



BRITISH  
**Nutrition**  
FOUNDATION

**Annual Report and Accounts**  
2009-10



The British Nutrition Foundation (BNF) was established over 40 years ago and exists to deliver authoritative, evidence-based information on food and nutrition in the context of health and lifestyle. Accurate interpretation of nutrition science is at the heart of all we do.

The Foundation's work is conducted and communicated through a unique blend of nutrition science, education and media activities.

BNF's strong governance is broad-based but weighted towards the academic community, and we are honoured to have Her Royal Highness The Princess Royal as our Patron.

BNF is a registered charity that attracts funding from a variety of sources, including contracts with the European Commission, national government departments and agencies; food producers and manufacturers, retailers and food service companies; grant providing bodies, trusts and other charities.



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During the year, we welcomed our new Honorary President, Professor Alan Shenkin. Professor Shenkin has been one of the Foundation's Vice Presidents since 2005. He studied medicine in Glasgow and became a Consultant in Clinical Biochemistry at Glasgow Royal Infirmary in 1978, a post he held until 1990. He then moved to Liverpool as Professor and Head of the Department of Clinical Chemistry, and was also appointed Honorary Consultant Chemical Pathologist at the Royal Liverpool and Broadgreen University Hospitals. Since 2007, he has been an Emeritus Professor at the University of Liverpool. Professor Shenkin has had a longstanding association with various nutritional organisations, most notably the Medical Royal Colleges Intercollegiate Group on Nutrition and the European Society of Parenteral and Enteral Nutrition. His research interests have focused on vitamins and trace elements in health and disease, and the use of laboratory tests in assessing nutritional status.





# Report from the Chairman of the Board of Trustees

Mr Paul Hebblethwaite

Writing this report gives me an opportunity to reflect on the performance and success of the organisation over the last year. It is also the last time that I shall have the opportunity to do so as I complete my 2 years in office in November. It has been a great privilege to have chaired the Foundation during such an exciting and successful time in its development. There is no doubt that in the last year economic times have continued to be challenging but, in spite of this, the Foundation has performed excellently.

Around 1000 delegates have attended events during the year including the BNF Annual Lecture, Scottish Regional Conferences, Conferences covering Satiation and Satiety, Probiotics and Low Calorie Sweeteners. The main BNF website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) attracts around 300,000 hits per month. BNF's education website ([www.foodfactoflife.org.uk](http://www.foodfactoflife.org.uk)), continues to attract increased traffic for browsing and downloading resources. Monthly average visitors are running at around 90,000 and almost 1,000,000 educational resources were downloaded in the first five months of its relaunch. Task Force Reports, *Nutrition Bulletin*, Briefing Papers, BNF Newsletters, email updates, podcasts, Conferences, eSeminars, and the provision of Awards continue to communicate the wealth of knowledge and resources to schools, pupils and educators, health professionals, government, industry, opinion formers and the media.

Our science projects continue to see involvement and activities in EC projects, food composition updates, energy density and weight loss, functional foods, sustainable diets, horizon scanning and completion of the Task Force report on *Nutrition and Development: Short and Long Term Consequences*.

During the year we have welcomed two new members, there are three membership applications in the pipeline, and five member companies have increased their donations, including one company that has transferred to sustaining member status. The winning of the *European Food Framework* project has brought in over £500k to finance project work over the next two years. In addition, over £247k of new unbudgeted project work was won during the year, over £100k of which has been carried forward to the 2010/11 financial year to support ongoing project work. The British Nutrition Foundation (BNF) is facilitating greater collaboration across the European Nutrition Foundations to share best practice, exchange of information and working

together on common issues. The Foundation's finances show a small deficit in the year, but are robust going forward.

There is a real need in our society to provide a sound, reliable and independent interpretation of nutrition science, diet and lifestyle, the encouragement and initiation of research collaboration and the translation of findings into understandable language, delivered to opinion formers, health professionals, teachers, regulators and the general public, whilst communicating without bias and with clarity. The role of the Foundation has never been more important.

The Foundation continues to work to its 5-year strategy providing a clear sense of future direction, objectives and goals. The strategy reaffirms that it is our independence that is our most valued asset, which is reinforced by the governance of the Foundation being weighted to academic, public body and non-member representation.

Non-profit organisation governance focuses primarily on the fiduciary responsibility that a board of trustees has with respect to the exercise of authority over the public trust that exists between the mission of the organisation and those whom the organisation serves. The BNF is a registered charity that attracts funding from a variety of sources, including contracts with the European Commission, national government departments and agencies; food producers and manufacturers, retailers and food service companies; grant providing bodies, trusts and other charities.

The Foundation's work, begun over 40 years ago, is conducted and communicated through a unique blend of nutrition science, education and media activities. It exists to deliver authoritative, evidence-based information on food and nutrition in the context of health and lifestyle; accurate interpretation of nutrition science being at the heart of the mission. Whilst the Board of Trustees is the legally responsible body, they are appointed by the BNF Council which is made up of a majority of senior academics and with elected representatives from member companies, public bodies, the Royal Society and others. The Council and Board of Trustees are only quorate when the academic members attending are in the majority. The information on membership, affiliation and annual accounts is transparent to all and available on the BNF website. The Council





provides the scientific and strategic leadership whilst the Trustees ensure the delivery of the strategy with strong governance over finance and business risk. The Trustees are charged with ensuring adequate policies and processes are in place to manage these areas.

It is clear that reputation is the most important attribute of the Foundation for without it there would be no credibility in the communication of the Foundation's output, no rationale for charitable funding by member companies, and no basis for capturing project income from Government or others. And so we must ensure that in all things the Foundation is above reproach by ensuring that our strong set of values are clearly articulated, performance reviewed and that organisational structures and procedures are robust and in place to deliver them. The BNF values can be summarised as:

- Absolute impartiality in all dealings;
- Taking no account of commercial or political pressure in developing or disseminating information;
- Transparency and openness of all information that is non-confidential;
- No exploitation of the BNF name or logo by any other body.

I would like to take this opportunity to welcome the Foundation's new Honorary President, Professor Alan Shenkin, who has been associated with the organisation as a member of Council for a considerable time. We will benefit enormously from his wise counsel, wide-ranging knowledge and experience. The Honorary President, through his/her personal reputation and experience, acts as a figurehead and champion of the reputation,

integrity, impartiality and objectivity of the Foundation. In particular, the Honorary President has roles in advocacy and representation. The role of the Honorary President is closely aligned with the work of the Foundation's Council, which provides scientific leadership and strategic direction, and sets the ambition and scope of the Foundation's work.

The Foundation, as always, is enormously grateful to our Patron, Her Royal Highness The Princess Royal, for her continuing support and participation, attending the Education conference in Edinburgh in September 2009 and by accepting an invitation to the BNF Day in November.

I particularly would like to record my grateful appreciation to the Director General and all her staff for their dedicated work on behalf of the Foundation. They are an inspiring team to work with. I also acknowledge our indebtedness to all those who support the Foundation by giving their valuable time to the vital work of Council, the Board of Trustees and all the associated committees.

All this would not be possible without the unfailing generosity of our member companies. Their donations are of great importance to the Foundation, and in particular to support our charitable work with schools, consumers and health professionals. The Foundation is very much aware of the considerable pressures resulting from the current economic climate and we continue to manage the Foundation with these constraints in mind. By supporting the Foundation, they really do contribute to making a difference, by supporting nutritional education and the wellbeing of society, helping to create knowledgeable, discerning and sophisticated consumers of today and for the future.



# Director General's Report

Professor Judith Buttriss

This year has been another successful year for the Foundation, on a number of fronts, thanks in no short measure to the dedication, resilience and commitment of the staff and the support and guidance available from our Council, Board of Trustees and scientific and educational committees, and the continued commitment of our members. During the past year we have continued the work to deliver our 5-year strategy (2008-12), illustrated overleaf (Figure 1). We have exceeded the targets set for new membership income during a period that has been particularly challenging for our members and both the science and education teams have exceeded their targets for project income generation. Furthermore, we were successful in a tender for a major 2-year grant to deliver a pan-European project targeting children and young people, that builds on the work we have conducted on behalf of the Food Standards Agency over the past couple of years to develop core food competences, for use in schools, and the associated *Food Route* resources for pupils that direct theory into practice.

## Highlights and themes

The principal activities of the British Nutrition Foundation (BNF) fall under the broad headings of providing scientifically based nutritional information and advice, supporting and encouraging excellence in all aspects of food and nutrition education in schools and elsewhere, and disseminating current scientific understanding through numerous publications, our websites and through high quality conferences and events. These activities are encompassed within the six priorities identified in our strategic plan, as illustrated in Figure 1. Details of our various projects and work streams over the past year can be found in the Programme Managers' reports, Roy Ballam on education and Sara Stanner on science. But I'd like to highlight a couple of themes and new developments. Firstly, although the two main work streams continue, the year has seen considerably more integration of the two teams, to play to the strengths of individuals and to add value to the work we do. An example of this is the European Food Framework project, co-ordinated by Roy Ballam alongside a mix of educational and scientific staff from across the Foundation, bringing together scientific rigour and practical application.

A second example is work over the past 18 months to help reinvigorate the network of European Nutrition Foundations. Again, a team drawn from

across the Foundation is working together effectively on this initiative. Following a meeting in Milan in the Autumn of 2008, last June a further successful meeting was held in London, which attracted 8 Foundations. This Spring, a follow up meeting was held in Madrid and a further 2 Foundations attended. A Memorandum of Understanding now exists between 10 Foundations based in the UK, Austria, France, Germany, Ireland, Italy, Portugal, Spain, Sweden and Switzerland, and a further country is expected to join shortly. This agreement establishes an informal partnership for the purposes of adding value to the work of individual Foundations through enhanced communication and sharing of ideas, concepts and information across Europe.

Another theme has been the sharing of skills. For a while now, the education team has been producing podcasts for use by teachers and pupils. These skills have now been shared with the science team and several successful podcasts have been produced. We have also been experimenting with eSeminar technology and a number of other new media approaches to target our various audiences, including the general public.

A theme within our strategy and associated workplan is to work with others in the identification of a 'diet fit for the future', namely a healthy but low impact dietary pattern that is affordable by all and takes account of health concerns and addresses the recognised limitations of the current UK diet (in terms of micronutrient provision as well as fat, sugars and salt). The world's population is projected to rise from the current 6 billion to 9 billion by 2050. Land and water resources are already under pressure, so there is an urgent need to produce more food, whilst minimising the impact on the environment by using sustainable approaches. Food is a basic need and discussions about sustainability of the food supply need to consider the relationship between food and health, as well as other relevant factors such as climate change, greenhouse gas emissions, economic issues and the impact on the environment.

As we progress with this work we shall publish our views and findings, beginning with an essay in the collection published in July 2010 by the Smith Institute in its report *Feeding Britain*, which was launched at a seminar at the House of Commons, and a paper in the September 2010 issue of the *Nutrition Bulletin* ([www.blackwellpublishing.com/nbu](http://www.blackwellpublishing.com/nbu)).





This latter paper explores the challenge of establishing a sustainable food supply for the future. It outlines recent government strategies and highlights the need to assess the sustainability and impact of particular foods from a variety of perspectives – including social, environmental, economic and health considerations. This theme is also part of our work with schools and we have established a BNF members' forum on the topic, to complement the one established earlier in the year on functional foods. I have also contributed to the work of the Food Research Partnership, chaired by Professor Sir John Beddington, the Government's Chief Scientific Adviser.

### **Supporting and valuing the BNF team**

One of the six priorities in our strategic plan is supporting and valuing all members of the BNF team and fostering an environment for professional development. The BNF team encompasses the staff of just over 20 people, but also embraces those 100 plus individuals who generously give, free of charge, their time, skills and talent to the work and governance of the Foundation. These individuals are named towards the end of this Annual Report but in summary, the Foundation enjoys the active support of eminent scientists, prominent individuals from the educational and medical worlds, as well as from consumer organisations, the media, the food industry and agriculture. Over the past year or so our Council and Board of Trustees have been examining the way they operate to ensure that the governance they provide is exemplary and firmly within the context of BNF's Articles of Association

During the year staff have benefited from an on-going mentoring programme utilising external expertise, including media communications input, and a staff survey was also conducted to benchmark performance, satisfaction and training needs. The results of this survey have enabled the management team to prioritise issues that need attention and work is already underway to address these, again using external expertise. We thank Michael Collyer, John Saynor, Alison Taylor and Anita Wynne for their help and support in the various elements of this work.

### **Looking to the future**

With a new coalition government in place, with new priorities, there will inevitably be new challenges, but more importantly new opportunities.

Whilst we need to see the Department of Health's White Paper on public health, due out this Autumn, to understand what is planned, I am cautiously optimistic that real value could come out of the approach, outlined in Mr Andrew Lansley's speech delivered in July 2010, that stressed partnership, evidence, evaluation and demonstrable delivery of results. There is indeed a strong case for the cost effectiveness of investment in public health, in which nutrition and energy balance will inevitably have an important role. Recognition of the need to effect behaviour change through application of the associated evidence base is crucial but there is no doubt that changing people's behaviour is an immense





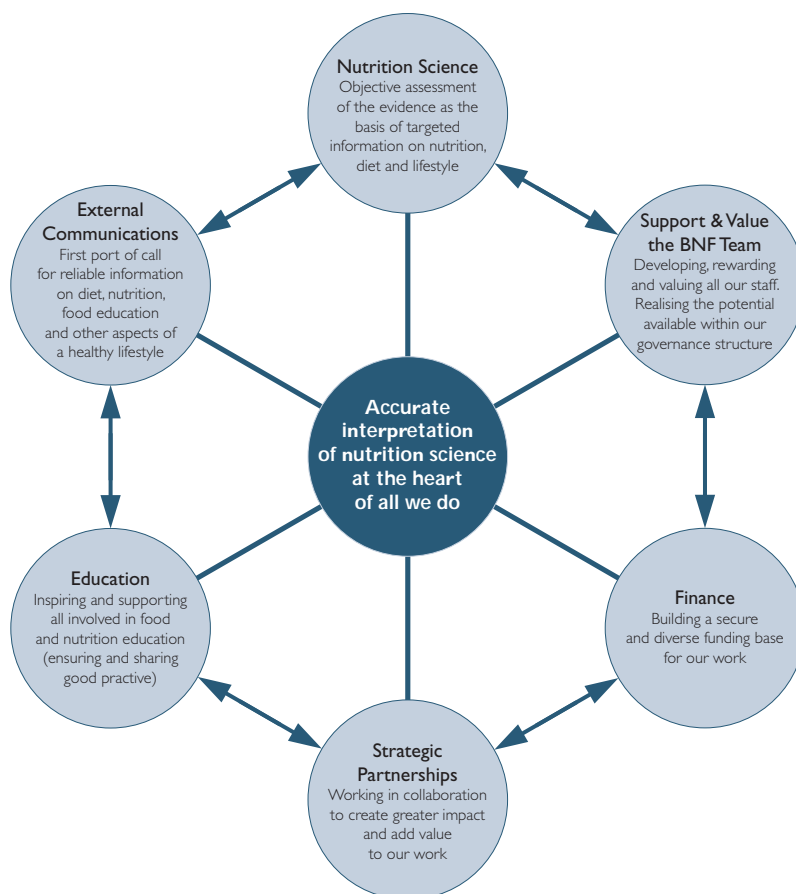
challenge – most people already know what they should be doing, but choose for a variety of reasons not to take the advice on board. People need to be empowered to believe that they can change their habits, developed over a lifetime, and be supported in making those all important steps.

This challenge underlines the importance of the Foundation now and in the future. Local communities, schools, charities and the private sector all have a role to play in the process of improving the nation's health, alongside government. Messages need to be consistent and personally relevant. Our websites, [www.nutrition.org.uk](http://www.nutrition.org.uk) and [www.foodfactoflife.org.uk](http://www.foodfactoflife.org.uk), provide information for the public and free resources for teachers and young people to help them acquire knowledge and life skills about food, health and food preparation. These resources emphasise the core principles of healthy eating that embrace the many nutrients needed for health. Yes we eat too much of some nutrients, but vitamins and minerals are important too and significant numbers of people need to rebalance their diets in a number of respects if they are to optimise their health.

Our *Food – a fact of life* education programme is an example of a successful public, private, third sector partnership. The BNF schools packs that paved the way for the current schools website ([www.foodfactoflife.org.uk](http://www.foodfactoflife.org.uk)) were funded by MAFF in the late 1980s and launched by the Minister in 1993. At this time, they were sold to schools for a small fee that was ploughed back into BNF's schools work. From these resources, BNF has gone on to develop its schools website, most of the content now being free to access and download. This work has been co-funded through BNF's charitable work, project grants from the food sector (initially the levy boards and more recently AHDB), and through grants from other charities, such as The All Saints Educational Trust. Since its launch in November 2005, the site has gone from strength to strength, as evidenced in Roy Ballam's report, and now also delivers continued professional development for teachers through eSeminars and other resources, as well as resources for use in the classroom.

We look forward to playing our part in shaping the government's new strategy, and applying our knowledge and expertise to the challenges ahead.

*We pride ourselves in the quality of our work and the governance we have in place.*



**Figure 1:** An illustration of how BNF's strategic objectives for 2009-10 are linked with our overall aims





# Deputy Director General's Report

Stephanie Valentine

*Taking a close look at ourselves and at how others see us*

## **Member Companies – what they value from membership**

In the Annual Report for 2008-09, our future plans included the intention to review and strengthen our membership recruitment and retention strategies and to explore new funding streams. Throughout the year a number of member companies have been consulted (both formally and informally) in order to help us to identify key areas of activity which are highly valued and with which we should continue to be involved; anything which we could stop doing and any new areas of activity which we should consider starting to do. Regular meetings have been established for members of BNF staff who act as Sustaining Member Company Liaison Links. These are proving useful for checking that contact details are regularly updated and communications are maintained effectively. In June 2009, member company representatives attended an update day with presentations on both educational and scientific topics as well as opportunities for networking and discussion with BNF staff. Steps have been taken to explore recruitment of potential new members and tentative initial approaches have been made to a number of ethnic food producers and retailers with a view to further extending the scope of the Foundation's reach. The message which comes over loud and clear is that it is the independence, integrity, scientific and educational rigour which underpin all our work that member companies value most highly. This is a reputation which we work hard to retain and enhance.

## **Join the British Nutrition Foundation**

In order to provide a concise introduction to the Foundation, and as a first step for recruiting potential new member companies, a leaflet, *Join the British Nutrition Foundation*, was produced and printed following approval by Council. The brochure is currently being used to explain the benefits of membership (including what we will and what we will not do) to existing and potential member companies. It includes a few quotes from some of our stakeholders including, "...the key things BNF does really well are education and evaluation and communication of nutrition science..." and "I greatly value our membership of the BNF as it permits me ready access to independent, credible and up-to-date information and/or a point of view on any aspect of nutrition science..." Following a period of six months' use, an internal review of the brochure was conducted and feedback was reported to Council during March 2010. The leaflet is generally considered

to be a useful resource, and further ways of using it are being explored. Subsequently, it has been suggested that a sister leaflet be produced to introduce the work of BNF to a more general audience including health professionals.

## **Supporting and valuing the BNF team**

Throughout the year Michael Collyer, an Honorary Officer of the Foundation, has been providing staff training opportunities for individuals and groups ranging from mentoring and team-building to financial planning. John Saynor, an independent consultant, conducted a 'BNF Health Check' which involved all staff completing a confidential satisfaction survey to help to identify any issues and priorities for development. The overall results were collated, assessed and fed back firstly to the senior management team and then to BNF staff as a whole. At the end of March and beginning of April 2010, the management group participated in a 2 day 'away-day' in order to move forward on some of the recommendations.

During February 2010, Dorothy Dalton, Editor of *Governance*, provided a half day's training for the Board of Trustees. This focused on effective governance and in particular helped to clarify the different roles and responsibilities of the Council and the Board of Trustees. This specifically helped us to realise one of our strategic goals for the year, namely to make the most of the wealth of experience and skills represented within our governance structure. Life-long learning is a theme which will feature more highly in our plans over the next year, and additional budget has been ring-fenced for continuing professional development.



*Life-long learning is a theme which will feature more highly in our plans*





# Science Programme

Sara Stanner, Science Programme Manager

*Translating evidence-based information about diet, nutrition and lifestyle into targeted resources to suit the needs of different stakeholders*

Consumers are taking a more active interest in diet and health than ever before, as well as in wider food issues such as the sustainability of our food supply. But the amount and often contradictory nature of information available on dietary issues, particularly on the internet, is creating difficult conditions in which to promote dietary behaviour change. Much of the work of the Foundation's science programme centres around our ability to simplify complex scientific information to produce targeted resources on food and nutrition in the context of health and lifestyle.

## Highlighting key nutrition issues

Over the last year, we have reviewed the science around several topical nutrition issues. In the June 2009 issue of our peer reviewed journal *Nutrition Bulletin*, we published a briefing paper on *Satiation, Satiety and their Effects on Eating Behaviour*, which reviewed a broad range of issues related to satiation (the condition that prompts the cessation of eating) and satiety (the sense of fullness that persists after eating) including how it is measured, the effects of different foods and nutrients, and the molecular mechanisms behind the feeling of satiety. This review identified the energy density (the amount of energy per gram) of foods that has the most significant effect on appetite. Manipulating the energy density of the diet can help to reduce energy intake and promote weight loss, whilst still providing satisfying amounts of food. We have subsequently produced several resources for the public providing advice on how to reduce the energy density of their diets, including our *Eat Yourself Fuller* chart (featuring as a resource in the Summer issue of *BNF News*) and our *Eat More, Lose Weight* leaflet, with useful tips and recipe ideas.

Hydration is another topic that regularly hits the headlines and messages around how much and what to drink have become increasingly confused. On one hand there is a common misconception that only water contributes to our hydration requirements and must be consumed in large amounts, on top of other drinks. On the other hand, media stories of extreme over-consumption of water suggest that consuming water is unnecessary and even dangerous. With the help of an expert panel including a physiologist, sports scientist, a dental expert and dietitians, we have recently published a review of the evidence on hydration and health (published in our March 2010 issue of *Nutrition Bulletin*). This covers a number of aspects of the science around hydration including the

physiology of water balance, the health effects of different beverages and current data on fluid intakes. Despite the importance of hydration for health, and the associated health effects of consuming different types of drinks, there are few available resources to educate the general public about healthier choices. We have therefore developed a *Healthy Hydration Guide* with a consumer-focused poster, and top tips to clarify which beverages count towards fluid requirements and their effects on health.

We have also considered the complex science behind the use of probiotics, publishing a review in the December 2009 issue of *Nutrition Bulletin*, which looked at the evidence to support benefits for a wide range of health issues including acute and antibiotic-associated diarrhoea, inflammatory bowel disease, irritable bowel syndrome and allergies. As well as holding a conference with high profile national and international speakers, we produced a series of factsheets for health professionals and wrote a number of articles for popular journals to help to encourage evidence-based advice on this topic.

## Communicating our messages

The BNF website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) is still our most used communications channel, receiving around 300,000 hits each month. In October 2009, we launched a new and improved site for which the science team reviewed and updated all of the information already available and developed new copy for a consumer focused healthy living section. We are still adding to the new site, which will continue to grow over the next few months, particularly the *Nutrition in the News* section for journalists.

As well as providing our free advice service to help journalists report accurate stories about diet and health, we have continued to work with an external PR advisor, Alison Taylor, to promote our new resources and key messages to the general public. Our proactive initiatives have included issuing press releases to the consumer media, developing and nurturing relationships with key media contacts, and getting involved in health fairs and shows as well as relevant science events (e.g., the *British Science Festival*). We have been actively seeking new communication tools and, with the help of members of the Education team, we have produced a number of podcasts available on our website and YouTube. We have also been involved in a number of live webchats (e.g., via the 'Ask Jeeves' Facebook page).





BNF News remains an important medium through which we can keep interested parties up-to-date with our activities and plans. This has recently been redesigned, to match our new website, and we have added value to it by featuring a full page information resource on the back page of each issue.

Communication with health professionals continues to be a key priority for the Science team. We frequently write articles for health professional journals (e.g., *Network Health Dietitians*, the *Journal of Practice Nursing* and the *National Association of Community Practitioners*) and also distribute targeted press releases and resources as part of our proactive communications work.

Our journal, *Nutrition Bulletin*, continues to flourish. This is overseen by an international Editorial Board and provides in-depth reviews of the relationship between diet and health, News and Views articles presenting opinions on topical issues, updates of EU-funded research and Facts Behind the Headlines articles that provide the opportunity to set the record straight on issues highlighted by the media. Our first 'virtual issue' (published online only), which collated papers on dietary fibre and health, together with an editorial discussing recent issues relating to this topic, has proved very popular (receiving 4,000 downloads during 2009), as has the free-to-download March 2010 issue of the journal, which had an education theme and featured a series of articles on food and nutrition education in schools.

Finally, we have held a number of successful conferences over the last year. As well as events to launch our Briefing Paper on satiation and satiety and to accompany our review on probiotics and health, our most recent event discussed the latest science and research on sweeteners. This explored the use of these ingredients in foods and beverages, reviewed their safety and considered common consumer concerns about their use.

#### Working effectively with key stakeholders

The Foundation maintains and fosters its links with many different organisations and individuals interested in, and concerned about, food and nutrition. Our involvement with European Commission (EC) funded projects enables us to work with partners across Europe to disseminate information about important EU research. The Science team has continued to be involved in the *EuroFIR* (European Food Information Resource)

project which involves 48 partner organisations from 27 countries. The main objective of *EuroFIR* has been to provide the first comprehensive pan-European food information resource, using state-of-the-art linking of databases to enable online access to various validated national sources of European food composition data for nutrients and for plant bioactive substances that have potential health benefits. Over the last 5 years, BNF's role has been to disseminate information about the project and its wider implications using a variety of media. Highlights over the last year have included a Stakeholder Engagement Event in Brussels and preparation of a special issue of the *European Journal of Clinical Nutrition* that will contain papers detailing the work presented during the 2009 International *EuroFIR* Congress held in Vienna. Although the FP6-funded stage of the *EuroFIR* project has now come to an end, work will continue within the recently established legal entity, *EuroFIR AISBL* (Association Internationale Sans But Lucratif), an international not-for-profit organisation based in Belgium ([http://www.eurofir.eu/eurofir\\_aisbl](http://www.eurofir.eu/eurofir_aisbl)). In addition, an FP7-funded extension to the project will continue part of its work for a further two years.

BNF is also responsible for dissemination activities for *ProSafeBeef*, a 5-year project involving 41 leading research and industrial organisations from across Europe. Through research and innovation, *ProSafeBeef* aims to advance beef safety and quality across Europe, and to develop new nutritious beef products in a bid to enable the beef chain in Europe to thrive and diversify. BNF has a supporting role in the dissemination activities of this project which, for example, involves producing several newsletters.

The Science team is also involved in a project to update the UK integrated food composition data set, culminating in due course in the publication of the 7th edition of McCance and Widdowson's *The Composition of Foods*. This 4-year project, commissioned by the Food Standards Agency, will update and extend this vital information source, used widely by dietitians, nutritionists and many working within the food industry. BNF is responsible for stakeholder engagement for this project and we have organised events for the food industry and for dietitians to discuss their needs from this database and identify opportunities for data sharing.



To help our member companies to keep up-to-date, we now publish 3 e-newsletters on a quarterly basis which summarise research and policy developments, across Europe and beyond, that are likely to influence nutrition policy and related legislation and which also provide a brief summary of BNF's activities. We also regularly give tailored 'horizon scanning' talks based on this work. Over the last year we have set up a Functional Foods Forum for members to discuss and share views about communications relating to such foods in the current regulatory climate. We are now developing a Sustainable Diets Forum for members to discuss the important challenges and opportunities that lie ahead in providing sufficient food with a lower environmental impact, within the context of constrained resources and the likelihood of global warming.

### Plans for the future

The Science team has many exciting plans in place for the next year. We plan to launch a new Task Force report on *Nutrition and Development: Short and Long Term Consequences for Health*. Over the last two years, a group of internationally recognised scientific experts, chaired by Professor Tom Sanders from Kings' College London, has been meeting to consider the evidence for the impact of nutrition during vulnerable periods in early life where impaired growth or development may lead to chronic disease in adulthood. We are also hoping to publish two new Briefing Papers: one on nutrition, health and schoolchildren and another on ethnic diets and ethnic foods in the UK. We shall be planning a range of communications activities to promote these new resources. In addition, an expert working group has been set up to advise the Foundation on opportunities to incorporate physical activity, which is a key strategic area for BNF, more comprehensively into our work plan. Plans are underway to develop a number of initiatives that bring physical activity to the fore in BNF's science, education and communication activities.

The Science team has started to work with one of our Honorary Officers, Michael Collyer, to look at how we can work better together to improve our processes, efficiency and productivity. As the Education team has already done this year, we are hoping to develop a set of shared key values by which we shall work in the future.

### Protecting our independence

Maintaining our reputation for providing authoritative, independent information on food and nutrition in the context of health and lifestyle is of fundamental importance to all those associated with the Foundation. We strive hard to ensure that all of the information we provide is up-to-date and evidence-based and pride ourselves on our ability to translate the nutrition science into clear and targeted messages to suit the needs of different stakeholders. The scientific content of the programme is overseen by the academics who kindly give up their time to participate as members of BNF's Council, advisory committees and the Task Forces. We are very grateful for their continued and invaluable support.







# Education Programme

Roy Ballam, Education Programme Manager

*Inspiring and supporting all involved in food and nutrition education*

## Making our mark

The Foundation's education programme, *Food – a fact of life*, continues to develop and grow. The Education Group has been busy not only developing new, exciting materials for schools, but also promoting our unique offer. In September we disseminated 15,000 promotional flyers to pre-school settings; 24,000 to all primary schools and 5,000 to all secondary schools throughout the UK. We also continued to promote our programme via our monthly email newsletter (14,000 subscribers) and termly-printed *Education News* newsletter (5,400 subscribers).

The website has had new materials added to supplement those already available. For pre-schools, we developed 12 teaching sessions on healthy eating, cooking and where food comes from. These were based on feedback from 25 pilot pre-school settings. The sessions include notes for pre-school teachers and practitioners, card activities, PowerPoint presentations, recipes and online interactive activities.

Drafts of new materials for secondary schools based around four modules of learning (Energy and nutrients, Diet and health, Ingredients and food science and Production and processing) were completed. The materials were also reviewed in relation to the newly created *Healthy Living* and *Nutrition Science* information sections on the main BNF website. This process will ensure that all BNF information is consistent, up-to-date and accurate. In addition we launched new materials focusing on sensory evaluation, the senses and umami.

The Education Group continues to strive to use new technologies to support effective teaching and learning. In response to demand from teachers for continuing professional development, whilst acknowledging the difficulty for teachers of being released from school, we piloted three eSeminars (live seminars, with the opportunity to ask the presenter questions in real time, over the internet). Feedback was positive, and has resulted in the Foundation working with the Agriculture and Horticulture Development Board to develop a series of live 'broadcasts' to be released from September 2010 to March 2011. These will also include the opportunity for GCSE/Standard Grade and A-level/Advanced Higher students to participate.

We also continue to build upon our previous video podcasts, launching new titles within the year which

are proving to be popular in schools. In particular, we launched a general healthy eating podcast. During the period May 2009 to June 2010 there were 21,639 views and just over 4,000 downloads.

In April we launched an online survey about the *Food – a fact of life* programme. This is to ascertain what teachers, and others with an interest in teaching food and nutrition, think about the programme. By the end of May we had had more than 600 teachers take part, and preliminary findings show that the programme is well positioned to support good quality food and nutrition teaching and learning in schools. We plan to make the results available in the Autumn school term, outlining any modifications to our education offer in light of the recommendations.

The focus on developing and expanding the *Food – a fact of life* offer, as well as making more of the opportunities to promote the programme widely, has resulted in a 46% increase in visitor numbers (950,553), who downloaded over 1,920,000 resources (an increase of 28%).

## Developing excellence

We were delighted to start work, together with the Science Group, on a new pan-BNF project entitled *European Food Framework*. It is a two-year project which aims to develop a competence framework, for young Europeans aged 5-16 years, around the themes of diet (food and drink), active lifestyles and energy balance. A Main Advisory Group and three Topic Advisory Groups have met, comprising nutrition and education experts from around Europe, and a dedicated website is being built.

The Education Group has continued to work as a consortium member, delivering contracts on behalf of the Department for Children, Schools and Families (DCSF) on three national food programmes, along with the Specialist Schools and Academies Trust and the Design and Technology Association.

The first of these, *Licence to Cook*, continues to be popular amongst teachers and students. Its website, which was developed by the Foundation, now has over 500,000 registered student users. Training for schools has continued, with over 2,800 teachers now having been trained. During the year, we also created a series of e-tutorials for teachers to support schools in using the administrative functions of the *Licence to Cook* website, as well as revising the main teachers'







guide for the programme and updating the navigation for the website.

The second programme, *Teach Food Technology*, is a new initiative which focuses on continuing professional development for teachers who are not food specialists, but are teaching Key Stage 3 (11 to 14 year olds) food technology in England. Our role has been to develop a series of videos demonstrating good classroom practice. In addition, we have created and are delivering a series of one-day training sessions focusing on nutrition and food science.

The last DCSF programme, *Food in Schools Primary Training*, is also progressing well. During the year Claire Theobald, Senior Education Officer, has taken over the role as Regional Manager for the London Government region. This work involves liaising with Food in Schools Local Trainers, Healthy Schools co-ordinators and primary school teachers. We also developed a new transition resource, entitled *Food Passport*. The resource acts as a bridge between Key Stage 2 (primary) and Key Stage 3 (secondary) to support pupils' food knowledge and understanding. In addition, the resource links to, and supports, the Food Standard Agency's core food competences for schools.

#### Listening and working together

Meetings were held with our four regional Education Working Groups in England, Northern Ireland, Scotland and Wales. The Groups help to constructively appraise our work, discuss regional educational issues and help define future priorities. In particular, conferences for teachers in Northern Ireland and Scotland were highlighted, as well as the translation of primary schools resources into Welsh.

In September 2009, four regional Scottish education conferences were well received by the 37 primary and 272 secondary Home Economics teachers who attended. We were delighted that our Patron, HRH The Princess Royal, was able to join us for the conference in Edinburgh on Friday 12<sup>th</sup> September 2009. Her Royal Highness gave a brief talk about the importance of food and nutrition education, as well as thanking the Foundation for its work in this area. We also have well developed plans to run two one-day conferences, in partnership with the Council for the Curriculum, Examinations and Assessment, in Northern Ireland in June 2010, as well as to explore the potential for regional events throughout the UK.

#### Developing the team

The Education Group participated in a series of team building sessions led by Michael Collyer, one of the Foundation's Honorary Officers. This work resulted in the development of a monthly work plan, ensuring that BNF's strategic objectives are met, as well as a set of key behaviours to guide the way we work, devised by the entire group.

#### Planning for the future

The Foundation's unique education programme, *Food – a fact of life*, will continue to grow and flourish next year. Plans are in place to celebrate the website's 5th anniversary, meet more teachers and launch new primary and secondary school resources. We will sustain our efforts to communicate with as wide an audience as possible by way of different media, not least face to face contact.









# Awards

The Foundation rewards excellent work in food and nutrition by students and their teachers throughout the UK. Annual awards are given to students at GCSE and Standard Grade levels, and at A-level and Advanced Higher. Awards for 2009 were presented to the winners by Professor John Beddington, Chief Scientific Advisor to the UK Government.

## **BNF GCSE and Standard Grade Prizes – 2009**

### **Assessment and Qualifications Alliance**

Stephanie Malone *Northampton High School, Northampton*

### **Council for the Curriculum, Examinations and Assessment**

Louise Bonham *Limavady Grammar School, Co Londonderry*

### **Edexcel**

Beatrice Cordingley *Urmston Grammar School, Manchester*

### **Oxford, Cambridge and RSA Examinations**

Priya Kotecha *Forest School, London*

### **Scottish Qualifications Authority**

Elizabeth Sinclair *Wick High School, Wick*

### **Welsh Joint Education Committee**

Katherine Reynolds *Cheadle Hulme School, Cheshire*

## **BNF A-level and Advanced Higher Prizes 2009**

### **Assessment and Qualifications Alliance**

Charlotte Sapier *The Grammar School at Leeds, Leeds*

### **Council for the Curriculum, Examinations and Assessment**

Sandra Meredith *Portadown College, Co Armagh*

### **Edexcel**

Kelly Ray *Stanborough School, Hertfordshire*

### **Oxford, Cambridge and RSA Examinations**

Robyn Vitols *Loughborough High School, Loughborough*

### **Scottish Qualifications Authority**

Emma Watson *Arbroath High School, Arbroath*

### **Welsh Joint Education Committee**

Amy Hill *Sexey's School, Somerset*

## **The Denis Burkitt Study Awards – 2010**

BNF set up The Denis Burkitt Study Awards Scheme in 1994 with the support of the Kellogg Company of Great Britain Limited and Dr Burkitt's widow. They offer financial assistance to students of medicine, nutrition science and related subjects at universities in the UK and Ireland. The awards are a tribute to Dr Burkitt's achievements as a surgeon during World War II and as a pioneer in both cancer research and research into the importance of dietary fibre. Having worked in Uganda for 20 years, the Awards also reflect Dr Burkitt's commitment to nutrition research in the developing world. The ten awards of £750 each are available to students in the UK and Ireland who undertake research projects on food and nutrition in relation to developing countries as part of a medical elective or nutrition science studies.



**Above:** BNF Prize 2009 winner Professor John Blundell, University of Leeds

The following have been awarded £750 under this scheme.

Name	University/Medical School
Ojaswi Acharya	University of Greenwich
Isaac Agyapong	University of Chester
Umar Ahmad	University College London
Hazel Batten, Navneet Chana and Chung Ho (joint winners)	University of Leicester
Becky Blankston	University of Westminster
Mary Etem Mbiatem	University of Westminster
Rachel Evans	LSHTM
Keir Phillip	University of Sheffield
Rhea Snounou	University of Oxford
Louise Watson	LSHTM

## **BNF Annual Lecture and BNF Prize**

The BNF Annual Lecture in 2009 was given by Professor Tom Sanders, Professor of Nutrition and Dietetics, King's College London University. His lecture was entitled *The role of fat in the diet – quantity, quality and sustainability*. A synopsis has since been published in *Nutrition Bulletin*.

The BNF Prize is intended to recognise a contribution of outstanding merit in the field of food, nutrition and health, made by an individual, or even a group of people, during the past year or over a period of previous years. The winner of the BNF Prize in 2009 was Professor John Blundell, Professor of PsychoBiology at the University of Leeds.

Professor Blundell has agreed to deliver the Annual Lecture in 2010 at BNF's Annual Day, to be held at the Royal College of Physicians on 23<sup>rd</sup> November 2010.





# Future Plans

## Strategic Objectives

**Nutrition Science:** To promote and be recognised for the highest standards in the collation, evaluation, interpretation and dissemination of scientific information concerning nutrition, diet and lifestyle.

To produce Task Force reports and reviews on key nutrition issues and to create innovative targeted information for external dissemination that is accurate, consistent and meaningful to the intended audience. To use the insight gained from this work to advise, influence, inspire and support government and its policy development, the food industry and key opinion leaders including journalists.

- Secure inclusion of *Nutrition Bulletin* on Medline.

- Complete manuscript for 'early development' Task Force by end of 2010 and develop plans for a launch in 2011.
- With Education, deliver the first phase of the European Food Framework project, and plan for Phase 2.
- Plan for a project on physical activity (that could link with a conference) to coincide with run-up to Olympics. Set up internal group to seek opportunities to include physical activity in science and education resources.
- Establish a BNF Forum on Sustainable diets.
- Achieve deliverables and milestones for EuroFIR and ProSafeBeef and other contracts (e.g., UK FoodComp).
- Seek and pursue opportunities for inclusion in bids for involvement in further EU and national projects.
- Expand activities relating to training, such as health professionals, staff health fairs, workshops for those working in the food industry or the catering sector.
- Continue the rolling programme for production of science resources (minimum 2/year).
- Review impact of revisions to publications portfolio.
- Set up internal group to improve branding of science resources.
- Produce a second virtual issue of *Nutrition Bulletin*.

**Education:** To inspire, develop and support excellence in all aspects of food and nutrition education [with reference to lifestyle, especially physical activity] in schools and elsewhere, and principally to be taking the lead for independent and accurate information on 'food and nutrition in schools'.

- Complete secondary area of FFL website in readiness for increased uptake of food education in 2011.
- Launch 6 'nutrition basics' podcasts.
- Conduct a survey of teachers and others on FFL activities and resources to evaluate impact.
- Investigate potential for FFL resources to feature on the Times Educational Supplement Resources website.
- Complete Department for Education *Food in Schools* contract and liaise on potential continuation of project.
- Review, update and relaunch all primary resources on FFL website.
- Establish a lifelong learning area of the website for teachers (Subject to identified need/funding).
- Meet with each of the Regional Education Working Groups.
- Actively seek and tender for appropriate Department for Education, DH and FSA programmes of work, as well as from other organisations, which are in line with BNF's themes and charitable objectives.
- Launch new primary materials, supporting cross-curricular teaching approach.
- Work with Science to deliver the EFF Project.



**External communications:** To be a primary and respected 'one-stop-shop' for those seeking evidence-based, reliable and clearly presented information on nutrition, diet, food education and other aspects of a healthy lifestyle, using a range of media that meet the needs of our full spectrum of stakeholders, including the public.

- Complete a review of the performance of the new BNF website.
- Continuously maintain, expand and update the BNF website, including the consumer and media sections.
- Plan for launch of Task Force report on 'early development' in 2011.
- Liaise with the Awarding Bodies throughout the UK to provide awards for GCSE/ Standard Grade and A-level/ Advanced Highers (Awarded at AGM).
- Evaluate the implementation of the communications strategy.
- Subject to continued funding, publicise Burkitt Awards.
- Establish and publicise the new Award for new graduates in education and nutrition.
- Consider producing a second leaflet about BNF's activities, of relevance to a broader audience.
- Deliver on Annual programme of conferences (science and education).

- Plan for a major event/activity in 2012 to celebrate BNF's 45th anniversary.
- Have plans in place by May 2011 to optimise the investment in the BNF Annual Day (including the Prize Giving and Annual Lecture).

**Strategic partnerships:** To inspire, seek and develop exemplary collaborations with individuals and organisations who share our priorities but also those with different agendas, in order to extend our influence, facilitate change and add value to our activities.

- Review and improve packs sent to new members and streamline the associated procedures.
- Continue and develop the series of BNF Forums.
- Interact with European Nutrition Foundations – monitor progress and consider a joint event/activity.
- Seek to establish stronger EU links and promote the nutrition education programme, sharing and learning from each other.
- Launch a secure area of website in response to feedback. Monitor use and uptake.
- Actively seek opportunities to work in partnership with membership, government departments (within the new coalition government) and other organisations (including those linked with the Olympics) on projects that are in line with BNF's themes and charitable objectives.

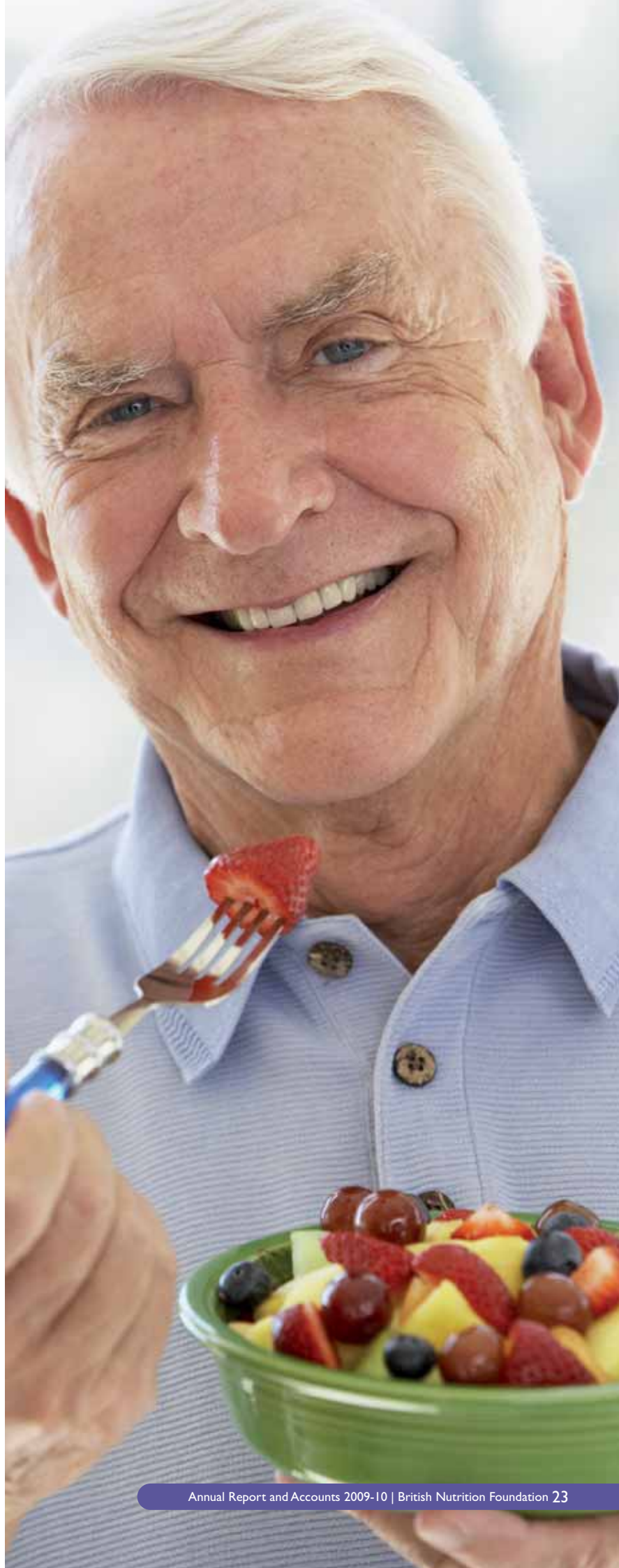


**Finance:** To review and strengthen our membership and retention strategies, and explore new funding streams. To secure a wide funding base that enables forward planning and protects BNF at times of market instability. To complete a comprehensive review of BNF's membership recruitment and retention policy and to revise as necessary.

- Secure funding to sustain a rolling food and nutrition education programme.
- Secure funding to sustain production of key resources such as Task Force reports and Briefing Papers/ Reviews.
- Recruit a minimum of 1 new sustaining member and 3 new ordinary members.
- Revise reporting of financial information and develop 'dashboard' reporting system.
- Explore new sources of funding through legacy/donations.
- Continue to anticipate, prepare and plan for a possible office move within the 2010-12 timeframe.
- Achieve a surplus to the projected budget, fuelled by new project income and membership income.

**Support and value the BNF team:** To provide appropriate remuneration and a benefits package that attracts and retains the highest calibre staff. To integrate this with a lifelong learning approach to professional development. To make the most of the wealth of experience and skills represented within our governance structure.

- Undertake a root and branch review of BNF's HR function (with external expert input), to include Health & Safety matters, general terms and conditions of employment, contracts of employment, staff recruitment processes, general HR policies, and to ensure that these are consistent with legislation and good practice.
- Complete evaluation of HR review and sense check on 'BNF values'.
- Complete staff skills audit and establish a culture of skills sharing.
- Appoint and induct new Chairman and Vice Chair for the Board of Trustees.
- Involve all staff in a review of progress towards achieving the objectives in the 5 year strategy.
- Ensure Governance is a regular feature on Trustees and Council agendas.



# Annual Accounts 2009-10

## Statement of Financial Activity for the year ended 31st May 2010

	Unrestricted Funds 2010 £	Restricted Funds 2010 £	Total Funds 2010 £	Total Funds 2009 £
<b>Incoming Resources</b>				
Incoming resources from generated funds:				
<i>Voluntary income:</i>				
Donations and subscriptions	790,538	13,750	804,288	853,710
Investment income	4,306	-	4,306	27,198
Incoming resources from charitable activities:				
Projects	539,615	-	539,615	628,025
Conferences	108,650	-	108,650	48,889
Publications	22,900	-	22,900	23,476
<b>Total Incoming Resources</b>	<b>1,466,009</b>	<b>13,750</b>	<b>1,479,759</b>	<b>1,581,298</b>
<b>Resources Expended</b>				
Costs of generating funds:				
Costs of generating voluntary income	98,823	-	98,823	155,679
Charitable activities	1,351,768	9,845	1,361,613	1,421,964
Governance costs	42,181	-	42,181	38,709
<b>Total Resources Expended</b>	<b>1,492,772</b>	<b>9,845</b>	<b>1,502,617</b>	<b>1,616,352</b>
<b>Net (Expenditure)/Income for the year before Transfers</b>	<b>-26,763</b>	<b>3,905</b>	<b>-22,858</b>	<b>-35,054</b>
Transfer between funds	-1,000	1,000	-	-
<b>Net Movement in Funds</b>	<b>-27,763</b>	<b>4,905</b>	<b>-22,858</b>	<b>-35,054</b>
Total funds brought forward	758,541	18,268	776,809	811,863
<b>Total Funds Carried Forward</b>	<b>730,778</b>	<b>23,173</b>	<b>753,951</b>	<b>776,809</b>



# Annual Accounts 2009-10

## Balance Sheet as at 31 May 2010



*Above: Thomas Barclay,  
Company Secretary*

	2010 £	2010 £	2009 £	2009 £
<b>Fixed Assets</b>				
Tangible assets		5,092		6,197
<b>Current Assets</b>				
Debtors:				
VAT receivable	4,182		7,555	
Prepayments and accrued income	108,406		43,608	
Other debtors	106,602		78,780	
	219,190		129,943	
Cash at bank and in hand	1,154,640		799,235	
	1,373,830		929,178	
<b>Creditors:</b>				
<b>Amounts falling due within one year</b>				
PAYE and social security payable	25,029		22,817	
Accruals and deferred income	565,416		113,919	
Other creditors	34,526		21,830	
	624,971		158,566	
<b>Net Current Assets</b>		748,859		770,612
<b>Net Assets</b>		753,951		776,809
<b>Capital and Reserves</b>				
Restricted funds		23,173		18,268
Unrestricted funds				
Designated funds		75,087		13,156
General funds		655,691		745,385
<b>Total Funds Carried Forward</b>		753,951		776,809

A full set of accounts and notes to the accounts are provided on our website at [www.nutrition.org.uk](http://www.nutrition.org.uk) or can be obtained on request from: The Company Secretary, The British Nutrition Foundation, High Holborn House, 52-54 High Holborn, London WC1V 6RQ (Tel: 0207 404 6504).





# Member Companies

At 31st May 2010

3663

AgroFresh  
EBLEX/BPEX, AHDB  
Ajinomoto/Nutrasweet Switzerland AG  
Asda Stores Ltd  
Associated British Foods plc  
Bernard Matthews plc  
Birds Eye Iglo Group Ltd  
British Sugar plc \*  
Cadbury \*  
Coca-Cola Great Britain and Ireland \*  
Dairy Crest Limited  
Danone Waters and Dairies UK Ltd \*  
GlaxoSmithKline  
H J Heinz Ltd  
Home Grown Cereals Authority  
innocent drinks

J Sainsbury plc \*  
Kellogg Company of Great Britain Limited \*  
Kerry Foods Ltd  
Kraft Foods UK Ltd \*  
Lighter Life  
Marks and Spencer plc  
Mars UK Ltd  
McDonald's Restaurants Ltd  
McNeil Consumer Nutritionals  
Muller Dairy  
nabim  
National Starch  
Nestlé UK Ltd \*  
Northern Foods plc  
PepsiCo UK Ltd \*  
Pizza Express  
Potato Council Ltd

Premier Foods (RHM Technology Limited) \*  
Procter & Gamble Limited  
R Twinings & Co Ltd  
Slimming World  
Tate & Lyle Sugars \*  
The Co-operative Group Ltd  
The Jordans and Ryvita Company Ltd  
Unilever plc \*  
United Biscuits (UK) Limited  
Wagamama  
Waitrose Ltd  
Weetabix Ltd  
Wm Morrison Supermarkets plc \*  
Yakult UK Ltd  
Yoplait Dairy Crest

\* Sustaining members  
Companies are listed in their preferred styles

## Financial Support for Specific Events and Projects

During the year, the following member companies provided additional financial support.

**Agricultural and Horticultural Development Board**  
eSeminars

**Ajinomoto**  
Sensory evaluation education materials

**Coca-Cola Foundation**  
European Food Framework project

**Coca-Cola Great Britain and Ireland:**  
*Satiation, satiety and their effects on eating behaviour Conference*  
*The science of low calorie sweeteners – separating fact from fiction Conference*

**Danone Waters and Dairies UK Ltd:**  
*Satiation, satiety and their effects on eating behaviour Conference*  
*Probiotics and Health Conference*

**J Sainsbury plc:**  
*Satiation, satiety and their effects on eating behaviour Conference*  
*BNF GCSE and Standard Grade Awards*

**Kellogg Company of Great Britain:**  
*Denis Burkitt Award Scheme*  
*Satiation, satiety and their effects on eating behaviour Conference*

**Lighter Life:**  
*Satiation, satiety and their effects on eating behaviour Conference*

**Marks & Spencer plc**  
*Satiation, satiety and their effects on eating behaviour Conference*

**McNeil Nutritionals Ltd**  
*The science of low calorie sweeteners – separating fact from fiction Conference*

**Nestlé Charitable Trust**  
Donation

**Nestlé UK Ltd:**  
*BNF A-level and Advanced Higher Awards*  
*Nestlé Bursary Scheme*

**Premier Foods:**  
*Satiation, satiety and their effects on eating behaviour Conference*

**Tate & Lyle Sugars**  
*The science of low calorie sweeteners – separating fact from fiction Conference*

During the year, other organisations provided financial support as follows.

**All Saints Educational Trust:**  
*Food – a fact of life website*

**The Garfield Weston Foundation:**  
Donation





# Honorary Officers

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GCVO

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CBiol HonFRCP  
Mr AP Williamson BSc(Tech)

# The Council

at 31st May 2010

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Honorary President, BNF

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Health Policy & Practice, University of East Anglia

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Honorary Vice-President, BNF

Mr M Collyer FIFST \*  
Honorary Treasurer, BNF

\* Members of the Board of Trustees





# Committees

at 31st May 2010

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Ms P Taggart BSc

Ms J Walton BSc APHNutr

## Nutrition Bulletin

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Dr I Tewfik University of Westminster, UK

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Ms Z Lawrence City of Portsmouth Girls' School

Ms B Mottershead Independent Consultant

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at 31st May 2010

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