



No Vice Ice

Licking The Planet Into Shape



OCTOBER 2024

Production and Impact Report

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A review of the 2024 season



OVERVIEW OF 2024



2024 has been another fantastic season for the No Vice Ice team, with new exciting collaborations, products and events keeping us busy.

We got a headstart on production this year, with our lolly machine making its 2024 debut in February - ready to get lollies into freezers by March! Despite a rather lackluster summer, we smashed our production record - producing double the amount than in previous years. This was in no small part thanks to our fantastic production team this year, who spent many a fruitful hours mashing surplus berries and pouring over our lolly moulds. We were particularly happy to welcome one of our ex-trainees into our staff team this year, alongside as two other fantastic additions.

The business and brand has continued to go from strength to strength, with new stockists, relationships and events developing alongside those we have nurtured over the past four years. Meanwhile, our director team have had their strategic hats on as we look at No Vice Ice's long term future and the challenges and opprtunities which lie ahead.

This season's stats...

10,242 lollies produced	9148 lollies sold	417 lollies used for samples, donated to local causes	14 local businesses stocking our lollies
140kg of surplus fruit redirected to the production of our lollies this season (strawberries)	123 litres of juice made from surplus apples used	2 people trained and paid to produce our delicious lollies	10 local events attended, providing lollies directly to customers
3 individuals with hidden health conditions given paid work	5 star food hygiene rating awarded	1 staff trained to Level 2 in Food Safety & Hygiene 1 staff trained to Level 3 in Food Safety & Hygiene	1 New delicious flavour of lolly on the shelves!

...at a glance

New for 2024

New collab product

After a few months of collaborative plotting, we were delighted to launch our new Iced Oat Latte lolly in collaboration with our fantastic friends at Missing Bean in May this year.

Made with beautiful Missing Bean decaffeinated espresso, organic gluten free oat milk and a dash of maple syrup, this lolly has been a big hit with our adult customers in particular!

We have tried to make this lolly as accessible to all dietary restrictions as possible, whether you are avoiding caffeine, gluten or dairy.

We feel honoured to have developed a partnership with Missing Bean and look forward to our relationship growing over coming years.



Events

Thanks to the procurement of our fantastic Larry Lolly Bike back in 2023, events have been a big feature for us this year! We attended 10 local events, double that of last season and these have contributed massively to the increase in sales this year.

We were invited to attend the prestigious Oxford Food Symposium in July. This was followed by sunshine and bumper sales at Flofest - thank you local councillor Rosie Rawle for helping us get there! We were pleased to celebrate our LGBTQIA+ leadership at Oxford Pride, boogie to Nick Cope with our core toddler clients at Rusty Bike Street Party...then wrapping up the season by finally attending the one and only Cowley Road Carnival.

Private events also represented an important part of our sales and we thank the Oxford University colleges and Oxfam UK for sourcing our local lollies for your events. We loved being there!



continued...

OxFarmToFork

One of our biggest wins this season has been becoming a member of Good Food Oxford's OxFarmToFork initiative. OxFarmToFork enables Oxfordshire's institutions to buy directly from local agro-ecological food producers. As of July 2024, Oxford University Colleges were able to purchase our lollies via the OxFarmToFork platform every week. Every Tuesday morning our trustee biker (Katy!) hit the streets of central Oxford to deliver our lollies - getting a sneaky peak inside some of the colleges along the way. We were so pleased to be part of this initiative, which helps improve the local food system, reduces food waste/emissions and strengthens the circular economy and our organisational sustainability!

Thank you to GFO for bringing us on board and to Green Templeton, Lady Margaret Hall and Queens Colleges for helping us 'Lick the Planet into Shape'!



OX4 Food Crew



We have continued to play an active role in the OX4 Food Crew - working towards our shared goal "that everyone in OX4 has enough good food, is well nourished and can thrive". We have continued to share the pavilion kitchen space at Flos the Place in the Park with our fantastic friends at Oxford Community Action! We were also delighted to be featured in a promotional film made by all four of the social enterprises involved with the OX4 Food Crew. You can watch the video on our social media pages or by visiting our website www.noviceice.com.

A big thank you to Good Food Oxfordshire and Stone Barrell video production for making this possible. We hope that the video will help persuade local businesses and organisations to use the Food Crew enterprises for catering and events. By choosing to procure via the Food Crew, they will also be supporting our wider missions around social and environmental justice.

In other news..

A royal visit

We were pleased to welcome the Duke of Edinburgh into lolly HQ in February 2024. Our fantastic team gave him a demo of our lolly making process and talked about how we support local people living with invisible health conditions.

A massive thank you and congratulations to our amazing trainee graduate Joanne for her fantastic lolly demo and for taking on this rather high profile task!



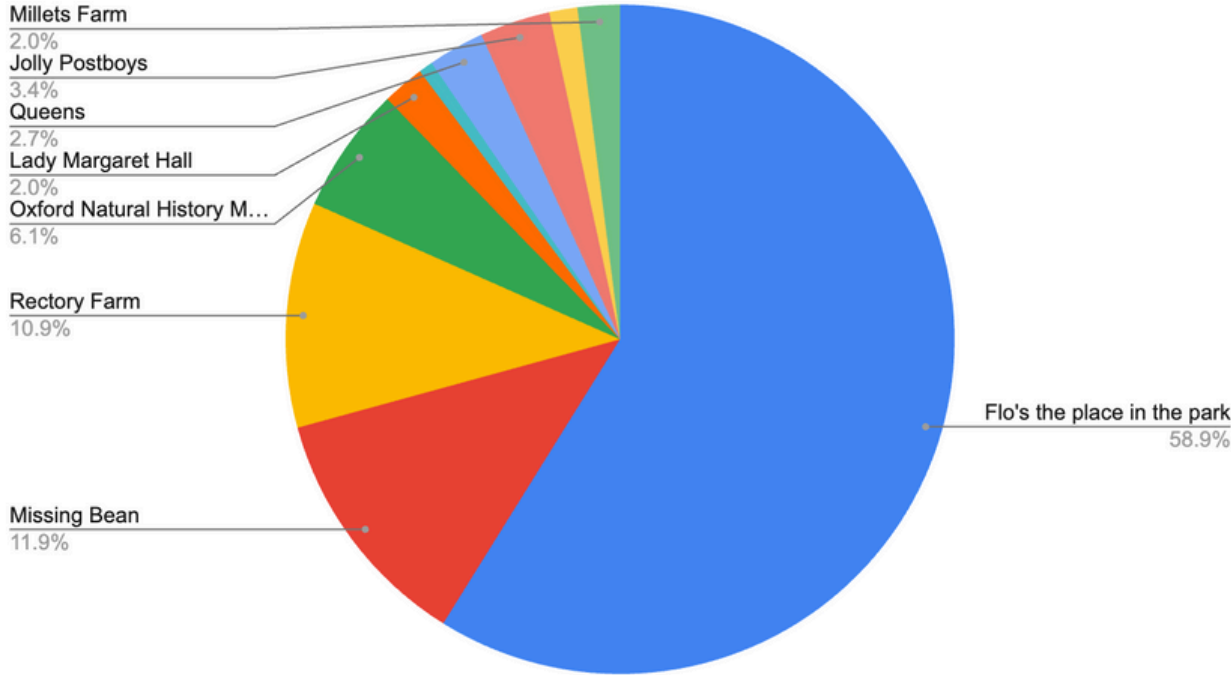
Stockists and Supply Chain review

Stockists

Our on site cafe at Flo's the Place in the Park continues to be our most faithful and high sales stockist! We love being able to offer local, socially purposed lollies, freshly produced on site!

We were delighted to bring on board several new stockists this season, bringing our total stockist count to 14! A big thank you to our new stockists at Oxford University, as well as The Oxfam Water Tank Cafe, Oxfam Head Office Cafe and Millets Farm!

As we look towards the future we have our eyes set on some bigger vendors and those further afield - watch this space!



Suppliers

Oxford Farmhouse, Rectory Farm and the Missing Bean are some of our most valued suppliers and we will continue use their products in our lollies in order to fulfil one of our main missions of sustainability.

A HUGE thank you to these suppliers for keeping this valuable partnership alive. We look forward to working with you again next season!

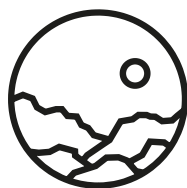
Land-to-Lolly

Understanding our supply chain

One of our key values is supporting the circular economy and using food surplus wherever possible in our recipes. This has its challenges as it is a rapid procurement process - we have to respond quickly when surplus is available. In order to strengthen our resilience in this area and hear about a wider potential supplier base we have built up greater connections with Good Food Oxfordshire, OX4 Food Crew and our existing suppliers.

Circular Economy

Having a close relationship with our suppliers and community is always at the forefront of our minds so we were thrilled to have both Rectory Farm café and Missing Bean as one of our stockists, as well as suppliers, thus selling coffee and strawberries back to these place in lolly form!



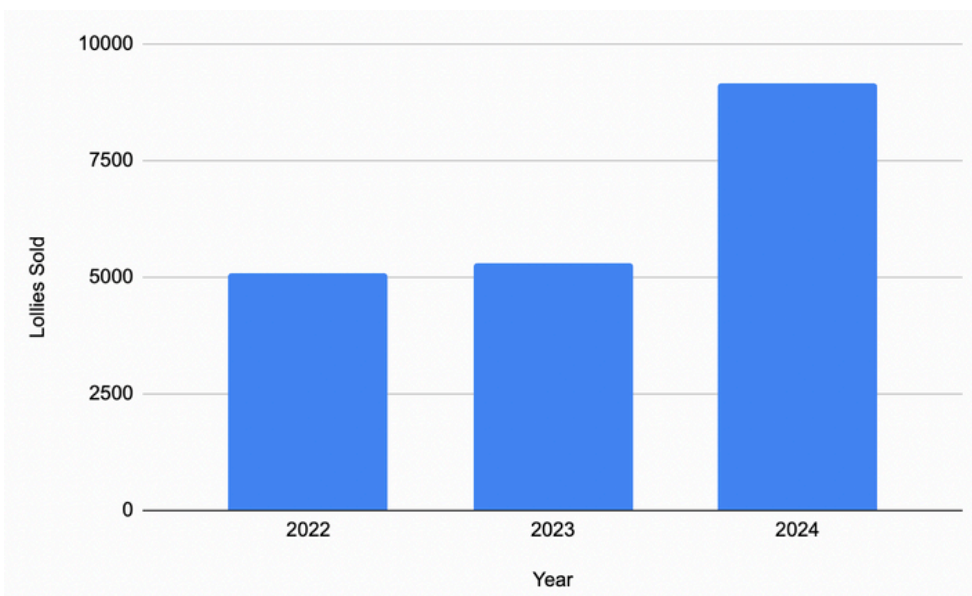
Missing Bean
coffee roasters



Growth and aspirations

Growth 2024 v 2023

Despite a fairly lackluster summer weather wise, we were delighted to massively increase our sales this season, shooting up to just under 10,000 units sold! Unlike previous years, we were very pleased to be able to offer 4 of our fruity flavours from March this year, making it our most successful season to date!



Future Plans – A crossroads moment for No Vice Ice

After four years of successful trading, traineeships and building our brand, No Vice Ice is now facing a crossroads moment!

Our wonderful, but now now very old lolly machine has become slow and inefficient, meaning the cost of producing lollies has become unsustainably high. We need to buy new, larger and more efficient equipment to continue to cover our overheads. However, in order to begin raising the funds to achieve our scale up ambitions, we first need to find a space which is big enough to house this kit. (A massive thank you to Flo's for supporting us/housing us for the last four years!).

Over the last year we have been searching for such a space – and despite a couple of exciting leads, we have yet to find somewhere which is suitable. Please do reach out if you think you might be able to help us in our quest!

Space Hunt – What we need

Location:

We are hoping to find space in OX4 - this is where the majority of our stockists are currently located.

Size:

We need a kitchen space with enough room to house ice lolly production equipment, ideally with storage space including chest freezer(s).

Access:

We would be looking for access the kitchen regularly on 2-4 days per week. These would ideally be set days, though we are flexible as to which days. We are also open to the idea of sharing the space with another user or users,

Utilities/fixed equipment:

We regularly use: Running water, dishwasher, small fridge, freezers, flow wrapper and a lolly machine. All other items are small and non fixed (blender, containers, jugs etc). Our lolly machine requires a three phase electrical socket (this could be installed at our cost, if not already present).

Additional Flexibility/Collaboration:

We hope there might be opportunities for collaboration with the any space holders/space users its' users to collaborate/work together if possible!

And finally... THANK YOU!

The last 4 years would not have been possible without the support of many people/funders/organisations so a big round of applause to you all:

- Customers and lolly lovers of Oxford – you are great!
- Our director team, staff and trainees
- Flo's – The Place in the Park
- OX4 Food Crew
- Good Food Oxfordshire - particularly the OxFarmToFork team!
- The National Lottery
- Oxford City Council
- The Funding Network (Oxford Gives)
- OSEP and OXLEP's Escalate programmes
- Local councillor Rosie Rawle
- CAG Oxfordshire
- The School for Social Entrepreneurs
- Oxford Farmhouse
- The Missing Bean
- Oxford Food Symposium
- James Street Tavern
- Rectory Farm
- Our Stockists - Flo's Cafe, Eat the Future @ OU Museum of Natural History, Waste2Taste, The Missing Bean, The Watertank Cafe, Millets Farm, Rectory Farm, Restore Cafe & The Jolly Postboys, Waste2Taste, Oxford University Colleges

