



# Highlighting hidden food poverty for the End Hunger UK Day of Action

Oxford Food Access Alliance  
Interim report, November 2019

## An Invisible Feast: Highlighting hidden food poverty

For the End Hunger UK Day of Action in October 2019, Oxford held an "invisible feast" to highlight hidden hunger in our seemingly affluent city and county.

We informed the council and the police, sourced "fine dining" crockery and tablecloths, found a speaker to play classical music, recruited volunteer waiters and "guests" and a film-maker, negotiated use of a kitchen and surplus food from Oxford Food Bank, gathered cooking equipment, wrote a risk assessment, sourced a gazebo with tables and chairs, created a press release and information flyer, and made banners.

Half of the table were volunteers eating invisible food. The other half of the table were genuine members of the public, invited to sit down and enjoy a feast of real food whilst they watched others go without. To keep the atmosphere light, and enhance the "unreality" of this very real situation, the people being served "invisible food" acted as if they were eating real food.

We finished by taking a group "End Hunger" photo.

## Learning and next steps

We used the Joseph Rowntree Frameworks approach for our press release, which worked well. We secured three radio interviews (BBC Radio Oxford, Jack FM and Heart FM) and one newspaper article (Oxford Mail). We created a promotional film of the day. We also wrote to MPs and distributed our flyer – which we will be repeating again.



***“Allow your alliance members to be inspired by each other – exciting collaborations can result!”***

## Outcomes

- Raised awareness of hidden food poverty with members of the public
- Improvements in the way our Alliance talks about food poverty
- A stronger voice for our Alliance on behalf of people experiencing food poverty
- Longer term, we hope this will enable us to more effectively raise and address systemic issues with our MPs and local policy makers

This activity was assisted by financial support and other advice from Food Power.  
[www.foodpower.org.uk](http://www.foodpower.org.uk)

