



# Trustees' Annual Report and Financial Statements for the year ending 31<sup>st</sup> March 2014

Approved by Council 8<sup>th</sup> October 2014

## Contents

Administrative Details	3
Annual Report of the Trustees	4
Summary of Achievements	5
Volunteer Engagement	6
Review of Activities for Public Benefit	8
Financial Review	25
Future Plans	26
Independent Examiner's Report	28
Statement of Financial Activities	29
Balance Sheet	30
Notes to the Financial Statements	31

**© 2014 Association for Nutrition**

All rights reserved. No part of this document may be reprinted reproduced or utilised in any form or by any electronic, mechanical or other means, now known or hereinafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing.

## Administrative Details

**Name of the Charity**

Association for Nutrition

**Registered Office**

28 Portland Place, London W1B 1LY, UK

**Registered Charity Number 1136624**

A not-for-profit organisation, registered as company limited by guarantee

**Registered Company Number 6488331****Trustees & Directors at 8 October 2014**

Prof A A Jackson (President and Chair of Council)

Prof J Buttriss

Prof J Cade (Chair, Registration Committee)

Dr B Ellahi (from 1<sup>st</sup> January 2014)

Dr D Gale (lay member of Council) (from 1<sup>st</sup> January 2014)

Dr J P Landman

Dr C Leonard

Prof J Lovegrove

Dr J Murphy

Miss M Mwatsama

Mr D Pamment (lay member of Council) (from 1<sup>st</sup> January 2014)

Dr C E Robertson

Prof R W Welch

Prof M J Wiseman (Hon. Treasurer)

**Other Trustees during period ending 31 March 2013**

Dr P Amuna to 1<sup>st</sup> November 2012

Prof A J Webster to 1<sup>st</sup> January 2014 (lay member of Council)

Dr E Maunders to 1<sup>st</sup> January 2014

**Chief Executive & Company Secretary**

Ms L Milliner

**Bankers**

NatWest Bank, Charing Cross, London Branch, PO Box 113

Cavell House, 2a Charing Cross Road, London, WC2H 0PD

**Independent Examiner**

Mr S M Foster, FCA of Maurice J Bushell & Co, Curzon House, 64 Clifton Street, London EC2A 4HB

## Annual Report of the Trustees (Company Directors)

The Trustees of the Association, who are the company directors for the purposes of company law, present their report and financial statements for the year ended 31 March 2014, prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006, the Charities Act 2011 and the SORP charity reporting requirements (2005) for small charities.

## Objectives and Activities for the Public Benefit

**Association for Nutrition** (AfN) defines and advances standards of evidence-based practice across the field of nutrition and at all levels within the workforce. We protect and benefit the public by:

- **Championing Registered Nutritionists** whose entry onto the UK Voluntary Register of Nutritionists (UKVRN) is an assurance that they meet our rigorous standards of competence and professionalism.
- **Recognising High Quality, Relevant Nutrition Training** through our Course Accreditation, CPD Endorsement and Certification schemes.
- **Raising Our Profile** to protect the public and raise demand for, and recognition of, the contribution of Registered Nutritionists and the wider health and social care workforce in nutrition.

### Our Charitable Objects Are:

- To promote the health of the public by the promotion and maintenance of high standards of practice among and the regulation of nutritionists;
- To advance the study and practice of nutritional science and medicine;
- To advance the education of the public and to promote research for the public benefit in the field of nutrition, health and allied subjects.

### Our Vision

Nutritional health of all through evidence-based nutrition practice.

### Our Values

A trusted, capable and transparent regulator protecting the public with integrity and professionalism.

### Governance

The Association for Nutrition is a charitable company limited by guarantee, having no share capital. Members have a liability not exceeding £1 each. Members of Council are the members, trustees and directors of Association for Nutrition. The charitable company is governed by Articles of Association and a Code of Governance and Standing Orders. Association for Nutrition holds an annual AGM with a three year cycle of Council elections. The Council met four times in the year to 31 March 2014. Council is advised by standing committees of Council and adhoc working groups. All trustees give of their time freely and no trustee remuneration was paid in the year. Trustees are required to disclose all relevant interests and register them with the Chief Executive and, in accordance with Association for Nutrition policy, withdraw from decisions where a conflict of interest arises.

## Summary of Achievements

### Championing Registered Nutritionists

- **Publication of Standards of Ethics, Conduct and performance** (Dec 2013). Our new Standards replace our previously published *Code of Ethics and Statement of Professional Conduct* and describe our expectations for behaviour for UKVRN Registrants; nutrition professionals who meet our rigorous standards of competence and professionalism.
- **Award of five Fellowships** to Registered Nutritionists who have made an outstanding contribution to the furtherance of nutrition science, education and practice at a national or international level.
- **Increased the Impact of our Regional Activity** Registered Nutritionists who volunteer at national and regional level developed seven local social network platforms, organised five local meetings, three CPD events, gave two lectures and attended five regional conferences and briefings on behalf of AfN.
- **Introduced new route to registration, 'By Distinction,' and a retired category of registration** in response to demand from practitioners and to protect the public from unsafe practice, alongside other improvements in our Register operations.
- **Provided Support for Nutrition Professionals** to ensure their capacity to practice safely and effectively with access to relevant registration benefits.
- **Invested in our Volunteers with Assessor training** across Accreditation, Certification, Registration and CPD to support high and consistent standards of decision making in relation to new standard operating procedures in all areas of our work.

### Recognising High Quality, Relevant Nutrition Training

- **Endorsement of 21 CPD courses** to support Registrants' career development and competence for the protection of the public.
- **Accreditation of 16 undergraduate & postgraduate courses**, successful completion of which leads to Direct Entry to UKVRN at Associate (ANutr) level.
- **Certification of 11 nutrition courses/ training programs aimed at wider health & social care workforce in nutrition** recognising and supporting evidence-based standards in course delivery and content of nutrition training for the wider workforce

### Raising Our Profile

- **Inaugural Annual Discourse** with invited audience of stakeholders, professionals and public/ patients illustrated the contribution of Registered Nutritionists to improving the nutritional health of the nation across Public Health, Food and Sports and Exercise.
- **Promotion of Title to the Public, Industry and Employers** with attendance at seven major conferences, 21 inter-professional events, seven government briefings, authoring 30 articles, and social media (1795 twitter followers, 796 Facebook likes)
- **Published five briefing notes** providing advice on the Francis Report into the Mid Staffordshire NHS Foundation Trust Public Inquiry, Registrant engagement with Health & Wellbeing Boards and management of conflicts of interest in advice given to Government and others by Registered Nutritionists.

## Volunteer Engagement

Volunteers are central to our work and achievements and we value enormously the contribution volunteers make to further our charitable activities. Volunteers provide expert advice, application of judgement and contribute to all aspects of our work. Many of our volunteers are Registrants, but some are not, and we are extremely grateful for the time and effort volunteers freely give us and on which we are so reliant to deliver our ambitious programme of work.

Volunteers serve as Committee members, Regional Representatives, Assessors and as members of working groups; assist with general administration; help us at events and at conferences; represent us at meetings, conferences and discussions with external organisations and help us to manage our social media. All Committee members, assessors and members of working groups are formally appointed according to our Governance Rules and are required to disclose all relevant interests and register them with the Chief Executive and in accordance with the Association's policy withdraw from decisions or activity where a conflict of interest arises. Regional Representatives and other volunteers are required to sign a volunteer contract and are required to disclose all relevant interests and register them with the Chief Executive.

### Standing Committees of Council

#### Registration Committee

Prof J Cade, *Chair*  
Dr H Hartwell, *Vice Chair*  
Ms A Kennedy  
Dr C Norris  
Dr G McNeill  
Dr J Cockroft  
Dr S Ray  
Dr A Theobald  
Dr S Sumner

#### Certification Committee

*Operational from Jan 2013*  
Dr H Hartwell, *Chair*  
Dr J P Landman, *Vice Chair*  
Dr J Murphy  
Ms W Milligan  
Ms A Ellison Webb  
Ms H McQueen *lay member*  
Mr P Sesis  
Mr J Blackshaw  
Mr M Lyall  
Ms M Thomson *lay member*  
Mr R Burton *lay member*

#### Fellows' Nomination Committee

Prof A A Jackson, *Chair*  
Prof M Wiseman  
Prof J Buttriss

#### Accreditation Committee

Prof J Lovegrove, *Chair, from 4<sup>th</sup> Dec 2012*  
Dr L Jackson, *lay member*  
Mr M Clapham  
Ms A Kennedy  
Prof D McCarthy  
Dr B Ellahi  
Dr J Armstrong  
Dr R McBurney  
Prof R W Welch

#### Business Planning & Governance Committee

Dr C Robertson, *Chair*  
Prof M Wiseman  
Prof J Cade  
Prof J Lovegrove  
Dr H Hartwell *from 1<sup>st</sup> May 2013*  
  
Prof A A Jackson *ex officio*

## Nation & Regional Representatives

### Wales

Ms G Bussell

### Northern Ireland

Dr M Crawford

### South West

Ms S Bernard

### South East

Dr J Landman

### London

Mr D Tchilingirian

### Scotland

Mrs C Hislop & Dr R Chester

### West Midlands

Miss C Campbell

### East Midlands

Dr H Marson

### North West

Mrs A Porter

### East

Mrs S Scotland

## Volunteers

Miss S Kehoe (Social Media)

Miss Kerry Riches (Intern; Stakeholder Mapping & Engagement)

## Assessors

### Course Certification

#### Assessors

Miss S Ball

Ms A Chughtai

Mrs A Ellison-Webb

Ms K Johnson

Dr J Landman

Mrs C McLeod

Dr G Mendoza

Dr H McQueen

Dr J Murphy

Mrs V Watson

### Course Accreditation

#### Assessors

Dr J Armstrong

Prof C Edwards

Dr F Caple

Prof S Langley-Evans

Mrs T Lewarne

Dr G McNeill

Mrs J Paxman

Dr C Pettinger

Dr S Reeves

Prof A Salter

Mrs C Symonds

Prof R W Welch

Mrs T Lewarne

### Registration Assessors

Dr P Amuna

Ms S Bernard

Ms T Brown

Dr J Cockroft

Miss J Davies

Mrs F Dickens

Prof J Donnelly

Prof E Dowler

Dr S Drummond

Dr B Ellahi

Dr V Eve

Ms G Cowburn

Dr M Ha

Dr C Hankey

Dr T Hollands

Dr T Hurst

Dr M Kiely

Dr L Levy

Dr P Mason

Ms V McConkey

Dr G McNeill

Mrs E Messenger

Ms L Miles

Ms S Montel

Dr C Norris

Dr L Opara

Mrs H Peace

### Registration Assessors cont.

Dr J Poulter

Dr S Ray

Dr S Rinomhota

Prof A Salter

Dr E Stone

Mrs C Symonds

Dr R Valentine

Dr A Welch

### CPD Assessors

Dr J Cockroft

Ms C Macleod

Miss M Mwatsama

Dr C Norris

Dr E Opara

Dr C Robertson

Prof R W Welch

### Additional Course

#### Accreditation Assessors

Dr B Ellahi

Ms A Kennedy

Prof D McCarthy

## Review of Activities for Public Benefit

### Championing Registered Nutritionists

#### The UKVRN

1.1 At the heart of the AfN is the UK Voluntary Register of Nutritionists (UKVRN). The purpose of the UKVRN is to recognise and encourage high standards of professional training in nutrition. Only individuals who meet the highest standards in evidence based science and professional practice of nutrition can join and remain on the Register. The UKVRN protects the public by recognising and encouraging high standards of education and practice in nutrition.

1.2 Governance of the UKVRN enables us to set proficiency and competency criteria, promote continuing professional development and safe conduct for the benefit of the public. All nutritionists registered with the UKVRN must have specialist competencies in nutrition normally including a BSc (Hons) or MSc in a nutritional science (recognised by us as meeting our standards for course accreditation,) or equivalent and abide by our Standards of Ethics, Conduct and Performance. Following the introduction of a single unified title in July 2012, registrants may use the letters RNutr after their name to designate their professional status; for Associate Registrants the designation is ANutr.

1.3 We continue to invest in growing the Register through active promotion of the benefits of registration to employers, commissioners, industry and stakeholders.

#### Register totals at 31 March 2014

Associate Nutritionist ( <i>ANutr</i> )	738
Registered Nutritionist ( <i>RNutr</i> )	617
Fellow ( <i>FAfN</i> )	16
Retired & voluntary Suspension	19
<b>Register totals at 31 March 2014</b>	<b>1390 (13% increase)</b>
(Register Totals 31 <sup>st</sup> March 2013)	1213

#### Applications to 31 March 2014

<i>ANutr Direct Entry</i>	164
<i>ANutr Portfolio Entry</i>	21
<i>RNutr Portfolio Entry only</i>	22
<i>ANutr to RNutr transfers</i>	12
<b>Total number of applications</b>	<b>219</b>
Applications refused	0

1.4 Following the introduction of unified title and associated new competency requirements on 31<sup>st</sup> July 2012, our focus has been to maintain public, profession and stakeholder confidence in the UKVRN Registration in protecting the public from unsafe practice and facilitating the promotion of the skills of Registered Nutritionists to employers, the public and wider workforce. Our investment in the development and promotion of the UKVRN and its efficient management for the benefit of the public helps us move towards meeting our strategic aim; statutory protection and the requirements for Professional Standards Authority Assured Voluntary Register status.

### Awards of Fellowship

2.1 Fellowship of the AfN was introduced in September 2012 to recognise the sustained and ongoing contribution of Registered Nutritionists working at a national or international level through the award of Fellowship. Fellows are Registrants of the Association. To 31<sup>st</sup> March 2014 the following nominations for Fellowship were approved by Council;

**Dr R Hakeem**  
**Prof C Shortt**  
**Prof. N. Lowe**  
**Prof. J. Lovegrove**  
**Prof. T. Sanders**

### New Standards of Ethics, Conduct and Performance

3.1 Published in December 2013 and replacing the previously agreed *Code of Ethics and Statement of Professional Conduct*, our new Standards of Ethics, Conduct and Performance describe for the public, employers, commissioners and the profession our expectations for behaviour for UKVRN Registrants. The draft *Standards of Ethics, Conduct and Performance* were developed by Registration Committee and issued for consultation in August 2013. An online poll collated thirty-two external responses from individuals and stakeholder organisations, including patients and the public.

3.2 The new Standards were approved by AfN Council in December 2013 and draw on good practice to meet Professional Standards Authority (formerly the CHRE) guidelines for voluntary regulators. They represent an accurate summary of the professional and personal obligations of Registered Nutritionists as practicing professionals. Alongside the core competencies, it is the benchmark which forms the foundation for Fitness to Practise should a complaint be made about a registrants behaviour, conduct, competence or health.

3.3 A copy of the new Standards was issued to all registrants in January 2014, is included in the welcome pack to all new registrants and available to the public 'one click' away directly from our home page.

### Introduction of ANutr and RNutr logos

4.1 To enable the public to more accurately identify Registrants, we developed a suite of ANutr and RNutr logos for use by UKVRN registrants on printed and marketing materials, business cards, emails and their personal/ business websites. We also published guidelines on our website for Registrants on registrant logo use to ensure the public is not mislead. In addition, we have also updated our marketing material, including leaflets for use at events, conferences and talks.

### Retired Category of Registration

5.1 Council, in June 2013, agreed to introduce a Retired category of registration at a reduced fee for retired registrants (RNutr only) no longer in any form of remunerated activity. Council agreed unpaid voluntary activity, (for example, a Nutrition Society Committee) is permitted, as long the Registrant is clear upon appointment they are a Retired Registrant.

5.2 Retired Registrants may use the post-nominal letters RNutr (Retired) to ensure the public are not at risk. At 31 March 2014 there is one UKVRN retired registrant.

## Registration 'By Distinction'

6.1 For some time Council considered how best to assess the skill and competence of experienced nutritionists with a substantial track record of peer-reviewed achievement in nutrition of good character who meet competence requirements for registration and who would have ordinarily be expected to be registered, but who missed out on previous grandparenting/ registration schemes operated by the Nutrition Society and therefore remain unregistered. On the recommendation of Registration Committee, Council agreed in February 2014 it was in the public interest a route to registration should be introduced for applicants, 'By Distinction.' Applicants to the Register 'By Distinction' are be expected to demonstrate competency requirements for Registration by reference rather than portfolio.

## Significant improvements in Register Operations

7.1 To facilitate more accurate public search and information retrieval regarding registrants we have created new fields in our contacts database enabling searches by country and county, to include previous surnames and ability to list both work and home contact details. Formal Photographic Identification is now required to support all applications to register, including 'By Distinction,' to protect the public from attempted fraudulent registrations and ensure compliance with best practice in voluntary regulation in health & social care.

7.2 We have also introduced additional Standard Operation Procedures for register reinstatement and for applicants applying for more than one register specialism. We published updated supporting documentation to accompany the new competency requirements for registration, including new application and competency mapping forms, assessment forms, guidance documents, summary of changes and updated our web-pages accordingly.

7.3 In December 2013 we introduced a new UKVRN welcome pack for registrants and spent some time refining and improving upon our renewal correspondence with registrations, in order to improve retention and reduce duplication. From March 2014, upon renewal, registrants received by post a securely-designed Certificate of Registration, with expiry date, instead of a registration card, as a public confirmation of their Registered status. Registration cards remain available on demand at cost price.

## Responding to Queries from the Public

8.1 The registration team responds to enquiries from the public about nutrition careers and courses, routes to registration and how to find a nutritionist. The Registration team also advises students and graduates about joining the Register. In the period to 31 March 2013 350 email queries were answered by the Registration team, in addition to telephone enquiries and queries from existing contacts.

### Email queries received to 31 March 2014

Registration	231
Careers, course choice & CPD	197
Other, inc. finding a nutritionist	22
<b>Total</b>	<b>350</b>

## Recognising High Quality, Relevant Nutrition Training

### Course Accreditation

9.1 Successful graduates of courses accredited by AfN continue to benefit from direct entry to the UKVRN. All AfN Accredited courses meet AfN Accreditation Standard Operating Procedures and associated competency requirements, published on 31<sup>st</sup> July 2012. AfN Accredited Courses benefit from a unique numbered AfN logo indicating its Accredited Status, giving the public and profession confidence graduates will have a knowledge and understanding of the scientific basis of nutrition and an understanding of professional conduct and the AfN's Standards of Ethics and Professional Conduct. Revised Course Accreditation application forms and guidance for applicants and institutions were published in September 2013. At 31<sup>st</sup> March 2014 40 undergraduate courses and 18 postgraduate courses were AfN Accredited, three of which were overseas.

9.2 Accreditation Committee receive applications for Accreditation and Reaccreditation in June and December each year. Each application can take up to twelve months to be assessed.

9.3 By 31 March 2014 eleven applications from previously unaccredited courses were received and approved by AfN Accreditation Committee for AfN Course Accreditation;

- BSc (Hons) Food, Nutrition and Health** University of Huddersfield
- BSc (Hons) Food and Human Nutrition** Newcastle University (Singapore Campus)
- BSc (Hons) Human Nutrition** University of Chester
- BSc Nutrition** University of Leeds
- MSc Nutrition** University of Leeds
- BSc (Hons) Human Nutrition** London South Bank University
- BSc (Hons) Nutrition, Food and Health** Leeds Trinity University
- BSc (Hons) Nutrition and Public Health** Sheffield Hallam University
- BSc (Hons) Nutrition, Diet and Lifestyle** Sheffield Hallam University
- MSc Human Nutrition** University of Surrey (approved April 2014)
- MSc Nutritional Medicine** University of Surrey (approved April 2014)

9.4 One course applying for and received backdated eligibility;

- BSc Human Nutrition** University College Dublin for 2008, 2009, 2010

9.5 Our student engagement strategy was developed in April 2013, designed to directly engage with students studying on AfN Accredited Courses in preparation for AfN Registration and to introduce and support concepts such as professionalism and good character. We started by emailing leaders of AfN Accredited Courses asking them to remind students graduating in June 2013 eligible for Direct Entry to the UKVRN and providing links to relevant guidance and documents. Seven positive responses were received. We also requested course leaders alert us to relevant events in their 2013/4 calendar and nominate an AfN student rep and a staff contact. During the year we also promoted British Nutrition Foundation awards open to graduates from AfN Accredited Courses to course leaders via our e-newsletter.

9.6 In May 2013 Alice Cameron and Sarah Manuel held a workshop attended by five students from University of Westminster and London Metropolitan University to discuss student involvement in raising awareness of AfN and clear priorities emerged. A student engagement flyer and PowerPoint presentation was circulated to student representatives at

University of Reading, London Metropolitan University, University of Westminster and Sheffield Hallam University for feedback. Positive responses were received and further work with students at University of Reading was undertaken to develop a short version of a PowerPoint for delivery by them at beginning of lectures. Six registrant career profiles were added to the 'What Nutritionists Do' page of the AfN website and a QR Code was created to link to AfN home and registration front pages. In addition, an Eligibility flow diagram for potential UKVRN applicants was redesigned on our website.

### Continuing Professional Development (CPD)

10.1 Launched in November 2011, AfN CPD Endorsement recognises a variety of learning activities, from conferences, workshops and webinars which meet our Standards for CPD Endorsement, providing high quality professional-level training and education aimed at maintaining and advancing registrants knowledge, skills and competence. All endorsed course providers receive a unique numbered logo which they are permitted to use in their marketing. Details of endorsed activities appear on our website, e-newsletter and social media sites.

10.2 During 2013 responsibility for CPD Endorsement passed to AfN Accreditation Committee. To 31 March 2014, a total of 21 applications for CPD Endorsement were received and approved. AfN CPD Endorsement held before 31 March 2014;

#### **Responsibility Deal and Food Information Regulation**

Nutritionists in Industry, 16 May 2013

#### **Managing Obesity Using a Behavioural Approach**

Thirst For Knowledge online July 2013

**Cancer Prevention Workshop**, World Cancer Research Fund UK, repeated event

**What is the evidence?** Food Addiction, British Nutrition Foundation BNF half day symposium 7 Oct 2013

**14th Annual Nutrition and Health Live Conference and Expo**, Nutrilious Events 1&2 Nov 2013

**Nutrition in a range of settings: putting the science into practice**, AfN Regional Network - North West, 9 Nov 2013

**Dietary Assessment Methods Workshop**, Nutrition Society, 27 Sep 2013 & 26 March 2014

**International Sport and Exercise Nutrition Conference** 17/19 Dec 2013

**Winter Society Conference** Nutrition Society 2013, 11 Dec 2013

**Food Allergies & Intolerances** Joint Nutritionists in Industry and SENSE meeting, 4 September 2013

**Making low calorie count: the effective use of low calorie sweeteners in the diet** International Sweeteners Association 2014 Conference, 3 April 2014

**Advancing Best Practice Mindful Eating Part 1 (theory) and Part 2 (practice)** Well Founded, Repeated Event

**Seminar on Diabetes and food addiction**, Nutritionists in Industry, 27 Feb 2014

**Sports Nutrition: An Overview and Current Trends**, Regional Network – Scotland, 13 Feb 2013

**Food and Behaviour Research Diet and Children's Behaviour and Learning: Guts, Brains and the Nutrition Connection**, 21 March 2014

10.3 CPD Endorsed events held after 31 March 2014;

**10th Anniversary Nutrition Fair and CPD Event**, Sheffield Hallam University, 9 April 2014

**Vitamin D: Needs intake and status - a European perspective** British Nutrition Foundation, 20 May 2014

**Caroline Walker Trust Lecture "Eating Our Way to Healthy Old Age"**

Caroline Walker Trust 25th Anniversary, 10 July 2014

**Current insights into the gut microbiota and its influence on health.** Yakult UK Limited, 1st October, 2014

**Food Matters Live 2014** 18-20 November 2014

### Course Certification

11.1 Since launching AfN Course Certification in February 2013 (a key outcome of the DH/TSIP-funded Nutrition & Health Inequalities Project, 'Improving Capacity, Competence and confidence in nutrition across the workforce,') the following courses/ training programmes were awarded AfN Course Certification;

**Level 3 Award in Nutrition for Healthier Food and Special Diets (RSPH),**

Ellison Webb Training

**Kent Community Health NHS Trust Food Champion Programme,** Kent NHS

**Healthy Heart Community Champions,** Healthy Futures

**Nutrition and Weight Management,** Future Fit

**Childhood Nutrition and Obesity Prevention,** Future Fit

**Pre and Postnatal Nutrition,** Future Fit

**Client Psychology and Motivation,** Future Fit

**Nutrition for Sport and Exercise,** delivered by Future Fit

**Shape Up in the Community (SUiC) Healthy Lifestyle Training Programme,**

University of Central Lancashire

**Introduction to eating well in healthcare,** BRAKES

**Nutritionist Training Course,** Diet Specialist

11.2 All certified course providers receive a unique numbered logo which they are permitted to use in their marketing materials. Certified courses are listed on the 'Wider Workforce' area of the AfN website and details appear in our e-newsletter and social media sites. Course certification assessors were asked to provide constructive feedback where appropriate in order to promote areas of improvement and help course providers extend their training further. This has been positively received by training providers.

11.3 AfN Course Certification aims to recognise and support standards in course delivery and content of nutrition training for the wider health and social care workforce which meet Workforce Competence Model in Nutrition (AfN 2012). During 2013-14 Certification Committee developed procedures and criteria to identify high quality training, including nutrition competence, educational and organisational standards. Criteria to assess courses submitted for AfN Course Certification, guidance for course providers and evaluators on how to map courses against the Workforce Competence Model in Nutrition, a suite of documents to support both the application and evaluation process, application forms, guidance document to support course providers and assessors in mapping courses against the Workforce Competence Model in Nutrition, a mapping proforma, terms and conditions and fee structure were all agreed and published on our website.

11.4 As part of AfN's Assessor Training Day, AfN Certification Assessors were briefed to ensure they understood their role, the certification process and criteria. The session also included assessment of a mock course application to test consistency in decision making.

Following Assessors Training a handbook for AfN Certification Assessors was produced and issued to all Certification Assessors.

- 11.5 Promotion of AfN Course Certification took place at;
- Primary Care 2013, NEC Birmingham 22<sup>nd</sup> & 23<sup>rd</sup> May 2013
  - Healthy Schools Partnership Event London 9<sup>th</sup> July 2013
  - Nursing in Practice, London 3<sup>rd</sup> September 2013
  - Nutrition & Health Live 2013, London 1<sup>st</sup> & 2<sup>nd</sup> November 2013

11.6 A total of 479 marketing emails to members of wider workforce and course providers were sent in April and May 2013 and two leaflets developed to market AfN Course Certification to Course Providers.

11.7 Following the decision to integrate Certification activity into our existing website ([www.associationfornutrition.org](http://www.associationfornutrition.org)) and withdraw the online assessment tool, all site subscribers were provided with a full refund by 31 December 2013. All course providers were notified prior to closure of the dedicated Certification website and kept informed of progress as the task was carried out.

11.8 Certification Committee in January 2014 agreed a portfolio assessment process would replace the online assessment tool to allow applicants to articulate and demonstrate their competence in nutrition. At the request of the Certification Committee, Vice Chair Jackie Landman undertook a scoping and mapping exercise of the question bank and Workforce Competence Model to provide the intelligence required to develop the portfolio assessment process. This included a review of the relevance of some of the competences and sub-competence statements and unpacking and simplifying some of these statements where necessary. Certification Committee will continue to develop the individual certification portfolio process. We intend to invite a small number of stakeholders to take part in a pilot which will take place as soon as an outline approach for portfolio assessment has been developed in 2014/5.

### **Assessor Training across Accreditation, Certification, Registration and CPD**

12.1 To support high and consistent standards of decision making in relation to the application of our standard operating procedures across Registration, Accreditation, Certification and CPD Endorsement, we held our first training day for our volunteer assessors on Friday 20<sup>th</sup> September 2013 at 28 Portland Place, London. Following the introduction of unified title and new competencies for registration in July 2012 and updated guidance across all of our core operational areas, training our volunteer assessors was seen as a key investment. Our Assessors review applications and make decisions in areas as varied as assessing applications for entry to the register to making decisions regarding applications for Course Accreditation.

12.2 Assessors across Registration, Accreditation, Certification and CPD were invited, 31 attended. Delegate packs were supplied to those assessors unable to attend the training day and copies of the presentations made available in the member's area of the website. Three assessors assisted with facilitation of sessions, alongside four committee members who led sessions. Five AfN staff were on hand to assist with the running of the day. All attendees were provided with a Certificate of Attendance.

12.3 Training covered an introduction to AfN, a session on Equality and Diversity, an overview of the development of the new Standards for Ethics, Conduct and Performance and breakout sessions for each operational area, Registration, Accreditation, Certification and CPD. Breakout sessions comprised of an initial presentation on the subject area and its supporting documentation, case studies and discussions providing the opportunity to discuss experiences and share ideas followed by sessions on ways to improve the current process and future developments. The training event represented a significant investment of resource and volunteer time. Assessor feedback was overwhelmingly positive.

## Raising Our Profile

### Developing our Regional Impact

13.1 In July 2013 we launched our network of Regional Representatives, Registered Nutritionists who would provide the focus for developing regional network activity, mentoring, continuing professional development, local events and networking on a volunteer (unpaid) basis. Led and supported by Alice Cameron, AfN Marketing Executive, and following on from a planning meeting of National & Regional Representatives on 12<sup>th</sup> July 2012, the work of AfN Regional Representatives has demonstrated the potential and appetite for active promotion and fostering of professional expertise at local and national level. Although the range and impact of our Regional Network activity has varied tremendously across the country, our National & Regional Representatives have worked extremely hard to develop local events, give talks and lectures, represent AfN at policy briefings and consultative events, provide mentoring opportunities and a local point of contact for press and media.

13.2 During the year we have developed a Regional Network logo for use on materials and created profiles of our Regional Representatives in the 'Our People' area of AfN website. A Regional Representative group was created on our Subscriber contacts database. In July 2013 an e-newsletter was sent to all Regional Representatives with a report of activity from each region, tips for successful events, request for regular reporting of regional activity, suggestions for engaging with local Health & Wellbeing Boards (England only) and a poll regarding use and establishment of relevant social media platforms.

### National & Regional Activity

**Scotland** (107 UKVRN registrants in region: 58 ANutr, 49 RNutr, 0 RNutr FfN)

Regional Representatives; Claire Hislop RNutr (Public Health) and Richard Chessor RNutr (Sports & Exercise).

In April 2013 a report was sent to all registrants in Scotland describing the outcomes of the network meeting held in March 2013. Registrants were polled May 2013 for preferred social media platform, AfN Scottish Network Facebook group was launched accordingly in June 2013.

In October 2013 AfN supplied the Regional Representatives with a standard letter explaining differences between nutritionists and nutritional therapists, outlining the significance of UKVRN registration for pilot use by our Scottish registrants (sent ad hoc to local media, businesses). A highly successful portfolio workshop was delivered by Claire Hislop to 16 Associate Nutritionists in Scotland in January 2014, followed by an online feedback questionnaire.

A Scottish Network AfN Endorsed CPD event on Sports Nutrition was delivered by Richard Chessor to 44 attendees at Murrayfield Stadium, Edinburgh on 13<sup>th</sup> Feb 2014. Ashley Goodfellow represented AfN at the UKPHR Consultative Forum, Edinburgh on 5<sup>th</sup> November 2013. The AfN Scottish Network Group was launched on LinkedIn in March 2014.

**Northern Ireland** (27 UKVRN registrants in region: 15 ANutr, 12 RNutr, 0 RNutr FafN)

Regional Representative; Gemma Faulkner ANutr,

Gemma Faulkner was recruited and briefed in June 2013, to replace Michelle Crawford who resigned in November 2012. The AfN Northern Ireland Regional Network Facebook group was set up December 2013, managed by Gemma. The group managed an AfN stand at The Nutrition Society Irish Section Postgraduate Meeting in Dublin/Belfast on 13<sup>th</sup> February 2014.

**Wales** (22 UKVRN registrants in region: 12 ANutr, 10 RNutr, 0 RNutr FafN)

Regional Representative; Gaynor Bussell RNutr (Public Health)

The AfN Wales Regional Network Facebook group was created and publicised in August 2013. Gaynor delivered a presentation to students at Cardiff Metropolitan University, Cardiff, on 24<sup>th</sup> January 2014.

**East** (87 UKVRN registrants in region: 39 ANutr, 44 RNutr, 4 RNutr FafN)

Regional Representative; Sarah Scotland ANutr,

Sarah Scotland was recruited as Regional Representative in April 2013. The East Regional Network held a meeting on 10<sup>th</sup> June 2013, with a report sent to all registrants in East region on 12<sup>th</sup> June 2013.

**East Midlands** (76 UKVRN registrants in region: 46 ANutr, 29 RNutr, 1 RNutr FafN)

Regional Representative; Dr Hayley Marson RNutr (Food),

Dr Hayley Marson was recruited as Regional Representative in May 2013.

**London** (305 UKVRN registrants in region: 184 ANutr, 177 RNutr, 4 RNutr FafN)

Regional Representative; David Tchilingirian RNutr (Public Health).

In response to suggestions from registrants in London, David's initial focus was on mentoring ANutr. He successfully arranged a work placement for an Associate Nutritionist. Co-reps Wendy Milligan RNutr (Food) and Susannah Haynes ANutr were recruited and briefed in June 2013, with a mandate to deliver events and CPD opportunities.

The AfN London Network Facebook page was launched in July 2013, administered by Susannah Haynes

**North East** (31 UKVRN registrants in region: 16 ANutr, 15 RNutr)

Regional Representative; Dr Mark Russell RNutr (Sports & Exercise),

Active recruitment effort throughout year (e-newsletters, website), Mark became inaugural rep. in February 2014, an initial briefing and materials were provided.

**North West** (76 UKVRN registrants in region: 47 ANutr, 28 RNutr, 1 RNutr FafN)

Regional Representative; Aliya Porter RNutr (Public Health),

The Regional Representative managed an AfN stand at Biological, Clinical and Nutrition Sciences Employability Conference 2014, Chester, on 12<sup>th</sup> February 2014. A North West CPD Event was held in Chester, on 9<sup>th</sup> November 2014 (AfN CPD endorsed). A Network meeting was held in February 2014.

**South East** (201 UKVRN registrants in region: 86 ANutr, 112 RNutr, 3 RNutr)

Regional Representative; Dr Jacqueline Landman RNutr (Public Health) FFAfN FAFN

**South West** (72 UKVRN registrants in region: 33 ANutr, 39 RNutr, 0 RNutr FAFN)

Regional Representative; Sarah Bernard RNutr

An introductory regional meeting was held at Bath Spa University on 14<sup>th</sup> November 2013.

**West Midlands** (30 UKVRN registrants in region: 12 ANutr, 18 RNutr, 0 RNutr FAFN)

Regional Representative; Colleen Campbell RNutr (Food),

From July 2013 the group developed communications to employers seeking work experience opportunities for nutrition students and graduates. Colleen delivered a presentation at Coventry University on 29<sup>th</sup> January 2014.

**Yorkshire & The Humber** (87 UKVRN registrants in region: 47 ANutr, 40 RNutr, 1 RNutr FAFN)

Regional Representative; Dr Ahmad Alkhatib RNutr (Sports & Exercise) and Kate Austin RNutr (Public Health). Alex Duxbury stepped down January 2014. Ahmad and Kate were recruited in March 2014 following a call in the AfN e-mail newsletter.

## Promotion of Title to the Public, Wider Workforce and Employers

14.1 Our attendance at conferences, events and lectures included:

### Major Conferences

- NS Summer Meeting Newcastle 16<sup>th</sup> July 2013
- Nursing in Practice, London 3<sup>rd</sup> September 2013
- Public Health England Event, Warwick, 9<sup>th</sup> September 2013
- International Conference in Nutrition, Granada, Spain, 18-17 September 2013
- Nutrition & Health Live 2013, London 1<sup>st</sup> & 2<sup>nd</sup> November 2013
- NS Winter Meeting London 11<sup>th</sup>-12<sup>th</sup> December 2013
- NHS Health Check Conference, London 27<sup>th</sup> February 2014

### Inter-professional Meetings & Events

- Meeting with Nutrition team at Jamie Oliver, London, 4<sup>th</sup> April 2013
- AfN attendance at Malnutrition Taskforce, 9<sup>th</sup> April 2013
- RSPH AfN meeting 23<sup>rd</sup> April 2013
- MRC Human Nutrition Research Centre, Cambridge University, (presentation) 8<sup>th</sup> July 2013
- London Gazette Roundtable Discussion, 21<sup>st</sup> Aug 2013
- Professional, Statutory & Regulatory bodies (PSRB) Forum, 9<sup>th</sup> July 2013
- Bright Horizons, London, 15<sup>th</sup> July 2013 (meeting)
- RCGP Nutrition for Health Stakeholder Group (4 meetings) 2013-14
- Nursing in Practice, London, 3<sup>rd</sup> September 2013
- AfN Assessors Training Day, London, 20<sup>th</sup> September 2013
- Yogurt Council, meeting, 9<sup>th</sup> October 2013
- AfN & CIEH, meeting, 9<sup>th</sup> October 2013
- PARN Special Interest Group, London, 22<sup>nd</sup> October 2013
- NFP World Conference, London, 23<sup>rd</sup> October 2013
- AfN & BDA Joint Council Meeting, London, 17<sup>th</sup> October 2013
- Nutrition Society Public Health Strategy meeting, 4<sup>th</sup> November 2013
- Coca Cola World Cup Tour - Brazilian Embassy (reception) 18<sup>th</sup> March 2013

- AfN & NS Chief Executive's meeting, 10<sup>th</sup> October 2012
- AfN & British Dietetic Association President & Chief Executive's meeting, 25<sup>th</sup> April 2012 (London) and 9<sup>th</sup> November 2012 (Birmingham)
- Chief Executive's Group, (BNF, BDA, NS, IFST) (4 meetings) 2013-14
- AfN North West Study Day (Regional CPD event), 9<sup>th</sup> February 2013

#### **Influencing Government**

- Westminster Health Forum Seminar, London, 26<sup>th</sup> June 2013
- Westminster Council Healthy Schools Partnership Event, London, 9<sup>th</sup> July 2013
- AfN/ Lisa Bayliss, Higher Education England, 16<sup>th</sup> July 2013
- AfN/ Sue Ambler, Higher Education England, 28 Nov 2013
- AfN/ Kevin Fenton, Public Health England, 4<sup>th</sup> November 2013
- AfN/ Alison Tedstone, Public Health England, 13 January 2014
- House of Lords/Science Council, London, 17<sup>th</sup> March 2014

#### **University Liaison**

- Sheffield Hallam Nutrition Fair, 1<sup>st</sup> April 2013.
- University of Westminster (seminar), 30<sup>th</sup> May 2013
- Kings College, Postgraduate Conference, London, 10<sup>th</sup> September 2013
- University of Reading, Reading, (lecture) 1<sup>st</sup> October 2013
- University of Reading, Reading, (lecture) 6<sup>th</sup> November 2013
- Bournemouth University, (lecture) 5<sup>th</sup> February 2013
- Kingston University (lecture) Spotlight on Sports, Exercise Science & Nutrition, London, 20<sup>th</sup> Feb 2014
- Greenwich University, Rochester, 7<sup>th</sup> March 2014
- Roehampton University, London, 17<sup>th</sup> March 2014
- Oxford Brookes, (lecture), 28<sup>th</sup> April 2014
- London Metropolitan University (lecture), 1 April 2014

#### **AfN Authored Articles, Press, Media & Registrant Communications**

- CN magazine (9 articles)
- NS Gazette (3 articles)
- Perspectives in Public Health, RSPH (2 article)
- My Health London (1 article)
- Fellow's e-newsletter (2 newsletters)
- Registrants email newsletter, (12 monthly editions)
- Stakeholder email newsletter (1 edition)
- Managing requests for Registered Nutritionists to contribute to various media outlets including BBC ONE, Great British Budget Menu, Cosmo Magazine, BBC Current Affairs, Guardian, Radio 5 Live, Radio 4, BBC Focus, BBC Research, Evening Standard, Style Magazine, Sunday Times, The Times

#### **Social Media**

- Twitter followers by 31<sup>st</sup> March 2014: 1795 (2013; 727)
- Facebook likes by 31<sup>st</sup> March 2014; 796 (2013; 287)

#### **Inaugural Annual Discourse**

15.1 With an invited audience of stakeholders professionals and public and patients we illustrated, in our Inaugural Annual Discourse which immediately following our AGM on 5<sup>th</sup>

December 2013, the contribution of Registered Nutritionists to improving the nutritional health of the nation across Public Health, Food and Sports and Exercise. Chaired by Prof Alan Jackson, speakers included Dr. Alison Tedstone, Chief Nutritionist at Public Health England, Laura Parr, Chief Nutritionist at Jamie Oliver, Lisa Mabbs, Health Improvement Specialist in Nutrition, Kent Community Health NHS Trust and Dr. Kevin Currell, Head of Performance Nutrition English Institute of Sport.

15.2 The discussion illustrated the scope of a profession aligned to a common ethical code and set of values. The speakers demonstrated how their particular contributions as Registered Nutritionists help tackle some of society's most pressing issues; and the value of Registered Nutritionists and a skilled wider nutrition workforce in improving the nutritional health of the nation. Presentations concluded with an opportunity for the audience to ask panellists questions, followed by informal networking, kindly sponsored by the Yogurt Council.

### Developing Sound Inter-Professional Relations

16.1 A key part of our programme in 2013-14 was to establish sound inter-professional relations with relevant professional, statutory and regulatory bodies within and allied to the field of nutrition, including the British Dietetic Association (BDA), British Association for Applied Nutrition & Nutritional Therapy (BANT), the Academy Nutrition Group (ANG), Public Health England (PHE), Royal College of General Practitioners (RCGP), Nutrition Society (NS) and Nutritionists in Industry (NII).

#### *British Dietetic Association*

16.2 The British Dietetic Association (BDA) is a registered trade union & company limited by guarantee. It is the professional association and trade union for dietitians, (who are statutorily registered with the Health Care Professions Council).

16.3 Following a meeting with the BDA Chief Executive & Chair of Council in July 2013, a joint meeting of the BDA Council and the AfN Council was held on 17th October 2013. At the joint meeting a statement of intent was drafted for formal ratification by AfN and BDA Council. On 5th December 2013 Council reflected on the outcomes of the BDA/ AfN meeting and considered the joint statement. After discussion, Council in December 2013 did not ratify the proposed statement, but instead agreed to rapidly work with BDA towards a document and action plan both organisations could approve, including common descriptors.

#### *Nutritional Therapists/ BANT/ CNHC*

16.4 The British Association for Applied Nutrition & Nutritional Therapy (BANT) and Federation of Nutrition Therapy Practitioners (FNPT) are the professional associations for nutritional therapists. BANT and the CNHC describe nutritional therapy as, 'the application of nutrition science in the promotion of optimum health and individual care.' The title 'Nutritional Therapist' is not protected by law. Nutritional therapists may be registered with the Complementary and Natural Healthcare Council (CNHC). The CNHC/ NTC/ BANT are moving towards graduate entry in an aim to strengthen nutritional therapists' professional standing.

16.5 Following discussions at Council in October 2013, and an invitation from BANT, representatives from AfN, (Julie Lovegrove, Janet Cade, Leonie Milliner and Eleni Maunder)

met with the Chair and directors of BANT in November 2013. At this meeting, which was very positive, it was decided entry standards to AfN Registration should be mapped against those for Nutritional Therapy. (It should be remembered the Complementary and Natural Healthcare Council (CNHC) is the UK voluntary regulator for complementary therapists and a PSA Accredited Voluntary Register).

#### *Academy Nutrition Group of the Academy of Medical Royal Colleges*

16.6 The Academy Nutrition Group (ANG) is a collaborative venture amongst the Medical Royal Colleges to improve the extent and quality of training in nutrition for medical doctors in order to improve the quality of nutritional care provided. It was established as the Intercollegiate Group on Human Nutrition in 1997 and its administration was enabled with support from the Royal College of Pathologists. It became the Academy Nutrition Group of the Academy of Medical Royal Colleges in 2013. The group works collaboratively across the Medical Royal Colleges to improve the nutrition content of medical education and the delivery of nutrition care in medical practice. It established the Intercollegiate Foundation Course on Human Nutrition as a franchised course offered annually at three centres in the UK, predominantly, Scotland Nottingham and Southampton. It has developed a structured curriculum in nutrition acceptable to the General Medical Council for undergraduate medical schools and worked with individual colleges to refine guidance on nutritional care in specific areas of clinical specialization, for example, paediatrics and psychiatry. Following a letter to the Committee, Martin Wiseman was appointed the AfN representative on the ANG, and represents the ANG on the AfN 6th Register Specialism Working Group.

#### *Royal College of General Practitioners*

16.7 Chief Executive, Leonie Milliner, is a member of the RCGP Nutrition Stakeholder Committee. Current work includes authoring a nutrition stakeholder map for GP's and ongoing support for the development of RCGP on-line nutrition training, which we hope will eventually be Certified by AfN. Funding for the RCGP's nutrition theme ends in March 2014; AfN along with the NS have offered to facilitate the continuance of the stakeholder group on behalf of the RCGP.

#### *Nutrition Society*

16.8 The Nutrition Society (NS) is a registered charity and learned body. Membership is open to those with an interest in the science of human or animal nutrition. Established in 1941 to advance the scientific study of nutrition and its application to the maintenance of human and animal health, NS is the largest learned society for nutrition in Europe and its scientific journals and conferences are highly regarded by the scientific community. NS developed the UK Voluntary Register of Nutritionists and in 2010, launched the Association for Nutrition as the independent voluntary regulator for Registered Nutritionists.

16.9 Modi Mwatsama observes NS Council meetings on behalf of AfN. Dean Sewell, NS External Affairs Officer, observes AfN Council meetings. Occasional meetings are held at Chief Executive level.

16.10 In November 2013 NS invited AfN, along with BNF, IFST and BDA to a meeting to develop a strategy for public health nutrition & prevention of chronic disease. Further meetings were held in January 2014 and May 2014, (Alan Jackson representing AfN).

Participating organisations have strongly agreed with the need to articulate a public health nutrition strategy involving key stakeholders. This work is ongoing.

#### *Public Health England (PHE)*

16.11 Established in April 2012, PHE is the lead body in England for public health nutrition information, dietary surveys and government nutrition policy. PHE also runs SACN, the government's Standing Advisory Committee on Nutrition. Five members of SACN are Registered Nutritionists/ Fellows of AfN, including its Chair. We have positive, informal working relationships with PHE staff and are regularly invited to PHE conferences, events and consultations.

#### *Chief Executive's Group*

16.12 AfN Chief Executive Leonie Milliner meets 2-3 times a year with the Chief Executives of BNF, IFST, NS & BDA to discuss matters of common interest. Meetings are hosted by BNF.

#### *Nutritionists in Industry (NII)*

16.13 The NII is a sector-specific interest group for dieticians or Registrants working in the food industry, run by a volunteer committee. It has about 100 members and organises events, conferences and training, including AfN Endorsed CPD. There are regular and co-operative meetings between NII & AfN, and AfN are frequently offered a slot at NII meetings. NII and AfN are organising a joint seminar at Food Matters Live in November 2014 on the topic of career progression and ANutr-RNutr upgrade portfolio preparation.

### **Publication of Advice to Registrants and the Public**

17.1 We published five briefing notes providing advice to registrants and public on issues of immediate importance on our website;

- AfN Briefing Note following Dispatches: Are You Addicted to Sugar, 20th January 2014
- AfN Briefing Note Following Sunday Times Article of 19th January 2014
- Briefing Note: The Francis Report into the Mid Staffordshire NHS Foundation Trust Public Inquiry
- AfN *Standards of Ethics, conduct and Performance* Consultation Summary, November 2013
- AfN Briefing Note Health & Wellbeing Boards, August 2013

17.2 We also provided a response to the following consultation (published on our website)

- AfN Response to UKPHR consultation on the standard of Continuing Professional Development for public health practitioners

17.3 We supported employers adapting to the unified title by providing advice on correct wording for job descriptions and job advertisements, and by encouraging registrants through our email newsletter to use the correct form of post-nominal letters.

## Registrant Communications

18.1 In 2013-14 we issued twelve e-newsletters to registrants, keeping registrants up-to-date with the latest news, Endorsed CPD and opportunities for networking and getting involved in AfN Activity. For the first time we also issued two e-newsletters to AfN Fellows. Our main outward communication-facing tool is our website, and we have been improving the quality, timeliness and relevance of information contained on both the public area of our website and our members-only section.

18.2 In March 2014 we consolidated our presence on LinkedIn. We closed our Association for Nutrition LinkedIn account and launched Association for Nutrition UKVRN Registrants' Group, as a discussion forum for RNutr & ANutr use only, and reinstated Association for Nutrition Company on LinkedIn.

18.3 Once a year we ask registrants for their views on our activity, through an on-line registrant's questionnaire. This year we conducted a registrant's questionnaire in December 2013; 198 registrants completed an on-line survey. Through the survey we learnt more about our registrants' demographics, our customer service, CPD, website & social media uptake. We sought registrants' opinion on whether AfN should apply for Professional Standards Authority Accredited Voluntary Register approval, as a significant step toward protection of title (65.9% thought we should), the impact of recent changes to the structure of health services in their nation, routes for raising awareness of the UKVRN across their nutrition specialism and areas to prioritise for strengthening guidance to registrants who work directly with individuals and groups, to ensure safe, competent practice.

## Working with Google to improve access to Registered Nutritionists

19.1 In July 2013 we were approached by Google to assist in establishing a unique Google Helpout Code for each registrant to enable public listing with Google Helpouts. Following extensive negotiations with Google UKVRN registrants were granted unprecedented exemption from Google's own assessment of contributors expertise. Google Helpout's were launched in February 2014 in the e-newsletter with a Google Helpout Code being emailed to all registrants, representing a significant opportunity to promote to the public scientifically sound, evidence-based one-to-one advice.

## Governance

20.1 Elections for new Trustees were held at our AGM on 5<sup>th</sup> December 2013. There were four vacancies for Council members/ Trustees for a term of office commencing 1<sup>st</sup> January 2014 for a period of three years. Four nominations were received. The following were therefore elected to Council uncontested;

**Dr B Ellahi**  
**Dr C Robertson**  
**Prof J Buttriss**  
**Prof R W Welch**

20.2 In addition, Council approved the appointment of Ms M Mwatsama to fill the casual vacancy caused by Dr Amuna's resignation for a term of office of one year, from 1<sup>st</sup> Jan 2014 to 31<sup>st</sup> Dec 2014. Ms Mwatsama represents AfN on NS Council and the Public Health Nutritionists Network.

20.3 There were three vacancies for Honorary Officers (President, Honorary Treasurer and Honorary Secretary) for a term of office commencing 1<sup>st</sup> Jan 2014 for a period of one year. One nomination for each post was received. Therefore the following nominations were elected to Council uncontested;

**President – Prof A A Jackson**  
**Honorary Treasurer – Prof M Wiseman**  
**Honorary Secretary – Dr C Robertson**

20.4 Following an open recruitment process in December 2013, Council appointed two lay (non-registrant) members for a period of three years;

**Dr. D. Gale**  
**Mr D. Pamment**

20.5 A new Council member/ Trustee briefing was held on 29<sup>th</sup> January 2014 and a new Trustee welcome pack was developed and distributed to all Trustees. A 'Trustee Training Needs Analysis' was also undertaken in January 2014.

20.6 Council approved its policy on Register of Interests, Gifts and Hospitality and Managing Conflicts in February 2014, and all Trustees, staff, volunteers, members of Standing Committees, Working Groups and assessors are now expected to register of interests, gifts and hospitality with AfN Chief Executive. In 2013-14, two conflicts were declared and managed in relation to Course Certification.

20.7 Council is supported by five Standing Committees;

- Business Planning & Governance Committee
- Accreditation Committee
- Registration Committee
- Certification Committee
- Fellows' Nomination Committee

20.8 Committee terms of reference and membership was agreed by Council in December 2013. The Committee 'year' runs from 1<sup>st</sup> January, membership is subject to performance and attendance requirements and is renewal annually up to a maximum of six years' service.

20.9 In the period to 31<sup>st</sup> March 2014 there were four Council meetings, in June 2013, September 2013, December 2013 and February 2014. A meeting of the members of British Dietetic Association & AfN Council took place on 17 October 2013 (not included in table below.)

<b>Trustee Attendance at Council</b>	<b>Attendance 2013-14</b>	<b>Attendance 2012-13</b>
Prof A A Jackson	4	4
Prof J Buttriss	1	2
Prof J Cade	4	4
Dr J P Landman	2	4
Dr C Leonard	3	3
Prof J Lovegrove	4	3 (out of 3)
Dr J Murphy	4	1 (out of 1)
Miss M Mwatsama	3	4
Dr C E Robertson	3	4
Prof R W Welch	4	4

Prof M J Wiseman (Hon. Treasurer)	4	4
Dr P Amuna (retired to 1 November 2012)	0 (out of 2)	2
Prof A J Webster (to 1 <sup>st</sup> January 2014)	3 (out of 3)	4
Dr E Maunders (to 1 <sup>st</sup> January 2014)	2 (out of 3)	3
Mr D Pamment (from 1 <sup>st</sup> January 2014)	1 (out of 1)	N/A
Dr B Ellahi (from 1 <sup>st</sup> January 2014)	1 (out of 1)	N/A
Dr D Gale (from 1 <sup>st</sup> January 2014)	1 (out of 1)	N/A

20.10 At its meeting in June 2013 AfN Council commenced a business planning exercise with a day-long strategy meeting analysing all areas of its internal and external environment. Presentations from Council members were discussed and used to inform the management team's development of a five year business strategy to 2019, approved by AfN Council in June 2014.

20.11 Council also reviewed and agreed its continuing aim to meet Professional Standards Authority Accredited Voluntary Register status by 2015/6, by ensuring all operational and governance activities of AfN meet the high standards expected by the Professional Standards Authority (PSA). This work has begun with the revision of Standard Operating Procedures for Accreditation and Registration.

## Finance & Administration

21.1 The following staff joined the team during the period to 31 March 2014;

Sarah Broady, Registration Officer

Paula Reilly, AfN Finance Officer

In addition, Kerry Riches ANutr joined the team for three weeks in August 2013 as our first-ever summer intern, undertaking a research project on stakeholder mapping and engagement to inform the planning of our Inaugural Annual Discourse and launch of our annual stakeholder newsletter.

21.2 The following staff left the team during the period to 31<sup>st</sup> March 2014;

Lee Willocks, Registration Officer

21.3 In December 2013 we renegotiated our lease with our landlord, Royal Society of Public Health, and moved into open-plan office accommodation at the same address to the rear of the second floor, to better facilitate team communications and make cost savings.

21.4 The finance function was consolidated during the year with a review of the Finance Standard Operating Procedures, approved by Council in February 2014. Book-keeping functions were brought in-house following the appointment of part-time Finance Officer, Paula Reilly, to provide greater reliability and flexibility as well as cost savings. The trustees and managers were provided with regular detailed management accounts for each activity stream. The budgeting procedures have been improved, and an investment policy is being developed.

21.5 A formal risk management review process was initiated and the risk register was approved by Council. A business continuity plan is being developed. We were pleased to receive formal confirmation from the Revenue that our membership income is exempt from VAT. We are continuing to discuss with the Revenue the deductibility for income tax purposes of our membership subscriptions. In 2014/15 we have begun trials of new methods of collecting income, including by direct debit.

## Financial Review

22.1 Our fee income for the year ended 31 March 2014 increased by 6% from £194K to £205K. This was the first year of operation without the founding £60Kp.a. subvention from the Nutrition Society, so our total income decreased by £44K, from £255K to £211K.

22.2 Expenditure decreased by £55K, from £318K to £263K. However the previous year included £64K of final expenditure from the restricted fund grant for the Department of Health project, so our core costs in fact increased by £10K, being 4%.

22.3 The deficit for the year was £52K, which compares to a planned and budgeted deficit of £65K, as we were subsidising the launch of the Certification department.

22.4 Our reserves at the end of the year were a healthy £78K, all being unrestricted funds, and in line with our Reserves policy. The funds comprised £5K held as fixed assets (office equipment) and £73K of net current assets (bank balances, debtors and creditors).

## Future Plans

Our activity for 2014-15 will remain focused around our three strategic aims agreed by the Trustees in their Business Plan to 2018; to champion UKVRN Registered Nutritionists; support frontline health and social care workers in nutrition and recognise high quality, relevant nutrition training through our Course Accreditation, CPD Endorsement and Certification schemes by growing the Register, growing Certification and raising our public profile, with the intention that by 2018 we will;

- **Advance standards of evidence-based practice**
- **Grow Course Certification**
- **Introduce Individual Certification**
- **Engage with Stakeholders**
- **Protect the Public**

## Reserves Policy

*Approved by AfN Council & Trustees, 18<sup>th</sup> June 2013*

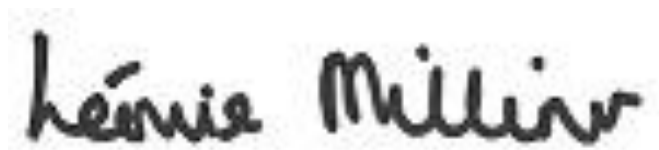
The charity needs to hold Reserves to cover any short-term volatility in its income and to enable it to fulfil its long- term growth objectives.

The charity has developed a business plan which sets a target of achieving £100,000 of Reserves over the next five years. This will permit budgeted expenditure to be amended to cover any shortfall in income, deal with any significant staffing changes which could arise, fund the development of new streams of income such as the Certification project and also to create funds to enable the charity to take control of its premises costs, possibly by securing a permanent office base in the medium term.

The current reserves are approximately £80,000 and budgets are expected to be set to ideally at least 'break-even' within 24 months, with a net surplus being achieved at the end of the five year period.

The policy is kept under regular review by the Business, Planning and Governance Committee as budgets are updated, and formally reviewed and approved by all the trustees at least once a year. The next review will take place in June 2015.

The Trustees' Annual Report was approved by the Council of Trustees **8<sup>th</sup> October 2014**



.....

**Leonie Milliner, Company Secretary**

## Independent Examiner's Report to the Trustees

I report on the financial statements of the charitable company for the year ended 31st March 2014, which are set out on pages 27 to 33.

### Respective Responsibilities of Trustees and Examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW. Having satisfied myself that the charity is not subject to audit under Part 16 of the Companies Act 2006 and is eligible for independent examination, it is my responsibility to: examine the accounts under section 145 of the 2011 Act;

- to follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

### Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and the seeking of explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- which gives me reasonable cause to believe that, in any material respect, the requirements:
  - (a) to keep accounting records in accordance with section 386 of the Companies Act 2006, and
  - (b) to prepare accounts which accord with the accounting records, comply with the accounting requirements of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (revised 2005) have not been met, or
- to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Stephen M. Foster, FCA  
Maurice J. Bushell & Co.  
Curzon House  
64 Clifton Street  
London  
EC2A 4HB

## Association for Nutrition 2013-14 Financial Statements

### Statement of Financial Activities for the Year Ended 31 March 2014

	Notes	Unrestricted Funds £	Restricted Funds £	2014 Total £	2013 Total £
<b>INCOMING RESOURCES</b>					
<i>Incoming resources from charitable activities:</i>					
Fees and other income	2	205,343	-	<b>205,343</b>	194,168
<i>Incoming resources from generated funds:</i>					
Voluntary income	3	-	-	-	60,000
Investment income	4	240	-	<b>240</b>	1,153
<i>Other incoming resources:</i>	5	5,672	-	<b>5,672</b>	-
<b>TOTAL INCOMING RESOURCES</b>		<b>211,255</b>		<b>211,255</b>	255,321
<b>RESOURCES EXPENDED</b>					
Charitable activities	6	255,410	-	<b>211,255</b>	312,693
Governance costs	7	7,478	-	<b>7,478</b>	5,197
<b>TOTAL RESOURCES EXPENDED</b>		<b>262,888</b>		<b>262,888</b>	317,890
<b>NET INCOMING/(OUTGOING) RESOURCES</b>		<b>(51,633)</b>	-	<b>(51,633)</b>	(62,569)
<b>Funds brought forward as at 1 April</b>		<b>130,100</b>	-	<b>130,100</b>	192,669
<b>Funds carried forward at 31 March</b>		<b>78,467</b>		<b>78,467</b>	130,100

## Association for Nutrition 2013-14 Financial Statements

Balance Sheet as at 31<sup>st</sup> March 2014

Company No. 06488331

	<u>Notes</u>	<b>2014</b> £	<b>2013</b> £
<b>TANGIBLE FIXED ASSETS</b>			
Fixed assets	8	<b>5,121</b>	14,000
		<b>5,121</b>	14,000
<b>CURRENT ASSETS</b>			
Debtors	9	<b>11,924</b>	12,709
Cash at bank and in hand		<b>100,299</b>	135,606
		<b>112,223</b>	148,315
<b>CURRENT LIABILITIES</b>			
Creditors:			
Amounts falling due within one year	10	<b>(38,877)</b>	(32,215)
<b>NET CURRENT ASSETS</b>		<b>73,346</b>	116,100
<b>NET ASSETS</b>		<b>78,467</b>	130,100
<b>Financed by:</b>			
Restricted funds		-	-
Unrestricted funds	11	<b>78,467</b>	130,100
<b>TOTAL FUNDS</b>	12	<b>78,467</b>	130,100

The trustees acknowledge their responsibilities for: (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Trustees on 8th October 2014:

**M J Wiseman, Honorary treasurer**  
on behalf of the trustees.



## Association for Nutrition 2013-14 Financial Statements

Notes  
(forming part of the financial statements)

### 1 PRINCIPAL ACCOUNTING POLICIES

The principal accounting policies adopted in the preparation of the financial statements are set out below.

#### (a) Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Companies Act 2006 and the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005.

#### (b) Fund Accounting

- (i) Unrestricted Funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- (ii) Restricted funds are subject to specific conditions imposed by the donor as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

#### (c) Incoming Resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount has been physically received or can be quantified with reasonable accuracy.

#### (d) Resources Expended

Expenditure is recognised on an accruals basis as a liability is incurred, and includes irrecoverable VAT.

- (i) Resources expended on charitable activities comprises expenditure related to the direct furtherance of the charity's objectives. Where costs cannot be directly attributed, they have been allocated to activities on a basis consistent with the use of resources.
- (ii) Governance costs are those incurred in connection with the management of the charity's assets, organisational administration and compliance with constitutional and statutory requirements.

#### (e) Tangible fixed assets and depreciation

Tangible fixed assets costing over £500 (including any incidental expenses of acquisition) are capitalised. Depreciation is provided at rates calculated to write off the cost on a straight line basis over their expected useful economic life. The rates of depreciation applied to each class of asset are:

IT & Office equipment - 33% straight line

#### (f) Investment income

Investment income arises from interest receivable on funds held in interest bearing bank accounts.

## Association for Nutrition 2013-14 Financial Statements

Notes  
(forming part of the financial statements)

### 2. Incoming resources from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Membership Fees	131,250	-	131,250	127,634
Accreditation and CPD Fees	68,049	-	68,049	64,930
Certification	4,049	-	4,049	-
Events and other Income	1,995	-	1,995	1,604
	<b>205,343</b>	<b>-</b>	<b>205,343</b>	<b>194,168</b>

### 3. Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Nutrition Society Subvention	-	-	-	60,000
	<b>-</b>	<b>-</b>	<b>-</b>	<b>60,000</b>

### 4. Investment income

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Bank interest receivable	240	-	240	1,153

### 5. Other Incoming Resources

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Rent receivable from sub-letting offices	5,672	-	5,672	-

## Association for Nutrition 2013-14 Financial Statements

Notes  
(forming part of the financial statements)

<b>6. Charitable activities</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total 2014 £</b>	<b>Total 2013 £</b>
Project and IT costs	7,798	-	<b>7,798</b>	44,287
Meetings, Conferences and Events	10,900	-	<b>10,900</b>	3,360
Marketing and Promotions	1,287	-	<b>1,287</b>	9,038
Staff Costs	163,397	-	<b>163,397</b>	174,744
Rent	44,326	-	<b>44,326</b>	50,314
Office overheads	13,701	-	<b>13,701</b>	12,927
Professional fees	5,122	-	<b>5,122</b>	9,570
Depreciation	8,879	-	<b>8,879</b>	8,453
	<b>255,410</b>	<b>-</b>	<b>255,410</b>	<b>312,693</b>

<b>7. Governance costs</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total 2014 £</b>	<b>Total 2013 £</b>
Committee and AGM meeting costs	6,554	-	<b>6,554</b>	4,557
Independent Examination	700	-	<b>700</b>	640
Trustee training	224	-	<b>224</b>	-
	<b>7,478</b>	<b>-</b>	<b>7,478</b>	<b>5,197</b>

## Association for Nutrition 2013-14 Financial Statements

Notes  
(forming part of the financial statements)

### 8. Fixed Assets

	IT & Office Equipment £	Total £
<b>Cost</b>		
As at 1 April 2013	31,280	31,280
Additions	-	-
Total cost at 31 March 2014	<u>31,280</u>	<u>31,280</u>
<b>Depreciation</b>		
At 1 April 2013	17,280	17,280
Charge for the year	8,879	8,879
At 31 March 2014	<u>26,159</u>	<u>26,159</u>
<b>Net book value as at 31 March 2014</b>	<u><b>5,121</b></u>	<u><b>5,121</b></u>
Net book value as at 31 March 2013	<u>14,000</u>	<u>14,000</u>

### 9. Debtors

	2013 £	2013 £
Trade Debtors	8,209	9,400
Staff loans	3,415	3,309
Prepayments	300	-
	<u><b>11,924</b></u>	<u><b>12,709</b></u>

### 10 Creditors: amounts falling due within one year

	2013 £	2013 £
Trade creditors	4,755	16,301
Tax and social security	3,052	4,284
Accruals and deferred income	31,070	11,630
	<u><b>38,877</b></u>	<u><b>32,215</b></u>

## Association for Nutrition 2013-14 Financial Statements

Notes  
(forming part of the financial statements)

### 11. Unrestricted funds

	At 1 April 2013 £	Income £	Expenditure £	At 31 March 2014 £
General Funds	130,100	211,255	(262,888)	78,467

### 12. Analysis of net assets by fund

	Restricted Funds £	General Funds £	Total £
Tangible assets	-	5,121	5,121
Debtors	-	11,924	11,924
Cash at bank and in hand	-	100,299	100,299
Current liabilities	-	(38,877)	(38,877)
<b>Total</b>	-	78,467	78,467

### 13. Staff numbers and costs

	2014	2013
The average number of full time equivalent persons employed by the charity during the year was:	3.5	3.8

	£	£
Wages and salaries	141,673	148,421
Social security costs	12,663	14,110
Employer pension contributions	6,737	5,521
<b>Total</b>	161,073	168,052

No employee received emoluments of more than £60,000 p.a.

9 trustees (2013:5) received a total of £4,227 (2013: £2,036) in respect of travel expenses.

### 14 Related Party Transactions

There were no transactions with related parties during the year, (2013: None).