



THE NORTH EAST COTSWOLD
FARMER CLUSTER CIC

Strengthening the Rural Economy

Highlights from the North East Cotswold Farmer Cluster (NECFC) UKSPF Project — delivering lasting impact for local food, farming, and rural communities across the North East Cotswolds.

UK SHARED PROSPERITY FUND

The UK Shared Prosperity Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills.



**Funded by
UK Government**



About the Project

The **UK Shared Prosperity Fund (UKSPF)** has enabled significant achievements by the North East Cotswold Farmer Cluster in delivering this initiative. The project delivered a meaningful boost to the local food and farming ecosystem and to the Cluster's pro-active role in bolstering it.

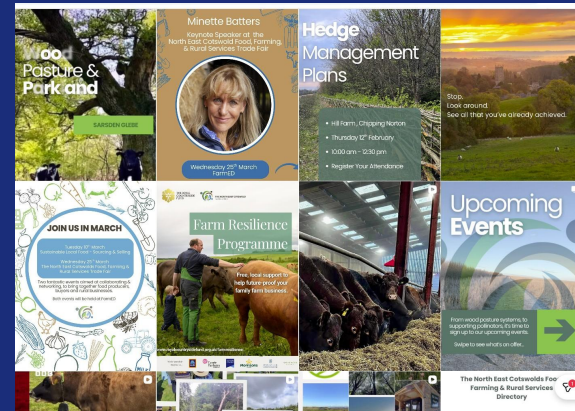
Building directly on the findings of the first phase of UKSPF support — which produced the *Red Meat Supply Chain Resilience* report — this project focused on practical contributions across three pillars:

- **Increasing Collaboration**
Deepening ties between farmers, producers, and rural service providers.
- **Improving Marketing**
Raising the profile of North East Cotswolds food and farming businesses.
- **Better Procurement Routes**
Creating clearer, more direct pathways for local produce to reach buyers.

Project Mission

To elevate the profile of farm businesses and foster crucial connections within the wider rural economy of the North East Cotswolds.

The initiative successfully addressed needs identified through prior research, translating evidence into tangible, community-led action.



Four Core Objectives Delivered

The project successfully delivered on four core objectives, creating lasting capacity and new opportunities for local businesses across the region.



Promoting Local Produce

Successfully raised the profile of North East Cotswolds food and farming businesses with a wider audience of trade buyers and local residents.



Strengthening Local Networks

Developed and intensified collaboration within the local food and rural services community, forging new and lasting relationships.



High-Impact Networking

Delivered two seminal supply chain networking events, bringing together over **275 attendees** in total from across diverse rural sectors.



Venison Market Development

Supported strategic growth and quality improvements in the local venison supply chain, from deer management through to end buyers.



instagram @necotscluster

Driving Local Business Promotion and Connection

A core element of the project was building a robust online and communications presence to connect local producers, services, and buyers across the region.

North East Cotswolds Food, Farming & Rural Services Directory

Designed and launched a bespoke online directory — a vital new tool for promoting local farmers, producers, and specialist rural services to the wider community and trade buyers. This resource provides a lasting, searchable platform for the region's agricultural businesses.

Enhanced Communications Capacity

A communications specialist was onboarded to launch a sustained campaign. The results were exceptional — achieving an average newsletter open rate of **68%** between October 2025 and February 2026, far exceeding industry norms and demonstrating deep community engagement.

68%

Newsletter Open Rate

Oct 2025 – Feb 2026, far above the industry average.

650

People Reached Remotely

Via newsletters, the directory, and digital communications.

475

People Reached In Person

Across events, workshops, and direct engagement activities.



THE NORTH EAST COTSWOLDS FOOD, FARMING AND RURAL SERVICES DIRECTORY

kashi in Practice - Soil Health & Resilience Email contact@cotswoldfarmers.org if you have a time-sensitive offer or request Next

+ Add Your Business

direct

- Find a Buyer
- Caterer (1)
- Direct sales platform (5)
- Hospitality (2)
- Retailer/Shop (5)
- Wholesaler (2)

Filter by Discount

Found 12 Results Page 1 of 1

MATTHEWS COTSWOLD FLOUR

Matthews Cotswold Flour is Britain's Number 1 Artisan Flour Mill providing award-winning speciality flour delivered...



SHOP

We promote local food and drink producers in the Cotswolds and Forest of Dean & Wye Valley region. Visitors can...



DITCHLEY ESTATE

Ditchley Estate Venison – Local, Sustainable & Delicious. We're pleased to offer wild venison from the Ditchley Estate, available...



directory.cotswoldfarmers.org

Seminal Networking and Skills Events

The project culminated in two highly successful events, significantly raising the Cluster's strategic profile in strengthening the regional economy.

10 March 2026

Workshop: Sustainable Local Food — Sourcing and Selling

A focused, skills-building event connecting 25 farmer-producers directly with retailers and chefs specifically seeking local produce. Practical, targeted, and impactful.

1

2

25 March 2026

The Trade Fair

Attracted over **250 attendees** from diverse rural sectors including hospitality, retail, and business services. Elevated the Cluster's role and generated critical leads in market access and strategic policy alignment.



Vending Machines
Direct to Consumer Sales

- Old Farm, Dorn
- Friday 1st May
- 1:30pm - 3:30 pm
- Register Your Attendance

**The North East
Cotswolds Food,
Farming and Rural
Services Directory**

**COTSWOLDS FOOD,
FARMING & RURAL SERVICES
TRADE FAIR**

THE WOOLKEEPERS * CORNBURY FARM * PUY DU FOY * MR TROTTER'S * HDH WILLS 1965 CHARITABLE TRUST * MONIL AS * HOWDEN * CAPCHAR * SOURDOUGH REVOLUTION * ORION FARMING GROUP * CERES RURAL * FIELD TO FORK FEASTS * JUST FARM *

**** LAST CHANCE TO GET YOUR TI**

North East Cotswolds Food,
Farming & Rural Services
Trade Fair

Wednesday 25th March
FarmED

**Sustainable Local Food
- Sourcing and Selling**

instagram
@necotscluster



Tangible Economic and Community Impacts

The project has initiated new avenues for growth and resilience across the local economy, touching everything from visitor spending to food access and skills development.



Visitor Economy Growth

Established a promising relationship with new entrant buyers in the region to potentially co-design a **regional, low-food-mile supply chain** — representing a major new market opportunity for local producers and a draw for food-conscious visitors.



Business Support and Diversification

The Cluster has strengthened its strategic position to collaborate with **West Oxfordshire District Council (WODC)** and other Oxfordshire districts on the county food strategy, and to link more widely across the region — including with **Shop Cotswolds**, promoter of local independent food and drink producers.



Food Quality and Wellbeing

The new Directory and communications campaign are making it easier for local residents to find and access nutritious, locally-sourced food — including the direct sale of processed venison — improving food access and supporting producer livelihoods.



Skills and Employment

The Trade Fair included discussions on developing a **local butcher's apprenticeship scheme**. The project also supported introductory training and mentorship for individuals interested in deer stalking practices, building a pipeline of skilled rural workers.



Newsletter

DECEMBER 2025

Wow - what a rollercoaster 2025 has been. Despite the numerous political and weather related curve balls, the last twelve months has seen the Cluster move from adolescence to maturity. A select few numbers from the past year:

- 33 events with our farms and partners
- 57 landmanagers signed up as shareholders of Evenlode Landscape Recovery Ltd
- 178,706 hectares (Windrush, Evenlode and Cherwell) now served by two Catchment Sensitive Farming advisors, Natural Flood Management modelling, and 12 new and ongoing projects of all shapes and sizes - funded and delivered for farm cluster members.

NEWS

We are looking forward to a very exciting 2026. It will be the Cluster's biggest year yet.

We'll see the launch of **Evenlode Landscape Recovery**, finally starting a 20 year+ journey as the largest and first farmer-led Landscape Recovery scheme to begin implementation.

With your help we'll also grow the **Directory** and take our work on shortening market supply chains to the next level, as well as help make farm businesses more profitable. Farms with products or services to sell - please don't forget to send us your details! Click below to submit your listing or to tell us about a business who may be interested.

[Submit A Listing](#)

Listings are free and our short online form makes it quick and easy to submit your details.

[Recommend](#)

Recommend a business or individual you have used for the Directory.

Cluster
monthly newsletter

Building Resilience in the Venison Market

Targeted efforts were made to improve the continuity and quality of local venison supply, connecting the full chain from deer managers through to end buyers.



Supply Chain Connectivity

Bolstered communications between deer managers, processors — including the new service offered by **Chadlington Butchers** — and buyers, ensuring a more joined-up and reliable supply chain.



Market Access

Secured stable venison supply agreements with commercial farm shops and positioned the Cluster to meet rising interest from major buyers, opening new and sustainable revenue streams for deer managers.



Infrastructure Support

Provided support and endorsement for a successful application under the **Farming in Protected Landscapes (FiPL)** scheme to fund a new professional deer larder — a critical piece of infrastructure for the local venison supply chain.

Reach and Engagement at a Glance

The project achieved exceptional reach both digitally and in person, demonstrating the strength of community interest in local food and farming across the North East Cotswolds.



650 People
reached remotely
via newsletters and directory



2 Major
networking
events delivered



475 People
reached in person
at events and workshops



68% Average
newsletter open rate



250+
Attendees
at the Trade Fair



25
Farmer-producers
at Sourcing and Selling
Workshop

These figures reflect not just attendance, but genuine engagement — the 68% newsletter open rate in particular signals a highly motivated and connected community of producers, buyers, and rural stakeholders.



“What a genuinely optimistic and grounded view of what is possible. A brilliant and energising day.”



“An incredible day at what felt like the sharp end of some hugely positive changes ahead.”



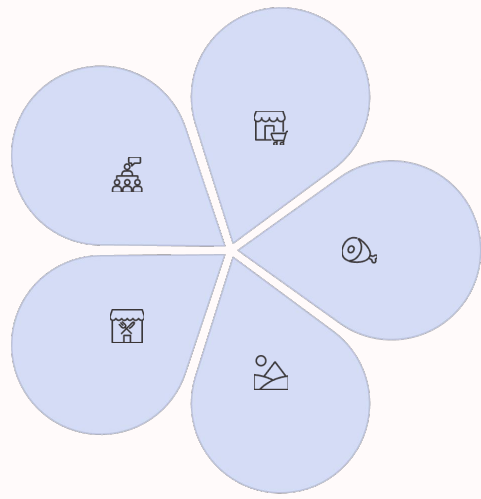
“A brilliant day of insight, collaboration and community”

Strategic Partnerships and Wider Connections

A key legacy of this project is the web of strategic relationships it has built and strengthened, positioning the NECFC as a central node in the regional rural economy.

West Oxfordshire District Council
Collaboration on the county food strategy and agri-business support.

Hospitality and Retail Buyers
New connections with chefs, farm shops, and commercial buyers.



Shop Cotswolds
Linking with the promoter of local independent food and drink producers.

Farms, game dealers butchers
New storage and processing services supporting the local venison supply chain.

Farming in Protected Landscapes
FiPL scheme funding secured for new deer larder infrastructure.

i The Cluster's strengthened strategic position enables it to collaborate across all Oxfordshire districts on the county food strategy, amplifying its influence well beyond the immediate project area.

Project Summary: A Foundation for the Future

This initiative was delivered with high efficiency and strong engagement, leaving a lasting legacy of infrastructure, relationships, and capacity for the North East Cotswolds farming community.

1,125

Total people reached (650 remotely + 475 in person)

2 Events

Seminal networking and skills events delivered successfully

68%

Average newsletter open rate, Oct 2025 – Feb 2026

Dual Funding

Delivered efficiently with UKSPF and vital FiPL match funding

This project has not only delivered immediate economic benefits — it has built the foundations for a more resilient, connected, and prosperous rural economy across the North East Cotswolds for years to come.

www.cotswoldfarmers.org

