



NUTRITION AND DIET RESOURCES UK
ANNUAL REPORT 2015/16

A MESSAGE FROM THE CHAIRMAN

In line with our vision, NDRUK has continued to strive to be responsive and meet the needs of health and social care professionals over the past year. Evidence that NDR-UK is seen as a valued organisation meeting customer needs is demonstrated by the increase in sales over 2015-16. Working in partnership with other organisations and groups including the Scottish Government and the BDA is also fundamental to our approach and we are pleased to be continuing with the development of resources commissioned by partners including the Scottish Government.



A strong emphasis has been placed on enhancing our relationships with customers and stakeholders through a range of activities and we will build on this in the coming year through the introduction of our new website. Producing high quality and evidence based materials remains at the heart of our business and a review of the processes and procedures by which we produce and update resources is underway to ensure this remains fit for purpose for all those involved.

As always such a small organisation would not continue to thrive without the excellence of its staff to whom I extend my sincere thanks for their ongoing hard work and commitment. My remit as Chairman is also made much easier by the support of my fellow Directors and I also extend my thanks to them.

A handwritten signature in black ink that reads "Morag D MacKellar". The signature is written in a cursive style.

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
Dr John Dudgeon	GP, NHS Greater Glasgow and Clyde <i>(August 2015-February 2016)</i>
Jan Flint	Director of Nutrition and Dietetics, Kings College Hospital NHS Foundation Trust <i>(From August 2016)</i>

NDR-UK TEAM

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

VISION

To become the recognised partner to health and social care professionals, as their provider of choice and excellence for nutrition and diet resources, supporting patient care nationwide.

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 resources in relevant formats for the public.
3. Share expertise through partnership working.
4. Avoid duplication of effort.
5. Complement existing resources.
6. Embrace the use of new technologies.
7. Maintain the integrity of the service whilst securing our long-term sustainability

STRATEGY 2015-2018

NDR-UK entered into a new three-year strategic planning period in 2015, which identified four strategic aims:

1. To develop, review and maintain a portfolio of information and support materials to meet the needs of health and social care professionals for dietary information, to support patient empowerment and self-management.
2. To broaden our customer base
3. To build, develop and maintain relationships with partners and stakeholders in our business
4. To (continue to) build and maintain a sustainable business model for the long-term sustainability of NDR-UK

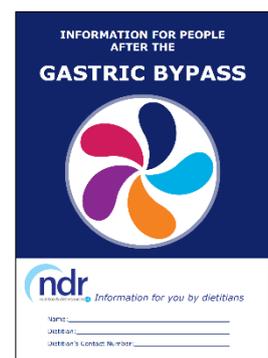
This annual report highlights some of the key activities and outcomes achieved during 2015/16, in order to fulfil our ambitions.

RESOURCE DEVELOPMENT IN 2015/16

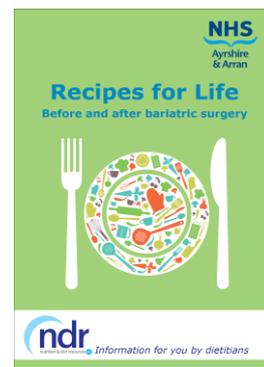
NEW RESOURCES

Bariatric Surgery range

In 2014, NDR-UK released a new resource for patients undergoing sleeve gastrectomy surgery. To complement this first resource, additional titles have now been added to the Bariatric range. As with "Sleeve Gastrectomy", a partnership with NHS Borders has enabled "Gastric Bypass" and "Gastric Band" resources to be produced.

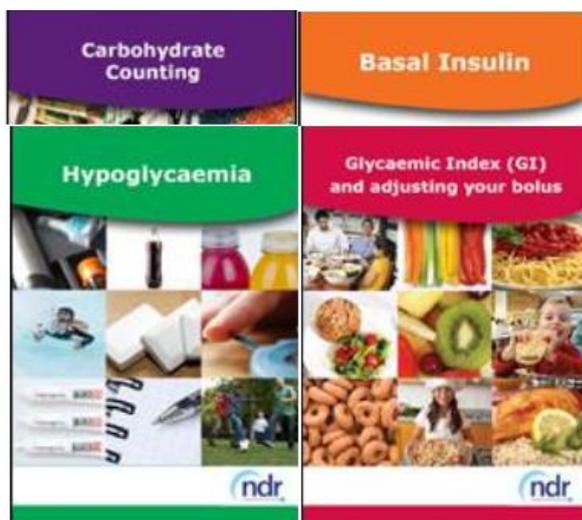


Working with NHS Ayrshire and Arran, two supplementary resources have been made available from NDR-UK, to support patients requiring to follow an 800kcal pre-operative diet, and a recipe book to help those who have had bariatric surgery.



REVIEWED RESOURCES

Paediatric Diabetes range



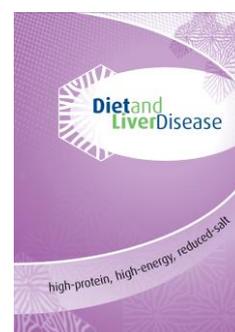
In September 2015 the revised range of Paediatric Diabetes leaflets was released. The range aims to support the education of children newly diagnosed with Type 1 Diabetes, and their parents and carers. The range consists of 29 titles to be used in a “pick and mix” format according to individual need, thereby ensuring tailored and progressive learning support.

The range has been very well received, with over 1600 packs (of 10) leaflets sold in the last 6 months of the year.

A similar range of resources for adults newly diagnosed with type 1 diabetes is now in development.

Renal and Liver Disease ranges

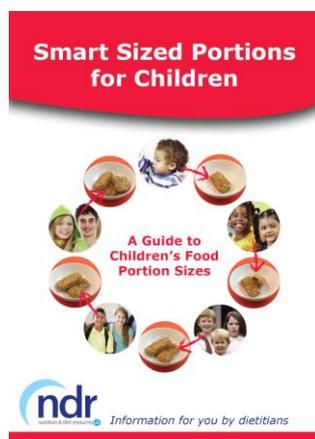
Following consultation with specialist dietitians conducting evidence and product checks, updates were completed to the Liver disease range in September. Since then, sales of the range have increased, with “High Protein, High Energy, Reduced Salt” having entered the top ten best sellers for 2015/16.



Renal disease resources were reviewed by specialist renal dietitians, resulting a smaller revised range of printed leaflets. Some titles in the former range were deemed not to be viable for printing, but would still be of interest and use to specialist renal dietitians. NDR-UK now provides these as text only documents for such dietitians to download for free.

COMMISSIONED RESOURCES

Smart-sized Portions for Children



Also in September 2015, this new pictorial resource was released. It aims to present simple information to guide parents and carers of children aged 2-14 years on how to provide appropriate portion sized meals and snacks for a health balance diet. The resource has been received with much interest, with over 70 orders (including 19 repeat orders) for 334 packs purchased to the end of March 2016.

A customer survey indicated that the use of pictures to communicate the messages as a valued asset – as one respondent noted *"It's visual, so literacy and weighing not necessary"*.

The resource is deemed suitable for use in a wide variety of settings - for example with community patients, via planned dietetic home visits or clinic appointments, for families of morbidly obese children, for Health Visitors in healthy weight clinics, and for community-based healthy eating projects.

"I find the resource particularly useful for parents who are worried that their child is a fussy eater and eats very little but is growing appropriately. In many circumstances their expectations of the quantity a child should be eating is much higher than we would recommend ... Parents have fed back that the resource has eased their concerns, allowed mealtimes to be less stressful and more enjoyable. I have also used the resource for our overweight patients to give a better indication of portion sizes. The pictorial guide is clear and very useful in this group also."

PARTNERSHIP WORKING

Whenever possible, NDR-UK seeks to work in partnership and avoid duplication of effort, and the following are two examples on work being undertaken during 2015/16:

Scottish Learning Disabilities Forum - Pictorial Food Fortification resource.

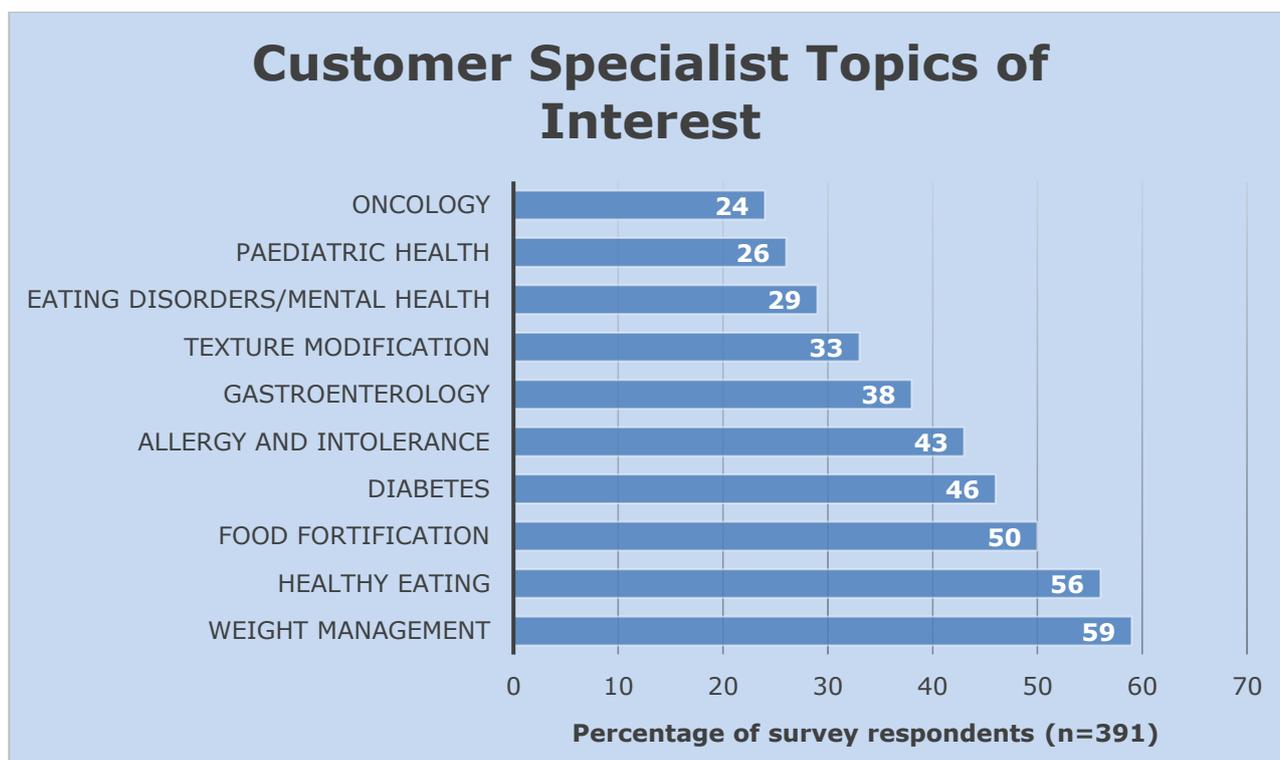
During the year, NDR-UK has been working with Scottish Learning Disabilities Forum to develop a new resource to support adequate nutrition, which will be suitable for a wide audience with communication needs, such as adults with learning disabilities (and their carers), people with ASD, people with memory problems, people with acquired neurological disorders, or people with low literacy or English language skills. The new resource will be available in September 2016.

Glasgow Weight Management Services – Teaching Aids for Weight Loss You Can See

“Weight Loss You Can See” is NDR-UK’s best-selling resource. This project will create a teaching aids pack to be used in conjunction with the printed resource, and is designed for health professionals to use in a group setting. The development is being carried out in partnership with Glasgow Weight Management Service, and also aims to be complete by September 2016.

CUSTOMERS

In 2015/16, NDR-UK invested in the introduction of new Customer Relationship Management software, in order to build a more accurate database for communicating and meeting the needs of our customers. This business tool will be used to support marketing activities which are more efficient and targeted. The CRM has enabled us to survey customers to ascertain their specialist areas of interest, and to seek views on the needs and challenges for using patient information resources in electronic format. This has helped to inform future planning for development in this area.

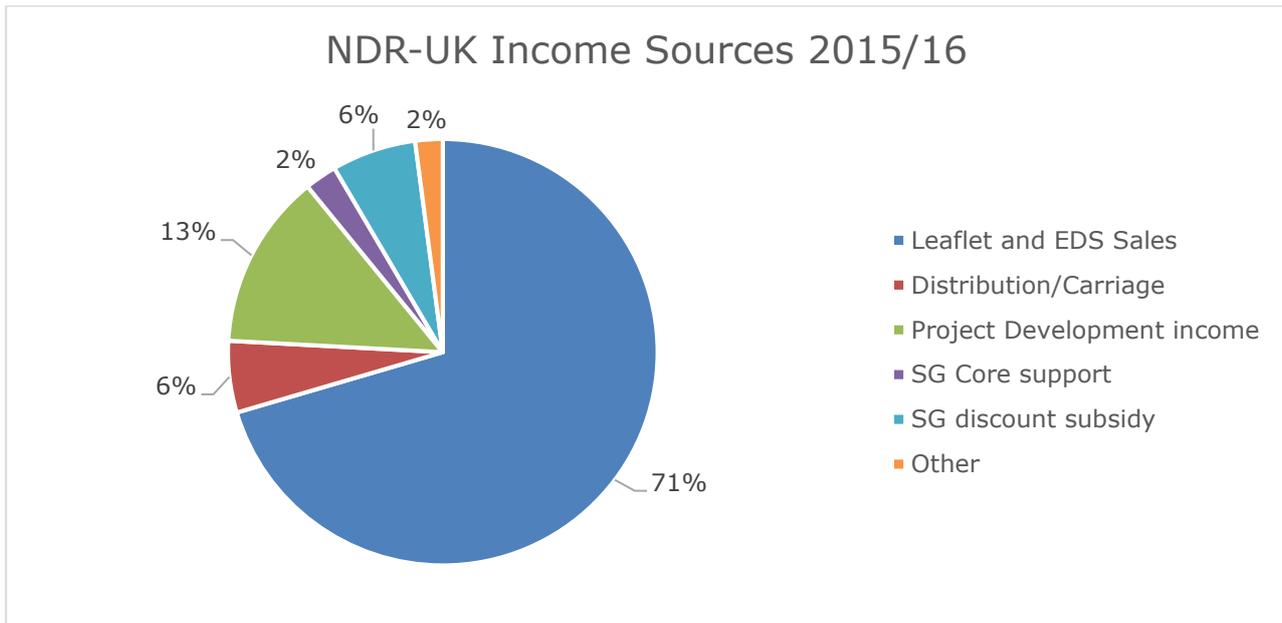


One of NDR-UK’s key objectives is to expand its customer base, especially within the wider health professional occupations. NDR-UK’s resources are especially suited to support non-dietitians to deliver dietary and nutritional guidance with confidence that it is keeping with the current policy and clinical evidence base. An example of marketing activity to raise the profile and awareness of NDR-UK’s quality resources was undertaken during “Nutrition and Hydration Week” in March 2016. In conjunction with the BDA Specialist Group for Older People, a competition was held to receive one of 50 copies of the “Today’s Menu” board game. Entries were received from across the UK and as far away as Canada and Australia, and resulted in over 100 potential new customers introduced to NDR-UK.

DEVELOPING A SECURE AND SUSTAINABLE ORGANISATION

As an independent charitable organisation and small social enterprise, NDR-UK continues to strive for self-sustainability to secure its own future. The Scottish Government continued to provide some funding in 2015/16, mainly to allow Scottish customers to receive a discount, and to support new resource development costs, with a small contribution towards core operational costs.

However the vast majority of income comes from the sale of printed leaflets and electronic licences, with an 18% increase in sales income over 2014/15.



LOOKING FORWARD

Following a strong sales performance in 2015/16, NDR-UK's Business Plan for 2016/17 will focus on:

- Completing the investment and launching the new website which will offer a better service to customer and provide a much enhanced technical platform on which to build an new option for the delivery of patient information through electronic media
- Using the new website and CRM as key tools to deliver a social media strategy and campaign-based marketing to broaden the customer base and seek new partners for development work
- Making improvements to the quality process for reviewing resources and developing new ones, so that it is more dynamic and better suited to business needs