

# Transforming The Lives Of People With Disabilities

*Leah, Trumpet Stand*

Annual  
Review **2010**

**DEMAND**  
*Design & Manufacture for Disability*



# Patron's Message

Roger Jefcoate CBE  
Patron of DEMAND



I have been involved with DEMAND from the very earliest days. It developed from the courses that I ran at the London College of Furniture on technology for people with disabilities over 30 years ago.

*"...The charity is a wonderful example of good management and dedication..."*

In those early days DEMAND was based at the college, which is now part of London Metropolitan University, but has grown significantly and now has two sites, one in Hertfordshire and one in Yorkshire.

It is such a joy to see how it has developed and grown, particularly in recent years. It literally transforms the lives of thousands of people with disabilities every year.

I remain actively involved with the charity, which is a wonderful example of good management and dedication.

In these particularly hard times we need your donations more than ever to continue this marvellous work and I warmly commend DEMAND to you for your generous support.

Roger Jefcoate was awarded a CBE in the 1998 honours list for services to disabled people.

A handwritten signature of Roger Jefcoate in black ink, featuring a stylized 'R' and a long horizontal stroke at the end.

Patron, Roger Jefcoate



## An Overview of The Charity

I am proud to say that in 2010 we helped a record number of people across the UK.

Due to the recession, the general level of donations received have fallen, however, against this trend we have received a few increased contributions from some regular supporters and attracted new donors.

During 2010 we supplemented our traditional equipment design and manufacturing projects with recycling and refurbishment initiatives that have enabled us to help more disabled people and supplement our income.

The careful stewardship of our Executive team combined with a significant voluntary contribution from them and our staff, has seen us through a difficult year in which competition for charitable funds has been intense.

Therefore, to all who contributed, our heartfelt thanks. To anyone considering supporting us, we invite you to visit our Hertfordshire or Yorkshire sites to see how the work that we do transforms the lives of disabled people.

Our strategic aim is to grow the charity and we hope to open a 3rd site. To maintain our existing level of service to people with real need and to achieve our aspiration, we rely on your help and we ask you to help us transform the lives of even more disabled people, by supporting us in 2011 and beyond.



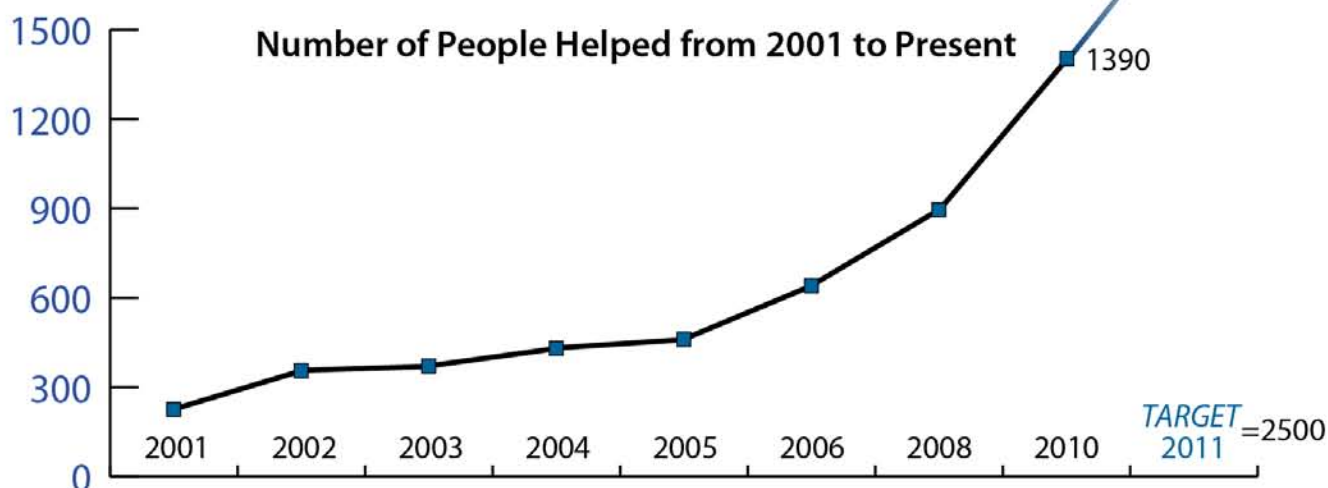
*Chairman, Russell Willcox*



***"...to all who contributed,  
our heartfelt thanks..."***

# An Overview of DEMAND

## Who What & How



### Who Are We?

**D**EMAND is a charity dedicated to helping people with disabilities that require bespoke equipment to help them with their everyday lives. We transform the lives of people with disabilities - of all ages and with all types of disability.

### What Do We Do?

**D**EMAND's engineering and design expertise enable us to manufacture bespoke equipment that helps people with disabilities. From two sites in the UK, our team of 20 staff work with individuals to design and manufacture equipment that makes their daily life easier or helps them to enjoy sport and leisure activities. Those with special requirements frequently find there is no 'off-the-shelf' solution. The donations we receive enable us to dedicate the time necessary to design solutions specific to an individual and provide the equipment free of charge.

### How Do We Do It?

**W**e visit people at their home, school, or work to assess their needs. We include their Physiotherapist or Occupational Therapist and family/helper/carer to ensure that everything is taken into account. Our team of designers begin the design process and manufacture a prototype. At the next visit we test to find any unforeseen problems. Once we have arrived at a solution that matches the individual's needs, the product is finished to a high standard.

### MISSION STATEMENT

*DEMAND exists to conduct and encourage the design and manufacture of equipment that both improves the quality of life and provides opportunities for current and future generations of individuals with disabilities, irrespective of their ability to pay.*



## Our Process

### Identify Client Need

We pride ourselves on listening to our clients. We find them in many ways, from our successful helpline or from a network of Physiotherapists and Occupational Therapists.



### Bespoke Projects

Our team visits and develops a close working relationship with the client, this involves many visits to ensure we fully understand what is required. Working closely with the client, their Occupational Therapist or Physiotherapist ensures we design a solution to address their specific need.



Unique equipment is produced...



...To improve  
**Everyday Living**



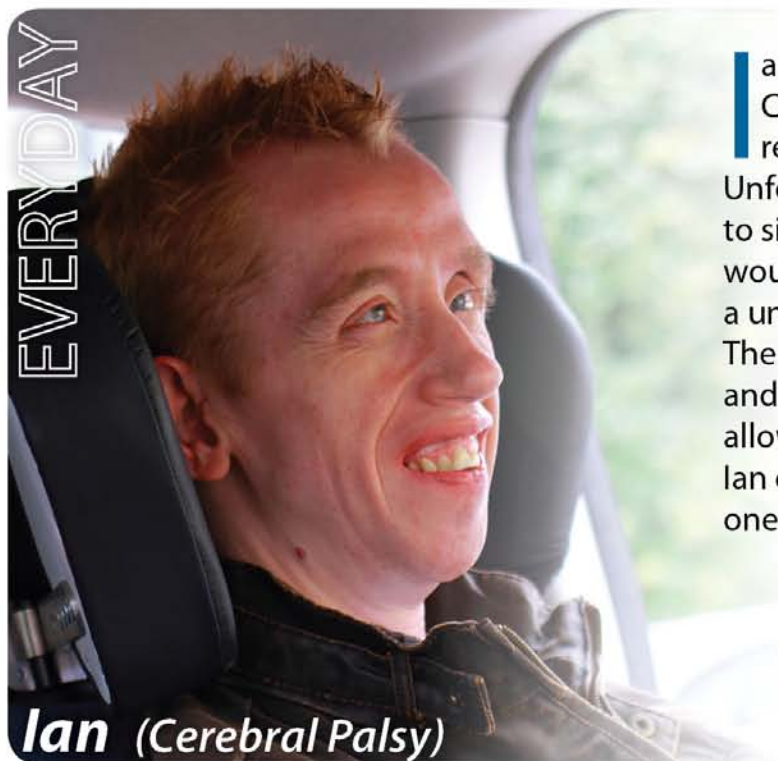
...To enable enjoyment of  
**Sport & Leisure**



...To help  
**Recovery**

# Highlights of 2010

## Projects that helped people with Everyday Living



Ian lives in Hemel Hempstead and has Cerebral Palsy. He has a busy social life and regularly travels around with his carers. Unfortunately, whilst in the car someone has to sit behind him and support his head as it would often fall to the side. DEMAND designed a unique bracket that fits onto the car headrest. The two adjustable side pads support his head and let Ian travel and sleep in comfort but still allow good head movement and visibility. Now Ian can get out and about more often, as only one carer is needed.

Ten year old Orla has Epilepsy and Global Developmental Delay. Her parents were worried that she might go into the kitchen unnoticed at home and injure herself or others with utensils, cleaning products, or even burn herself. She had done so in the past and they wanted to make sure it wouldn't happen again. Her parents asked DEMAND for help. A designer from DEMAND visited the home, assessed the situation then designed and fitted a series of safety gates allowing Orla to see and interact with people in the kitchen, yet remain safe from harming herself or others. Her parents are delighted with the result.



**Orla** (Epilepsy and GDD)



## Projects that helped people with Everyday Living



**D**enise, from Rotherham, South Yorkshire, approached DEMAND through her Occupational Therapist. She loves watching films but relied on her carers to leave videos out for her. Her needs were very specific since she has a large number of DVD's, videos, cassettes and CDs but because of her limited movement, they had to be presented to her at the right height. We made shelves from clear polycarbonate plastic so they are strong and all the items are visible. They are designed to take all sizes and shapes so that she can choose the order and position of items freely. She is thrilled with the unit we built and the freedom she now has to watch what she wants, when she wants.

**Denise** (Cerebral Palsy)

**I**saac Johnstone is from Honley in West Yorkshire. He has Achondroplasia and as he gets older and more independent, he and his mother wanted him to be able to wash and use the toilet himself. They approached DEMAND through their Occupational Therapist and asked if we could make Isaac a special access step. The step we produced can be moved around and gives Isaac safe access to the toilet and sink so he can be more independent around the house.



**Isaac** (Achondroplasia)



# Highlights of 2010

## Projects that helped people with Everyday Living



**K**ai lives in Aylesbury and has Global Developmental Delay. He enjoyed swinging in a mesh hammock that was suspended from the ceiling but as he grew, the hammock was too small and transferring him in and out became difficult, so an alternative was needed. DEMAND designed a supportive, swinging chair that was suitable for the lounge and which he could use alone. The chair was also designed to take an adult if Kai wanted to sit on someone's lap in it. The new swing allows Kai's parents to transfer him safely and keeps Kai supported and comfortable.

**D**ennis Conway lives in Netherton, West Yorkshire, and contacted DEMAND through his Physiotherapist. Due to a rugby injury, he is Tetraplegic with limited use of his arms. He needed a mouth pointer to use the television remote control. During the assessment, we discussed his specific requirements then researched the market to find a mouth pointer but none suited. The large diameter wooden pointers we made are lightweight but are big enough for him to move about by 'flicking' his lower arms, a technique he has learnt over the years. We also supplied him bespoke, washable nylon tips for the mouth end that he could grip in his mouth and have further control of the pointer.





## Projects that helped people with Everyday Living



**T**heo is car mad: he loves everything about cars, he watches Top Gear, Formula One, loves the Stig and really wants a car for himself! He lives in Tupton, Derbyshire and his mum approached DEMAND to see if we could help Theo achieve his dream. We arranged an assessment with Theo, his mum and his Occupational Therapist to discuss what we could do. Theo's Cerebral Palsy means he needs special support so we agreed to adapt a toy car and modified one of our postural inserts, usually used in push buggies, and mounted it inside the car. We completed the modifications and delivered the car back in time for Theo's 4th Birthday. Both he and his mum are over the moon!

**Theo** (Cerebral Palsy)

**C**hloe has Cerebral Palsy and lives in Borehamwood. She is only eight but is very independent. Her Occupational Therapist asked DEMAND to produce some weighted children's cutlery for her. Although cutlery like this is available, the size and shape wasn't suitable for Chloe. DEMAND produced a set of bespoke children's cutlery with the exact dimensions needed for Chloe to become even more independent at meal times. When we delivered the cutlery and Chloe tried it for the first time, her ability improved instantly. As you can see from the picture, she loved it.



**Chloe** (Cerebral Palsy)



# Highlights of 2010

## Projects that helped people with Sport & Leisure & Everyday Living

SPORT & LEISURE



**Leah** (Hemiplegia)

Leah was born with Hemiplegia, which means she has very limited use of one side of her body. The eight year old loves music and wanted to play the trumpet, but she couldn't hold it with her weak hand whilst operating the valves with the other. Her mum asked DEMAND to help. A designer from DEMAND assessed her needs and designed a special stand to support the trumpet in a position that lets Leah play it with one hand. It is fully adjustable and she can play it seated or standing. Leah and her mum are delighted with the result and Leah is making good progress at learning to play.

Lynne lives in High Wycombe. She spends the majority of her time in her wheelchair. That doesn't stop her socialising and going out to restaurants, but it is hard for her to sit at a table with her family and friends whilst in the wheelchair. DEMAND were asked to help find a way for her to enjoy meals in the company of others. As a standard tray was too small, a special tray was made for her and she was delighted with the result.

EVERYDAY



**Lynne** (Learning Difficulties)



## Helping Ourselves



*"...recycling & refurbishment help us to help more disabled people..."*

**RECYCLING** Many organisations have disability equipment that they no longer require. When donated to DEMAND, it enables us to recycle it, by either re-using materials and components in other projects, or by refurbishing and selling the unit, generating income that helps us continue our core work.

**REFURBISHMENT** Valuable disability equipment is often stored by organisations but they are unable to re-issue the equipment because they cannot guarantee its condition. Our design and manufacturing skill base enables us to offer a service to receive, clean, inspect, repair and refurbish the equipment before returning it with a guarantee.

In addition, we have started limited manufacture of equipment for sale where there is a substantial need. For example we produce ramps for Boccia, a Paralympic sport similar to bowls. These are sold to both schools and individual players.



**T**he economic climate has been difficult in 2010, with everyone finding it hard to make ends meet: DEMAND was no exception and there was a period when our donated income fell substantially. Rather than wait and hope, we pro-actively looked at how we could diversify our sources of income.

This has taken time to come to fruition but in 2010 we have had modest but increasing success due to several diversification initiatives. It was important that any diversification met the aims of the charity and the two principal ones we identified, RECYCLING and REFURBISHMENT, have the twin benefits of helping more disabled people and generating income.

In the interim the entire staff of DEMAND volunteered to take a 20% to 25% pay cut – effectively working 1 day a week for free.



# Using Our Technical Expertise

## An Example, Project D1541 Folding Walker - Client: Angela



### Background

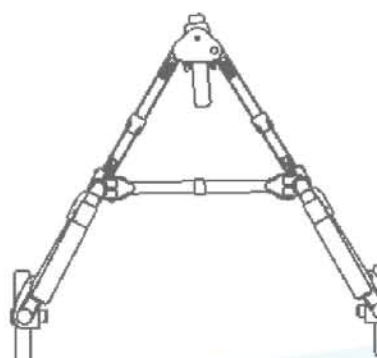
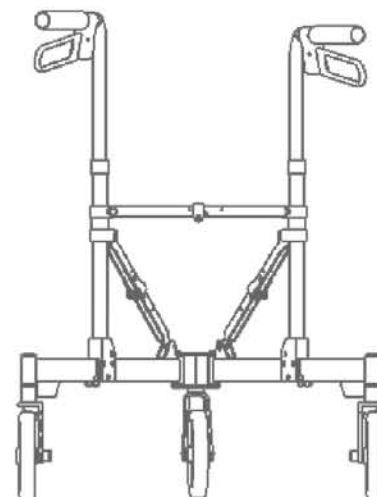
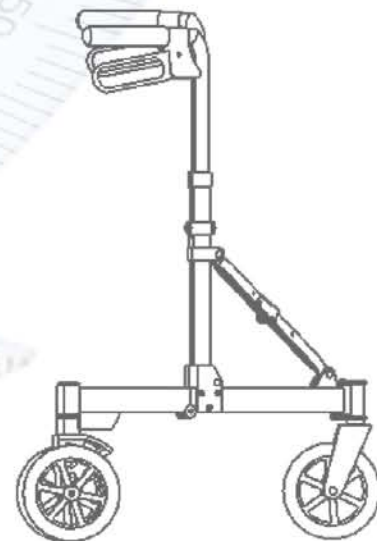
Angela has Multiple Sclerosis. Although unable to walk more than a short distance without support, she is capable of riding a bicycle. As a lecturer at Oxford University, she travels between various locations around the campus and depends on her bike to give her independence.

### The Challenge

Angela needed to transfer to a walker at the end of each bike journey but was unable to carry a standard walker on her bike due to their size and weight. She therefore needed someone to be available to help her at each location, significantly limiting her independence. She asked DEMAND to devise some way of allowing her to carry a walker on her bike.

### The Solution

A standard walker, even when folded, is too unwieldy for it to be practical to attach to a bike. DEMAND designed a strong but lightweight walker which folds up small enough to fit in a custom-made pannier which attaches to the rack of the bike. When Angela returns home, the pannier, with the walker inside, can be easily detached and taken indoors.



*"...The best possible solution to the problem..."*



*"...Thank you for such a fantastic piece of equipment - I'm hugely grateful..."*



Autodesk

# Student Placements & Apprenticeships

## Investing In Skills For The Future

**D**EMAND's objectives include encouraging design for disability. Each year we take on students for 48-week placements, at both our sites as junior-designers. The quantity and range of projects we deal with means that they participate in a number of initiatives. As their experience grows, they are given increasingly complex projects and eventually lead the design.

Students take away with them the benefits of incorporating design for disability in everything they do, which helps influence the thinking in their new design environments. Universities rate our placements highly. As a small organisation we provide a complete

overview of the work we do and real projects with real responsibility, meaning it is one of the most rewarding placements on offer. As one of our students said on leaving "It's been a life changing experience".

We have also recently begun an Apprenticeship. In the past our skilled craftsmen have come from the dwindling manufacturing industry but as time goes by we have to consider other ways of securing skills for the future. George Fox (17) joined us in September 2010. In addition to working with us he has formal academic training at college one day a week. The course lasts 2 years.

### **Freddy Fontannaz, BSc Product Design, Nottingham Trent University**

*'Thoroughly enjoying my placement, everyday has a different challenge and learning experience'*

In 2010 he designed a supportive seat for a children's buggy, helped with the technical development of the new Boccia ramp and designed a foot prompt system for a client with cerebral palsy.



### **Richard Sheppard, BSc Product Design Engineering, Brunel University**

*'I think it's fantastic that we can get hands-on, practical experience whilst directly help those in need'*

In 2010 he manufactured a special headrest for a child and is developing a positioning system for a teenager to help him comfortably sit on a sofa.

### **George Fox, Engineering Apprenticeship, Oaklands College**

*'At DEMAND I feel fortunate to be around such friendly people, whose experiences and skills are being passed down'*

In 2010 he has been involved in the production of numerous prototypes and final designs, with focus on the DEMAND Boccia Ramp Range.



### **Carl-Eiler Rodrigues, BSc Product Design, Nottingham Trent University**

*'I couldn't have asked for more from a placement, very rarely would you find one which allows you to experience the entire design process'*

In 2010 he has designed and assisted in the manufacture of a wheelchair tray and writing/reading slope for a client with muscular dystrophy.



## Working Together

**W**e work closely with three organisations which have similar values to DEMAND. We initiated this forum in 2001 and have continued to be proactive, recognising that by working together we can help one another to help more disabled people. The Forum's aim is to build awareness of one another's capabilities, and an

effective network of referrals to enable us to benchmark best practice in equipment design, development and manufacture.

The generous support of Lloyds TSB Foundations for England and Wales allowed us to initiate the forum and meet regularly, to improve efficiency and effectiveness



## Geographic Expansion

**D**EMAND's aim is to help as many disabled people as possible, and our strategy for achieving that is geographic expansion.

Our sites in Hertfordshire and Yorkshire give coverage over much of England and we aspire to open a site in Scotland, probably in the M8 corridor.

Expansion requires money and our target is to attract both start up funding and to grow our income so that the larger organisation can be sustained.

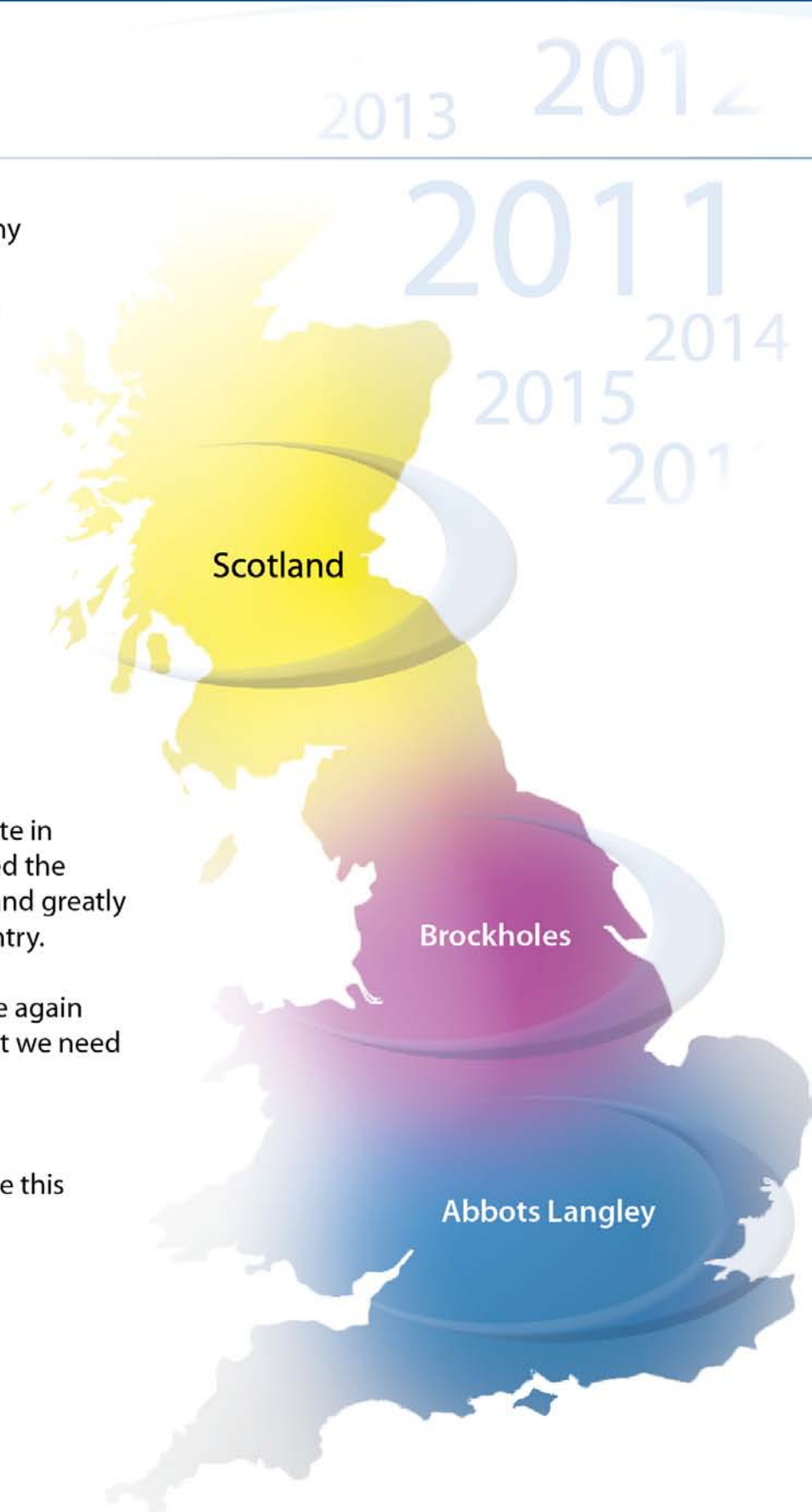
In the 5 years since opening a new site in Yorkshire we have more than doubled the number of people we have helped, and greatly increased our "reach" across the country.

We are clear that we can do the same again with further expansion but to do that we need financial support.

If you would like to help us to achieve this objective please contact us:

Tel: 01923 681 800

Email: [info@demand.org.uk](mailto:info@demand.org.uk)

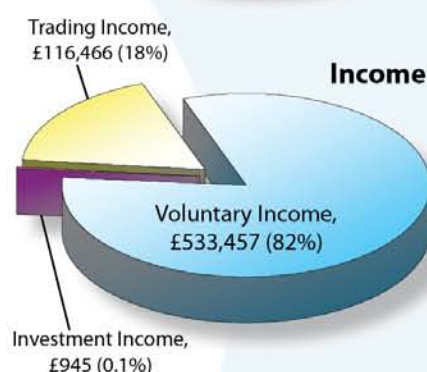
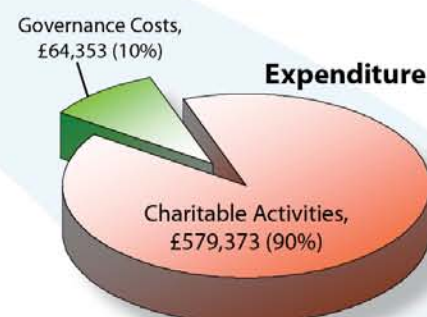




## A breakdown of the figures

### Income & Expenditure account for the year ended 31st December 2010

	Unrestricted Funds (£)	Restricted Funds (£)	Total Funds 2010 (£)	Total Funds 2009 (£)
<b>Incoming Resources</b>				
Voluntary Income	352,066	181,391	533,457	447,987
Investment Income	945		945	896
Activities For Generating Funds	116,466		116,466	69,725
<b>Total Incoming Resources</b>	<b>469,477</b>	<b>181,391</b>	<b>650,868</b>	<b>518,608</b>
<b>Resources Expended</b>				
Charitable Activities	452,992	126,381	579,373	484,853
Governance Costs	53,991	10,362	64,353	59,746
<b>Total Resources Expended</b>	<b>506,983</b>	<b>136,743</b>	<b>643,726</b>	<b>544,599</b>
<b>Net Movement Of Funds</b>	<b>37,506</b>	<b>44,648</b>	<b>7,142</b>	<b>25,991</b>
Fund Balance Brought Forward At 1st January 2010	99,115	453,620	552,735	578,726
<b>Fund Balances Carried Forward At 31st December 2010</b>	<b>61,609</b>	<b>498,268</b>	<b>559,877</b>	<b>552,735</b>



### Balance Sheet as at 31st December 2010

<b>Fixed Assets</b>				
Tangible Assets	2,508	407,549	410,057	<b>425,020</b>
<b>Current Assets</b>				
Stock	39,144		39,144	50,684
Debtors	16,506	2,869	19,375	16,368
Cash At Bank & In Hand	44,424	483,410	527,834	100,052
	<b>100,074</b>	<b>486,279</b>	<b>586,353</b>	<b>167,104</b>
<b>Creditors</b>	<b>40,973</b>	<b>395,560</b>	<b>436,533</b>	<b>39,389</b>
<b>Net Current Assets</b>	<b>59,101</b>	<b>90,719</b>	<b>149,820</b>	<b>127,715</b>
<b>Total Assets Less Current Liabilities</b>	<b>61,609</b>	<b>498,268</b>	<b>559,877</b>	<b>552,735</b>
<b>Funds</b>				
Restricted		498,268	453,620	
Unrestricted: General Charitable Funds		61,609	99,115	
		<b>559,877</b>	<b>552,735</b>	

Alan Stokes  
Company Secretary

These financial statements are not the company's statutory accounts, which have been finalised and reported on by the auditors under section 235 Companies Act 1985. The Auditors' report contained no qualification. The financial statements contain details of the companies affairs at 31st of December 2010 and of the excess of expenditure over income for the year ending on that date presented in the same format as previously used. Statutory accounts for the year ending 31st December 2010 will be delivered to the registrar of Companies and the Charity Commissioners.

Full accounts, which have been audited by DTE Business Advisory Services Limited, will be available on request from the Company Secretary.

# Thank You & Patrons/Trustees

Sincere thanks to all those who donated

**W**ithout any public sector support or income from fees, DEMAND relies on the great generosity of many individuals, companies and grant making trusts. We would like to sincerely thank all who have helped us in 2010,

And in particular the following Trusts and Foundations for their generosity:

*CHK Charities Limited  
Hobson Charity Limited  
St James's Place Foundation  
The Bramall Charitable Trust  
The C Charitable Trust  
The Childwick Trust  
The Clover Trust  
The Cooper Dean Charitable Foundation  
The DIBS Charitable Trust  
The Drapers' Charitable Fund  
The Elizabeth & Price Zaiger Trust  
The Hadley Trust  
The Henry Smith Charity*

*The Horne Memorial Trust  
The John Ellerman Foundation  
The King-Cullimore Charitable Trust  
The Laing (The Beatrice) Trust  
The Livanos Charitable Trust  
The Platinum Trust  
The Reece Foundation  
The Roger & Jean Jefcoate Trust  
The Scotshill Trust  
The Sobell Foundation  
The Valentine Charitable Trust  
The Zochonis Charitable Trust  
Unite Foundation*

## Patrons

The Earl of Snowdon GCV O RDI  
The Rt Hon Sir John Major KG  
Roger Jefcoate CBE  
Esther Rantzen CBE  
Hon Caroline Stanley

## Chief Executive

Andrew McBeath

## Trustees

Russell Willcox, Chairman  
Elaine Bragg  
Lady Hermione Grimston  
Clare Renton  
Anthony Soothill  
Jane Whiteley

## Bankers

Barclays PLC  
Acorn House  
36/38 Park Royal Road  
London  
NW10 7JA

## Solicitors

Maxwell Winward LLP  
100 Ludgate Hill  
London  
EC4M 7RE

## Auditors

DTE Herbert Pepper  
Park House  
26 North End Road  
London  
NW11 7PT



## How you can help us

**A**ny donation large or small will help us to help more disabled people in need. There is no shortage of people requiring our service; there is a constant pressure on securing funds, especially in such hard times.

We welcome visitors to our sites in Abbots Langley and Brockholes to see for themselves the work we do. We are diversifying to secure funds to help ourselves but rely on donations to provide 80% of the income we need

## We welcome donations from

### Trusts and Foundations

We rely on Trusts and Foundations for 80% of our income. Continued high level donations are fundamental to our ability to help disabled people. We would be delighted to arrange a visit at either of our sites at your convenience.

### Companies

#### *Tax Relief through Gift Aid*

The company donates the gross amount and claims tax relief when calculating its profits for corporation tax.

### Individuals

#### *Tax Relief through Gift Aid*

Gift Aid enables us to make the most of every donation. For every £1 donated under the scheme, we can reclaim an extra 28p at no extra cost to you on all donations. When you complete the slip please tick the gift aid box. We will then be able to reclaim tax on all your donations.



### *Give as You Earn*

If your employer operates a payroll-giving scheme, you can arrange with them to deduct a regular gift from your gross pay in favour of DEMAND. This is a tax efficient way of giving.

Our registration number is 000000388.

### *Leave a Legacy*

Leaving a bequest to DEMAND is a wonderful way to ensure that people with disabilities continue to receive special equipment long into the future.

### *By Cheque or Credit Card*

Please send your donation using the slip, or donate online through:

**[www.justgiving.com/demand/donate](http://www.justgiving.com/demand/donate)**

**Registered Charity no: 1008128**

*Company limited by guarantee Registered in England No. 2671913 and governed by Memorandum and Articles of Association*





Just some of the hundreds of people we have helped since forming in 1980

## Contact Us

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Registered Charity No. 1008128

This Annual Review has been written & compiled by the staff at DEMAND.