

# transforming the lives of people with disabilities

DEMAND  
annual review 2012



DEMAND  
Design & Manufacture for Disability

At DEMAND we believe that physical or mental impairment should be no barrier to dignified living or opportunity, which is why we apply our technical knowledge and expertise to help anyone living with disability to achieve more, regardless of age, gender or financial circumstance.

**In 2012 we helped over 3000 people  
live, work and play better.**

# 2012 Overview

**DEMAND** is a charity dedicated to helping people with disabilities and the work we do is often described as “life changing”.

Our clients range in age from preschool babies and toddlers to retirement and beyond. Their difficulties also span the full disability spectrum with the majority coping with debilitating conditions, such as arthritis, cerebral palsy, multiple sclerosis, spinal injury and sensory impairments. Many live with multiple disabilities.

Over **500** Equipment Projects

**3168** Beneficiaries



# “Transforming the lives of thousands of people”



## Patron's Message

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DEMAND developed from courses I ran at the London College of Furniture on technology for children with disabilities over 30 years ago. It is wonderful to see how it has developed, grown and extended its reach, particularly in recent years.

DEMAND designers and craftsmen always amaze me with their ingenuity in helping people to live better, work better and play better. From simple adaptations of everyday equipment

through to complex mechanisms that aid movement, they literally transform the lives of hundreds of disabled people each year.

I remain actively involved with the charity, a fine example of good management and dedication. In these particularly hard times we need your donations more than ever to continue this marvellous work, I warmly commend DEMAND for your generous support.

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**Patron, Roger Jefcoate, CBE DL**



# “Our work depends on your generosity”



## Chairman's Foreword

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It has been a challenging and rewarding year for DEMAND. I am delighted that we exceeded all our expectations for equipment projects which means over 3,000 more people are able to live, work, learn and play better because they now have the equipment they need.

The fundraising climate continues to be turbulent so we have invested significant energy in developing our business and community fundraising as well as in our self generated income programmes, notably paediatric equipment refurbishment services, used disability equipment and our range of Boccia ramps and accessories.

I am excited and confident about the future. We are seeing significant changes in Adult Care Services which will mean an ever increasing need for our specialised service. Our ambitions to expand geographically remain strong. Whilst we continue to manage our expenses carefully we also recognise that we cannot fulfil the demand for our services without significantly increasing income so 2013 must be a year of growth and development for us.

Your help and support is more important now than it has ever been and my thanks go to everyone who helped and supported us with skills, resources and donations throughout 2012.



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**Chairman, Russell Willcox**

# What we do

Our work is concentrated into 6 main areas: Everyday needs, Modification, Opportunity, Repair/refurbish and recycle, Recovery and Manufacture. **We welcome visitors to our sites in Abbots Langley and Brockholes to see for themselves the work we do.**

Design and make for;  
Everyday needs



Modify Existing  
Equipment



Design and make for;  
Opportunity



Repair, refurbish, recycle  
disability equipment



Design and make for;  
Recovery



Small scale manufacture  
of our own products



A vital part of our work is designing and manufacturing bespoke equipment from scratch, or modifying everyday and specialist equipment to better suit the needs of the individual. These liberating solutions often address problems which, in the majority of cases, severely restrict quality of life and limit access to sporting and leisure opportunities for many people with disabilities.

Our technical teams in Hertfordshire and Yorkshire are a hugely talented and innovative bunch with nearly 100 years' experience between them.

This experience enables them to work holistically and sensitively with clients, carers, families, Occupational Therapists and medical professionals to craft practical solutions that have enormously positive impact.

# How we do it



## Assessing a client's needs

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.



## Design, Make or Modify

Our team visit and develop a close working relationship with our clients and their families, carers and medical professionals. This can involve several meetings to ensure we properly solve the challenge at hand and produce a solution that is truly effective.



## Follow up

DEMAND designers follow up with our clients at timely intervals after we have delivered the equipment. This ensures that the client gets the most from the equipment and we receive valuable feedback that enables us to improve current and future designs.



## Projects 2012

Here is a small selection of design, make and modify projects from 2012.

### *Playtime is safer Thanks to DEMAND*

Melek is 5 and goes to school in St Albans. She was born with an undiagnosed condition which has left her severely disabled both physically and mentally. At school Melek uses a wheelchair with a tray attached, but was unwittingly hurting herself by getting her arm trapped between the armrest of the wheelchair and the tray. DEMAND produced a new tray design which prevented Melek's arm from getting trapped. It had the added advantage of being made from a more practical, user-friendly material than the original. Melek's teachers and physiotherapist are thrilled with the outcome.



## ***Increasing Independence***

Michael is paralysed from the neck down. He operates the controls of his wheelchair with his chin, but doesn't have the same level of control of his movements that he once did. If he accidentally presses two buttons at once the chair's control system shuts down as a safety precaution and has to be reset. This had to be done by a carer so when Michael was on his own he was unable to move. DEMAND made a hinged protective cover for one of the switches which Michael is able to raise and lower with his chin in order to operate the second button when necessary. Michael is no longer in danger of being left stranded.



## ***Staying Safe***

Orla is a long standing client of DEMAND. She has multiple disabilities including Autism and Global Development Delay. This makes it hard for her to understand when she is likely to injure herself, or others, by her actions. She had a safety gate to stop her from going in the kitchen and accidentally injuring herself, but as Orla grew bigger, and after many years of wear and tear, a bigger, more robust, gate was needed. DEMAND made a more robust gate with a unique locking mechanism which Orla cannot operate, but her parents and sisters can. Orla feels very much a part of everything that goes on in a busy household and is kept safe at the same time.



# Projects 2012

114 projects for bespoke equipment have been completed this year.

## *An uplifting experience*

Diane has Lymphoedema and when sitting, her legs and feet become uncomfortable and painful. To help prevent this she elevates her feet using cushions at different heights, depending on the severity of her discomfort. Diane required a foot stool which she could easily change the height of by herself. An electric 'hi-lo' foot stool was designed and made which allows her to adjust the height remotely to an ideal level of comfort.

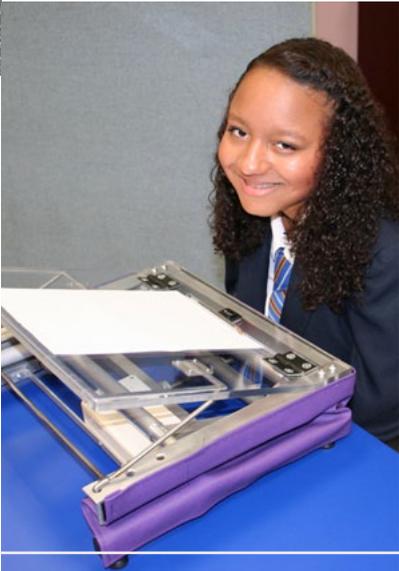
## *Ride before you walk*

Jack and his twin sister Rebecca, who live in Watford, were both born with Cerebral Palsy, which affected the use of their legs. Their physiotherapist believed that if the twins could be encouraged to pedal a tricycle, it would improve their chances of being able to walk in later life. DEMAND modified two children's tricycles, provided through the generous support of the local Watford community, to suit their particular needs. Jack and Rebecca now enthusiastically and energetically ride their trikes whenever they can.



### ***Klicea loves to paint and draw***

Klicea is a keen artist who has Cerebral Palsy. She has limited use of her arms so uses her mouth to draw. However, she finds it difficult to do so on her flat school table and needed some help. Klicea's Occupational Therapist contacted DEMAND with the problem and as a result, Dan, one of our student trainees at the Yorkshire branch, designed a height and angle adjustable table, complete with back light, which allows Klicea to draw more comfortably and enjoy her art anywhere around the school.



### ***Eating Well***

Mrs. Bunn, 91, is a keen cook. As a young girl she contracted Polio which left her unable to use her right arm. Cooking was becoming difficult because she struggled to lift pans onto her two-ring cooker with her only useful arm. Mrs. Bunn is delighted with the portable cooker support, which is much lower than a standard worktop, that the DEMAND team made for her. Mrs. Bunn can now use her cooker comfortably and free up space in her small kitchen by wheeling the cooker under the kitchen work top when not required.



## Projects 2012

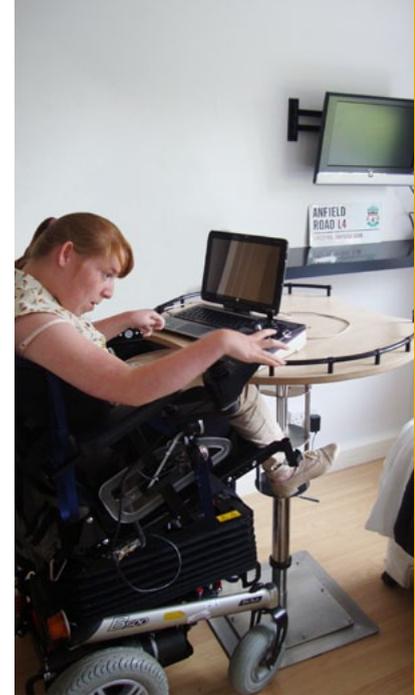


### ***Sitting Comfortably***

Lucy is 7 and due to her disability becomes uncomfortable sitting for a long period of time on a normal school chair. Lucy's physiotherapist asked DEMAND if we could make a special seat cushion that could help Lucy be more comfortable and which could be used throughout the school. Lucy now has a perfect cushion that can be detached and reattached quickly and easily to other chairs wherever and whenever needed.

### ***Being part of the connected world***

Amy is 19 and has Cerebral Palsy. She loves to use her laptop and iPod station but finds them difficult to access on her table due to the height of her wheelchair. DEMAND recycled the gas lift mechanism from an adjustable bar stool to create a height adjustable and rotating work station. The circular table top includes shaped cut outs to allow her to achieve the best possible working position. Amy now has the freedom to use her Laptop and iPod station whenever she wants.



## *Many more pupils are now able to enjoy Boccia*

Hollybank school in Mirfield has a number of pupils who take part in Boccia, a Paralympic sport similar to bowls. Due to the severity of their disabilities some of them are unable to release the balls themselves. DEMAND was asked to create a ball launching device which would allow everyone to participate. The solution; an electrical release mechanism which could be fitted to existing ramps and which enabled pupils to release the ball at the touch of a switch was created. More pupils at Hollybank School are now able to enjoy the sport. For more information please visit: [www.boccianews.com](http://www.boccianews.com)



## Hundreds more get the equipment they need

In addition to the wide range of bespoke projects DEMAND delivers every year, we also use our skills to give more children access to specialist mobility and postural support equipment through our refurbishment services. We help equipment providers safely reissue complex and expensive equipment, which would otherwise be consigned to landfill or be stripped for basic material recycling after only a single use. With healthcare budgets being squeezed, our service makes sure that where in the past only one child might benefit from a piece of equipment, two or three can now. We are also able to visit schools, care homes and hospices located close to our workshops to service,

test and/or repair equipment still in use, enabling them to provide continuity of safe support.

### **Reusing valuable components and materials**

People and organisations sometimes have disability equipment that they no longer require which they donate to DEMAND. We can recycle the equipment by either reusing materials and components in other projects, or by refurbishing the equipment. Many of our bespoke projects use recycled components and materials and the sale of donated equipment, whilst keeping valuable equipment in use, also helps us generate funds which we plough back into our work.





## ***Supporting Disability Sports***

One of DEMAND's key goals is to increase access to sporting and leisure opportunities for people with disabilities. We have helped many athletes over the years with training and competition aids and equipment, and more recently have become closely associated with Boccia, a Paralympic sport. DEMAND produces a wide range of ramps and accessories which allow many more people to play the game at all levels.

**More information can be found on  
our website [www.demand.org.uk](http://www.demand.org.uk)**

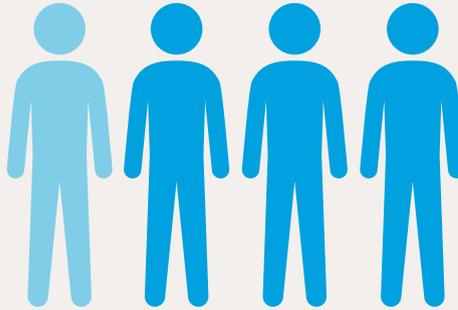


# Infographic

A visualisation of some of DEMAND's key data.



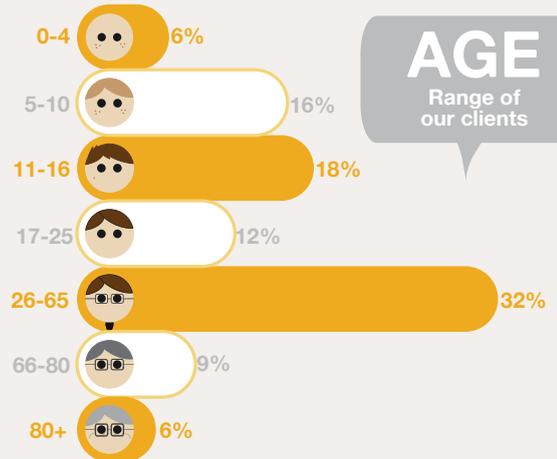
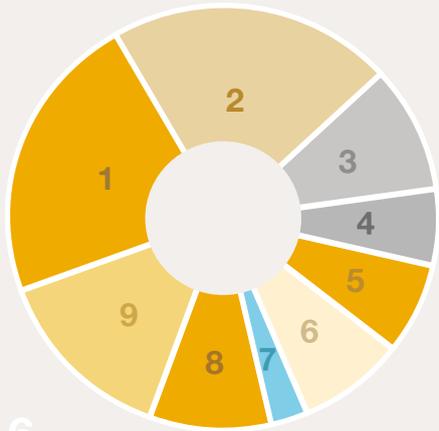
People have a disability, impairment or long standing illness in the UK alone. That's more than the entire population of Belgium.

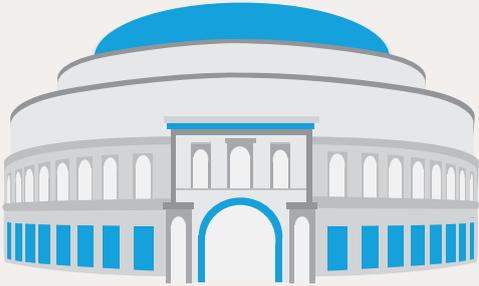


**ONE IN FOUR** disabled people would like things to help them with their day-to-day life. There are thousands of products on the market, but a lot of the time they do not meet the disabled person's specific needs.

## A breakdown of the most common impairments in the UK.

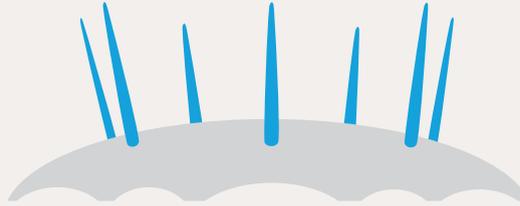
- UK population in Millions
- 1 Mobility- 6.4
  - 2 Lifting, carrying- 6.1
  - 3 Manual Dexterity - 2.7
  - 4 Continenence - 1.7
  - 5 Communication - 2.0
  - 6 Concentration/Learning - 2.3
  - 7 Recognising danger - 0.8
  - 8 Physical Co-ordination - 2.6
  - 9 Other - 3.9





Since 1995 we've helped enough people to fill all the seats in the Royal Albert Hall.. Twice!

**12,433**



And with your support we'll continue to help more. Within the next 3 years we will have helped enough to fill the O2 arena. 20,000!



The individual cost of disability



Cost of raising a child

Average cost of daily living

Likelihood of low income

“Completely transformed”

“All our ambitions realised”

“Revolutionary”

“Wonderful”

For more information please visit our website [www.demand.org.uk](http://www.demand.org.uk)

Sources: Office for National Statistics, Office for Disability Issues, Scope UK, Guardian Online and DEMAND Databases.

# Student Placements & Apprenticeships

DEMAND's objectives include encouraging design for disability. Each year we take on students for 48 week training placements at both our sites. The quantity and range of projects we deal with means that they get a broad and deep understanding of design for disability and as their experience grows, they work on increasingly complex projects and are given the opportunity to lead design projects.

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 students get hands on experience of every part of the design and manufacturing process, as well as getting involved in every aspect of the charity's activities, 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 introduced 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**  
*Engineering Apprenticeship, Oaklands College*

'The skills that I have gained here are developing to professional standard'. After two years with DEMAND, George has now started an Advanced Apprenticeship and is proving to be versatile and skilled in bespoke work and small batch production.



**Oliver Staiano**  
*BA Product Design Nottingham Trent University*

'The experience I have received working at DEMAND is one of a kind. It's great to be involved in every aspect of the design process.' In 2012 Oliver designed Orla's protective gate (see bespoke projects) and a manoeuvrable perching stool for a client with Arthritis.



**Joe Boden**  
*BA Product Design Nottingham Trent University*

'This is a fantastic placement. It's a very hands on role, and we get to see the items we design make a real improvement to people's lives.' In 2012 Joe designed a fully automated aid for children with limited mobility to be able to take part in table cricket at their school.



**Paul Lockwood**  
*BSc Mechanical Engineering Uni. of Huddersfield*

'I've greatly improved my practical engineering skills since starting here and gained other quality experience.' Paul designed and made a height adjustable step for a child with difficulty accessing her wheelchair, so that as she grows the step can be adjusted accordingly.



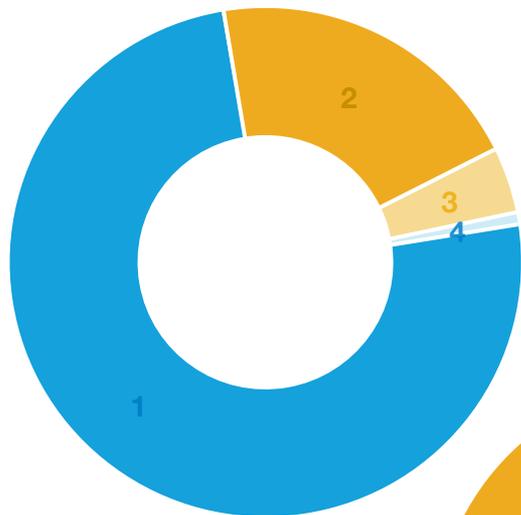
# Working Together



We collaborate with three organisations which have similar objectives to ours. 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 people with disabilities.

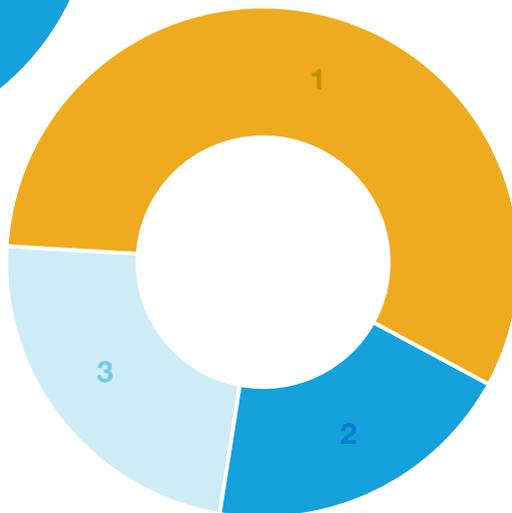
The Forum's aim is to build awareness of each other's capabilities, to create an effective network of referrals, and also to enable us to benchmark best practice in equipment design, development and manufacture.

# £ Finance



## Income

For the year ended 31st December 2012.



## Expense

For the year ended 31st December 2012

Income and Expenditure increased by 10.7% and 12.9% respectively in comparison with the previous year which resulted in a small deficit at the end of the year of £13,497.

### Income

1. Fundraising
2. Self Generated Income
3. Donated Goods
4. Other Income

### Expense

1. Making, Modifying and Refurbishing equipment
2. Advising, Informing and Educating
3. Support operations

Please note, the information shown is a summary of our financial activities in the year ending December 2012, approved by our trustees. Our full audited accounts are available on the Charity Commission website and can also be requested from our Head Office.



# Geographic Reach

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 additional funding and our target is to attract both start-up funding and to increase self generated income so that a larger organisation can be sustained.

Since opening a new site in Yorkshire we have more than 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](mailto:info@demand.org.uk)**



DEMAND's  
current UK  
reach.



Gary, on the completion of the  
Coast to Coast walk raising  
£1500 for DEMAND

# Thank you

**3,168** big thank yous to all the many incredible individuals, community groups, Charitable Trusts and Foundations, clubs and businesses whose generous financial and in-kind support makes our work possible.

Huge thanks to patrons Esther Rantzen and Roger Jefcoate and to all the friends and supporters of DEMAND for their ongoing commitment and dedication. Special thanks to those who braved shin splints, blisters and muscle fatigue in the

Abbots Langley Tough Ten Race, Bupa 10k, Tough Mudder, Adidas Silverstone Half Marathon, and the ascent of Kilimanjaro. Thank you too to the great British bakers who laid on Vintage Tea Parties.

The more people who know about what we do, the more people we can help. Thank you to all of you who have helped spread the word about our services, in particular DEETV, MyNews, Watford Observer, the St Albans Cathedral Abbey news and local councillors.

# In Memoriam

## **Dr Alan Reece**

It was with great sadness that we learned of the death of Dr. Alan Reece, one of Britain's most successful engineers and entrepreneurs.

Recognised as an inspired mechanical designer, he was responsible for creating a number of engineering companies on Tyneside that have a combined turnover of more than £300 million and 700 employees.

His magnificent support of DEMAND in extremely challenging times will be long remembered. An energetic and vociferous advocate for British industry and engineering generally, Dr. Reece will be greatly missed.

## **Mr David Smith**

2012 also witnessed the passing of David Smith, a trustee from 1990 until 2004. David, affected by MS for many years, enjoyed a long and varied career in engineering, culminating at Traub Machine Tools where he was CEO.

David had a very keen analytical mind and was renowned for his tenacity, which he successfully applied to a wide range of improvements at the charity, notably in our systems and processes, as well as in our fundraising capability.

David Smith put his heart into DEMAND and left us with an enormous legacy that has helped shape the charity we are today.

# Patrons & Trustees

## Patrons

Earl of Snowdon GCVO RDI  
Rt. Hon. Sir John Major KG  
Roger Jefcoate CBE DL  
Esther Rantzen CBE  
The Hon. Caroline Stanley

## Chief Executive

Gary Evans

## Trustees

Russell Willcox, Chairman  
Katherine White  
Lady Hermione Grimston  
Robert Mankin  
Thomas Mercer  
The Hon. 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





## Donating to us

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.

**We welcome donations from the following;**

### 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 profits for corporation tax.

### Matched Giving

Is of great benefit. For every £1 that an employee donor donates, the company will contribute a

percentage of funds, in many cases even doubling the original donation.

### Donating Shares

If you are a UK taxpayer, you can claim income tax relief on the value of most stocks and securities when you donate them to charity. Donating shares to charity also gives rise to neither a gain nor a loss for Capital Gains Tax purposes.

### 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.

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](http://www.demand.org.uk)

### Giving time:

Volunteering can make the most of a particular expertise you may have. If you have skills and spare time that you can offer please get in touch.

### Regular giving

If you would like to become a regular giver, please click on the “donate” button on our home page and select the “regular donation” option.

### Community and Affinity Groups

Working with you in the community to help as many people as possible.



# Freepost Donation Form

DEMAND, Design and Manufacture for Disability, FREEPOST SB408, Abbots Langley, WD5 0WD

I wish to donate £

I would like to pay by card  I enclose a cheque payable to DEMAND

Name

Address

Postcode

Email

Signature

**Please debit my CREDIT/ DEBIT/ Charity card**

My Card No. is

Expiry Date

## Make your gift go further *giftaid it*

If you Gift Aid your donation, DEMAND will receive an extra 25p from HMRC for every £1 you donate. Please tick the appropriate box:

- Yes, I am a UK taxpayer.** I would like DEMAND to treat all donations I have made for the four years prior to this year and all future donations as Gift Aid donations until I notify you otherwise. By signing this form, I confirm that I am paying an amount of income tax and/or capital gains tax for each tax year (6 April one year to 5 April the next) that is at least equal to the tax all charities or CASC's will reclaim on my donations in the appropriate tax year.
- No, I am not UK taxpayer.**

Signed  Date

- I would like to Gift Aid my donation
- Please send me a form to set up a standing order
- Please send me information on leaving a legacy
- Please send me information about fundraising
- Please keep in touch with me

**Registered Charity no: 1008128**

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in England No. 2671913 and governed by  
Memorandum and Articles of Association





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