

Wildly Near

Connecting local growers, gardeners and farmers with nearby customers looking for fresh, seasonal produce and flowers.

About Wildly Near

I am developing Wildly Near, a UK-based online marketplace connecting back-garden growers, allotment holders and local farmers with people in their immediate area.

The platform will allow customers to discover and buy, or collect for free, seasonal produce, flowers and plants grown locally. Using a simple Discover, Order and Collect model, orders can be collected from trusted local shops and community businesses, helping create stronger local connections and reduce waste and unnecessary packaging.

Challenges & Growth

I created Wildly Near after seeing the challenges my own floristry and cake business faced when sourcing local flowers and produce. The platform aims to connect people with surplus home-grown food, flowers and plants with those who can use them.

My immediate ambition is to secure funding, complete the platform and launch a pilot in Oxford and Cornwall, before exploring how the model could grow nationally and internationally.

Next steps

My immediate focus is securing funding, completing the platform and launching a pilot with local growers and buyers. I also hope to work with the University of Oxford to explore the environmental impact of increasing access to locally grown produce and flowers.

In the longer term, I want Wildly Near to connect with charities and community groups, helping create a more circular local economy and stronger communities.

Support from Enterprise Oxfordshire Business

The support I have received through Enterprise Oxfordshire Business has helped me continually move the idea forward. Events, online sessions and networking have introduced me to new perspectives, potential partners and opportunities, with Ant Parsons being particularly supportive. The connections I have made have helped me identify important next steps, from funding and marketing to developing relationships with local growers, charities and researchers.

“

Working with the team at Enterprise Oxfordshire has been an absolute privilege. I have found all the online talks and in person events truly inspirational. The space in which creative ideas are shared has helped me greatly. Thank you, Ant and the team, at Enterprise Oxfordshire!

”

