



NUTRITION AND DIET RESOURCES UK
ANNUAL REPORT 2014/15

A MESSAGE FROM THE CHAIRMAN

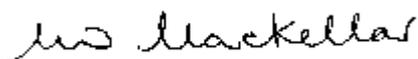
The annual report allows NDR-UK the opportunity to reflect on the achievements and challenges of the past year and the significant contribution made not only by the staff and Directors of NDR-UK, but also by all those who have participated in the development of our resources. I continue to be extremely grateful to all the dietitians across the UK who give of their time to help ensure that NDR-UK's resources are fit for purpose, along with our professional advisor Sue Acreman.



2014-15 continued to be a busy year with both the production of a range of new resources along with the essential work of the ongoing review of existing materials. NDR-UK was also delighted to have been commissioned by the Scottish Government to develop new leaflets covering a range of topics. It was gratifying to note that an independent evaluation of the organisation's performance identified that both the resources and the quality development process was highly valued by our customers.

The past year saw a number of changes in staffing, in particular the resignation of Leona O'Reilly who had been Chief Executive Officer for many years and had ably managed the challenging transition from SNDRi to NDR-UK – we wish her well in the future. In her place we were delighted to welcome Linda McPhillie as our new CEO – Linda brings considerable expertise in working within a social enterprise model. Over the year we have also taken the opportunity to strengthen our marketing and financial management capacity within the office.

Finally two of our Directors - Jim Baker and Fiona Huffer - will step down at this year's AGM as their term of office comes to an end. I would like to thank them not only for their commitment but also their input in helping to establish and maintain robust governance and strategic direction for NDR-UK.

A handwritten signature in black ink that reads "Morag D MacKellar".

Morag D MacKellar

NDR-UK BOARD OF DIRECTORS

Morag MacKellar (Chair)	AHP Manager, NHS Forth Valley
Andy Burman	Chief Executive Officer, British Dietetic Association
Judyth Jenkins MBE	Head of Nutrition and Dietetic Services, Cardiff and Vale University Health Board
Pauline Douglas	Senior Lecturer/Clinical Dietetics Facilitator University of Ulster
Jim Baker	Consultant
Fiona Huffer	Head of Dietetic Service, NHS Lothian

NDR-UK TEAM

Linda McPhillie	Chief Executive Officer
Kirsty Rice	Resource Manager
Laura Heron	Communications and Marketing Officer (Oct 2014)
Ailsa Docherty	Administration Assistant (April 2014)
Ann Marie Bell	Finance Officer (October 2014)
Sue Acreman	Consultant Professional Dietetic Advisor

VISION

To become the recognised national (UK) authority for the provision of 'fit-for-purpose' nutrition and dietetic resources for dietitians and other health professionals to use with the public to empower them to make changes to their diets to improve their quality of life.

CORE VALUES AND AIMS

1. Respond to the needs of healthcare professionals, the public, health policy and research outcomes.
2. Produce robust (evidence-based, peer-reviewed, patient-tested) nutrition and diet resources in relevant formats for the public.
3. Be driven by the dietetic and other healthcare professions.
4. Share expertise through partnership working.
5. Avoid duplication of effort.
6. Develop resources that complement existing resources.
7. Generate income, whilst maintaining the integrity of the service.

The production and maintenance of NDR-UK's portfolio of high quality nutrition and diet information remain at the core of the organisation. During the past year NDR-UK has pursued a comprehensive programme of writing new resources and reviewing existing ones, at all times working in partnership with BDA Specialist Groups or other partners to avoid duplication of effort.

RESOURCE DEVELOPMENT IN 2014/15

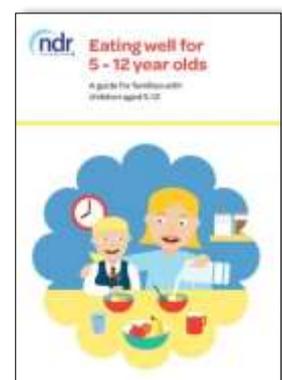
NEW RESOURCES

New Paediatric Range

NDR-UK's own paediatric range of leaflets was developed and launched in January 2015. With a fresh new look, "top tips" sections which summarise key messages, as well as notes pages to record personal actions, the suite of seven titles are suitable for all health professionals to use.

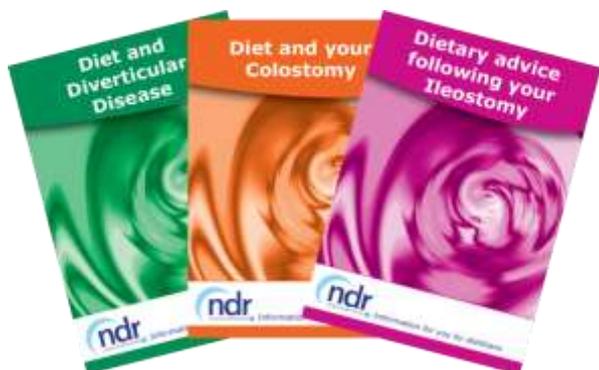
"The resources are clearly written and well set out. I particularly like the 'Top Tips' section and the concise way information is presented"

Dietitian Customer



Gastroenterology Titles

With funding from the Scottish Government, and working in partnership with dietitians from NHS Borders, NDR-UK added three new titles to its range of resources to support patients with gastroenterological conditions. These resources are suitable for all health professionals to use with patients following a colostomy or ileostomy, and for people with diverticular disease. This development work was initiated following a request from dietitians who perceived a gap in resources available.



REVIEWED RESOURCES

In 2014/15 NDR-UK undertook an intensive programme of resource reviews, so that all NDR-UK resources satisfy its Information Standard accreditation, which requires all resources to be reviewed within a maximum three year period. This included the consolidation of the adult weight management resources (in partnership with BDA Dietitians in Obesity Management Specialist Group), various allergy and intolerance titles (Wheat-Free, Nut-free, Elimination Diet), the Easier Swallowing range, the Heart Health range, the Inside Eating range (published April 2015), and the ever popular "Weight Loss You Can See" and "What's Enough?". Reviews of the paediatric diabetes, renal and liver disease ranges are on-going and will complete in 2015.



COMMISSIONED RESOURCES

NDR-UK was pleased to have been commissioned by the Scottish Government to develop new titles, and has worked during the past year to progress with them. The new pictorial resource "First-Line Food Portions" to provide information and guidance to children, families and carers on appropriate age-related food portions to achieve a balanced diet, has been piloted and should be published in 2015 pending final approval from the Scottish Government.

The Diet and Enhanced Recovery After Surgery range is almost complete and will be available from June. This range of three short leaflets is suitable for generic surgical procedures, and it is hoped that additional resources tailored to specific surgery to complement these will be developed.

Three new resources to support undernourishment, primarily in older people, were developed through adapting existing materials created by Focus on Undernutrition and NHS Grampian. These materials are based on a “food-first” approach, and complement best-selling titles such as “Eating Better, Feeling Better” and “Eat Well, Heal Well”.



PARTNERSHIP WORKING

NDR-UK continues to uphold the principles of our Memorandum of Understanding with the British Dietetic Association, and especially values its working relationships with some of the BDA Specialist Groups, bringing mutual benefits to their members and the wider profession. NDR-UK acknowledges and thanks BDA Council, members and staff for their on-going support for NDR-UK.



NDR-UK entered a new partnership working arrangement with Quality Meat Scotland (QMS) this year, having assessed and amended their resource “Getting the Balance Right” to ensure it meets the Information Standard accreditation. This resource which promotes general healthy eating messages is suitable for public information uses, and QMS also supports NDR-UK to provide this resource without charge in Scotland.

PROMOTE AND MAINTAIN EXCELLENCE

As NDR-UK approached the end of its first five-year strategic plan (2010 – 2015), Crellin Consulting was commissioned to undertake an independent evaluation, assessing NDR-UK’s achievements against the plan. The evaluation sought the views of customers and stakeholders on what has been delivered well over the last 5 years, and to inform future plans.

Key messages resulting from the on-line survey and telephone interviews were that customers buy from NDR-UK for the following reasons:

Ease of use	92%
Appropriate for patients	88%
Written by dietitians	86%
Quality of resources	85%

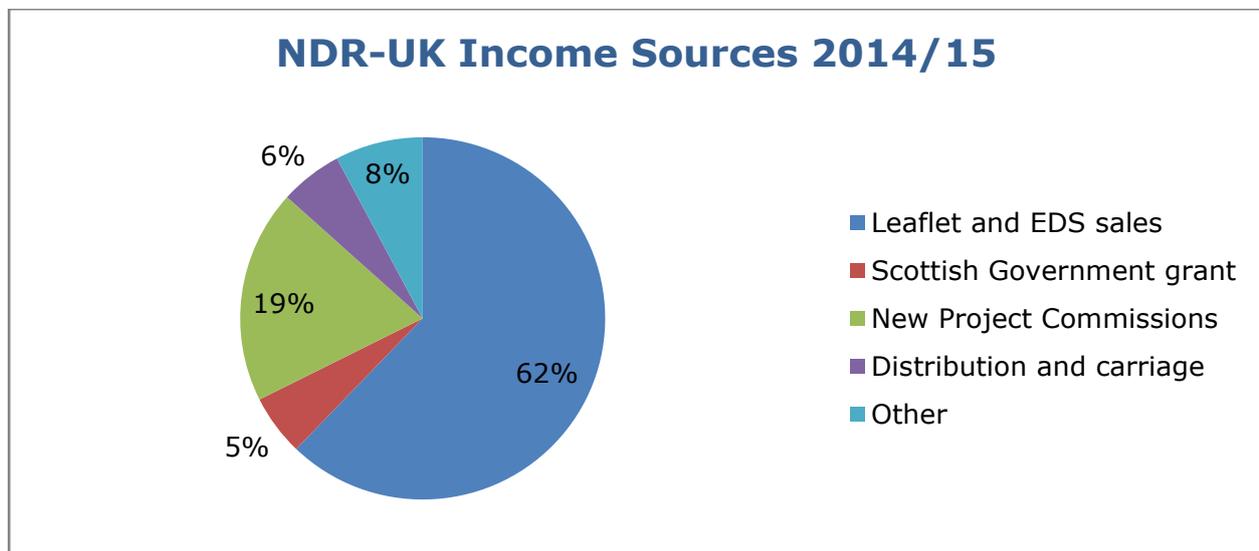
Easier than producing own	84%
Good value for money	66%
More robust than alternatives	59%
More cost effective	56%

It was clear from the evaluation that both our products and the robust process by which they are produced and reviewed are highly valued. Most respondents also expressed views on their future resource needs. It is clear that technology is increasingly influencing the ways in which our customers communicate with patients, and NDR-UK remains aware of this.

The report also highlights the potential for NDR-UK to work with large charities that could benefit from NDR-UK's quality resource development and review process to produce high quality accurate information.

DEVELOPING A SECURE AND SUSTAINABLE ORGANISATION

NDR-UK is an independent charitable organisation and small social enterprise with a clear focus on self-sustainability to secure its own future. Although we continued to receive grant funding from the Scottish Government (to allow us to offer a discount to Scottish customers) and income for new project commissions in 2014/15, the vast majority of income comes from the sale of printed leaflets and electronic licences.



LOOKING FORWARD

Informed by the evaluation outcomes and its own assessment of the internal context and external environment, The Board has developed a new Strategic Plan for 2015-2018. This plan highlights some key priorities over the coming year, to further build the sustainability of the organisation, through:

- Embracing new technologies and their potential to improve communication of diet and nutrition information.
- Broadening our customer base by actively working to raise awareness with non-dietetic healthcare professions of how our resources can assist them to support patient care.
- Seeking opportunities to use our information production expertise for project commissions and opportunities to work in partnership with external bodies.