

## Vale REPF 2023/24 - officer evaluation report

*Scoring summary for Capital grants for growing the local social economy and supporting innovation*

Ref no.	Organisation	Scheme	Total Project Cost	Amount Requested	Suggested score
VR2\100019	<b>Tap Social Movement Ltd.</b>	Bakery Equipment Upgrade	£25,254	£18,940	<b>12</b>
VR2\100030	<b>Velocity Cycle Couriers</b>	Enabling short food supply chains between Vale of White Horse farmers and Oxford University colleges	£9,983	£9,983	<b>10</b>
			<b>Total Requested</b>	£28,923	
			<b>Total Budget</b>	<b>£33,000</b>	
			<b>Budget Remaining</b>	<b>£4,077</b>	

## Scoring and award matrix for REPF Grant applications

<b>Suggested Scores</b>	<b>Scores:</b> The scoring thresholds which identify what priority level the project falls into can be amended, depending on the number of applications received and potential allocation of funds to ensure maximum community benefit. As agreed by the Cabinet Member.
7 - 12	Project is recommended for funding
0 - 6	Project is not recommended for funding

**Projects MUST score at least one point in the Project outputs/outcomes section in order to be recommended for funding.**

### Need for project.

Points		
0	No evidence of need for project has been provided	
1	Limited evidence for need for project has been provided	A small scale survey of employees or service users has been carried out.
2	Good evidence of need for project has been provided	A larger scale survey has been carried out asking the wider community
3	Detailed evidence of need for project has been provided	A full business plan or formal community consultation have been provided.
+ 1	If no other projects like this are located locally	Is there a similar facility or business within a reasonable distance or not. For example, EV charging points, will the project provide the only charging point in a village, or are there already several public charging points available in the village.

## Climate Action

Points		
-1	The project will negatively impact on the council's climate agenda,	The project will have a detrimental effect on the local environment without any mitigation in place, this could be via destruction of green space and wildlife habitat, increase in greenhouse gas emissions, installation of non-energy efficient equipment, or purchase of new diesel or petrol vehicles etc.
0	The project has not considered its impact on the environment, or not provided any information in this area.	No evidence of environmental impact of the project has been provided in the application form.
1	The project will have some positive impact on the council's climate agenda	Small scale improvements such as replacing some lightbulbs with energy efficient ones, installing bike racks, implementing an energy smart meter
2	The project will have a positive impact on the council's climate agenda	Installation of EV charging points, renewable energy systems, creation of green spaces for nature, creation of new cycle paths or active travel routes.
+ 1	The organisation applying has a sustainability/climate action forward plan or strategy in place	Evidence of a climate action policy has been provided

## Social Action

Points		
0	The project has no wider community benefits	The project only benefits the immediate applicants, such as a private business e.g. installation of equipment to cut costs for the business
1	The project has limited wider community benefits	The project will benefit a small number of groups or individuals, less than 50 people
2	The project has several wider community benefits	The project will benefit a large number of community groups or more than 50 people

**Projects MUST score at least one point in one of the following sections.**

**Projects outputs/outcomes**

Applications applying for **Capital grants for small scale investment in micro and small enterprises in rural areas** will be assessed against the following outputs/outcomes. Please note, projects will be scored against their highest achieving output i.e. if a project will increase productivity by over 10% and safeguard 3 jobs it will score 3 points. The jobs safeguarded will be brought to the grant panels attention but not scored.

Points	Jobs safe-guarded	Adoption of new to the firm technology or process	number of firms with improved productivity
0	0 jobs safe-guarded	Adoption of 0 new to firm technology or processes	Expected 0% increase in productivity
1	1-5 jobs safe-guarded	Adoption of 1 new to firm technology or processes	Expected 1%-5% increase in productivity
2	6-10 jobs safe-guarded	Adoption of 2 new to firm technologies or processes	Expected in 6%-10% increase in productivity
3	10+ jobs safe-guarded	Adoption of 3 or more new to firm technologies or processes	Expected over 10% increase in productivity

Applications applying for **Capital grants for growing the local social economy and supporting innovation areas** will be assessed against the following outputs/outcomes. Please note, projects will be scored against their highest achieving output i.e. if a project will create a new business and create 3 jobs it will score 3 points. The jobs created will be brought to the grant panels attention but not scored.

Points	Jobs created	Number of new businesses created
1	1-5 jobs created	
2	6-10 jobs created	
3	10+ jobs created	New business created

Applications applying for **Capital grants for investment in capacity building and infrastructure support for local civil society and community groups** will be assessed against the following outputs/outcomes. Please note, projects will be scored against their highest achieving output i.e. if a project will increase user numbers by over 50% and increase perceptions of facilities by 20% it will score 3 points. The increase in perceptions will be brought to the grant panels attention but not scored.

Points	Expected improved perceptions of facilities or amenities	Increase users of facilities or amenities
1	1-25% expected increase in perception of facilities or amenities	1-25% expected increase in user numbers
2	26-50% expected increase in perception of facilities or amenities	26-50% expected increase in user numbers
3	50%+ expected increase in perception of facilities or amenities	50% + expected increase in user numbers

<b>Tap Social Movement Ltd.</b>	<b>Ref</b>	VR2\100019
<b>Project Name: Bakery Equipment Upgrade</b>		
<p><b>Project Description:</b> Proof Social Bakehouse is a social enterprise artisan bakery and cafe business set up a little over a year ago in the village of Kennington. In that year the bakery has been a significant local success story, both serving the neighbouring community and also bringing visitors from Oxford and the wider area to the village, many on foot or by bicycle via the beautiful Thames path and Sandford Lock, which is a short walk away. We have also created jobs, both in the bakery, producing products for the on site cafe and for our local independent cafe customers, and also in the on-site cafe itself. As with all projects within the wider Tap Social family, the Proof bakery project serves our wider mission of harnessing the power of inclusive employment to reduce crime and improve social cohesion in Oxfordshire. We have created 10,000 days, or nearly 40 years, of employment for ex-offenders, including several full time roles at the Proof bakery. We support other marginalised groups, such as those with neuro-diverse needs, through inclusive recruitment at the bakery.</p> <p>At present, demand for the bakery's products outstrips our ability to supply and a recent change of Landlord has also brought opportunity to expand the on-site cafe's operating hours which would further increase demand on the production team. We need to upgrade 2 key elements of the baking equipment in order to keep up with this demand and improve efficiency and productivity, enabling us to continue to grow and support more jobs and greater revenues. These 2 upgrades are: 1. A new full rack electric oven for baking larger batches in lower baking times; and 2. A new double door retarder prover for significantly expanding our capacity to prove large batches of baked goods in a controlled way before baking.</p>		
<b>Application Theme:</b> Capital grants for growing the local social economy and supporting innovation		
<b>Location of Project:</b> Kennington		
<b>Potential number of beneficiaries:</b> 2,500		

<b>Total project cost</b>	£25,254
<b>Organisation's contribution</b>	£6,314
<b>Other secured funding</b>	£0
<b>REPF Grant Requested</b>	£18,940
<b>Organisation's latest bank balance</b>	£95,834.85

## Scoring

<p><b>Need for Project</b></p> <p>Evidence of needed is well articulated within application. There are no bakeries, cafes, or similar businesses working with similar cohorts in the surrounding area. There is good rationale for potential expansion, with new housing, extended opening hours, and wholesale opportunities outlined.</p>	<b>Score</b>	4/4
<p><b>Action on Climate Emergency</b></p> <p>The organisation has an environmental policy and sustainability strategy. The applicant has articulated the benefit of baking at scale on the energy requirements per product. All deliveries for the bakery are undertaken by their local delivery partner "Velocity" (velocity cycle couriers, leading zero emission delivery - see <a href="https://www.velocitycc.co.uk/our-mission">https://www.velocitycc.co.uk/our-mission</a>) who operate a fleet of cycle couriers, cargo bikes and e-vehicles. The applicant use cardboard and repeat-use plastic trays in our deliveries, never single use plastic, and give</p>	<b>Score</b>	3/3

discounts at the cafe for customers using their own reusable cups for hot drinks. The application could also be seen as improving local food miles through the potential for the bakery to increase wholesale to local businesses.		
<p><b>Social Action</b></p> <p>The beneficiaries of this project can be broken down into tiers, from top tier to those who get more passing or occasional benefit on the lower tiers. The top tier of beneficiaries are the team of around 12 dedicated staff whose jobs will be safeguarded and several more new staff members who we would be able to employ as a result of the expansion. This includes team members who join us through our prison leavers employment programme (either on day release from custody or immediately following release) and the independent local businesses we already supply wholesale. The next tier down are our regular customers (around 500) who are supportive of the business and wish to see a greater product range, more expansive opening times for the on-site cafe, along with the local wholesale customers who are on our waiting list and we would be able to supply thanks to this expansion. Additional beneficiaries would be other existing and future customers, particularly local residents who will benefit from the improved facility on their doorstep which we estimate would be around 2000 based on the population of Kennington and Radley making some occasional use of the amenity, our 4000 unique social media followers and the large number of individuals and community groups (cycling, rambling and running clubs etc.) who take advantage of our proximity to the Thames path and Sandford Lock to visit us from Oxford and further afield.</p>	<b>Score</b>	2/2
<p><b>Project Outputs</b></p> <p>Multiple outcomes are included - as follows:</p> <p>6-10 jobs safe-guarded Adoption of 1 new to firm technology or processes Expected over 10% increase in productivity</p>	<b>Score</b>	3/3
<p><b>Financial and project management plans</b></p> <p>Solid understanding of project needs, implementation and impact shown within project plan. Contribution of business is roughly 1/4 of costs, this is justified through analysis of the financial position of the bakery, which whilst positive, is indicative of a new business finding its feet (and profitability). Good financial understanding displayed in P&amp;L, and solid financial position evident through statements.</p> <p><b>Demand for services and other similar facilities</b></p> <p>Estimates between 2500 &amp; 4000. Good understanding of local opportunities displayed. Demand currently outstripping supply. Good local following evident through social media, and good local reputation should contribute to realisation of demand.</p> <p><b>Consultation</b></p> <p>Nil required. Internal works only.</p> <p><b>Project completion within timeframe</b></p> <p>Yes, 6 week completion, easily achievable within time frame.</p>		
<b>DEDUCTIONS, CONCERNS AND OTHER CONSIDERATIONS</b>	<b>Total score</b>	<b>12/12</b>
The social value is a key part of the project.		



## **Applicant responses**

### **Need for Project**

#### **How do you know there is a need for your project?**

We carry out regular informal customer feedback surveys/requests for customer input on product ranges, opening hours, etc. Feedback on third party review sites such as Google (with 124 five star reviews) and TripAdvisor ([https://www.tripadvisor.co.uk/Restaurant\\_Review-g6373077-d24905794-Reviews-Proof\\_Social\\_Bakehouse-Kennington\\_Oxford\\_Oxfordshire\\_England.html](https://www.tripadvisor.co.uk/Restaurant_Review-g6373077-d24905794-Reviews-Proof_Social_Bakehouse-Kennington_Oxford_Oxfordshire_England.html) - 5/5 rating, 20/22 reviews top "excellent" rating) as well as via our own social media channels (e.g. Instagram <https://www.instagram.com/proofsocialbakehouse/> - 3874 unique followers) are extremely positive and regularly feature requests for expanded opening hours and greater product range and availability. The strongest evidence of demand for expansion of the bakery is the fact that the on-site cafe invariably sells out of most of the product range each day it is open, and this is before the new outdoor seating and expanded opening hours which will be enabled by the new landlord. We also have a spreadsheet of new wholesale customers who have expressed interest in being supplied by the bakery but who we are not currently able to service with the existing equipment. There is no other bakery in the village of Kennington or the neighbouring village of Radley, nor is there a bakery in South Oxford on or around the Abingdon road. Kennington and Radley also do not have any other permanent village cafes or places where local residents can gather during the day, so our visitors include home workers wanting a break from their houses, local walking and cycling groups looking for a stop on their route and many local workers on a lunch or coffee break. A large new housing development made up of hundreds of new homes has also just been built (and is in part still under construction) immediately adjacent to the bakery - 'The Lawns' Redrow housing development - with no additional amenities provided so far, which is already further increasing demand for local amenities like a bakery cafe.

### **Social Action**

#### **Please provide an estimate of the number of people who will benefit from your project**

2500

#### **Who will benefit from your project?**

The beneficiaries of this project can be broken down into tiers, from those who most deeply and clearly benefit on the top tier to those who get more passing or occasional benefit on the lower tiers. On the top tier of beneficiaries we have our team of around 12 dedicated staff whose jobs will be safeguarded by the project and several more new staff members who we would be able to employ as a result of the expansion, including those team members who join us through our prison leavers employment programme (either on day release from custody or immediately following release) as well as the handful of independent local businesses we already supply wholesale. On the next tier down we have our very regular customers, who number at least 500 and are vocal in their support of the business and their desire to see a greater product range and more expansive opening times for the on-site cafe, along with the local wholesale customers who are on our waiting list and we would be able to supply thanks to this expansion. The other beneficiaries would fall into a larger category of other existing and future customers of the business, largely local residents who will benefit from the improved facility on their doorstep. We have given a very rough estimated figure for this group of 2000 or so, this would be assuming under half of the population of Kennington and Radley making some occasional use of the amenity, bearing in mind we also have over 4000 unique social media followers and this doesn't take into account the large number of individuals and community groups (cycling, rambling and running clubs etc.) who take advantage of our proximity to the Thames path and Sandford Lock to visit us from Oxford and further afield.

### **Action on Climate Emergency**

#### **Please tell us about any steps your organisation has taken to improve it's own environmental sustainability?**

Tap Social is a People and Planet First Verified Social Enterprise, independently accredited by the Social Enterprise World Forum CiC and Social Enterprise UK. As such we recognise the central importance of striving to protect our planet from the climate emergency for the benefit of the world's most vulnerable to climate change and for future generations. Our sustainability achievements to date and our future goals in this area are laid out in our sustainability strategy attached.

#### **Please tell us about the environmental impact this project may have.**

Commercial baking can be an energy intensive process, although baking at scale is significantly more energy efficient than every individual person baking on a small scale on domestic appliances. We have ensured that this project is as energy efficient and has the lowest carbon impacts as possible by choosing new highly efficient electrical appliances (EPC "A" rated) and the nature of the upscaling involved in this project will mean the net effect is to reduce the carbon impacts of our products by weight as the larger scale equipment is more energy efficient per batch of equivalent size compared to the existing machinery. Although it would be financially the most economical course, we have avoided gas appliances in this project and we have never even connected to the gas mains to either heat or power the facility, despite the fact there is a capped supply within the unit. All of our deliveries for the bakery are undertaken by our local delivery partner "Velocity" (velocity cycle couriers, leading zero emission delivery - see <https://www.velocitycc.co.uk/our-mission>) who operate a fleet of cycle couriers, cargo bikes and e-vehicles. We use cardboard and repeat-use plastic trays in our deliveries, never single use plastic, and we give discounts at the cafe for customers using their own reusable cups for hot drinks.

### **Project outcomes**

**Tell us more about the key outcomes you want to achieve through your project, and how you will know if it was a success.**

Key outcomes for this project include:

All existing jobs in the bakery safeguarded. Success = no redundancies by end of 2024.

2 more full time and 2 more part time members of staff at the bakery. Success = 2 new staff in place by summer 2024 and 2 more in place by end of 2024.

Serving a wider audience of local people and local businesses and bringing new visitors to the area. Success = 100% increased seating capacity (mainly through addition of outdoor seating) for customers to stay in the on-site cafe, and capacity to service these customers with increased product output, by summer 2024.

Bakery to become financially self-sustaining and therefore safeguarded as a long-term community asset. Success = 25% YOY growth in revenues by end of 2024.

<b>Velocity Cycle Couriers</b>	<b>Ref</b>	VR2\100030
<b>Project Name:</b> Enabling short food supply chains between Vale of White Horse farmers and Oxford University colleges		
<p><b>Project Description:</b> Our project will bring local produce grown in the Vale of White Horse to the dining tables of Oxford colleges and in time other Oxford institutions. Our project partners are a Vale farmer and a Vale-based low carbon courier company with 'OxFarm to Fork', a short food supply chain initiative of Good Food Oxfordshire.</p> <p>The farmer runs Blacklands Organics, a Vale of White Horse organic farm with Soil Association certification. Project lead is Velocity Cycle Couriers, a ultra efficient low &amp; zero carbon emission courier company delivering local produce to Oxford.</p> <p>At Blacklands, the project will enable the scaling up of crops to sell to the colleges, by funding weeders designed to weed drilled crops before and just after emergence. Eliminating weeds early vastly reduces the labour of hand weeding, making the crops economic to grow on a much larger scale. Oxford has a large market for organically grown roots and greens such as spinach and chard, due to the superior flavour and significantly lower environmental impact of organic production. The project would also fund a shed for machinery storage and repair, vegetable storage and a forge for blacksmith workshops.</p> <p>The project will fund a refrigeration unit at Velocity's warehouse to accommodate an increase in and maintain the freshness of leaf vegetables, salad leaves and herbs from Blacklands Organics and other local producers before delivery to colleges.</p> <p>Project funding would enable both partners to scale up their participation in OxFarm to Fork, bringing income to the Vale while boosting an innovative, local food supply chain that has the exciting potential to spread from colleges to other Oxford establishments, with the ultimate ambition to ensure that more produce grown locally is consumed locally in restaurants, hotels and cafes. The project will contribute to building a resilient, sustainable local food system.</p>		
<b>Application Theme:</b> Capital grants for growing the local social economy and supporting innovation		
<b>Location of Project:</b>		
<b>Potential number of beneficiaries:</b> 50		

<b>Total project cost</b>	£9,983
<b>Organisation's contribution</b>	£0
<b>Other secured funding</b>	£0
<b>REPF Grant Requested</b>	£9,983
<b>Organisation's latest bank balance</b>	£10,811.91

## Scoring

<p><b>Need for Project</b></p> <p>Velocity talks regularly to local producers and the head chefs of participating colleges. They have received a strong endorsement for the project to scale up – and have heard from restaurants and other catering establishments wanting to use more locally produced food. Their ambition for 2025 is to open up the project to catering institutions other than colleges - including eventually, to schools and care homes.</p>	<b>Score</b>	4/4
<p><b>Action on Climate Emergency</b></p> <p>Velocity is committed to supporting Oxfordshire's progress towards Net Zero and is making its own contribution by reducing the carbon and other emissions in the transportation of goods around the county. They do this by running fully electric vans for longer distance delivery, and e-cargo bikes for last-mile and delivery within the Oxford ring road.</p> <p>Blacklands is a certified organic farm whose farmers believe that changing the</p>	<b>Score</b>	2/3

<p>way we produce and distribute food is fundamental to solving the world's most pressing social and ecological problems. The farm substitutes conventional farming methods with organic methods that bolster soil fertility, maintain good environmental health and increase the positive impact on human health.</p>		
<p><b>Social Action</b>  "1. Farmers at Blacklands will benefit from the growth of a new food supply chain  2. Velocity's team will benefit from the increase in delivery need  3. Other farmers/local producers in the Vale will benefit from access to a new market (refrigeration units will increase ability to participate)  3. Local people will benefit from taking part in blacksmith workshops in the new shed at Blacklands  3. The chefs at university colleges will benefit from the stronger connection they want with local growing communities; students, fellows and visitors to colleges will benefit from tasty food with a low carbon footprint"</p>	<p><b>Score</b></p>	<p>2/2</p>
<p><b>Project Outputs</b>  "1-5 jobs safe-guarded  Adoption of 1 new to firm technology or processes  Expected in 6%-10% increase in productivity"</p>	<p><b>Score</b></p>	<p>2/3</p>
<p><b>Financial and project management plans</b>  Applicant is requesting 100% grant (as per policy) for a small scale project which would allow them to significantly expand their operation. The project plan shows a good understanding of the current market and outlines reasonable expansion plans once they are able to grow and store more food.</p> <p><b>Demand for services and other similar facilities</b>  They have outlined potential increase in demand for the local food they supply and have given details of areas that they could expand into should they be able to provide increased crops.</p> <p><b>Project completion within timeframe</b>  Purchase of equipment, should have no difficulty completing within timescale.</p>		
<p><b>DEDUCTIONS, CONCERNS AND OTHER CONSIDERATIONS</b>  The farm is located within Vale and the head office for the organisation is also located in Kennington, the fridge units will be located in their warehouse facility just outside the Oxford ring-road near Horspath.</p>	<p><b>Total score</b></p>	<p><b>10/12</b></p>

## Applicant responses

### Need for Project

#### How do you know there is a need for your project?

Oxfordshire County Council, in partnership with Good Food Oxfordshire, district and city councils, community groups, local farmers and other food businesses, has published a local food strategy (uploaded below) to improve Oxfordshire's food system and make it more sustainable, affordable and resilient.

Of the 5 priority areas for action identified in the strategy, our project responds meaningfully to 3 of these (see p.17 of the strategy). Our project contributes to the need for a more healthy, sustainable localised food system that helps the council meet its climate and sustainability targets and improves the county's food supply resilience.

In our role as OxFarm to Fork's delivery partner, Velocity talks regularly to local producers and the head chefs of participating colleges. We hear a strong endorsement for the project to scale up - plus we hear from restaurants and other catering establishments desperate to use more local produce in their food. The ambition for 2025 is to open up the project to catering institutions other than colleges - including eventually, to schools and care homes.

At Good Food Oxfordshire's event in November 2023, college chefs, bursars and local producers gathered to show their support for OxFarm to Fork. The clear message from all was for MORE. There is a strong commitment to expand to more local producers and colleges, now that both the functioning and the value of a local, short food supply chain has been evidenced. GFO is carrying out further evaluation, but with college chefs asking for more local produce for their kitchens and with bursars showing a commitment to funding the purchase of local produce, we have a timely opportunity to support Vale producers such as Blacklands to become an integral partner in this exciting initiative with its long-term benefits to the county.

### Social Action

#### Please provide an estimate of the number of people who will benefit from your project

50

#### Who will benefit from your project?

The estimate of how many beneficiaries there will be from our project is complex. Primary beneficiaries include the team at Blacklands and Velocity (around 15 people in total). Secondary beneficiaries will be other Vale producers we are able to reach through the project once we have refrigeration capacity (dairy and meat producers), and the college head chefs who want local produce. Ultimately, beneficiaries will be consumers at the colleges - the end consumers of local produced, nutritious food.

In summary:

1. Farmers at Blacklands will benefit from the growth of a new food supply chain
2. Velocity's team will benefit from the increase in delivery need
3. Other farmers/local producers in the Vale will benefit from access to a new market (refrigeration units will increase ability to participate)
3. Local people will benefit from taking part in blacksmith workshops in the new shed at Blacklands
3. The chefs at university colleges will benefit from the stronger connection they want with local growing communities; students, fellows and visitors to colleges will benefit from tasty food with a low carbon footprint

Initiatives like these start small and focused, hence targeting university colleges. However we are already witnessing a domino effect - for example, restaurants in Oxford becoming aware of OxFarm to Fork and enquiring how they can take part. There is huge potential for more of what is produced in Oxfordshire to be consumed in Oxfordshire, therefore scaling up this project both in the Vale of White Horse and elsewhere in the county is critical. A REPF grant could make a significant and valuable contribution to this process.

Ultimately, a flourishing short food supply chain will benefit the wider county - giving people access to healthy, sustainable food and engaging them closely in the provenance of their food, which reinforces

healthy eating.

### **Action on Climate Emergency**

#### **Please tell us about any steps your organisation has taken to improve it's own environmental sustainability?**

Velocity is committed to supporting Oxfordshire's progress towards Net Zero and is making its own contribution by reducing the carbon and other emissions in the transportation of goods into, around and from our county. We do this by running fully electric vans for longer distance delivery, and e-cargo bikes for last-mile and delivery within the Oxford ring road. Electric delivery supports cleaner air quality and reduces congestion, which is a major problem in many cities.

Currently, Velocity is working with a team of international MBA students at Oxford Brookes University to calculate the carbon emission savings generated by using electric delivery options locally. This report will be available in early 2024 and we hope it will help to persuade more businesses and organisations across the county to consider switching to low and zero carbon delivery options.

Blacklands is a certified organic farm whose farmers believe that changing the way we produce and distribute food is fundamental to solving the world's most pressing social and ecological problems. The farm substitutes conventional farming methods with organic methods that bolster soil fertility, maintain good environmental health and increase the positive impact on human health.

#### **Please tell us about the environmental impact this project may have.**

This project is founded firmly on values of sustainability. We anticipate the environmental impact will include:

1. Reducing food miles by finding local markets for local produce
2. Reducing the emissions involved in transporting food by using electric vehicles
3. 'Future proofing' food supplies by contributing to the creation of resilient local food systems
4. Increasing biodiversity by supporting agroecological methods of farming\* that work with nature

\*applied by several of the farmers involved in OxFarm to Fork

We recognise that at present the project is small-scale and therefore the corresponding environmental impact will be proportionally small. However, with support the project will grow, followed by the impact. This scaling up will be enabled by the clear commitment from producers to find entry points into local markets and by the keen interest and commitment from institutions (colleges, restaurants, hotels) to use local produce in their cooking. By strengthening the capacity of project stakeholders to increase their productivity and by providing the means to keep produce fresh to the point of delivery, we can scale up the project to ensure a deep and lasting positive environmental impact.

### **Project outcomes**

#### **Tell us more about the key outcomes you want to achieve through your project, and how you will know if it was a success.**

We want to contribute to a stronger, more resilient local food economy and system for the Oxfordshire community, which will bring a range of benefits by achieving the following key outcomes:

1. The emergence of new local markets for local farmers to help sustain their businesses (Measured by evidence of increased produce yield)
2. More employment opportunities for local food workers in the Vale of White Horse (Evidenced by expansion in farm teams)
3. Improvement in air quality by reducing the pollution from diesel transportation of food (Evidenced by Oxford Brookes MBA study for Velocity comparing electric vs diesel transportation)
4. Reinforcing healthier, more sustainable food habits by connecting the community more closely to the provenance of their food (Evidenced by Good Food Oxfordshire's ongoing evaluation of various initiatives - including OxFarm to Fork - that gather examples of excellent across the county)

Our indicators of success will also be measured by the increased volume of produce from Blacklands and other local Vale producers that is delivered to and used by chefs in college kitchens, and by positive feedback from chefs and producers involved in the project. As the project scales up in the

future, we will measure success by the number of additional buyers that join the project - and by more Vale producers who participate.