

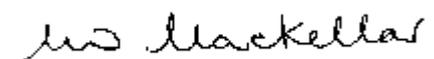
A MESSAGE FROM THE CHAIR

In the year that the NHS turns 70, NDR-UK celebrates its seventh year of business, with the organisation continuing to go from strength to strength in all its endeavours. NDR-UK resources continue to be produced on a not-for-profit, cost recovery basis, aiming to reduce duplication of effort in producing quality, evidence based dietetic patient information.

Keen to embrace change and pursue effective ways of working in order to provide customers with the highest quality possible at a realistic cost, NDR-UK has been pursuing a range of developments. Most notable of these is the soon-to-be-launched NDR Prescribe, the new electronic media format which will allow personalisation of any resource from the NDR-UK portfolio.

The endorsement of NICE of the NDR-UK range of resources to support adults diagnosed with type 1 diabetes as part of a structured education programme is especially welcome and reflects the high standard and currency of all of the material.

The very small but high performing staff team, ably led by Linda McPhillie CEO, continues to be key to the success of the organisation and my sincere thanks go to them for their hard work and commitment. Judyth Jenkins one of the original Board members resigned to take on national role within Wales and my thanks go to her for her contribution over the years. However, I was delighted to welcome Pamela Woodburn to the Board of Directors in her place and my thanks as always go to all of the Directors for their support and commitment.



Morag D Mackellar OBE

WELCOME TO NEW BOARD MEMBER – PAMELA WOODBURN



NDR-UK was delighted to welcome Pamela Woodburn, an experienced senior leader and social enterprise mentor, as a Trustee and Non-Executive Director in September 2017.

Pamela brings extensive experience of providing business advice to companies and social enterprises in both professional and other non-executive roles. NDR-UK will benefit from her knowledge of business development and fund-raising, with an understanding of the charity sector both in terms of management and governance, experience of working in the public sector and practical skills in communication with an increasing emphasis in digital media channels.

Pamela currently works for Voluntary Services Overseas as their Partnerships Manager in Scotland and is a Trustee of LAR Housing Trust. Until June 2018 she was also vice chair of the Court of Edinburgh Napier University. Her interest in joining NDR-UK stems from a growing awareness of the importance of nutrition and diet to promote health and well-being and personal passion about the need to raise awareness and influence behavioural change.

STRATEGY 2015-2018

2017/18 was the final year of the 2015-2018 Strategic Plan which aimed to work towards the following objectives:



RESOURCE REVIEW AND DEVELOPMENT IN 2017/18

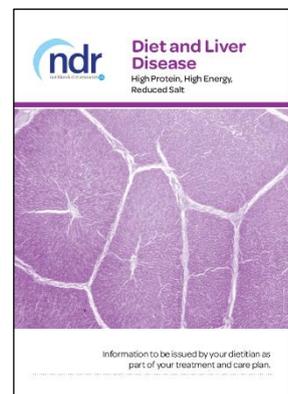
REVIEWED RESOURCES

NDR-UK maintains a quality process of reviewing all resources on a three-year cycle. Reviews ensure that the content reflects the latest evidence and follows current policy and practice.

30 titles were reviewed and updated during the year, including the ranges for Allergy and Intolerance, Liver Disease, and Maternal Weight Management, and the Patient Information Leaflets which are suitable for use by members of the public without the support of a dietitian or health professional.

The Elimination Diet resource was also reviewed and reintroduced in response to requests from specialist users.

One of 5 new Diet and Liver Disease titles



DEVELOPMENT WORK

Tailored Resources in Electronic Format



Our new electronic media format will enable our dietitian and health professional customers to personalise any resource from the whole NDR-UK portfolio for their patients or clients and email it direct to them, and also store this in the patient's record. Patients will receive the document in web view or pdf format to allow them to refer to it on any mobile device, making it more convenient for following the guidance when shopping or eating out, and

for sharing information with family members or carers.

The format, branded as "NDR Prescribe", will deliver a person-centred approach and will emphasise that the dietary advice is specific to the named recipient, to help reinforce the importance of following the guidance given.

In 2017/18, work has progressed this year on developing and testing the prototype. The concept has been well received by dietitians who have viewed it, so final enhancements are being made prior to launch in summer 2018.

In the pipe-line

Development has commenced on two topic areas of significant interest nationally – Pre-diabetes and Irritable Bowel Syndrome.

There are an estimated 12.3 million people at increased risk of Type 2 diabetes in the UK, with three in five cases of Type 2 diabetes preventable or may be delayed by making healthier choices¹. Working in partnership with NHS Fife and the BDA Diabetes Specialist Group, the new NDR-UK resource will support and reinforce the messages of the Diabetes UK evidence-based nutrition guideline for the prevention and management of diabetes.

¹ Diabetes UK, February 2018
2017/18 Annual Report

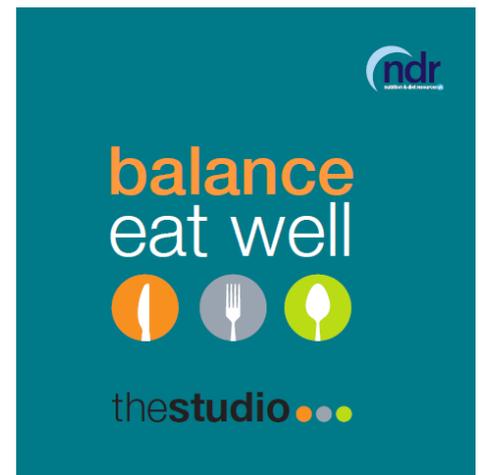
NDR-UK's current resource "Healthy Living with IBS" has been an effective first-line information for patients at initial assessment stage. However, appropriate information is considered lacking for those needing further support when symptoms persist. In partnership with the Scottish IBS Pathway Group, two new resources are being developed covering dietary advice for suspected or diagnosed lactose intolerance, and for those whose IBS symptoms persist after healthy eating and lifestyle advice is followed.

WORK WITH PARTNERS AND STAKEHOLDERS

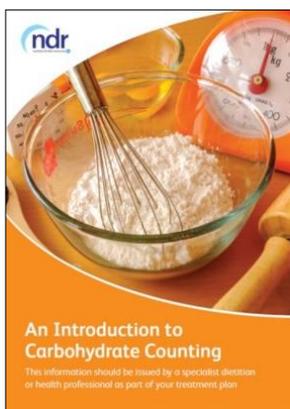
Balance Recipe Book

Balance offers over 60 seasonal, delicious but healthy recipes, nutritionally analysed and with clear serving sizes for portion control. The book includes guidance and alternative options to modify the recipes for special diets – gluten free, dairy-free, meat-free and vegan.

Balance is the result of a partnership project between NDR-UK and **thestudio**, which operates creative spaces to meet, train and entertain across four UK locations. The recipes are based on typical menus served to their visitors – all tasty, well balanced, healthy, sustainable, special diet friendly, and allergen aware.



Endorsements



Structured education is recognised as an integral part of diabetes care for adults diagnosed with Type 1 diabetes. **NICE (National Institute for Health and Care Excellence)** recommends that all adults with type 1 diabetes are offered a structured education programme or alternative, with information provided at all opportunities from diagnosis onwards.

In 2017, NDR-UK launched a new range of resources specifically designed to complement and support education programmes for adults diagnosed with Type 1 diabetes. NICE has now formally endorsed this range for its suitability to support the delivery of their recommendations.

As part of our continued partnership with **British Dietetic Association (BDA)**, the resources reviewed this year have also been endorsed by BDA in recognition of meeting BDA policy, practice and standards.

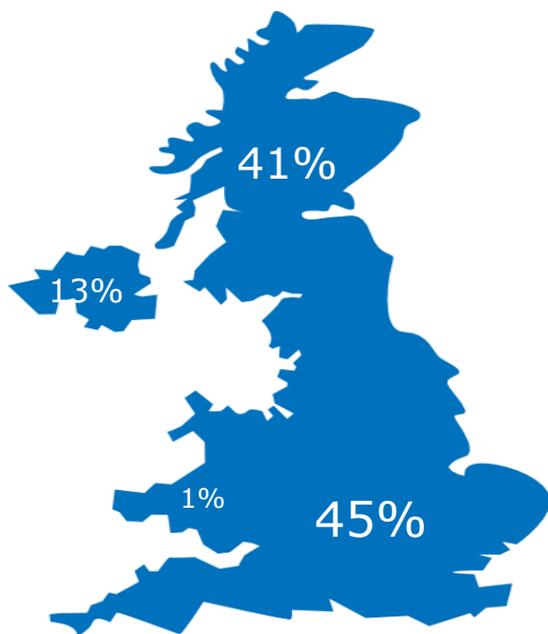


NDR-UK CUSTOMERS

WHY CUSTOMERS BUY FROM NDR-UK

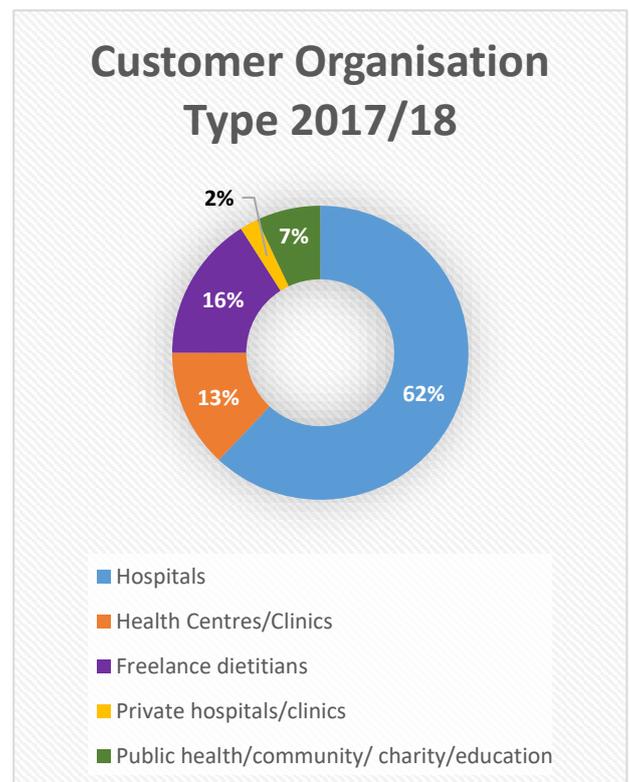
- ✓ Excellent customer service
- ✓ Cost-effective solutions for providing patients with high quality information
- ✓ Confidence in the consistency, currency and efficacy of resource content
- ✓ Broad range of topics available
- ✓ Responsiveness to demands and changing needs for new titles and formats
- ✓ Suitability for a range of health professionals to use with patients or clients

WHERE ARE THEY?



Volume of sales by quantity of packs distributed 2017/18

WHO ARE THEY?

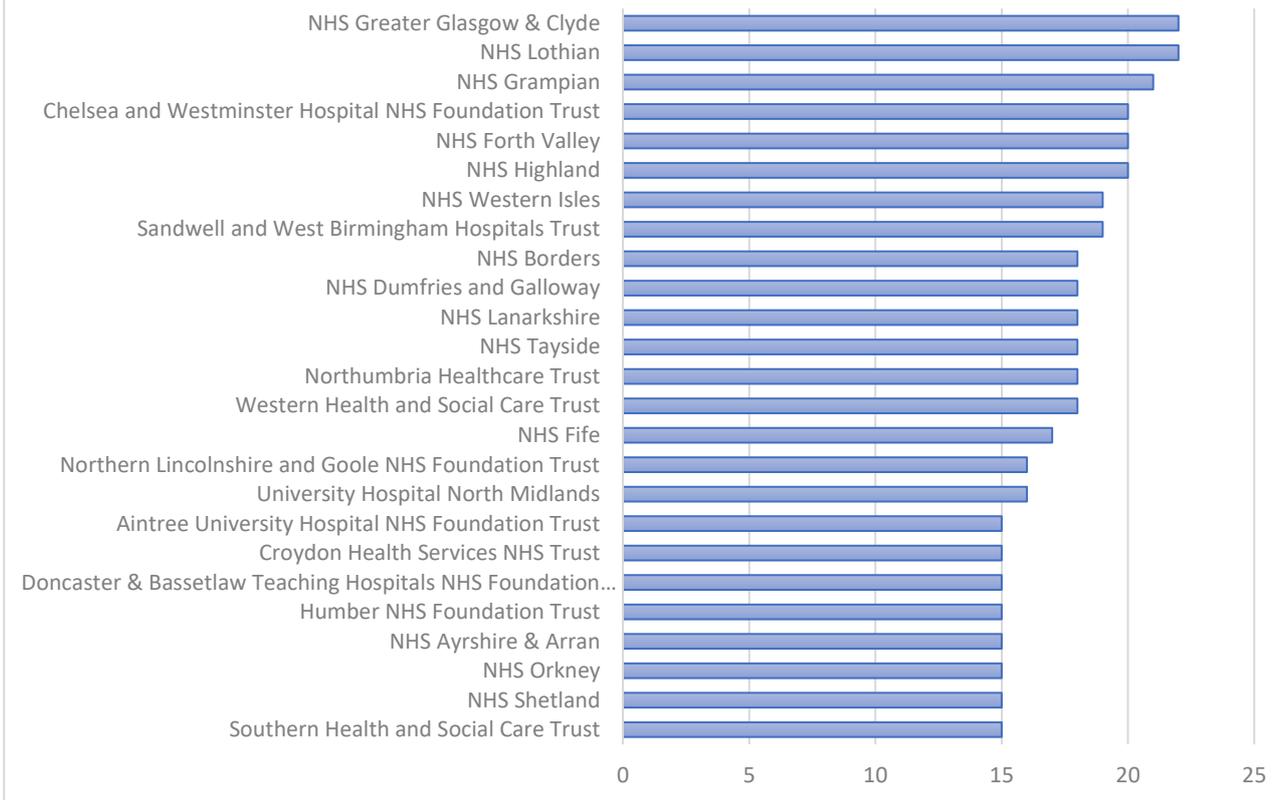


WHAT DO THEY BUY?

NDR-UK has a portfolio of 175 resources, covering 22 different topic ranges.

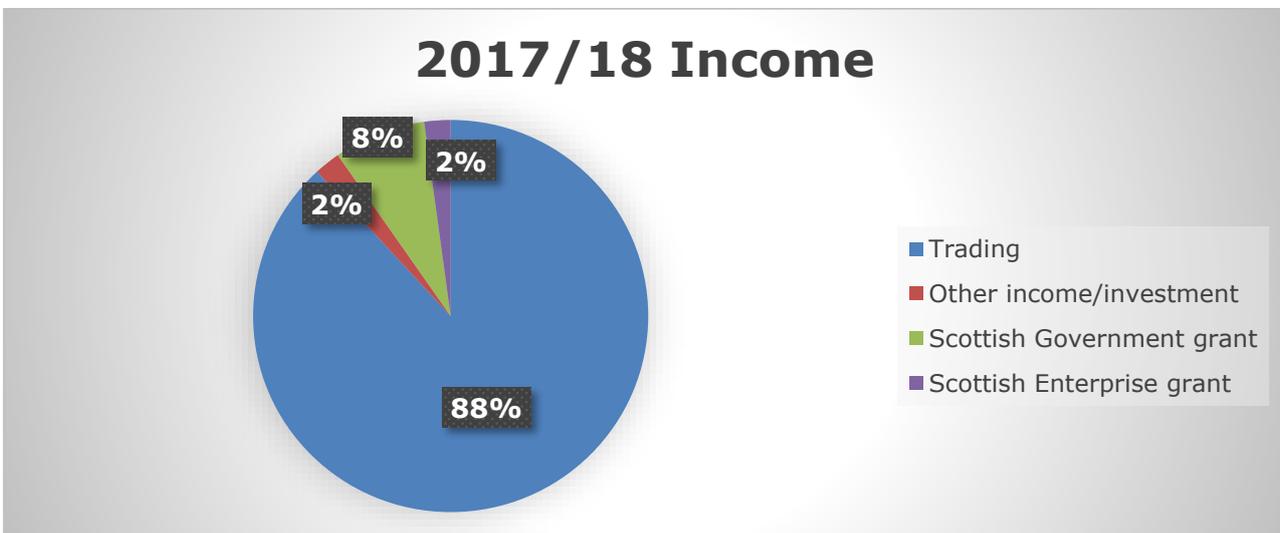
- ❖ 25 Trusts/Boards buy the most variety, from 15 or more topic ranges
- ❖ Of the 25,
 - 2 are in Northern Ireland
 - 9 in England
 - 14 in Scotland
- ❖ 2 Scottish boards buy from all 22 ranges

Trusts and Boards that buy from 15 or more Topic Ranges



DEVELOPING A SECURE AND SUSTAINABLE ORGANISATION

Through delivering excellence in customer service and high-quality products that provide cost-effective patient/client support, NDR-UK has now completed its seventh year of trading with a loyal customer base which continues to grow. Investment has been made in the major new development of the electronic resource option, which has the potential to generate new business income to further support NDR-UK’s on-going sustainability. NDR-UK’s expertise and quality processes in resource production and project delivery will also be offered more widely for partnership working and diversification of income streams.



LOOKING FORWARD – NEW STRATEGY FOR 2018-2021

NDR-UK has developed a new Strategic Plan for 2018-2021 with revised vision, core values and aims, and key objectives to achieve over the coming years.

NDR-UK VISION

To improve personal health and well-being through the provision of expert nutrition and hydration information

NDR-UK CORE PURPOSE

To develop and provide evidence-based resources, written by experts, to empower individuals to make informed dietary choices to prevent, manage or improve health conditions, by:

- Supporting health and social care professionals from all sectors to provide expert information on diet and nutrition to the people they care for
- Overcoming mis-information through producing quality, evidence-based resources
- Working with Dietitians and other trusted experts in patient care for diet, nutrition and hydration
- Working collaboratively with partners who share our values and objectives
- Seeking creative, innovative and cost-effective responses to current and emerging health challenges
- Operating a transparent, customer-focused organisation to build a sustainable future

PRIORITIES

- ✓ Introducing the electronic media option “*NDR Prescribe*” so that patients can benefit from having dietary information to hand on their mobile devices
- ✓ Rebranding and expanding popular ranges of resources to enhance their use within health sector settings
- ✓ Delivering grant-funded or commissioned projects, working with partners whenever possible to pool expertise and achieve greater reach
- ✓ Achieving even higher value for customers by offering an account management approach – tailoring packages according to their needs
- ✓ Increasing our own staff resources to deliver new services and develop income streams

NDR-UK BOARD OF DIRECTORS

Morag MacKellar OBE (Chair)	AHP Manager, NHS Forth Valley
Andy Burman	Chief Executive Officer, British Dietetic Association
Pauline Douglas	Senior Lecturer/Clinical Dietetics Facilitator University of Ulster
Dr Amanda Smith	Independent
Jan Flint	Director of Quality Performance The Royal London Hospital
Pamela Woodburn	Independent

NDR-UK TEAM

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

ACKNOWLEDGEMENTS

NDR-UK appreciates the continued support from Scottish Government towards product development and to be able to offer Scottish customers a 20% discount on orders.

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

Scottish Enterprise, British Dietetic Association and BDA Specialist Groups, Quality Meat Scotland, the **studio**, Glasgow Caledonian University/Santander (internship programme) and Karolina Sobiesck.

Alethea Donnelly, Tanya Thomas, Mary O’Kane, Nerissa Walker, Alison Kyle, Angie Jefferson, Lisa Cruikshank, Melissa Little and all the team at FoodTalk, Natalie McKaig and all the Dietitians in the Scottish Dietitians Eating Disorders Clinical Forum, Adele Swart, Marianne Williams, Joeleen McKean and Emily O’Sullivan.

NDR-UK would also like to acknowledge continued support from its CRM provider, Redspire, which has provided free services in recognition of NDR-UK’s not-for-profit status.

