

Uncomfortable Oxford

Heritage non-profit using walking tours and educational experiences to encourage critical thinking, empathy & inclusivity

About Uncomfortable Oxford

Uncomfortable Oxford is a heritage non-profit using walking tours and educational experiences to challenge people to see Oxford's history through a new lens. Through storytelling and discussion, we explore themes of empire, inequality, and memory, encouraging critical thinking, empathy, and inclusivity.

Challenges & Growth

As we grew beyond our student-led beginnings, our biggest challenge was developing a sustainable business model while staying true to our mission of promoting inclusive education and equitable leadership. We wanted to expand to new cities such as Cambridge and York and build partnerships that could extend our reach.

Next steps

In the coming months, we'll continue expanding our reach through collaborations with museums, universities, and businesses across the UK. We're also proud to be a lead partner on an EU-funded Erasmus + Cooperation grant, developing critical history tours across Europe using our pioneering methodology. Our goal is to position walking tours at the intersection of public history, heritage, and ethical tourism, sparking meaningful conversations about the past to shape a more inclusive future.

Support from Enterprise Oxfordshire Business

Through Enterprise Oxfordshire, we received mentoring and tailored business support that helped us refine our strategy, strengthen our financial planning, and build a more resilient structure. Their guidance helped us professionalise our operations and clarify our long-term goals. The programme also introduced us to Oxfordshire's vibrant small-business community, offering collaboration opportunities and greater visibility. Events like the Enterprise Oxfordshire Marketplace and Celebration Awards helped us connect, learn, and grow.

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With Enterprise Oxfordshire's support, Uncomfortable Oxford grew from a small research-led project into a sustainable social enterprise driving lasting, positive change, while keeping our mission at the heart of everything we do.

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