



NUTRITION AND DIET RESOURCES UK
ANNUAL REPORT 2016/17

A MESSAGE FROM THE CHAIR

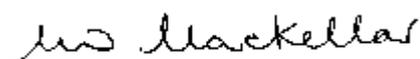
It gives me great pleasure to present the sixth annual report of NDR-UK, a very small organisation which punches well above its weight in terms of production of high quality, evidence based nutrition and dietetic resources.



Sales continue to increase and NDR-UK's customer base continues to expand – recognition of the relevance and value accorded to the materials. Resources with a straight-forward, whole life approach are developed for primary, secondary, acute and community, with a focus on person-centred care, and a view to enabling prevention, anticipation and supported self-management. NDR-UK is now at the forefront of dietary information development for conditions reflective of the nation's health priorities. The range of over 200 resources include such key topics as weight management, gestational diabetes, bariatric surgery and dementia.

NDR-UK as an organisation is committed to continually evolving and meeting customer needs. The website has been redeveloped and is now easier to use and navigate providing enhanced customer service features. The organisation is at an exciting stage in a significant new development, moving towards an electronic system to access material in addition to the traditional printed resources. The systems and processes to deliver this are currently being developed, and will be completed over the coming months.

Any organisation is only as good as its staff and despite being very small in number (4), the fact that NDR-UK continues to grow and develop is thanks to the flexibility, forward thinking and hard work of all the staff - without them none of the achievements over the past year would have been possible. NDR-UK is pleased to welcome Amanda Smith to the Board of Directors this year and my thanks as always go to all of the Directors for their contribution.



Morag D Mackellar

NDR-UK 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.

NDR-UK 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

In 2016/17, NDR-UK was midway through the three-year strategic plan period, and continued to work towards its main 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 its customer base
3. To build, develop and maintain relationships with partners and stakeholders in its 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 2016/17.

WELCOME TO NEW BOARD MEMBER – AMANDA SMITH

Dr Amanda Smith joined NDR-UK as a Trustee and non-Executive Director in August 2016. Amanda, who's background is as a Speech and Language Therapist, was a standing member of the NICE Quality Standards Advisory Committee and former Executive Director of Therapies and Health Science for Powys Teaching Health Board.

NDR-UK welcomes the extensive experience Amanda brings to the Board, as well as her enthusiastic approach and fresh ideas. On appointment to the Board, Amanda commented:

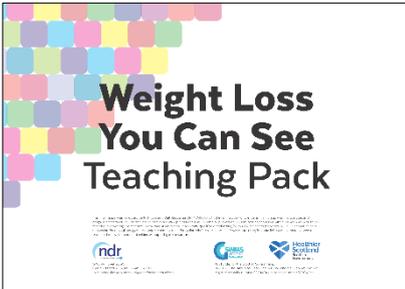


"I am so pleased to be involved with NDR-UK and have the opportunity to influence the important work they do. There is great scope for attracting new audiences to NDR-UK's resources, particularly within the wider AHP community, and I look forward to assisting with this as well as bringing my leadership and organisational development skills to the table."

In 2016-17 many new resources were published and an extensive range was reviewed and maintained.

NEW RESOURCES

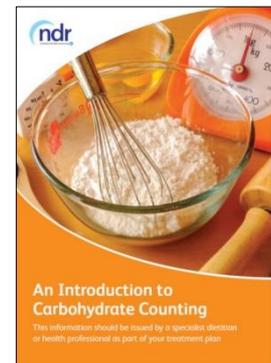
Weight Loss You Can See – redesign with new Teaching Pack



“*Weight Loss You Can See*” has been NDR-UK’s top seller for the last 6 years. In 2016, the resource was reviewed and updated, with additional content on food labelling as well as additional food photography. It was relaunched in January 2017, along with a new Teaching Pack, which aims to support group education for weight management programmes.

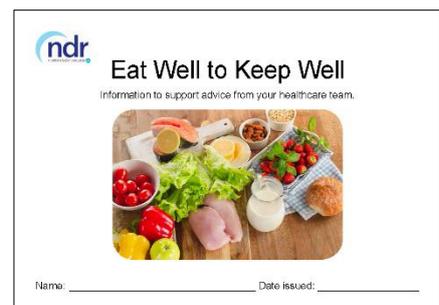
Adult Type 1 Diabetes

Aware that many of the successful Paediatric Type 1 diabetes resources were being used for adults, NDR-UK developed a new range to augment the education of adults newly diagnosed with Type 1 diabetes. Eleven new titles, launched in January 2017, can be used to support the delivery of structured education programmes or independently.



Oral Health and Food Fortification – in accessible format

Four new titles have been added to the range of resources for those with additional communication needs. The pictorial format has been used to aid understanding where learning difficulties and/or acquired cognitive or communication issues present a barrier to accessing information. “*Eat Well to Keep Well*” is a simple, food-first approach for people at risk of undernourishment.



Three new titles in the Healthy Mouth range use recognised Boardmaker symbols to deliver messages relating to the importance of maintaining a healthy mouth, including those taking oral nutritional supplements or “nil by mouth”.

REVIEWED RESOURCES

NDR-UK maintains a quality process of reviewing all resources within a maximum of three years from publication. However, in 2016, a number of policy changes occurred which required additional reviews and amendments to many of our resources. 15 titles were reviewed following our rolling cycle of three-yearly reviews, with an additional 17 titles updated following policy changes in public health messages relating to alcohol consumption, dietary balance and vitamin D needs.

ONGOING DEVELOPMENT – RESOURCES IN ELECTRONIC FORMAT

As part of its three-year strategy, NDR-UK set a specific objective to investigate the development of resources in electronic format. In 2016/17, progress was made towards identifying how this objective might be delivered to meet the needs of customer audiences. With the support of Scottish Enterprise and its agencies, NDR-UK was awarded grants and in-kind support to complete an intellectual property (IP) 'health check' and plan electronic information prescription development. This work informed a successful bid for "By Design" funding to enable the design of a prototype electronic delivery system for information prescriptions. Work on this prototype is underway and, when completed, it will be market tested with key potential customer groups and refined accordingly.

EXTERNAL RELATIONS

BRITISH DIETETIC ASSOCIATION KEY SUPPORTER

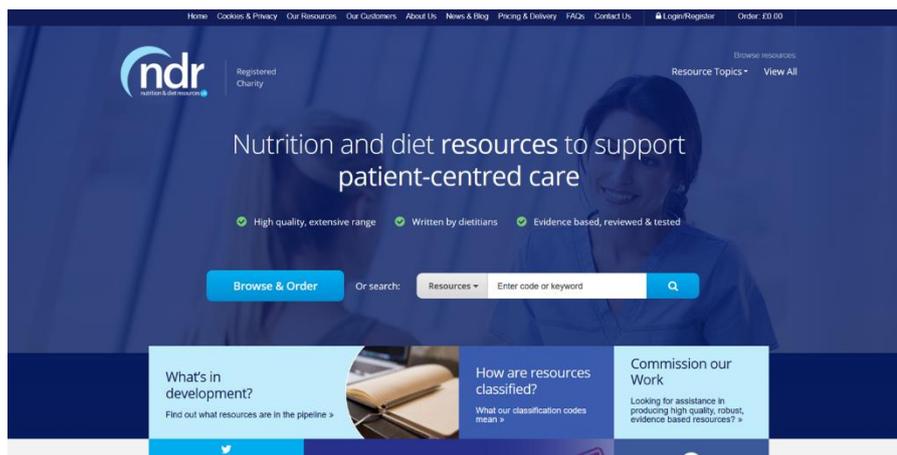
Under a new Key Supporter arrangement, BDA and NDR-UK undertook a number of joint activities in 2016/17, including sharing exhibition stands at two industry events: the Primary Care and Public Health Conference and the RCN Annual Congress. Under the new arrangements, BDA has endorsed the new resources listed above, as well as providing endorsement of revised titles, to demonstrate that they are consistent with the evidence base for dietetic practice. All NDR-UK resources produced in partnership with BDA Specialist Groups will carry the relevant group logo.

NDR-UK also provided three half-page articles for Dietetics Today, the BDA monthly publication for its members.



WEBSITE, CUSTOMER RELATIONSHIP MANAGEMENT & SOCIAL MEDIA

This year has seen the launch of NDR-UK's new website, which offers customers and stakeholders a more user-friendly, intuitive experience and increased functionality, including the facility to view their order



history and to view the development progress of resource reviews and new products. In addition to the clear customer benefits, the website provides NDR-UK with valuable intelligence, including which resource samples particular visitors have viewed and their areas of professional interest, as well as allowing staff to easily manage the content of the site and member accounts. The website is integrated with NDR-UK's new Customer Relationship Management System (CRM), where customer information is stored, all communications and customer order information are tracked, among many other features. One of the main benefits of the new website and CRM working in tandem, is that NDR-UK is now able to target customer communications directly according to areas of professional interest. This, combined with social media activity, provide cost-efficient, marketing approaches.



The primary social media tool used to communicate with NDR-UK's many audiences is Twitter, and activities here have become more regular and professional over the course of this year. A steadily growing number of Twitter followers – currently 1290 – receive regularly posted product updates and other news.

NDR-UK would particularly like to acknowledge support from its CRM provider, Redspire, which has been provided free of charge in recognition of NDR-UK's not-for-profit status.



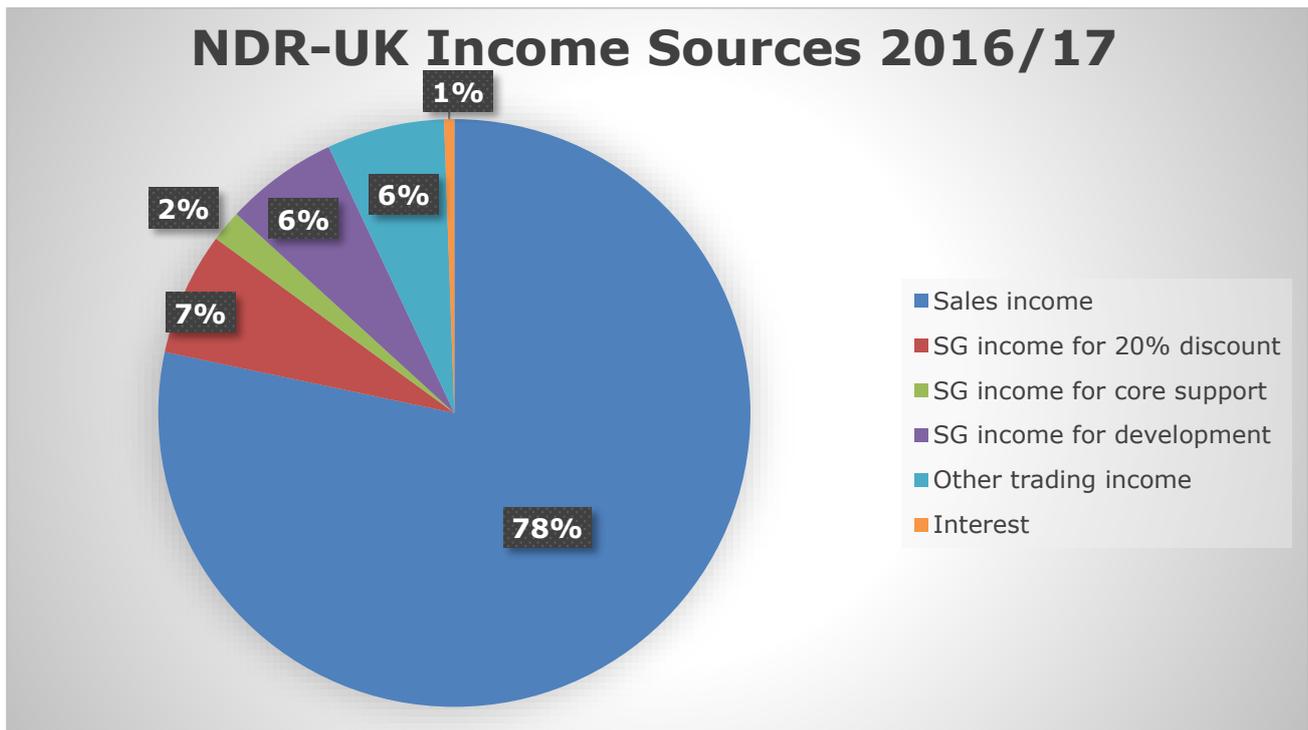
CUSTOMERS

Many NDR-UK resources are written to support health professionals who are not dietitians so that they can provide their patients with robust nutrition and diet information. A key objective for NDR-UK is to broaden its customer base to include more of these non-dietetic health professionals. In the past year, 150 new customer accounts were opened, and notably included:

- ✓ 38 freelance or private sector dietitians
- ✓ 12 health centres/medical practices
- ✓ 7 community-based organisations
- ✓ 2 local authorities

DEVELOPING A SECURE AND SUSTAINABLE ORGANISATION

NDR-UK has continued to work towards securing its own financial security through becoming a trusted supplier of patient education materials for the health and care sector. By working to provide cost-effective solutions for busy health professionals, who face ever greater budget challenges, NDR-UK is successfully achieving full cost recovery, with over 90% of income coming from trading activity. NDR-UK appreciates the continued support of Scottish Government, especially for its assistance with project development costs.



LOOKING FORWARD

In the coming year, the key priorities for the NDR-UK Board and Staff Team will be:

1. To complete the development work and business modelling to enable a new electronic format for the resources to be launched;
2. As this is the final year of the current three-year strategy, to consider the challenges and options to set a new strategic plan for 2018-2021;
3. As part of on-going succession planning, to recruit additional Trustees/Directors to take forward and build on achievements to date.

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 Amanda Smith	Independent
Jan Flint	Director of Nutrition and Dietetics, Kings College Hospital NHS Foundation Trust

NDR-UK TEAM

Linda McPhillie	Chief Executive Officer
Kirsty Rice	Business Development Manager
Laura Heron	Communications and Marketing Manager
Ailsa Docherty	Administration Assistant

ACKNOWLEDGEMENTS

NDR-UK would like to acknowledge the support of professional dietetic advisors, partners, funders, stakeholders, volunteers and contractors including:

Sue Acreman, Sheila McNaughton, Gillian Clarke, Margaret McGeoch, Lorraine Speirs, Janie Faulkner, Jill Alexander, Jane Barrell, Eleanor Douglas, Debra Stone, Alison Diamond, Emma Gibb, Miranda Greg, Gillian McMillan, Anne Farmer, Anne Gibson.

Scottish Government, Tobii Dynavox (Boardmaker), Scottish Learning Disabilities Dietitians Group, Glasgow and Clyde Specialist Weight Management Service, NHS Lothian Community Learning Disability Team, Quality Meat Scotland, BDA and BDA Specialist Groups (Oncology, Gastroenterology, HIV Care, Diabetes and Older People).