by a capital grant via OxLEP in conjunction with all city and District councils to transform 50 vacant buildings into vibrant places for local independent retailers and purpose-driven community organisations. Cherwell Larder have already entered discussions around options to fund the transformation of a local building in Kidlington to support the expansion of food and waste related enterprises. Of 170 applications received to date 35 are food-related businesses.  **Support for community food initiatives**  In March 2020 the **County Council** **provided GFO with £50,000 to offer small grants to local food organisations** to support them in non-profit, COVID-safe activities. **Cherwell DC provided GFO with £20,000 and West Oxfordshire £40,000** for the same purpose.  Alongside GFO, the [Community Action Group (CAG) Oxfordshire Project](https://cagoxfordshire.org.uk/) facilitates regular “Collaborate” meetings for CAGs and other local organisations, to share best practice and peer support. In February 2020 the CAGS and [**Replenish**](https://replenishoxfordshire.com/)began working on a **countywide seedbank** where members are trained in safe seed storage, preservation and community distribution.  In 2020 through the [**Replenish Project**](https://replenishoxfordshire.com/)ambassadors attended 49 events across the county to support the CAG network to support residents to cook and grow nutritious food with zero waste. **Of the 84 CAGS: 42 are in Oxford City, 11 in Cherwell; 19 in South and Vale; 13 in West Oxfordshire.**  Since July 2020 **Harvest at Home** CAG distributed food growing starter kits to 176 households across the county containing donated seeds, tools, plants and more (Cherwell 64; Oxford City 11: South and Vale 11: West 40). 125 educational starter kits were provided for children. For 69 houses they supplied pre-planted starter kits and potato kits to a further 100 homes. Harvest at Home facilitated the set-up of 3 community garden projects: Hope House (Didcot, South Oxfordshire); Response (Littlemore, Oxford City); Rose Hill (Oxford City).  **Increase Participation in Food Growing Activities**  Across Oxfordshire, [**Community Action Groups**](https://cagoxfordshire.org.uk/) (CAGS) manage approximately 122,500m² of land, a third of which are used to grow food**.** From Dec 2019-Nov 2020 3,554 volunteer hours by 2,277 volunteers were completed on land-based projects across Oxfordshire. 17,918 people attended gardening or conservation projects run by CAGs (Resource CIT, CAG’s monitoring and evaluation tool). In Oxford City in 2020, 500-600 seedlings were swapped at a socially distanced event run by Rose Hill and Iffley Low Carbon.  [**Edible Cutteslowe**](https://ediblecutteslowe.garden/blogposts/) – In 2021 300 primary school children from Cutteslowe primary school have been involved in Forest School Sessions, visits to school allotment and Cutteslowe Horticultural Therapy and Garden Centre. |

# 

# Key Issue 3

# Tackling food poverty and diet related ill-health and increasing access to affordable healthy food

We believe good food is a right not a privilege and that everyone should be able to eat healthily every day, no matter who they are, what they do or where they live. Key to achieving this are: ensuring all those in danger of going hungry or suffering malnutrition are able to access nutritious food while working to address the underlying causes of food poverty; raising awareness of what constitutes a healthy diet and giving people the skills, resources and support needed to feed themselves well; and changing people’s food environment - from institutional settings to high streets - to ensure affordable healthy food is available and accessible to all. At bronze we would expect to see a wide range of initiatives that are working to make this a reality and are having a measurable impact on people’s lives. At silver, we would expect to see evidence that this is becoming a reality across most social groups, settings and neighbourhoods in your city, particularly amongst those groups most at risk.

**What success could look like:**

**3A) Tackle food poverty** - this could include but is not limited to the following:

* Establish a multi-agency partnership involving key organisations as well as people with lived experience, to identify and tackle the full range of issues that contribute to food poverty in a joined-up strategic way, ideally as part of the Food Power, End Hunger UK or Feeding Britain initiatives.
* Ensure high quality social food provision for people who might otherwise go hungry or suffer malnutrition, for example through the Healthy Start voucher scheme; Rose Vouchers; free school meals; breakfast, after school and holiday meal provision; lunch clubs and meals on wheels.
* Promote fair wages through local authority adoption of the real Living Wage for its own staff and for contractors and via campaigns to raise other employers’ awareness and adoption of the Living Wage and the benefits this brings.
* Train health professionals, welfare advisers, housing and voluntary organisations in food poverty issues so they can effectively direct those experiencing food poverty to welfare support and local hardship funds, as well as to emergency food aid at times of crisis.

**3B) Promote healthy eating** - this could include but is not limited to the following:

* Run healthy eating and drinking campaigns including Sugar Smart, Veg Cities, Change4Life, Baby Friendly and the 50 Fountains Challenge; and give preferential treatment to healthy food ads, for example by offering them free advertising space, while restricting junk food ads.
* Provide and promote a wide range of healthy eating and healthy weight support services and initiatives, including diet and nutrition advice and support, cooking skills training, exercise and social prescribing programmes.
* Promote the adoption of holistic healthy food culture transformation programmes - such as those developed by Food for Life - in a range of settings such as nurseries, schools, colleges, hospitals, care homes and workplaces.
* Map access to healthy food against transportation routes, income, health data, proximity to schools etc. and work to prevent the proliferation of unhealthy food outlets as well as to ensure people can access affordable healthy food/drink near to where they live, work and play\*.

\* *This could include working with caterers (cafes, takeaways and restaurants) and retailers (supermarkets, local convenience stores, markets, food coops) to increase the availability, affordability, variety, quality and display of fruit and vegetables, particularly in deprived areas; introducing or reinstating public drinking fountains; and/or including access to affordable healthy food in your Local Plan, Supplementary Planning Documents or other planning policy.*

|  |
| --- |
| **Key Issue 3: Tackling food poverty and diet related ill-health and increasing access to affordable healthy food** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Tackle food poverty** |
| **Multi-agency partnership:**  Oxfordshire has 4 Community Food Networks (CFNs) (covering all Districts) committed to tackling Food Poverty. The networks were established in response to COVID-19 but are **now permanent**. They include representatives from local food banks, community larders, community fridges, prepared meal services, local councils and other voluntary sector organisations tackling food poverty such as local faith groups, citizens advice, AGE UK, Citizens’ Advice and homeless support groups. [Members of the CFNs](https://docs.google.com/spreadsheets/d/1DHlxOTluzb6Oxr_hPHbv9onYR4lGZms8/edit#gid=1960259562) include people who have experienced food insecurity and volunteers who work on a daily basis with people in extreme food insecurity. Our Oxford City focused **Food Poverty Alliance** has now transitioned into being part of the Countywide CFNs – our [evaluation report](https://goodfoodoxford.org/wp-content/uploads/2021/03/GFO-Report-to-Food-Power-2021-FINAL.pdf) of the Alliance provides an analysis of the move to incorporate it within the CFNs.  Since July 2020 we have convened 4 networks (1 per District) to enable those running and volunteering in these services to connect with each other and with councils. 22 meetings have been held with 82 different organisations in attendance:  Cherwell: 6 meetings representatives from 21 different organisations  City: 9 meetings with representatives from 24 different organisations  South and Vale: 5 meetings South and Vale with representatives from 16 different organisations  West: 5 meetings with representatives from 21 different organisations  These networks were established in response to [GFO research](https://goodfoodoxford.org/wp-content/uploads/2020/07/GFO-CFS-Research-Summary-Final-July-2020-sm.pdf) commissioned from Oxfordshire County Council to assess the extent of food poverty and need for food support across the County at the start of the pandemic. The networks have been instrumental in raising the voices of those working at the frontline of food poverty to be heard by District and County Councils and advocating for action; practical sharing of resources between services to ensure food and resources are not wasted; sharing best practice and ideas among groups, providing peer support for those on the frontline; facilitating the distribution of COVID relief grants to organisations working to support those experiencing food poverty. In response to this Collective Action the councils have been able to mobilise funds at the county level in order to fund infrastructure to alleviate food poverty - 60% of the Central Government Emergency Assistance Grant distributed to Oxfordshire was allocated to organisations supporting local communities to access food.  **Ensuring Healthy Food Access**  In March 2020 GFO expanded the [**Food Access Map**](http://www.goodfoodoxford.org/foodmap) to include Community Food Services Countywide. It now includes over 80 organisations where people can access food support across the entire county.  100 Community Food Services operated by over 80 organisations support food access needs in all Districts:   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Type of service** | **West** | **Cherwell** | **South and Vale** | **City** | **Total** | | Emergency Foodbank | 7 | 9 | 12 | 11 | 39 | | Community Larder | 3 | 3 | 4 | 4 | 14 | | Community Fridge | 2 | 3 | 5 | 3 | 13 | | Community Kitchen/ Prepared meals | 1 | 2 | 0 | 24 | 27 | | Other | 1 | 0 | 0 | 6 | 7 | | Total | 14 | 17 | 21 | 48 | 100 |   Here are just a few examples:  **SOFEA**: 1,300 members, 14 larders across the County (all Districts). Members pay £3.50/ week and receive a basket of goods worth £25. Fresh fruit and vegetables always included.  **Cherwell:** **Cherwell Larder:** 1,175 signed up members. Deliver food to 550 people weekly and a further ~200 collect food from the Food Waste Marketplace. **Banbury Madhni Mosque**: 400 users/ week through the fridge and foodbank.  **West Oxfordshire:** **Chippy Larder**: 160 members; **Mary’s Meals** 350 families each week receive 1,000 deliveries of freshly cooked meals.  **South and Vale:** **Abingdon Foodbank**: 473 families/ month and Abingdon Community Fridge ~80 families/ week  **Oxford City:** **Oxford Mutual Aid**: 250 food parcels/ week, hot meals to 150 households/ week, 250 emergency food packages/ month; **Oxford Community Action** support 520 BAME families/ week with food parcels. Communities include Afghani, East Timorese, Iranian, Iraqi, Nepali, Nigerian, Palestinian, Somalian, Sudanese.  **Living Wage**  Oxford City Council has been an Oxford Living Wage Employer since 2009 paying a minimum of £10.31 in April 2021. Oxford University also pays the Oxford Living Wage. GFO’s campaigning on this issue helped to raise awareness of the value and benefits employees and employers. [promotional video can be seen here](https://www.youtube.com/watch?v=ZHNYIOiKM2M)  West Oxfordshire pays the Living Wage as specified by The Living Wage Foundation  Oxfordshire County Council states: *“when annual leave above the statutory minimum requirements and employer pensions contributions are added to our lowest pay rates, the hourly rate equates to £11.25 this is currently 15.4% above the UK Living Wage of £9.50 (2020/2021)”*  **Food Poverty Training**  GFO delivered **Food Poverty Training** to 121 people from 55 organisations (frontline volunteers and professionals) since November 2020 over a series of 8 sessions. Training grounded in the **Dignity Principles** and included **Healthy Start Vouchers, Breastfeeding, Free School Meals**.  HSV resources distributed via CFNs (e-flyers distributed to over 190 food services, frontline services and voluntary organisations) and via the Food Sustainability and Health Group.  GFO’s [**Food Insecurity Toolkit**](https://drive.google.com/file/d/1wp3k1A0RlQ-yE5wQLh712zV9Gs6Szix7/view?usp=sharing)  distributed via same channels.  [​Folder icon Food services leaflets for Districts - SHARED](https://goodfoodoxford.sharepoint.com/:f:/g/Es0av4KJ7I1Hs8uQAcF8kiEBGYc3xpwNpedJlB1UEpxD8Q?e=BUO1z8) - all Districts |
| 1. **Promote healthy eating** |
| **Healthy Eating Campaigns:**  **SUGAR SMART:** GFO convened 6 bi-monthly working group meetings in 2019-20 with stakeholders representing all District Councils, Public Health,  Children and Family Service and Community Dental Service. GFO distributed SUGAR SMART posters to all local County libraries (45), and the social media campaigns SUGAR SMART September and FIZZ FREE FEB reached close to 40,000 people.  **Veg Cities:** 110 Action Pledges involving a total 31,688 people. Pledges to promote veg and cooking and growing involved 28,742 people across all Districts:  Oxfordshire wide 24,233  Cherwell 750  West 112  South and Vale 1,927  Oxford City 1,720  **FAST:** Families Active Sporting Together (Cherwell) - regular [newsletters [link]](https://drive.google.com/file/d/1EWXG7sdbtUdpaePBODMy5gj2gTYYd-QU/view?usp=sharing) reach 5,500 families in Banbury, Bicester and Kidlington with tips and advice on healthy cooking and eating.  **2020 Eat Them to Defeat Them** **national campaign**. In 2020 21 schools and 6805 pupils across Oxfordshire. For June 2021, 30 places funded by Oxfordshire County Council. 5,600 activity books received from Veg Power – to date 3,000 booklets distributed across the Districts (excluding City) to 29 projects.  [**Oxfordshire Food Superstars campaign, helping people to get the food they need (all resources linked here).**](https://goodfoodoxford.org/oxfordshire-food-superstars/)  Oxfordshire Public Health launched Oxfordshire Food Superstars in May 2020, to connect and inspire individuals, families, food providers and practitioners; by celebrating and sharing best practice; while responding to communities’ food needs.  Shared via School News (intranet area for schools) weekly, Family Information Directory, Local Community Support Service team, Health Visiting Team and Facebook (4121 followers), Community Dental Services UK Facebook (797 followers) Early Years Newsletter and Facebook (3691 followers), Health Oxon Facebook (453 followers), Achieve Oxfordshire.  **Promote Support Services for Healthy Eating:**  [**Good Food Cooking toolkit**](https://goodfoodoxford.org/wp-content/uploads/2020/11/Good-Food-Cooking-Toolkit_graphic-FINAL.pdf)**,** simple visual guide to help people get creative in the kitchen and reduce waste. 2,190 distributed countywide to date: including: South and Vale: via The Mix Community Fridge; Cherwell: via Cherwell Collective; West Oxfordshire via individual distributing to multiple locations; City via OMA, Cutteslowe Larder, Rose Hill Community Centre, Waste 2 Taste  [**Achieve Oxfordshire**](https://www.achieveoxfordshire.org.uk/): Support Oxfordshire residents to achieve a healthy weight - funded by Oxfordshire County Council to deliver weight loss programmes. Support 5000 participants per year in their tier 2 weight management programmes. [**Achieve Oxfordshire Newsletter**](https://uploads-ssl.webflow.com/5f2ec17531574c504e5d58e9/604b413cd027f09a8d86a45b_Community%20Newsletter%20March%202021%20Final.pdf)**:** Includes links to Veg Power and Replenish’s ‘*Love Food Hate, Waste Campaign*’. 50 locations in all 4 Districts (19 South and Vale, 10 Oxford City, 10 West Oxfordshire, 20 Cherwell).  **Healthy Food Culture Transformation**  **GFO Cooking Tutor Training.** Recruited lead facilitators in each District who are in the process of developing the curriculum and recruiting participants for each District. By summer 2021 6 volunteer tutors will be trained in each District (30 total) with a remit to run free classes in their locality and an ambition to reach over 5,000 people per year.  [**Play:Full**](https://drive.google.com/file/d/17ej0WJ0vxrP4V_aR4-7z6RtryLOnp--S/view) embeds healthy food into holiday enrichment activities, free to all but focused on deprived areas. Developed as part of the Cherwell DC Brighter Futures programme -focused on the 3 wards with most deprivation, Ruscote, Grimsbury & Neithrop wards. Play:Full continues in Banbury and now piloting countywide.  2018 evaluation: 973 meals, 461 children, 15 locations across Banbury. Children reported that their top 3 ‘likes’ for the project were “Eating Together’ (34.5%), ‘Trying something new’ (21.8%) and ‘Fruit’ (12.6%).  In Oxford City 3 **further Play:Full pilots**: December 2020 - Littlemore (area in lowest 20% on IMD) (12 families), January 20201 - Cutteslowe (50 families – 95 children living below the poverty line), received recipe and activity bags each week for 6 weeks. Video tutorials, what’s app and zoom calls supported families to get cooking with healthy, surplus veggie food. Activities included tomato growing kits, books such as “Where does Food Come From” and “Kitchen Science Experiments” aimed to encourage a curiosity and engagement with healthy and sustainable food. Funded from our Food Power project. At Easter Rose Hill Community Centre ran in person holiday Play:Full activities that included gardening fun on their allotment for 48 children over 2 weeks.  Since Sept 2020 **The Climatarian Kitchen** in Kidlington distributed ~50 meal kits per week using surplus food and flexible recipes to support and encourage people to cook.  **Mapping Healthy Food**  **Oxfordshire Public Health’s** [**Healthy Weight Story Map**](https://storymaps.arcgis.com/stories/21b23e9e8de94aad8c2659baa79dd18f)**:** The map allows users to drill down into specific areas of Oxfordshire to explore the issues affecting a healthy weight, our food and physical activity environment and factors that make it harder to be healthy. Current data on the map: population; deprivation; adult obesity and childhood obesity; adult and childhood physical activity.  Phase 2 development to include further sources of data: green and blue spaces; food poverty; hot food takeaway outlets; community food services; free School Meals . |

# 

# Key Issue 4

# Creating a vibrant, prosperous and diverse sustainable food economy

We believe that to make good food a defining characteristic of where you live depends, ultimately, on ensuring healthy and sustainable food businesses - from producers and processors to retailers and caterers - are mainstreamed as part of a revitalised local food economy. Putting good food entrepreneurs and enterprises at the heart of local economic development and promoting them to consumers not only ensures that buying healthy and sustainable food becomes the easy choice but also creates jobs, businesses and prosperity while regenerating high streets and city centres. At bronze, we would expect to see evidence that the local authority and other key bodies recognise the role and importance of sustainable food enterprises and are actively working to support their development and success. At silver, we would expect such enterprises to have become a significant part of your local food economy and to be positively reshaping the high street and wider food environment.

**What success could look like:**

**4A)** **Put good food enterprise at the heart of local economic development** - this could include but is not limited to the following:

* Retail, tourism, planning and economic development strategies, policies and services actively support the development and long-term success of healthy and sustainable food businesses and a circular food economy.
* Protect and/or re-establish vital sustainable food infrastructure to support shorter and value-based supply chains, such as local processing and wholesale businesses, city centre and other food markets, food hubs and distribution networks.
* Support sustainable food entrepreneurs and enterprises by providing vocational training, business planning advice, grants and financial advice, and access to land and premises through special loan and lease options and business rates reductions and holidays.
* Work to improve the diversity of the retail offer by supporting more independent retail and market stalls and more value-based retail, such as Better Food Traders and the Pantry model.

**4B) Promote healthy, sustainable and independent food businesses to consumers** - this could include but is not limited to the following:

* Enable consumers to find local producers, shops, markets, cafes and restaurants selling healthy and sustainable food via a well-promoted, easy to use on-line directory of local good food businesses.
* Promote local good food businesses to the public using a range of communication tools, including media features and promotions, ‘restaurant weeks’, food awards and other marketing, branding and business recognition schemes.
* Promote greater consumer spending in local independent and sustainable food businesses through the introduction of local currency and loyalty schemes and via promotional campaigns.
* Provide local producers with increased opportunities to promote and sell their produce direct to consumers through on-line platforms and the creation of new regular or permanent markets, box schemes, meet-the-producer events and other initiatives.

|  |
| --- |
| **Key Issue 4: Creating a vibrant, prosperous and diverse sustainable food economy** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Put good food enterprise at the heart of local economic development** |
| **Strategy and planning support for food businesses**  **West Oxfordshire DC Tourism Teams**: WODC are key partners in the Cotswolds Destination Management Organisation. 2020/21 WODC spent £323,100 on Tourist Information, Strategy and Promotion. They work to facilitate a sustainable planning and economic environment and provide training and support – in 2020 particularly around digital marketing skills. Through tourism spend alone, food businesses contribute ~£76 million/ year to the local economy, equivalent to 33% of total tourist spend[[1]](#footnote-1).  **WODC promotional support for local food and drink**: [www.cotswolds.com/taste](http://www.cotswolds.com/taste)[[2]](#footnote-2) ; w[ww.oxfordshirecotswolds.org/taste](http://www.oxfordshirecotswolds.org/taste); [The Cotswolds Cheese](https://www.cotswoldcheese.com/) Company, [Nell’s Dairy](https://www.cotswold-homes.com/countryside/nells-dairy-great-milk-till-the-cows-come-home/). **Showcases include:**  ·    Cotswolds Kitchen Garden Cookery -local chef, local produce  ·     Historic Fork to Plate experience - local chef, Gluts and Gluttony, Cogges Manor Farm  **South Oxfordshire and Vale of White Horse District** won the [Institute of Economic Development Greatest Economic Impact Award in 2019](https://ied.co.uk/news_events/south_oxfordshire/). Local food businesses benefited from “Pop-Up business school events” aiming to: “increase the confidence and wellbeing of participants, assist people to start a business and encourage new sustainable businesses”. ~1,600 food sector SMEs and 21,200 employed within the food sector[[3]](#footnote-3)  **Cherwell DC:** Promote rate relief schemes for small businesses. Tourism and economic plan highlights support for sustainable tourism through planning and infrastructure in partnerships with 2 LEPs. Food businesses contribute  ~£100 million/year through tourism alone.  **Oxford City:** Council provide 100% rate relief for businesses with RV under £12,000. In 2020/21 retail and hospitality businesses exempt from rates. Since COVID-19 grants and support to recoup costs of converting to outdoor/COVID safe premises (£3,250/business). They have ‘lightened’ and streamlined planning and licensing processes to enable outdoor seating.  **Support Food Infrastructure**  **Oxford City:** June 2019 City Council invested £3.1 million to secure the 19th Century Oxford Covered Market – a hub for Oxford’s residents, local independent retailers and a major tourist destination. In January 2021 they announced a Masterplan to regenerate the market. Local sustainable architects [Transition by Design](https://transitionbydesign.org/sketchbook/rethinking-oxfords-covered-market/) were appointed and held focus groups with local businesses and community groups to ensure that the vision reflects the needs and aspirations of all stakeholders. 25 of the 52 businesses in the Covered Market are small independent local food businesses.  The City Council has engaged in plans with local cycle courier companies such as [Pedal and Post](http://www.pedalandpost.co.uk/) to expand the cycle courier network and development of cycle hubs to aggregate products outside the city centre for delivery to local businesses as part of the rollout of a [Zero Emissions Zone](https://www.oxford.gov.uk/news/article/1739/zero_emission_zone_pilot_set_for_approval_following_final_round_of_public_consultation), launched in Nov 2020.  **Cherwell:** CDC partnered with [Happerley](https://happerley.co.uk/) at [Lock 29](https://www.lock29.co.uk/) to regenerate a 17,000 sq ft retail space for sustainable local food businesses and launch the UK’s first centre to celebrate food and drink provenance. CDC offered rate relief and ensure vacant lots are used to create a vibrant, diverse offering.  **Support food entrepreneurs**  September 2019, **Oxfordshire’s Local Enterprise Partnership (OxLEP**) launched eScalate, a three-year programme supporting social enterprises, charities and purposeful businesses. Delivered on behalf of OxLEP by OSEP CIC with several enterprise ‘Hubs’ around the county. To date supported **30 food and drink businesses**, totalling **£25,000 of support**.  Includes 1:1 support, access to grant funding, networking and community building events. In March 2020 it launched a ‘Leadership and Business Sustainability’ programme of webinars. In February 2021, it launched ‘**Impact Food & Drink’ Peer Support Group**, with 10 food and drink businesses countywide committed to enabling positive social and environmental change.  **Examples of local food and drink businesses benefiting from OxLEP support:**  1/ The Wonky Food Company (**West Oxfordshire)** - started 2018, - makes relishes from imperfect and surplus fruit and veg, and raises awareness about food waste in the supply chain. Founders received 1:1 support from OxLEP and benefited from free workshops and webinars via ERDF-funded programmes.[case study](https://www.oxlepbusiness.co.uk/sites/default/files/2020-06/The%20Wonky%20Food%20Company.pdf)    2/ The Orange Bakery **(South Oxfordshire**)- started as a home pop-up shop by a father and daughter with a passion for baking, the business now has a high street store in Watlington and a second kitchen. Received two grants from OxLEP to purchase equipment and expand premises.  [case study](https://www.oxlepbusiness.co.uk/sites/default/files/2020-03/The%20Orange%20Bakery.pdf)  [Makespace Oxford](https://makespaceoxford.org/) –secured the tender for a £1.7 million countywide project, called ‘Meanwhile in Oxfordshire’, funded by OxLEP. Mission to bring 50 new meanwhile spaces online in 2021, providing support to 112 businesses and working to revitalise 5 urban centres within the county, working with all five district councils, and mission-driven partners[[4]](#footnote-4). 35 food-related businesses have applied for support.  **Support independent retail**  **Community Markets:**  **Oxford City:** The City council promotes its 7 Community Markets and offers planning support. Environmental Health Teams produced specific guidance during COVID-19 to enable markets to keep trading - officers provided support calls and tailored advice on how to keep open.  **Cherwell**: Banbury Farmers Market; Deddington Farmers Market  **West**: Charlbury, Chipping Norton, Witney and Woodstock (Thames Valley Farmers Market Co-operative); Northmoor local market  **South and Vale**: Thame Farmers Market |
| 1. **Promote healthy, sustainable and independent food businesses to consumers** |
| **Local Food Directories**  **Countywide**: Local membership organisation, Independent Oxford, has a [directory of independent businesses](https://independentoxford.com/oxfords-directory/) - started in the city but now expanding countywide, with 2 hubs launched in West and South Oxfordshire in 2021. Lists over 120 independent local businesses, 56 of which are food businesses including producers, retailers, cafes and restaurants.  Directory has 20,000 views a month. The directory and news of network members is shared across their social channels with a combined reach of 16,000. ~1/3 of the businesses are located outside of Oxford city - examples:  **South and Vale:** Celia’s Café, Fallow & Field, Essie Bakes  **Cherwell**: (not currently covered)  **West**: Worton Kitchen Garden, Edge Eatery  **Oxford City**: Bonner’s Oxford, [2 North Parade](http://www.2northparade.com/), [Cultivate](https://cultivateoxford.org/), Handlebar Café, Jericho Coffee Traders;  Vicky Troth, Owner, The Missing Bean:    *“Independent Oxford have been a great support and really quite inspirational for us  – as an independent coffee business operating in an increasingly difficult climate Rosie and Anna have been real champions for what is special about small indie businesses and raising awareness about buying local. They have created a real community of Oxford independent businesses which has been very supportive, we regularly meet up to share ideas, talk about initiatives that they are working on, or looking at how to turn challenges to our advantage.”*    Julia Atkinson, Owner of Happy Cakes:    *“I absolutely love being a member of the Independent Oxford community. Rosie and Anna are hugely inspirational and enthusiastic champions of the small independent businesses in Oxford. I’ve had great advice from them, made useful contacts and shared fun social events.”*  [**Oxinabox**](https://www.oxinabox.co.uk/)– a hub of independent local food. Provides a directory of local businesses, blogs, awards reviews, focus on veggie/vegan offerings  **Oxford City** - [“Oxford Eats”](https://www.oxfordmail.co.uk/news/19112335.oxford-eats-food-ordering-app-independent-restaurants-launch-oxford/): App to rival Deliveroo - independent businesses only, commissions capped at 7.5%.  **West Oxfordshire:** [**Charlbury Green Hub**](https://www.charlburygreenhub.org.uk/food/local-seasonal-food.html) **–** directory of local seasonal suppliers and producers; includes resources from Sustainable Charlbury on eating to lower climate impact.  **Promote Local Food**  Independent Oxford use a range of comms and media to promote their network. Examples of promotional activity:     * IGTV & FB Live videos to showcase indies. * [blog](http://independentoxford.com/blog/) drives a huge amount of traffic to the directory * Partnered with [Get Radio](https://www.getradio.co.uk/) to produce their events segment - broadcast hourly throughout the day, to promote independent businesses in Oxfordshire. * Working with Oxford City Council’s Rediscover Oxford campaign to promote businesses across the city and drive footfall. * Season 2 of the Independent Oxford podcast - listen [here](https://pod.link/independent-oxford-podcast). * Promote indies to Oxford students alongside SU   [**OxinABox Awards 2020**](https://www.oxinabox.co.uk/oh-what-a-night-the-ox-in-a-box-food-awards-a-glittering-celebration-of-the-very-best-food-in-oxfordshire/) **–** “a glittering celebration of the very best food in Oxfordshire”. From 120 finalists, the winners celebrated the best of every district:  Best restaurant: No 1 Ship Street (**Oxford City)**  Best café: The Milk Shed, Weston on the Green (**Cherwell DC)**  Best Vegetarian/ Vegan: The Cinammon Stick, Chipping Norton (**West Oxfordshire)**  Best Global Cuisine – Spiced Roots (**Oxford City)**  Best gastropub – The White Hart, Fyfield (**South Oxfordshire**) *“We are passionate about quality and only prepare the very best food, sourced mainly from local farms, suppliers and our lovingly tended kitchen gardens. This ensures food is fresh, seasonal and keeps our carbon footprint low”*  **Promote consumer spending in local independent businesses**  **Countywide**: Independent Oxford run monthly campaigns to promote more sustainable shopping habits e.g., Shop Local Fortnight (Feb 2021), called **#LoveIndieOxford -**  shoppers were challenged to support their independent stores and shop local. This campaign was picked up across the county featuring on Jack FM, BBC Oxford and the Blenheim Palace newsletter.  <http://independentoxford.com/the-loveindieoxford-challenge-shop-local-for-14-days-in-february>.  GFO, Independent Oxford and OSEP partnering to promote **The Oxfordshire Menu event**, (Sept 2021). Includes events in all Districts, celebrating local food businesses and encouraging sourcing of local ingredients. Restaurants and retailers will be encouraged and promoted to feature an Oxfordshire Local Menu using social media, challenges and prizes. To date we have sign ups from 3 Districts – examples include: Blenheim Palace (**West**), Wolvercote Market (**City**), The Climatarian Kitchen (**Cherwell**).  **South Oxfordshire:** [Thame Rewards Club](https://www.thamerewardsclub.com/) includes 67 [local food businesses](https://www.thamerewardsclub.com/coronavirus-shop-local-thame-food-a) and provides offers and incentives when shopping with local businesses.  **Increase opportunities for local producers to sell-direct** [**Cultivate Oxford.**](http://www.cultivateoxford.org/) Local organic box delivery scheme operating since 2012. During COVID-19 expanded from 40 boxes/ week to 200. Uses Open Food Network platform and enables aggregation of goods from a wide range of local producers across Oxfordshire. Examples of their producers:**Cherwell:** [North Aston Organics](http://www.northastonorganics.co.uk/) **West Oxfordshire:** [Oxford Chilli Garden](https://oxfordshirechilligarden.co.uk/), [Blacklands Organic](https://www.facebook.com/BlacklandsOrganics/) **South and Vale:** [Sandy Lane Farm - Organic](http://www.sandylanefarm.net/); [Warborough Honey](https://independentoxford.com/directory/warborough-honey/) **Oxford City** – [Medley Manor Farm](https://medleymanorfarm.co.uk/), [Rectory Farm](https://www.rectoryfarmpyo.co.uk/), [Oxford Microgreens](https://twitter.com/omicrogreens?lang=en)  [**Ten Mile Menu**](https://www.tenmilemenu.co.uk/) – “Great local produce delivered”. Sourcing fruit, veg, eggs, bread, dairy from a 10-mile radius but covering and delivering to all Districts.  In April 2020 **Pedal and Post**, launched their [**Local Oxford**](http://www.pedalandpost.co.uk/pedal-post-launches-new-grocery-delivery-service-with-local-traders/) bike delivery service aggregating produce from local retailers such The Oxford Cheese Shop and Jericho Coffee Traders, and delivering within Oxford City. |

# Key Issue 5

# Transforming catering and procurement and revitalizing local and sustainable food supply chains

We believe that catering and procurement provide a uniquely powerful lever for promoting good food. By transforming catering across a wide range of settings - including nurseries, schools, colleges, hospitals, care homes, workplace canteens and smaller scale catering outlets - it is possible not only to improve the eating habits of many thousands of people but also to create the large scale demand for healthy, sustainable and local food needed to underpin a fundamental shift in the food production and supply system. At bronze we would expect to see examples of sustainable food procurement policy and accredited practice in a range of institutions. At silver we would expect to see healthy and sustainable food catering becoming the norm across a full range of institutions, supported by strong local authority leadership as well as significant changes to how the procurement supply chain operates, so that it is more accessible to local, sustainable, independent and smaller scale producers and other food businesses.

**What success could look like:**

**5A) Change policy and practice to put good food on people’s plates** - this could include but is not limited to the following:

* The Council develops and formally adopts a Sustainable Food Procurement policy and strategy that promotes healthy and planet friendly diets and incorporates specific commitments to source sustainable, local and ethical products.
* Individual public sector bodies adopt healthy and sustainable food policies, including nutrition standards; healthy catering and vending; ‘tap water only; local, organic and other climate/nature friendly produce; responsibly caught/farmed fish; less but better meat and ethical standards such as Fairtrade.
* Public sector organisations and large private caterers achieve recognised healthy, sustainable and ethical food accreditation, such as Food for Life Served Here, Marine Stewardship Council and Compassion in World Farming awards.
* Restaurants and other small-scale catering outlets improve their food offering as part of national accreditation schemes such as Food for Life Served Here and the Sustainable Restaurants Association or through local schemes such as the Healthy Catering Commitment and Bristol Eating Better.

**5B) Improving connections and collaboration across the local supply chain** - this could include but is not limited to the following:

* Establish a local cross-sector sustainable food procurement group or equivalent forum to bring together procurement officers, caterers, suppliers and other decision-makers to drive, track and promote better catering and procurement policy and practice.
* Enable procurement officers and catering businesses to source more of their ingredients from local and sustainable producers and processors, for example via local supplier directories and through meet the supplier events.
* Enable small scale local producers and other sustainable food businesses to better access large scale procurement markets, for example through the introduction of dynamic food procurement and facilitated cooperative supply initiatives.
* Work with procurement and supply stakeholders over a larger geographic region to develop a more strategic approach, including taking advantage of opportunities for greater aggregation and integration of local producers.

|  |
| --- |
| **Key Issue 5: Transforming catering and procurement and revitalizing local and sustainable food supply chains** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Change policy and practice to put good food on people’s plates** |
| **Council policy and strategy commitment to sustainable local food:**  **Oxfordshire County Council:** Social Value Policy – establishes standards for procurement, launching end 2021. Tenders are scored against the TOMS framework (5 Themes, 17 Outcomes, 120 Measures) to reward value delivered beyond economic measures. Measures relevant to promoting sustainable food currently include Living Wage, supporting circular economy and reducing waste, and Community Health Programmes. GFO are working with the SVP teams to embed more specific food measures into the programme.  **Cherwell District Council**: [Procurement strategy principles](http://modgov.cherwell.gov.uk/documents/s6104/Appendix%201%20-%20Draft%20Corporate%20Procurement%20Strategy%20and%20Action%20Plan%202010-11.pdf) include sustainable objectives: environmental, economic, social with specific references to food  **South and Vale District Councils**: [partnered with Oxfordshire Greeentech](https://www.southoxon.gov.uk/uncategorised/two-district-councils-join-oxfordshire-greentech-to-help-local-businesses-tackle-the-climate-emergency/) to offer specialist support, networking, grant funding and discounts to businesses looking to reduce their carbon footprint. Oxfordshire Greentech uses Bioregional’s [One Planet Living principles](https://www.bioregional.com/one-planet-living). SVDC brought catering in-house through its [Nourish Café](https://www.cornerstone-arts.org/nourish) at the Cornerstone Arts Centre and is committed to sourcing ethically and locally. In early 2020 the council launched local sourcing models at The Beacon Café, at the community centre in Wantage and the [Zero Waste Shop,](https://www.goinggreenuk.co.uk/).  **Oxford City Council:** procurement strategy 2020 specifically references ethical and sustainable procurement. All contractors are required to pay the Oxford Living Wage for Oxford based suppliers or the Living Wage Foundation Rate for workers outside Oxford. Waste 2 Taste, a GFO network member and catering service committed to climate action and using food surplus are a preferred caterer for city council events: *“Waste 2 Taste are amazing!....consistently delicious, ethical, efficient….I highly recommend them to everyone”* (Mairi Brookes, Sustainable City Team Manager, Oxford City Council)  **Individual public sector bodies healthy and sustainable food policies**  **SUGARSMART:** Since 2018 12 Oxfordshire organisations have achieved the [SUGARSMART Golden Teaspoon Award](https://goodfoodoxford.org/sugar-smart-oxon/#golden-teaspoon), pledging to improve sugar consumption including Oxford City Council, Oxford University Hospitals Foundation Trust, Oxford University Cafes; Fusion Lifestyle Leisure Centres  **Oxford Brookes University:** have published a [food sustainability strategy](https://drive.google.com/file/d/1tl01cSRHo5prhBzLo7Ule7O4qyrh-mge/view?usp=sharing) and [food sustainability action plan](https://drive.google.com/file/d/1O6w0QmP1pAhn2h6bh2yQhCEdg4gxyTPU/view?usp=sharing) with specific targets around accreditation and standards, waste, procurement, promoting water conservation, consumer awareness.  **University of Oxford:** have a [sustainable food policy](https://sustainability.admin.ox.ac.uk/files/sustainablefoodpolicy.pdf) and host and promote regular events such as [Sustainable Food Month](https://sustainability.admin.ox.ac.uk/article/join-our-sustainable-food-month#/) and the [Oxford University Press Give a Fork Campaign](https://sustainability.admin.ox.ac.uk/give-a-fork)  **Public Sector healthy and sustainable food standards and accreditation**  **Food for Life in Oxfordshire schools**: Edwards and Ward – (7 schools) FFL Gold; Fresh Start Catering – (11 schools) – FFL Silver; The School Lunch Company (31 schools) – FFL Bronze; Oxfordshire County Council – 62 schools – members of LACA - meals confirmed as FFL Bronze equivalent. Public Health have [promoted Free FFL Sign-Ups](https://drive.google.com/file/d/1e5aXUqY2v7KW1mbrNUG-jLNP9iZwm6_z/view?usp=sharing) for Early Years.  **Oxfordshire County Schools:** Public Health actively promote the [vegetarian only](https://www.thetimes.co.uk/article/we-dont-need-no-vegucation-say-oxford-pupils-told-to-go-meat-free-dpgxjlhct) model piloted by the Oxfordshire County Council Catering Team in the flagship [Swan School](https://theswanschool.org.uk/family-dining/). The team have pioneered vegetarian only lunch menus citing 3 reasons: **Quality; Environment, Community[[5]](#footnote-5)**. Family dining ethos and no packed lunches allowed to reinforce a sense of community and ensure all students can eat a nutritious lunch.  **Public Health Directors Leadership Team (DLT) endorsed access to food for children and families in receipt of free school meals as priority for the Health Improvement Team** (March 2020). Following this best practice of school caterers was shared via Oxfordshire Food Superstars communications and lead to Public Health presenting at a national COVID-19 webinar delivered by Food Foundation. [**Return to School: Catering for Children in a Crisis (Friday 22nd May**](https://www.sustainweb.org/webinars/may20_returntoschool/)**)**  **Oxford Brookes University** with 6 cafes and 18,695 students are part of the following accreditation schemes: Sustainable Restaurant Association – 3 star Food Made Good Award; Fairtrade (the first Fairtrade University); Life Water; Red Tractor; MSC Accredited Fish; RSPO member. Avo Cafe is exclusively vegetarian/ vegan.  **Oxford University** with 23 cafes/ catering services supporting 23,975 students are part of the following accreditation schemes: Sustainable Restaurant Association – 3 star award for hospitality service, 2 star for cafes; Fairtrade, Red Tractor, MSC. [Their Sustainable Food Policy](https://sustainability.admin.ox.ac.uk/files/sustainablefoodpolicy.pdf) prioritises locality, seasonality, and organic where possible. Food Waste sent to anaerobic digestion. 50% of meals served are vegetarian or vegan. The [Environmental Sustainability Strategy 2021](https://sustainability.admin.ox.ac.uk/files/environmentalsustainabilitystrategy.pdf) sets commitments to report on biodiversity and carbon impact of food; accreditation around food waste, and local sourcing; vegetarian as default option  **Restaurants and small catering outlets healthy and sustainable food accreditation and schemes**  **Cherwell District Council** promote the [Eat Out, Eat Well](https://www.cherwell.gov.uk/info/197/food-regulation-safety-and-advice/193/eat-out-eat-well-award-scheme) scheme that recognises caterers who provide and promote healthy eating options, making it easier for their customers to make healthy eating choices. 24 businesses across Cherwell District have an award with 5 Gold Award holders.  The 2020 **Switch Up Your Lunch** veg pledge campaign to eat a veggie or vegan lunch for a week engaged 38 organisations including some of the biggest employers in Oxfordshire.  7 are in Districts outside of Oxford City.  13,000 people directly engaged through organisational signups and individual pledges, and the wider social media campaign reached over 55,000 people. |
| 1. **Improving connections and collaboration across the local supply chain** |
| **Cross-sector procurement group**  Our catering and procurement working group includes representatives from Countywide Institutions including School and University Caterers and local catering suppliers. The group meets bi-monthly – [sample minutes here:](https://drive.google.com/file/d/1HnBmPXy_7VMJtRPBxXr9iAoT2vvOYUHD/view?usp=sharing)  Members include: • Oxford University • Oxford Brookes University • Oxford City Council Economic Development • Oxfordshire County Council Public Health • Oxfordshire County Council School Catering Department; Oxford University NHS Foundation Trust (John Radcliffe Hospital) • The School Lunch Company • Blenheim Palace • A&J Catering • Said Business School • Environmental Change Institute • Lady Margaret Hall • Vaults & Garden Café • Trax •  The group have identified the current priorities:  *Increasing consumption of veg and reducing the consumption of meat and dairy* (Oxford Brookes- Avo Café now vegetarian/ vegan only; ‘Live Well’ offering in all outlets). Oxford University – 50% of cafes menus are meat free. Swan School - 60,000 vegetarian only meals/ year.  *Measuring and reducing food waste*: Oxford University – all food waste separated and sent to anaerobic digestion; Oxford Brookes – 100% food separation; Food waste recycling bins installed in student kitchens in Oxford Colleges[[6]](#footnote-6) -66 bins at LMH alone. All Oxfordshire Districts have separate food waste collection sent to AD.  *Measuring and reducing use of disposables for food* – where necessary using compostable packaging - developing proper processing facilities to enable this - LMH College partnering with [Tidy Plane](https://www.tidyplanet.co.uk/)t for composting service. Oxford Brookes – 10% discount for reusables; targets on disposables missed due to COVID-9. LMH College - Zero disposables.  *Leading the way in measuring scope 3 emissions embedded in food:* Three meetings held to date with Net Zero Oxford Group representing major employers in Oxfordshire[[7]](#footnote-7), to develop plans to accelerate reduction in food-related scope 3 emissions ahead of 2050. Sprint Group will create sustainable food policy templates and [measurement tools](https://foodfoundation.org.uk/wp-content/uploads/2021/02/PUP-Toolkit-2020.pdf) to support institutions to measure food-related scope 3 emissions by end 2022.  Educating and engaging employees and students in sustainable food goals: Oxford Brookes host regular events on sustainable food including: [“Hungry for Change: The Power is on Your Plate”](https://www.brookes.ac.uk/about-brookes/events/hungry-for-change---the-power-is-on-your-plate!/#:~:text=Hungry%20for%20change%20%2D%20the%20power%20is%20on%20your%20plate!,-Wednesday%2C%2021%20April&text=Oxford%20Brookes%20University%20will%20be,and%20Q%26A%20from%20the%20audience.) webinar and [Food Forward Week](https://www.brookes.ac.uk/about-brookes/events/forward-food-week/).  Climatarian Kitchen partnering with Oxford Brookes to provide ready to cook recipe bags to support sustainable food education to students in Sept 2021.  **Facilitate local sourcing and procurement**  In November 2020 OxLEP and OSEP CIC held a week-long festival - **Power of Purpose (POP2020**). Flagship event **Social Enterprise and Buyer ‘Meet-up’**, encouraged procurement opportunities between social businesses and large organisations. Buyers included Midcounties Co-op, Blenheim Palace, Oxford City Council and Oxford University. The session identified that the food & drink sector presents a particular opportunity for closer commercial collaboration and a **food sector ‘Meet the Buyer’** event is scheduled for August 2021 in partnership with OSEP, GFO and Independent Oxford with **funding already committed** by OxLEP through their eScalate enterprise support programme.  GFO facilitates the **Community Food Services Local Supplier Group** to coordinate redistribution of surplus from local wholesalers and supermarkets to avoid waste and to reduce transport miles. Members include Oxford Food Hub, Cherwell Larder, Oxford Mutual Aid, SOFEA, Banbury Food for Charities. To date the group have diverted surplus from local suppliers such as Hello Fresh directly to foodbanks and fridges – previously this would have been centralised via Fareshare or similar involving unnecessary food miles – now surplus is delivered en route to fridges and foodbanks saving around 300 food miles/ week. Oxford Food Hub diverted 600 tonnes of surplus food in 2020.  GFO’s network event for Farmers and Producers (January 2020) hosted 20 local producers focusing on improving local collaborations. Since then, Willowbrook Farm – the first Halal and Tayib farm in the UK – has teamed up with Cherwell Collective to support culturally appropriate supply for local communities and offer educational farm visits.  Schools accreditation schemes such as Food for Life benefitted local suppliers. The School Lunch Company serving 31 schools are committed to local supply. **100% of meat supply via local butchers - 70% sourced locally**. Their suppliers include: [Densham in Witney](https://denshamsbutchers.co.uk/) (all local meat where possible), Peter Goss in Bicester, Carl Woods in Sonning, [Henrys in Hook Norton](http://www.hooknortonbutchers.co.uk/). We also use produce warrior in Banbury for fruit and vegetables. Collins in Northampton and [Mayfield Free Range Eggs](https://www.mayfieldeggs.co.uk/) in Witney.  **Enable small scale producers to access larger scale markets**  Following GFO’s research [Building a more resilient food system in Oxfordshire: an analysis of the local response to the COVID-19 crisis](https://goodfoodoxford.org/wp-content/uploads/2020/11/Building-a-more-resilient-food-system-FINAL.pdf) we have worked with an independent researcher from Coventry University’s Centre for Agro-Ecology and Water Resilience and with Cultivate to address issues in the local supply chain:  We have built a database of local producers countywide – over 200 additional local producers, previously unknown to GFO have been identified since April 2020. Links have already been established to connect producers with local outlets:   * Cultivate has made connections to local egg, vegetable and meat producers to supply via their box delivery scheme * SOFACOMA (South Oxfordshire Community Market) – has built links to dairy farms to supply cheese and milk * Blenheim Palace Food Festival organisers have linked into the database to engage more local suppliers in the event   We have secured intern resource from the University of Oxford for summer 2021 to to create a baseline map of food flows countywide and explore dynamic food procurement solutions appropriate for Oxfordshire. |

**Key Issue 6**

**Tackling the climate and nature emergency through sustainable food & farming and an end to food waste**

We believe that tackling the climate and nature emergency is the single greatest challenge of our time and will require a radical shift in our food and farming system towards agroecological production, sustainable diets and an end to food waste. By changing what we, as individuals and institutions, choose to eat, we can transform what, how and where food is produced and thus help to minimise any negative impacts on climate and biodiversity. At the same time, by tackling the tragedy of food waste, we can balance the need to feed a growing global population while remaining within planetary boundaries. At bronze, we would expect to see significant action on promoting and supporting sustainable food production and consumption, improving resource efficiency throughout the food chain and tackling food and food-related waste. At silver, we would expect to see an effective strategic and systemic response to the negative climate and nature impacts of the local food system.

**What success could look like:**

**6A) Promote sustainable food production and consumption and resource efficiency** - this could include but is not limited to the following:

* Declare a climate and nature emergency and work with public sector institutions, businesses and citizens to deliver a joint strategy to drastically reduce the climate and nature impact of your local food system, as outlined in the ‘Every Mouthful Counts’ Declaration and Guide.
* Develop and deliver a land use and management strategy that protects, enhances and makes available all Grade 1 and 2 urban and peri-urban land for both community growing and commercial sustainable agriculture.
* Provide farmers, growers and land managers with training, advice and support on how to adopt agroecological production and management techniques and food businesses with support to improve resource efficiency and sustainability across all aspects of their business.
* Deliver city-wide campaigns to promote a mainstream shift to sustainable food - including fresh, unprocessed, seasonal, local, organic, less and better meat and dairy, high animal welfare, Fairtrade, Sustainable Fish Cities and the Real Bread Campaign.

**6B) Reduce, redirect and recycle food, packaging and related waste** - this could include but is not limited to the following:

* Ensure the Food Waste Hierarchy is incorporated into and shapes an integrated city-wide food waste policy and strategy that minimises food and packaging waste, eliminates food waste from landfill and ensures surplus food and food waste are diverted to the most appropriate purposes.
* Establish a food waste collection scheme for homes and businesses that redirects food and food-related waste for composting, energy recovery (AD) or animal feed (where permitted); and promote community composting through the provision of resources and sites for communities to use.
* Raise public, business and institutional awareness of food waste and encourage them to measure and reduce it via campaigns and events such as Love Food Hate Waste, Feeding the 5000, The Pig Idea, Disco Soup, No Loaf Lost, Your Business is Food and Guardians of Grub.
* Ensure the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to organisations feeding people in need while working to raise the nutritional standards of the food aid being offered.

|  |
| --- |
| **Key Issue 6: Tackling the climate and nature emergency through sustainable food and farming and an end to food waste** |
| Please present your evidence of action and achievement for the two action areas under this key issue below. Please note that there is a strict 500 words limit for each action area. If you exceed this limit your application will not be forwarded to the panel. |
| 1. **Promote sustainable food production and consumption and resource efficiency** |
| **Climate and Nature Emergencies Declared**  The County Council and ALL DISTRICT councils declared Climate and Nature emergencies in 2019[[8]](#footnote-8)  Oxfordshire County Council's Climate Action Framework October 2020 set an ambition for net-zero carbon by 2030. References food-related climate actions: Healthy Place Shaping; Commitments to Local Food Production; Reduction of Food Waste. Following this, Oxfordshire Public Health and GFO held 2 **Connecting the Dots Workshops[[9]](#footnote-9)**- **to better understand the connections between Food and Climate actions in Oxfordshire** and embed food-actions in the Climate Action Plan - workshops attended by 25-30 participants[[10]](#footnote-10).  [Citizen’s Assembly on Climate Change](https://youtu.be/fcci4Yc8ywU): On 2 weekends in 2019, Oxford was the first UK City to hold a Citizen’s assembly on Climate Change. The event, facilitated by IPSOS Mori, was hosted in **Oxford City** to bring together a representative council of 50 of Oxford’s residents to discuss climate issues, listen to experts and recommend ways forward. [Waste reduction and sustainable consumption were a key theme of discussion and recommendations.](https://www.ipsos.com/ipsos-mori/en-uk/oxford-citizens-assembly-climate-change) In response Oxford City Council:   * set a Climate Emergency Fund of £19 million * established a Zero Carbon Oxford Partnership of key strategic players including, City and County Councils, Universities, NHS Foundation Trust, Landsec, BMW. A Sprint Group (sub-committee to the ZCOP) has now been established to consider food as a lever in reducing Scope 3 emissions.   Oxfordshire County Council’s [Pathway to Zero Carbon Oxfordshire (PAZCO) report](https://drive.google.com/file/d/1N_vBOzpViJ5N1Orr_BpRNH9GZMalvoWl/view?usp=sharing) published May 2021 in partnership with all District Councils, OxLEP, Universities, specifies food as a key lever in meeting Zero Carbon Oxfordshire targets by 2030. Key recommendations include: innovation in food production; biodiversity and eco-system restoration; transition from arable to horticulture; hydroponics; effective land management to support carbon sequestration. Current levels of carbon sequestration have been calculated and mapped and clear steps for improving this laid out.  **Land-use and management strategy to improve access for growing**  GFO’s report [Improving Access To Land for Local Food Production](https://goodfoodoxford.org/wp-content/uploads/2020/11/Improving-access-to-land-for-food-production-FINAL.pdf) (Sept 2020) explores operational models such as County Farms or Co-operatives to increase Oxfordshire’s fruit and vegetable production and maps specific plots of land in each District that are suitable test beds. Taking this forward, the County Council’s Community Insight Project 2021 will explore the views of local people on these specific plots of land as potential community growing spaces.  In 2019 **Oxfordshire County** and **Cherwell District Council** commissioned [a report](https://www.eci.ox.ac.uk/research/ecosystems/bio-clim-adaptation/downloads/bicester-Natural-capital-mapping-in-Oxfordshire-Short-report-V2.pdf) from the Environmental Change Institute at The University of Oxford, to baseline map Natural Capital to monitor environmental impact of growth plans. Includes mapping land with the potential for conversion to horticulture. Report lays the groundwork for more specific deep-dives but signals the intention of the Councils to embrace the principles of agro-ecological approaches and increasing access to land for local growing.  **Training and Education**  [FarmEd](https://www.farm-ed.co.uk/) centre for Food and Farm Education based at Honeydale Farm - a 107-acre demonstration farm in **West Oxfordshire** - run programmes in Regenerative Agriculture and Sustainable Food. Trial plots include sainfoin, herbal ley, barley, heritage wheat, wild bird seed. Other features include a natural flood management scheme, heritage orchard, woodland, wildflower margins, an apiary and a 2-acre kitchen garden/Community Supported Agriculture scheme.  Harvest at Home’s training and skills programmes offers a co-operative style employee and volunteer scheme. In 2020 **Harvest at Home** engaged 450 people in growing providing 176 free starter kits and 125 kids kits. For 69 houses they supplied pre-planted starter kits and potato kits to a further 100 homes. **We have now acquired further land for community use**: **including 4 acres of private land** for growing food for Cherwell Larder and demonstration gardens; **2 allotments** as demonstration gardens;  **2 playgrounds** - established planters used for sensory and exploratory small community gardens illustrating companion planting (while keeping stinging insects away); **Greenspace Garden** that combines sensory, companion, demonstration, and wild hedgerow planting in one exploratory and educational space; **2 gardening courses** have been run. Educational and engagement materials provided by community partners: Oxford Botanic Gardens and Arboretum and Oxford Natural History Museum. H@H also supporting the development of a **0.3 acre site at Banbury Mosque** for conversion to community-growing.  **Campaigns to promote shift to Sustainable Food**   * Oxfordshire County Council climate action comms campaign “**Mix it up Monday**. I pledge to go meat free each Monday in 2021” * **GFO Veg Places** – 2020 engaged 31,688 people; 187 Cooking and Eating pledges, 519 Growing, 28,036 Promoting Veg; 2,946 Reducing Waste   + Oxford City – 2,072   + Cherwell – 1,675   + South and Vale – 2,200   + West – 112   + Countywide – 24,923 * **Switch Up Your Lunch**: Switch Up Your Lunch (SUYL) Campaign with 3,472 participants pledging to eat a vegan or veggie lunch throughout the week. In 2020 SUYL continued online reaching 13,000 through organisational sign-ups and pledges and 55,000 via social media. * **Veg Power campaigns;  Eat Them to Defeat Them** and #seasonalveg - 5,000 booklets distributed in 2020, 19 schools signed up:   + Oxford City – 1,636   + Cherwell – 2520   + South and Vale - 419   + West Oxfordshire - 168 * **Good To Grow Oxfordshire** – part of national weekend of action event 23-26 April. GFO and Oxfordshire Council promoting Good to Grow through networks and provision of Pumpkin Seeds to 40 community gardens and allotments   + Cherwell – 11   + Oxford City – 14   + South and Vale – 12   + West – 4   The **Climatarian Kitchen** in **Cherwell** serves a ‘[carbon footprint menu’](https://www.facebook.com/ClimatarianKitchen/photos/a.138536277982829/138536224649501/) -suggested donations are made on the carbon footprint of the meal with the aim of educating and changing mindsets around food choices. In response to lockdown they have moved to recipe kits using surplus- to date they have served 50 meal kits/ week for 25 weeks. Promoting this among restaurants countywide will be a main feature of our Oxfordshire Menu event in September 2021.  **Sustainable Palm Oil City:** In 2020 Oxford launched its campaign to become a [Sustainable Palm Oil City](https://www.orangutans-sos.org/take-action/campaigns/sustainable-palm-oil-city-oxford/). Since then 110 individuals and 11 businesses[[11]](#footnote-11) have signed the pledge.  **Fairtrade:**  **Oxford City**: [Oxford is a Fairtrade City](https://www.oxfairtrade.org.uk/). In 2018 and 2019 - Fairtrade Fortnight 11 events across the City; In 2020 Fairtrade fortnight continued with online events such as ‘Hidden Voices in the Covered Market’ and Fairtrade Baking Competition. Kennington is a Fairtrade Community  **Cherwell**: Fairtrade towns - [Banbury](https://www.banbury.gov.uk/A_Fairtrade_Town_16383.aspx), Bicester  **West** **Oxfordshire**: Fairtrade towns – [Witney](https://www.oxfordmail.co.uk/news/17755773.witney-retains-fairtrade-status-town-council-ceremony/), Bourton on Water  **South and Vale**: Fairtrade towns - Faringdon, Abingdon, Wheatley |
| 1. **Reduce, redirect and recycle food, packaging and related waste** |
| **Food Waste Hierarchy Incorporated in Strategy and Policy to minimise food waste and divert**  The food waste hierarchy is integral to [Oxfordshire Joint Resources and Waste Strategy](https://www.oxfordshire.gov.uk/sites/default/files/file/waste-and-recycling/OxfordshiresResourcesandWasteStrategy.pdf) 2018-2023. The strategy is managed by **Oxfordshire Environment Partnership** which includes the County Council and all the District Councils working together. Oxfordshire County Council is the Waste Disposal Authority– responsible for providing Household Waste Recycling Centres (HWRCs), and managing any rubbish collected. The District and City Councils are the Waste Collection Authorities, responsible for collecting all household waste and arranging for the recyclables to be processed. The Strategy promotes a circular economy and waste reduction – Oxfordshire’s residents’ waste production is one of the lowest in the country – (1 tonne per household per year).  The strategy sets target and reports current baseline against which progress can be measured e.g.,  By 2030, target of 0% food waste growth per person and to increase household recycling to 70% by 2030, currently 57.2% (food, composting, dry recycling). Current rates of household composting are 30.78%.  28.47% of waste in an average bin is still food waste that could be recycled – tracking is the first step to inform the need to focus infrastructure and programmes around behaviour change that are set-out in the strategy and detailed below.  **Ensure food waste collection system provides infrastructure and resources to support composting, AD etc**   * In-county food waste processing since 2009. 2 AD facilities and 1 IVC.  Processed around 21,000 tonnes of household food waste in 2019/20. * 2019 Oxfordshire named best performing county council waste disposal authority in England for the sixth year in a row. Nearly 20,000 tonnes of food waste was recycled in 2018-19– up 6 per cent on the previous year. **Separate food waste collection happens in all Districts[[12]](#footnote-12)** * OEP support home composting through Replenish, subsidized compost bins, harvest at home etc * 4,200 homes are powered by biogas generated from recycled food   **Raise awareness via campaigns.**   * Oxfordshire County Council fully fund [Replenish](https://replenishoxfordshire.com/), dedicated to supporting residents of Oxfordshire to grow and cook nutritious food with zero waste. During the year, ambassadors attended 49 events across the county * Thousands of rubbish bins have been stickered to remind residents that food waste can be recycled in the food caddy. * During the pandemic Replenish Coordinator teamed up with food access services and community groups to distribute packs and leaflets promoting **Love Food Hate Waste** and composting to over 1000 households, as well as raising the online presence of the project by running social media competitions and launching a new website and newsletter (6731 combined views). * **Pumpkin Rescue:** In 2020 over 1,000 pumpkins were rescued from landfill by our pumpkin rescue project and awareness of food waste reached over 50,000 via social media. * **Disco Soup**: In 2019 close to 700 people joined together in Oxford City at Bonn Square for Disco Soup to help to cook up rescued surplus food, eat together and to learn about creative ways to use surplus food and avoid food waste. In 2020 this was replaced by our online cooking demos on cooking with surplus – these can be seen on GFO’s [You Tube channel](https://www.youtube.com/channel/UCxAAG38pUS6o8LpSLE62mGg/videos) * FREE food waste tours are offered at the food waste recycling plants in:   + Oxford City – Cassington Anaerobic Digestor – Free Tours   + West Oxfordshire – Cassington Anaerobic Digestor – Free Tours   + South and Vale – [Wallingford Food Waste Plant](http://www.longwittenham.com/2019/01/wasterecycling-tours/) – Free Tours * 2020: Cherwell Collective ran a ‘**Loving Leftovers’** mini course with 5 different meal kits distributed to help people transform their festive leftovers and reduce waste. 47 adults and 87 children participated. * **Guardians of Grub** are presenting to our Catering and Procurement Working Group in June 2021   **Collection and Redistribution of Consumable Food Surplus**  Through the Community Food Networks over 180 tonnes waste food/ month are re-distributed through the network of 100+ local community food organisations – the network of organisations can be seen on our [Oxfordshire Food Services Map](https://foodmap.goodfoodoxford.org/). [Research and data here](https://goodfoodoxford.org/wp-content/uploads/2020/07/GFO-CFS-Research-Summary-Final-July-2020-sm.pdf).  Examples of excellence include:  [**Oxford Food Hub**](https://oxfordfoodhub.org/) – receive surplus from wholesalers, supermarkets and local producers and retailers. Surplus is distributed to over 150 charities countywide. In 2020 they redistributed over 600 tonnes of surplus  [**SOFEA**](https://www.sofea.uk.com/) – Fareshare provider in Oxfordshire – in 2020 redistributed 685 tonnes via their larders and 703 tonnes via their Community Food Members across the county (smaller organisations and charities e.g., breakfast clubs, homeless shelters)  **Community Fridges and Cupboards** exist in all Districts, promoting use of surplus as a Climate Action response, not just a Food Access solution.   * **Cherwell:** Bicester Community Fridge, Banbury Mosque Community Fridge * **Oxford City** – Leys Community Fridge, Botley Community Fridge, Rose Hill Community Cupboard * **South and Vale** – Abingdon Community Fridge, Wallingford Community Fridge, The Mix Community Fridge – Wantage * **West Oxfordshire** – Witney Community Fridge   **Surplus Cafes** – Oxford Food Surplus Café, Sandford Talking Shop Surplus Cafe, Waste 2 Taste |

1. Source: [The Economic Impact of West Oxfordshire’s Visitor Economy 2017](https://www.cotswolds.com/dbimgs/West%20Oxfordshire%202017.pdf) [↑](#footnote-ref-1)
2. Our membership includes food producers, such as Upton Smokery near Burford, Wychwood Brewery in Witney, Hook Norton Brewery at Hook Norton and Daylesford in Kingham. It also includes restaurants and cafes which champion local produce, such as The Harcourt Arms in Stanton Harcourt, The Blue Boar in Witney, Burford Garden Company Café near Burford, Hampers Deli and Cafe in Woodstock, Huffkins in Burford and Witney, Killingworth Castle in Woodstock, The Ebrington Arms in Chipping Campden, The Trout at Tadpole Bridge and The Swan at Swinbrook. We promote these businesses as part of the Cotswolds’ local food and drink theme mentioned above. [↑](#footnote-ref-2)
3. Source ONS, SVDC, Statista – 13.9% of UK workforce in food sector, working population of South and Vale 153,000 [↑](#footnote-ref-3)
4. Partners include Wild Property, CAG, Independent Oxford, Transition by Design, Aspire, Fusion Arts, Soha Housing Association and Meanwhile Space CIC. With food and drink businesses comprising 20% of manufacturing and 96% of these being SMEsit is inevitable that local food organisations will benefit from this programme. [↑](#footnote-ref-4)
5. **Quality** –vegetarian meals allow us to provide better quality for the same price; **Environment** – reducing our meat consumption decreases our carbon footprint; **Community** – all our students are able to sit together, regardless of their dietary preferences or religious requirements [↑](#footnote-ref-5)
6. St Annes, Hertford, St Catz, Wadham, Brasenose, LMH [↑](#footnote-ref-6)
7. including BMW, Universities, Landsec, Unipart, Stagecoach, Nielsen [↑](#footnote-ref-7)
8. Oxfordshire County Council: 2nd April 2019; Oxford City Council: 28th January 2019; South Oxfordshire: 11th April 2019; West Oxfordshire: 26th June 2019; Cherwell District Council: 22nd July 2019 [↑](#footnote-ref-8)
9. facilitated by Leeds Beckett University [↑](#footnote-ref-9)
10. County, City and District Councils: Public Health Teams, Climate Action Teams Economy Teams, Communities Teams, School Catering, Waste Teams and Voluntary Sector: Community Food Services; Community Action Groups; Oxfordshire Community Land Trust, academia; University of Oxford, Oxford Brookes University. [↑](#footnote-ref-10)
11. Oxford Brookes University, Exeter College, Connect Catering, Compass Group at the University of Oxford, Savona Foodservice, The Missing bean Ltd, The Handlebar café and kitchen, Prana Yoga Oxford, Vaults and Garden cafe, Alpha Bar, Will’s Deli [↑](#footnote-ref-11)
12. Cherwell DC- indoor caddies, transferred to brown bin food waste collected fortnightly; Oxford City – indoor caddy, transferred to larger food recycling bin emptied weekly; West Oxfordshire DC – indoor caddy, transferred to larger food recycling bin emptied weekly; South and Vale DC – indoor caddy, transferred to larger food recycling bin emptied weekly [↑](#footnote-ref-12)