

Transforming The Lives Of People With Disabilities



Annual Review 2011

Patron's Message

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.

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.

Patron, Roger Jefcoate,
CBE





Chairman's Foreword

2011 has been a challenging and rewarding year for DEMAND. **We have helped more people with disabilities than ever before** and worked very hard to generate funds. Broadly there has been a downward trend in the level and value of general donations. However, we have had some success in attracting new donors and persuading some of our loyal supporters to increase the value of their grants. We have also been imaginative in diversifying income streams and have put much effort into equipment refurbishment and recycling initiatives. This work has brought in

supplementary income and, in parallel, has helped even more clients. This is an achievement of which we can be justifiably proud. Looking ahead, we see an ever increasing need for our specialised service. Therefore, we must continue to raise more money to help even more people with disabilities.

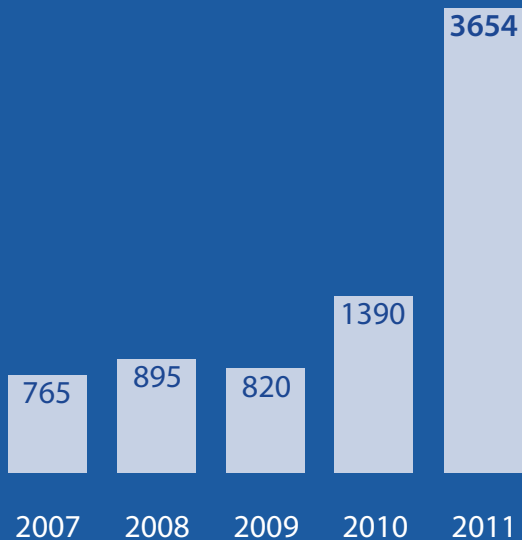
Our heartfelt thanks go out to all who helped in 2011 and we do hope that you can continue to support our work during turbulent economic times.

Chairman, Russell Willcox

A handwritten signature in black ink, appearing to read 'R Willcox', written in a cursive style.

What we do

The number of people we have helped in the last 5 years



DEMAND is a charity dedicated to helping people with disabilities. We do this by designing and manufacturing bespoke items of equipment that are simply not available elsewhere. We transform the lives of people with disabilities, of all ages and with many types of disability.

What do we do?

DEMAND's engineering and design expertise enable us to produce unique pieces of equipment to the highest technical standards. From two sites (Hertfordshire and Yorkshire) our designers and craftsmen create life changing equipment that ease the strain of daily life, or enable clients to participate in a sport or leisure activity, perhaps for the first time.

The money we raise gives DEMAND the necessary time, expertise and machinery to produce solutions specific to an individual's needs and aspirations, regardless of their ability to pay.

How do we do it?

We visit our clients at home, school, or their place of 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.

Our Process

What does our client need?

DEMAND's service is accessed by people with disabilities via various routes. Often it is through a network of Occupational Therapists, Physiotherapists, Special Schools etc. Increasingly, we are contacted via our advice helpline, either by telephone or by email.

Bespoke Projects

Our team visits and develops a close working relationship with the client. This can involve many meetings to ensure we fully understand what is required. Working closely with the client, family members and health professionals ensures that DEMAND produces a solution that meets specific needs.

Our Products are designed to;

- Improve everyday living
- Enable enjoyment of sport and leisure
- Aid recovery from injury or illness



Our 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.

Projects from 2011

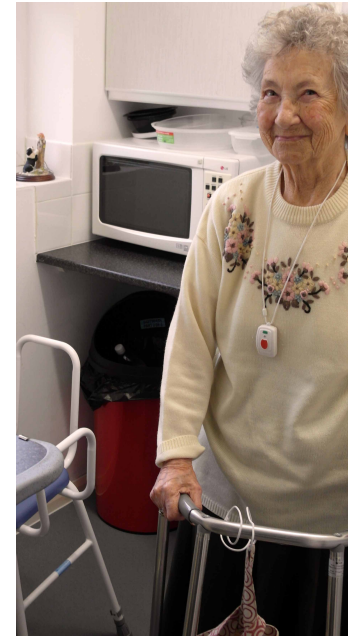
Tim has **cerebral palsy** and is not able to walk or stand without assistance. He needs extra support when sitting, but is able to move around his home in **Worthing** by crawling or sliding on the floor. DEMAND designed and made a chair for Tim with a seat at floor level so that he can get into it by himself. His upper body is kept upright by the chair's arm and side supports. To help the **twenty three** year old's mother the chair folds, so she can easily carry it up and downstairs to allow Tim to use it anywhere in his home.



Tim's Chair

Evelyn has been **acutely visually impaired** for 10 years. At **eighty six** she also has mobility difficulties due to **arthritis**. She has recently moved into a flat for the elderly in **Rickmansworth**. However, the kitchen is small and has a worktop with a projecting sharp corner which she had bumped into on occasions, bruising her hip. As well as cutting the corner into a broad radius to reduce the amount of projection, DEMAND made and fitted a padded edge to the corner, so that when she does make contact with it, it will do her no harm.

Evelyn's Worktop



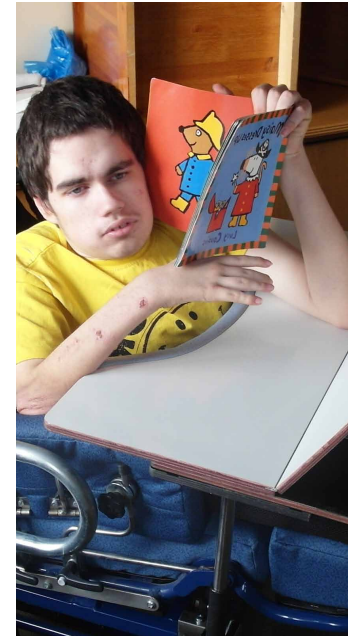
Carina is **twenty three** and lives in **Watford**. She has **acute disseminated encephalomyelitis**, a neurological condition characterised by muscle weakness, which makes standing and walking difficult, so she has to use a wheelchair. She wanted to start a Hair and Beauty course at the Technical College in Hemel Hempstead but her acceptance on the course was dependent on her being physically able to work on clients at a variety of heights. DEMAND made a battery powered mechanism that is attached to the underside of her wheelchair. Carina can position the wheelchair manually then raise herself to carry out her practical course work easily & comfortably.



Carina's Lift

Nineteen year old Charlie from **St Albans** has **severe curvature of the spine** causing him to lean over forwards, with his chest almost touching his knees. This makes it very difficult for him to use the tables and desks in his special school. His Occupational Therapist asked DEMAND to make a tray to fit to his chair that would provide a work surface and also support his upper body. The tray has a cut out section shaped to fit closely around Charlie's body, with padding to protect his chest. The front half of the tray can be tilted upward so that things like books, drawing paper and electronic devices can be placed in the optimum position for Charlie to use them.

Charlie's Tray



Alexandra's Buggy Board

Five year old Nathaniel from Maidstone in Kent uses a wheelchair due to **quadriplegic athetoid cerebral palsy**. He enjoys trips to school every day, but his mother was finding it difficult to push both him in his wheelchair and his young sister Alexandra in a pushchair. DEMAND designed and made a lightweight 'Buggy Board' to fit Nathaniel's chair, allowing his mother to push him to school with Alexandra standing on the back. It allows Nathaniel, his mother and sister, to go out for walks together without needing the help of friends and family.



John's Wheelchair

Seventeen year old John from Huddersfield has **cerebral palsy**. He had two problems with his wheelchair which we were asked to help with. Involuntary leg spasms caused the footplates to lift up, which could injure John, and when using the chair outdoors he couldn't see people walking around him. We solved these problems by making special brackets to hold his feet in position, and by fitting a rear view mirror to the arm of the chair. John can now use the chair safely and is fully aware of his surroundings.



Ralph's Oxygen Trolley

Ralph is **in his seventies** and lives in **Holmfirth**. He needs to have a supply of oxygen with him at all times due to **breathing difficulties**. He used a trolley to carry the oxygen, but being large and cumbersome, it made going on holiday or even shopping, very difficult. Our designers and craftsmen made a very small and light trolley that safely held his oxygen bottle. It is easy to move around and can be collapsed down for transporting in a car. Ralph is very happy with it and he can now go on holiday much more easily.



Ian's Painting Stand

A **spinal injury** has left Ian, a **twenty two** year old from **Manchester**, paralysed from the neck down. Ian enjoys reading and painting and uses an activity stand to facilitate these activities. However, his stand was not robust enough for the task. He contacted DEMAND to see if we could make it more robust. We adapted his stand, making it stronger by changing the plastic to clear polycarbonate sheet, reinforced with stainless steel. We even put a picture of his favourite artist, Elvis, on it. Now he can use his stand for painting and reading without it breaking.



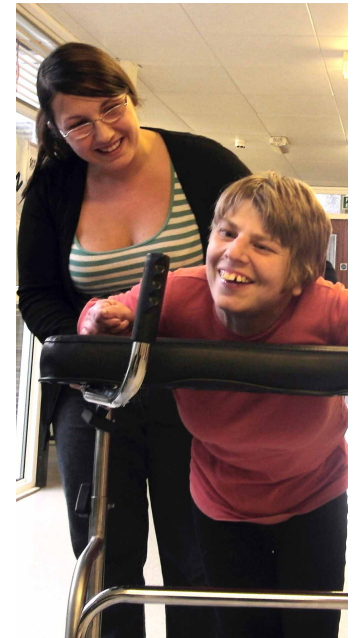
Charlotte's Walker

Charlotte is **in her forties** and has **multiple sclerosis**. She couldn't walk safely around the park where she lives in **Huddersfield** as she didn't have the strength to apply the brakes on her rollator. DEMAND adapted the brakes so she could use them more effectively and also made and fitted special brackets that allowed her to restrict the free movement of the wheels and slow the rollator down. She is really happy with the adaptations we made for her and can now go out and enjoy her walks confidently.



Claire's Walker

Thirty eight year old Claire has **severe learning difficulties** coupled with mobility problems. She is unable to walk unaided so the day centre she attends in **Rickmansworth** provided her with a walking frame. Unfortunately, because of Claire's small stature and walking gait, she could not safely use the standard walking frame. DEMAND was able to modify the frame to suit Claire's size and manner of walking. Claire and the staff were delighted with the result as she no longer has to remain in her wheelchair because she now has a suitable walker.



Limb Girdle Muscular Dystrophy causes Yoma, who is **forty one**, to spend a lot of time in a wheelchair. At home in **Oxfordshire**, Yoma loves to cook, and with support she can stand and prepare meals in the kitchen. She and her partner, Peter, asked DEMAND to design a support that she could move around the kitchen. DEMAND modified their chopping block and fitted it with wheels and brakes that default to 'on'. This block supports Yoma as well as doing it's usual job in food preparation. When she wants to move across the kitchen, Yoma pulls a lever to release the brakes. Both Yoma and Peter are delighted with the result which gives Yoma much more independence.

Yoma's Walker



Birchwood Painters

A small group of **adults** with disabilities in **Croxley** enjoy a weekly painting class run by two volunteers. DEMAND was contacted and asked to make an easel more suited to the painters' needs. After watching them in action, we designed and made an easel with a wide range of adjustment. This allows the volunteers to position the canvas much closer to the painter, which is a help if they have a limited range of movement. Previously, the canvas would have to be held by the volunteers to achieve close and angled positions, but with the new easel, the painters will enjoy uninterrupted art sessions.



Using our Technical Expertise

Saima and Zubair are **teenagers** with a **severe hereditary condition** characterized by muscle weakness, poor control of movement and co-ordination. They are unable to walk or speak but can communicate by other means. Both are lively and enthusiastic pupils at their special school in **Hertfordshire** but their disabilities prevent them from fully participating in educational activities.

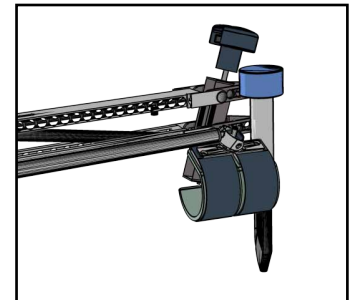
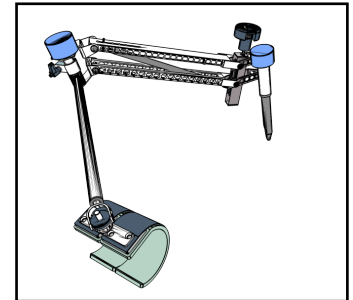
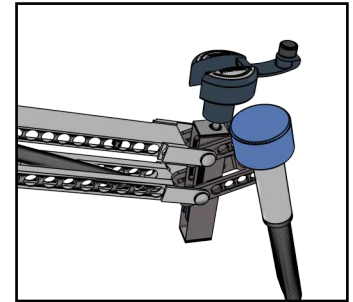
Some time ago DEMAND designed an articulating arm support for Zubair. This attaches to a custom made mount on his wheelchair and balances the weight of his arm, allowing him to reach and handle objects more easily. It proved to be so effective both educationally and

Saima's Support Arm

therapeutically that the Occupational Therapist asked DEMAND to make another for Saima, who has similar needs for support.

The design of Saima's arm support benefitted from the feedback on the performance of Zubair's support. The new support arm is much easier to fit and set up, and the lifting force can be fine tuned while the support is being used, allowing it to be adapted to suit variations in the tasks being carried out.

A third child at the school, Tanzeela, has the same condition so DEMAND made and fitted a mount to her wheelchair so that she could share Saima's support.





Helping Ourselves

The economic climate continued to be difficult for everyone in 2011 and DEMAND was no exception, with donated income being significantly lower than in the “pre-crisis” period. DEMAND has been pro-active in pursuing alternative sources of income since before the economic downturn. In 2011 we again increased the contribution from refurbishment, re-cycling and manufacture of equipment for sale. Whilst previously donations accounted for 90% of our income they have now fallen to 80% and our new activities are helping to fill the gap.

Recycling

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

Refurbishment and Repair Service

Valuable disability equipment is often stored by organisations that they are unable to re-issue because they cannot guarantee its condition. Our design and manufacture skill base enables us to offer a service to receive, clean, inspect, repair and refurbish their equipment before returning it with a guarantee. In these difficult economic times, with organisations increasingly unable to afford new equipment, this service makes sound economic sense. It provides the twin benefits of enabling the equipment owners to help people with disabilities at decreased cost, and DEMAND to help more individuals through the refurbishment fee we earn. We now offer to visit schools, care homes and hospices to service, test and/or repair equipment still in use, enabling them to provide continuity of safe support.



New Equipment

DEMAND's core role is to produce one off pieces of equipment for individuals, tailored to their needs and provided free of charge. However, we also offer a limited number of products to a wider, commercial market. We sell these to supplement the income needed for our charitable activities. For example we produce ramps for Boccia, a sport similar to bowls, which we sell to schools, associations and individuals.

For details click the "Online Shop" button on our website;
www.demand.org.uk

DEMAND'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 them in their future 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, making it 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 Scheme. 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 (19) joined us in September 2010. In addition to working with us he has formal academic training at college one day a week.

Student Placements and Apprenticeships



George Fox, Engineering Apprenticeship, Oaklands College

'This year, I have learnt more than I could have imagined, with input from both my college and the team at DEMAND'

In 2011 he has led the manufacture of a folding handrail, among many other projects, and continued to master the manufacture of Boccia ramps.



Liam Cabourn, BSc Product Design, Nottingham Trent

University 'One of the best placements available where you are able to learn the full spectrum of design skills. Fantastic year so far!'

In 2011 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.



Daniel Tyas, BSc Product Design Engineering, Nottingham

Trent University 'The best bit for me is the variety with every day offering a new challenge and a chance to learn another skill'

In 2011 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.



Lynnette Smith, BSc Product Design, Brunel University

'I love meeting such brilliant people, and knowing that DEMAND's designs will make a real difference to them'

In 2011 she has developed a painting easel for people with limited range of movement, and an eating aid for a client born with no arm.

Working Together

We work closely with three organisations which have similar objectives to DEMAND. We initiated this forum in 2001 and have continued to be pro-active, recognising that by working together we can help one another to help more people with disabilities. The Forum's aim is to build awareness of one another's capabilities, create an effective network of referrals, and also enable us to benchmark best practice in equipment design, development and manufacture.

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



Finance

Income & Expenditure account for the year ended 31st December 2011

	Unrestricted Funds/£	Restricted Funds/£	Total Funds 2011/£	Total Funds 2010/£
Incoming Resources				
Voluntary Income	351,913	234,850	586,763	532,955
Investment Income	1,511	3,675	5,186	945
Charitable Activities	160,400		160,400	116,966
TOTAL Incoming Resources	513,824	238,525	752,349	650,866
Resources Expended				
Charitable Activities	370,500	310,041	680,541	579,370
Governance Costs	42,758	26,517	69,275	64,354
Total Resources Expended	413,258	336,558	749,816	643,724
Net Movement of Funds	100,566	98,033	2,533	7,142
Fund Balance Brought Forward at 1st January 2011	61,517	498,359	559,876	552,735
Fund Balance Carried Forward as 31st December 2011	162,083	400,326	562,409	559,877

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 company's affairs at 31st of December 2011 and of the excess of income over expenditure for the year ending on that date presented in the same format as previously used. Statutory accounts for the year ending 31st December 2011 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.

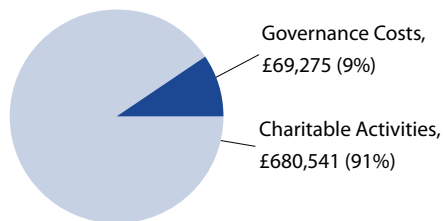
Balance Sheet as at 31st December 2011

	Unrestricted Funds/£	Restricted Funds/£	Total Funds 2011/£	Total Funds 2010/£
Fixed Assets				
Tangible Assets	10,705	393,682	404,387	410,059
Current Assets				
Stock	24,423	0	24,423	39,144
Debtors	29,867	4,824	34,691	19,375
Cash at Bank & In Hand	142,435	215,682	358,117	527,835
	196,725	220,506	417,231	586,354
Creditors	45,347	213,862	259,209	436,536
Net Current Assets	151,378	6,644	158,022	149,818
Total Assets Less Current Liabilities	162,083	400,326	562,409	559,877

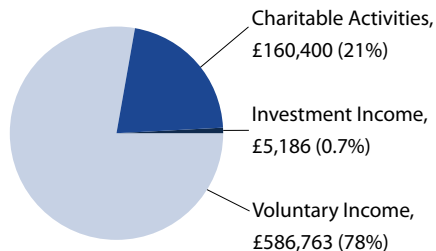
Funds

Restricted		400,327	498,360
Unrestricted: General Charitable Funds		162,082	61,517
		562,409	559,877

Expenditure



Income




Fran Evans
 Company Secretary

Thank You

Without 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 2011, and in particular the following Trusts and Foundations for their generosity:

The Sylvia Adams Charitable Trust
BAE Systems PLC
The Liz and Terry Bramall Foundation
CHK Charities Limited
The Clover Trust
The Alice Ellen Cooper Dean Charitable Foundation
The Drapers' Charitable Fund
The John Ellerman Foundation
Donald Forrester Trust
The Margaret Giffen Trust
The Worshipful Company of Goldsmiths
The Hadley Trust
The Haremead Trust

The Harebell Centenary Fund
The Holbeck Charitable Trust
The Thomas J Horne Memorial Trust
The Bernard Lewis Family Charitable Trust
The George John & Sheilah Livanos Charitable Trust
The O'Sullivan Family Charitable Trust
The Reece Foundation
The Rowan Charitable Trust
The Scotshill Trust
The Henry Smith Charity
The Sobell Foundation
The Sterling Charity
The Bernard Sunley Charitable Foundation
The Triangle Trust 1949 Fund
The Tuixen Foundation
The Valentine Charitable Trust
The Woodroffe Benton Foundation
The Elizabeth & Prince Zaiger Trust
The Zochonis Charitable Trust

Visiting & Donating

Any donation large or small will help us to help more people with disabilities in need. There is no shortage of people requiring our service and 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 74% of our income. Continued high level donations are fundamental to our ability to help people with disabilities. 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 25p at no extra cost to you.

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, Credit Card or Online

Please send your donation, or donate online, using the "Donate" button on our website; www.demand.org.uk

Registered Charity no: 1008128

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

Geographic Expansion

DEMAND's aim is to help as many people with disabilities 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.

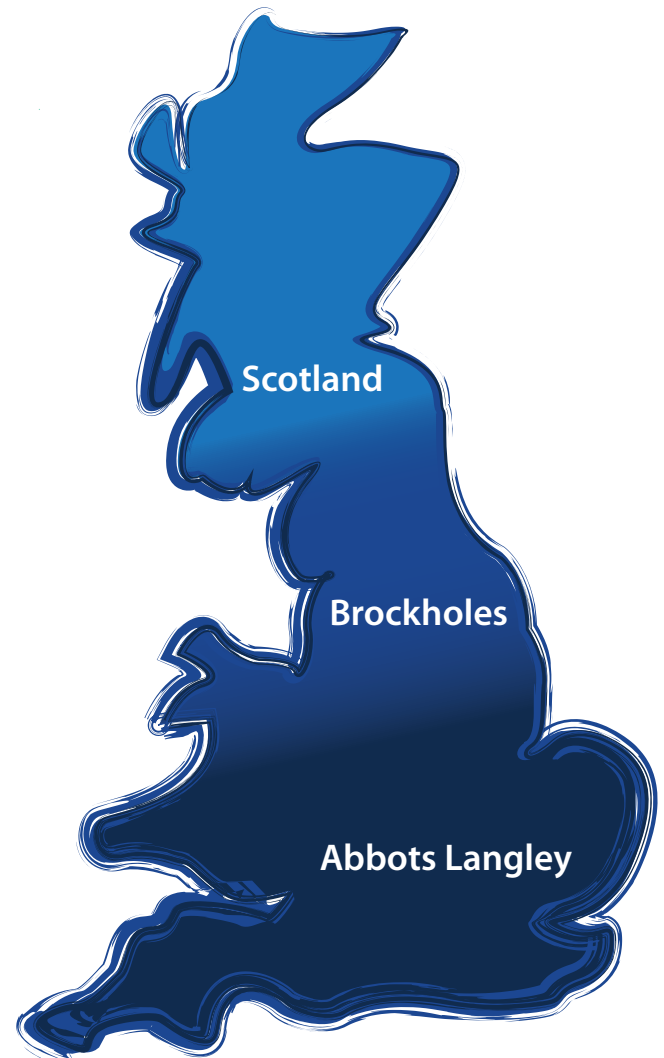
In the 6 years since opening a new site in Yorkshire we have quadrupled the number of people we have helped, and greatly increased our "reach" across the country.

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



Patrons & Trustees

Patrons

The Earl of Snowdon GCVO 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
Robert Mankin
Thomas Mercer
Clare Renton
Anthony Soothill
Jane Whiteley

Bankers

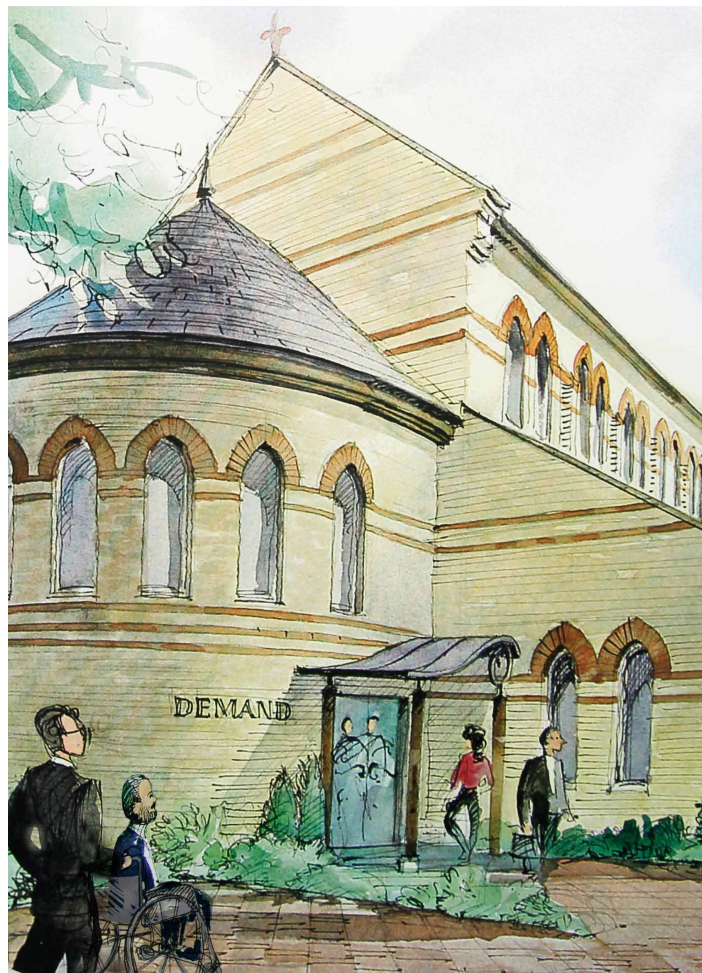
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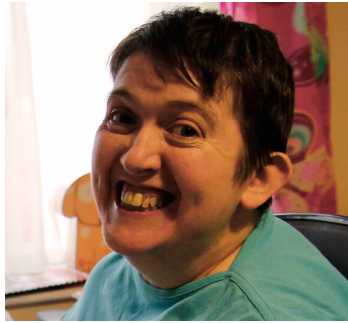
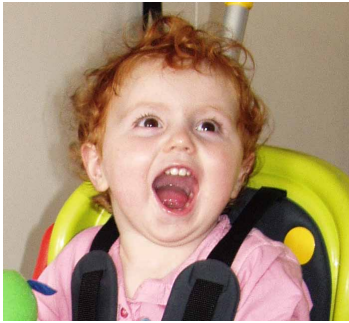
Solicitors

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