



Bespoke, life-enhancing equipment for people with disabilities

DEMAND:

Design & Manufacture for Disability
Annual Review 2013

Registered Charity No.1008128





Front cover: Aiden's bespoke bike trailer.
Read his story on page 15



We help people with disabilities **achieve more**

Design,
make and
modify
equipment

Educate
and support
design for
disability

Repurpose,
refurbish
and recycle
equipment



Relying on stock equipment often means an individual's specific needs and requirements are not catered for. It is just not economically viable for commercial equipment manufacturers to turn their hand to tailored solutions. This results in too many people having to 'make do' with inadequate or partial solutions to the challenges they are seeking to overcome.

DEMAND's designers and

technicians, however, craft unique and effective pieces of equipment that truly work for the individual. From the simple to the complex, from the life-enhancing to the life-altering, our designers and engineers always welcome a new challenge.

In 2013 **DEMAND** has given more people than ever before the power to live, work and play better.

33 years of DEMAND

Roger Jefcoate CBE DL, **DEMAND Patron**

We have come a long way in 33 years and I am proud and excited to remain actively involved. As a founding patron I am also thrilled that we still have such ambition, energy and determination to make a tangible difference to people who continue to face discrimination, exclusion and restricted opportunity.

The ingenuity of our design and craft team and their care for clients, carers and parents never fails to amaze me. From simple adaptations of

everyday equipment through to technically complex aids that can, literally, transform a person's ability to participate actively in life enhancing activities. Our work is as valuable today as it was when we started in 1980.

I hope you will join me in actively supporting **DEMAND** in its marvellous work.

Thank you.

Top: Using a mechanical aid to help a tetraplegic musician play the trombone, 1982

Bottom: Baroness Felicity Lane-Fox and Lady Renton are presented with an ambulance bus by Michael Willis, 1983



Russell Willcox, **Chair of Trustees**

I am delighted to report that over 3,700 people have benefited from the enabling equipment which passed through our workshops in 2013. This represents an 18% increase compared with the previous year; achieved at virtually no additional cost and despite significant raw material, energy and component price inflation.

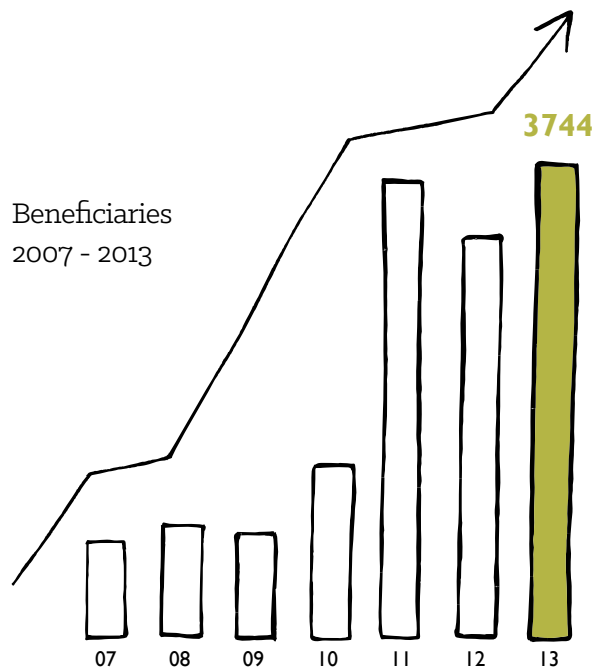
The increase in beneficiaries is a cause for celebration on the one hand, and yet at the same time it indicates that too many people with disabilities still come up against barriers to opportunity and experience unnecessary hurdles in their daily lives. **DEMAND** exists to alleviate those problems.

The solutions **DEMAND**

provides undoubtedly help people overcome many of their frustrations. However, despite significant and positive advances in attitudes toward disability, as well as stunning technological advances, our society, its systems and infrastructure, still has some big challenges to deal with on its journey to becoming truly inclusive.

I am excited and confident about the future. We will continue to focus on enabling ever more people with disabilities to do more and to achieve more at home, in education, at work and at play. To do this we will continue to invest in broadening our capability, extending our reach and in developing our network of supporters, commercial

Beneficiaries
2007 - 2013



and third sector partnerships, systems, processes and finances.

What we do, and the ingenuity of our designers and skill of our craft teams, have to be seen to be fully appreciated,

so I extend a warm invitation to all to visit our workshops in Hertfordshire and Yorkshire to see, at first hand, magic at work.

How we create

A personalised approach to **design for disability**



MEET



MEASURE



All projects begin with real need, sometimes identified by the end user themselves, often by a carer or health professional. The next step is a personalised assessment to ensure that the desired outcome and the challenges are properly understood.

The design, make and test process that follows is highly iterative and collaborative - a real team effort. By following this highly inclusive process the needs of the person are

THINK & SKETCH



MODEL



MANUFACTURE



DELIVER



FOLLOW UP



always at the centre of the work resulting in a truly personalised solution.

DEMAND's MHRA* Class I status means the people we work with are assured of a high quality and safe product which we also repair, adjust and modify for as long as is required.

* The Medicines and Healthcare Products Regulatory Agency is responsible for regulating all medicines and medical devices in the UK by ensuring they work and are acceptably safe.



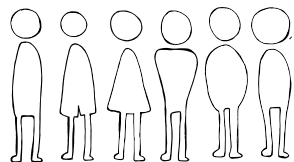
Kids will be kids

Helping to overcome hurdles **early on in life**



When a child's equipment works well for them their capabilities are extended.

Take Tadius, a confident 6 year old, paraplegic since birth. His **DEMAND** designed and manufactured made-to-measure steps enable him to get in and out of his wheelchair on his own. The ergonomic handrails also help and encourage Tadius to develop the strength in his arms.

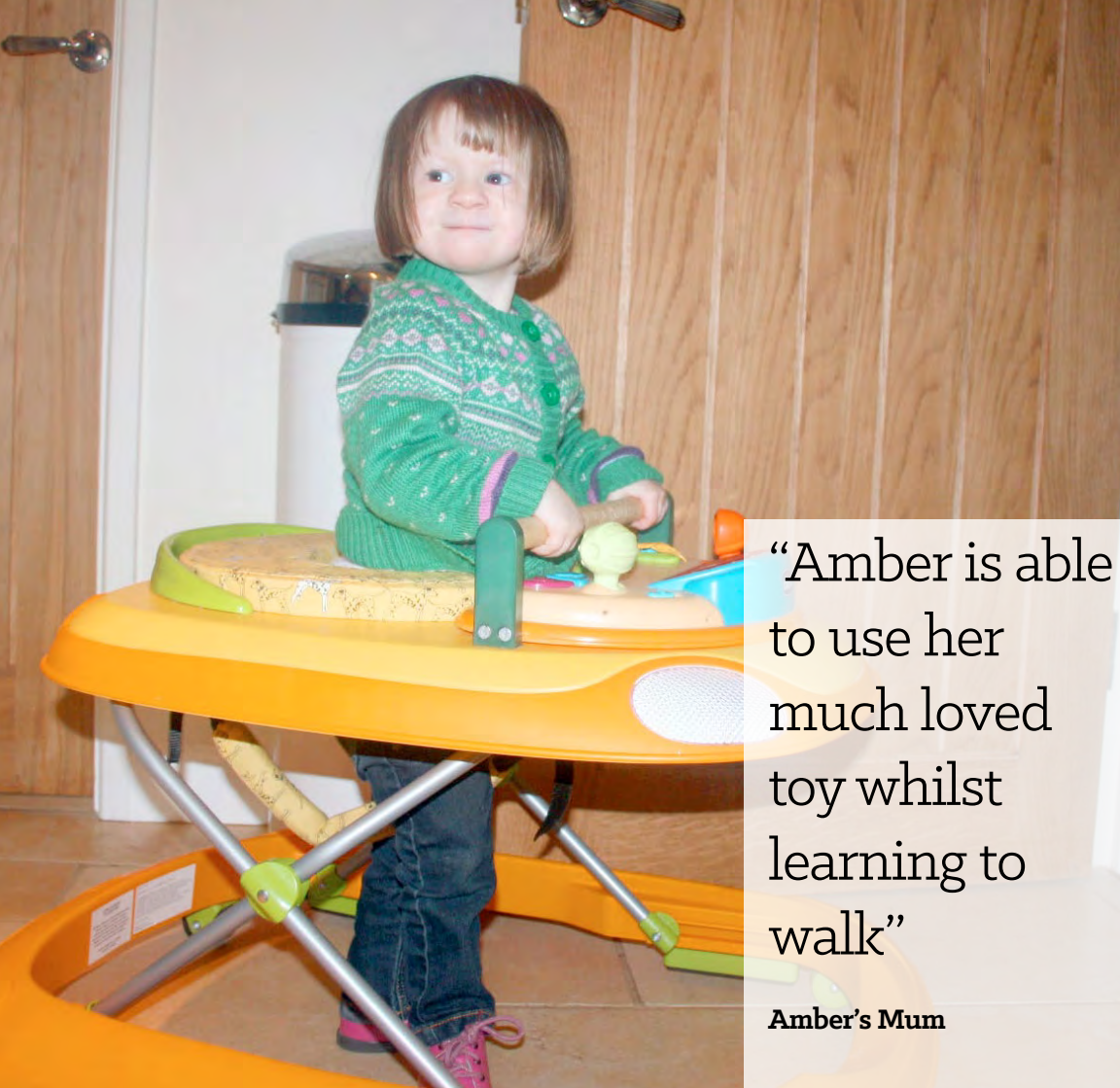


40%
of our
projects are
for people
under 17

Chelsea has Cerebral Palsy and has difficulty walking. Unfortunately, her old frame did not provide an adequate level of support that would encourage and facilitate walking. The **DEMAND** team designed and fitted a headrest and cross body support which enables Chelsea to properly benefit from her muscle therapy and to be included in other activities with her family and friends.

Our practical solutions, developed under the guidance of qualified health professionals, tackle much more than frustrations with the equipment; influencing the children's sense of self, their confidence and wellbeing.





“Amber is able to use her much loved toy whilst learning to walk”

Amber's Mum

Amber's Story

by her Mum, Rebecca

“Amber was diagnosed with developmental delay, low muscle tone and hypermobility. As a result, we needed to work on improving the strength in her muscles and give her the confidence to walk.

Amber loved moving around in her car walker, but it gave her far too much support and enabled her to sit down whilst moving. **DEMAND** skillfully modified her car with a padded insert for a snug fit and a bar to hold on to for added security, all of which encourage her to stand up to move around. She is slowly gaining confidence and strength in her legs and is able to continue using her much loved toy whilst learning to walk.”

Sporting opportunities

Equipment enabling people to **get involved**

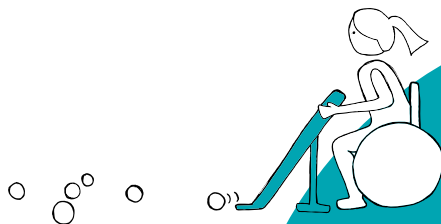


People from all over the world can now participate in leisure and competitive sport using **DEMAND** designed and manufactured kit.

Mary, left, is an ex-forces healthcare professional and athlete. She is delighted with her purpose-built throwing seat which perfectly fits her style and technique. Now Mary can focus on improving her shot put performance in the hope of competing in the military Paralympics.

DEMAND's Boccia range has gained a solid reputation with clubs and individuals across the UK and overseas. More people than ever have been helped to develop their skills and ambition at all levels in this highly inclusive sport. Sarah, right, has chosen our top of the range Fusion model to bring her success in the German National Championship next year.

For everything Boccia related, check out our blog www.boccianews.com.



Boccia is a sport similar to bowls, and is one of only three Paralympic sports that has no Olympic counterpart

Mark's Story

by his friend Stuart

“Mark, a resident of Scope's Birchwood care home in Chesham, has Cerebral Palsy. Hugely determined and big-hearted, Mark is an accomplished artist, fundraiser and Boccia player.

In the early days Mark used a length of drainpipe to guide his Boccia balls during play. Since his interest and skills in the sport have developed, he now uses one of **DEMAND's** range of purpose designed ramps, which gives him much greater control and precision. **DEMAND's** Boccia ramp has been an important factor in his success in competitions and in January he achieved a bronze medal for his district – his best result ever. He is now eligible to play in the National Championship!”

“Mark's ramp gives him much greater control and precision”

Stuart, Mark's friend



Going it alone

It's often the **little things** that give the greatest independence



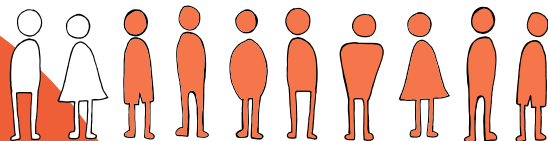
The design of everyday domestic equipment is often highly disabling. When equipment is inclusively and thoughtfully designed, people can get on with their lives so much better.

Frank likes to be smartly turned out and was extremely frustrated at not being able to iron his own clothes easily. An existing fold-away board, modified to work properly for a wheelchair user, has put him in much more control of his own time and activity.

Freya wanted to transfer from her wheelchair to bed safely, independently and without a hoist. **DEMAND** built a specialist platform that allows her to manoeuvre close to her bed, to park her wheelchair securely, and to transfer from her chair to her bed without extra assistance. This seemingly simple task is hugely frustrating for many wheelchair users. Freya's transfer platform has been truly liberating.



80% of things we make address everyday needs, giving comfort and independence





“Diane is managing well and can now enjoy her books independently”

Lynn, activities organiser at Diane's home

Diane's Story

by activities organiser Lynn

“Diane loves to read, but can no longer enjoy this simple pleasure as her Multiple Sclerosis prevents her from using her hands effectively. A friend suggested a Kindle Touch but Diane had difficulty operating that too, and was frustrated at having to rely on others to constantly assist.

As the activities organiser at Diane's home, I knew of **DEMAND** and what they can do. After testing several ideas with Diane they made a cradle for the Kindle to sit in and fitted a switch and a button for Diane to press to turn the page. It is beautifully made and mounted on a small tripod and is a great success. It was a pleasure to meet the team from **DEMAND** who were so patient and understanding of Diane's needs.”

Out and about

Keeping **families together** when they're on the go



Living with disability often affects family and friends too. Equipment that helps with day to day life, or that opens up previously impossible opportunities, is at the heart of **DEMAND**'s work.

A brain injury left Marie unable to walk unaided. With a baby on the way, she was worried that she would not be able to take her baby out and about easily. Her walking frame, adapted by **DEMAND** to attach securely and detach easily from her buggy, means Marie is now able to take her newborn out for walks and enjoy being a proud new Mum.

Elliott, right, is a wheelchair user, and his little sister struggles to keep up when their mum takes them out. One of our ever popular buggy boards proved just the ticket. Chelsea now gets to ride around like Elliott when they head out together as a family.



Our buggy boards keep the little ones together when you're on the go

Aiden's Story

by his Mum, Jill

"Aiden has been severely disabled since contracting pneumococcal meningitis when he was only 11 months old. Despite this we try to do as much as possible as a family as we love an adventure!

We have not all been able to cycle together as a family so we contacted **DEMAND** and asked for their help. They made us a lightweight trailer on which Aiden's buggy sits securely. The trailer can be dismantled and fits easily into the boot of our car.

Since **DEMAND** made the trailer we have had lots of fun cycling as a family. Aiden likes the feeling of riding along in the fresh air and we all enjoy the fact we can do an activity together. After a fantastic holiday we are already looking for more trails to explore!"

"We all enjoy the fact that we can do an activity together"

Aiden's Mum



“As a parent when you have a child who is born differently-abled you think about how life might be a challenge for them.

**DEMAND has helped
Rio do the same
thing his peers do.”**

Juliette, Rio's Mum





To hear Rio's story and see **DEMAND**'s work in action, visit our website www.demand.org.uk and click on 'films'.

Preloved products

Used equipment is given a **new lease of life**



Living with disability is often a cause of financial strain, which means people are not always able to source all the equipment they might need.

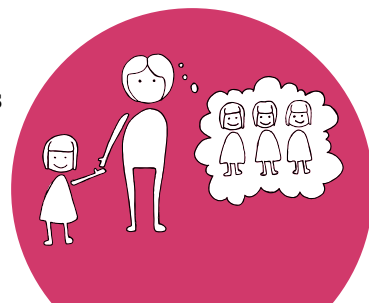
DEMAND recycles and redistributes all kinds of equipment, from walking sticks to walkers, to individuals who just could not afford to buy new. This is not only environmentally friendly but also increases the choice of equipment people can access.

Our paediatric equipment refurbishing service has helped get hundreds of items of specialist equipment to children quicker and at much lower cost than would otherwise be the case.

For more information and to see what is available, check out our website **www.demandequipment.com**.

It costs three times as much to raise a disabled child

Paying to Care: the costs of childhood disability





Sydney's Story

by her Mum, Belinda,
- all the way from Australia!

“Now Sydney
can eat dinner
with us! She
is so happy in
this chair”

Sydney's Mum

“Sydney wanted so much to join us at the dinner table, but the specific piece of equipment that would make that possible was only made in the UK and was just too expensive.

Through the internet I came across **DEMAND** and found the exact item had been donated to them. They fully refurbished the chair and ensured it was just right for Sydney's needs, before shipping it all the way out here. Sydney loves it, and now she can eat dinner with us! She is so happy in this chair.”

Tailored to the individual

Helping people's equipment **work better** for them



Occupational Therapists and Physiotherapists, often our first point of contact on projects, regularly feed back frustration at only being able to recommend a partial solution to a particular problem. At **DEMAND** we develop close working relationships with users and their care networks to produce unique and effective pieces of equipment that truly work for the individual.

Jasmin, left, had an unsuitable tray on her Jenx Suppine frame, and was unable to fully participate at school. Now, with a properly fitting work tray she is able to engage in classroom activities, whilst being safely and securely supported.

Chris had outgrown his favourite walking frame which was too weak to use safely. Extended and strengthened, Chris's walking frame is now safer and much more comfortable which has transformed the way he is able to move around independently.



This year we have completed
398 equipment projects

Lisa's Story

by her Occupational
Therapist, Stuart

“Lisa’s physical disabilities present her with a number of challenges in day to day life; nevertheless Lisa leads a full and active life with a wonderful support network.

Having tried a number of transfer methods, Lisa and I chose a Rotunda Stand which we hoped would negate the need to start hoisting.

Unfortunately, due to Lisa’s hip and knee position when standing, the standard knee pad did not provide adequate support and posed a potential increased risk of falls while in use.

DEMAND were able to design and build a bespoke knee pad tailored specifically for Lisa which promoted

good posture enabling Lisa to maintain a strong standing position.

This perceivably small adaptation has made a huge impact to Lisa’s quality of life and those that support her.”

“Lisa is able to continue to engage in meaningful activities”

Stuart, Lisa’s OT



Leisure & Creativity

Everyone has the right to do the **activities they enjoy**

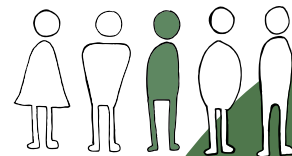


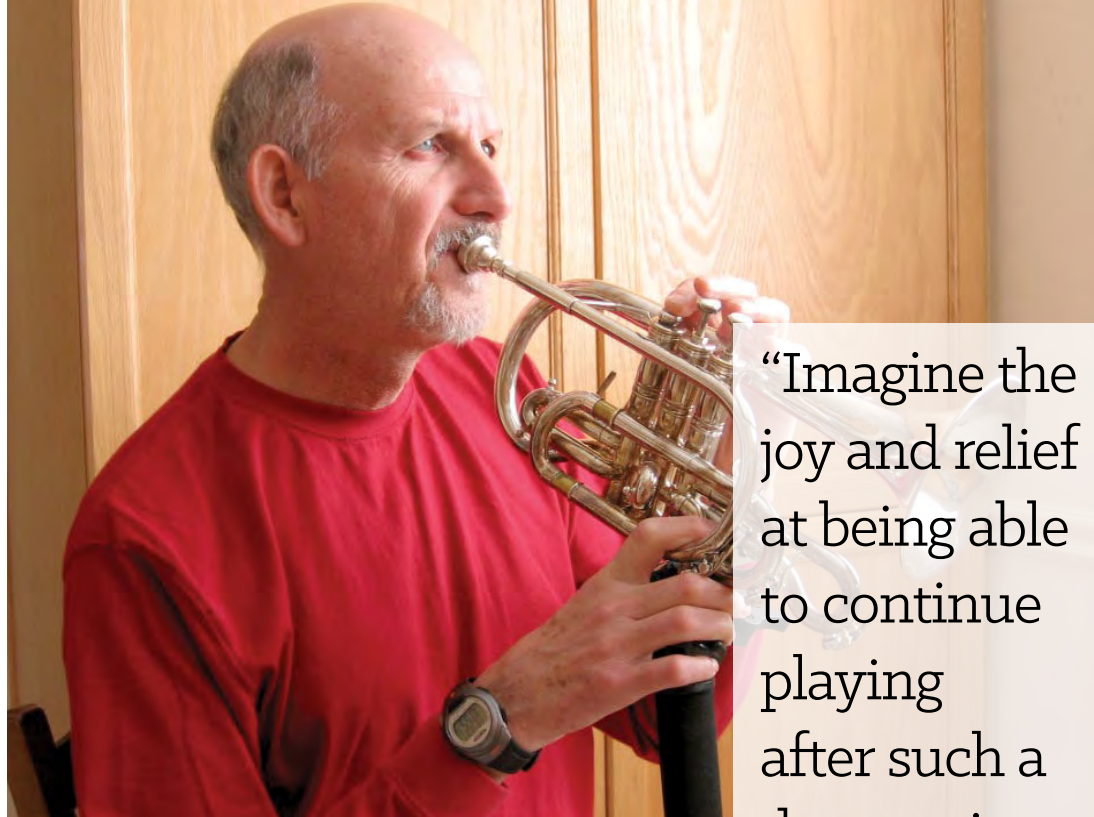
Living with disability can often restrict the way people are able to express themselves. An art therapy class at a residential home gave a voice to adults with Cerebral Palsy, but the helpers struggled to hold the canvasses in the best positions, or for the length of time required, for the wheelchair-using artists.

The solution was to develop an easel that could be almost infinitely adjustable and hold large and heavy canvasses securely in a way that suited each painter, as shown by Tina, left. When the product's success led to the group requesting another easel, an opportunity to help even more people arose.

Now, after refining the design to make it lighter, stronger, and easier to use, several easels have been produced to give more people with restricted mobility the opportunity to explore their creativity.

Who knows what fantastic work will come of these? Mark's homage to the 'Last Supper', top left, shows what is possible.





One in five adults in
the UK has a disability

Source: nhs.uk, 'Independent Living'

“Imagine the
joy and relief
at being able
to continue
playing
after such a
devastating
injury”

Sherman, Canada

Sherman's Story

- all the way from Canada!

“I have been playing trumpet for almost 50 years and this spring I was in a very serious cycling accident which resulted in an injury to my right arm and hand. An internet search found a **DEMAND** YouTube video of a young girl playing trumpet using a monopod and bracket device to support her instrument. I sent an inquiry asking about getting a similar bracket.

After many back and forth emails of measurements and photos I received a beautifully made bracket and monopod which fit perfectly. I am now able to play comfortably using the monopod support. It has made a huge difference to me; music has been my life. I am grateful for **DEMAND's** concern and skill allowing me to continue to enjoy making music.”

Education

A **better designed future** for disability

At **DEMAND** we believe that many of the disabling limitations experienced by people are due to poor, exclusive, design.

Our highly rated student placement scheme aims to positively influence the design thinking of tomorrow. Working closely with our designers and craftspeople, on close to 400 equipment projects each year, young designers are given invaluable, hands-on experience in solving real problems for real people.

Invariably they take with them a deeply ingrained empathetic and inclusive approach to their work.

Their invaluable contribution can be seen throughout this review.

Liam, from Nottingham Trent, designed the seat for Mary to develop her shot put throwing ability on page 10.

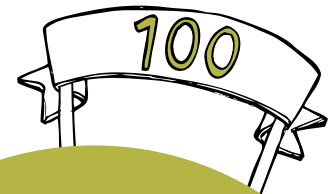
Emily, from Brunel, designed the Kindle holder enabling Diane to read without assistance on page 13.





Ben, from Huddersfield, designed Frank's wheelchair height ironing board on page 12.

It's not only undergraduate students who bring something special to our work. George, our engineering apprentice is the embodiment of what happens when curiosity, enthusiasm and precision engineering skill collide. Sherman's trumpet holder on page 23 is a great example.



Since 1980 DEMAND has supported over 100 students with their disability related projects

Money matters

The journey of a £1 donation

Where does **DEMAND**'s funding come from and where does it go?

We work hard to maximise the impact of every penny we receive by keeping tight control on our expenses and making best use of recycled components and materials. Our volunteers provide invaluable fundraising and administrative assistance and our growing band of active supporters, businesses as well as individuals, provide great leverage in the local community.

The generous support of Trusts and Foundations provide 71% of the funds that make our work possible. The rest of our income comes from community fundraising and from selling our own products, such as the Boccia ramps and easels.

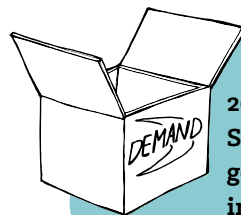
A final penny comes from other sources such as reclaiming Gift Aid.



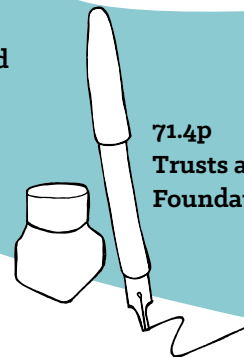
0.8p
Other income



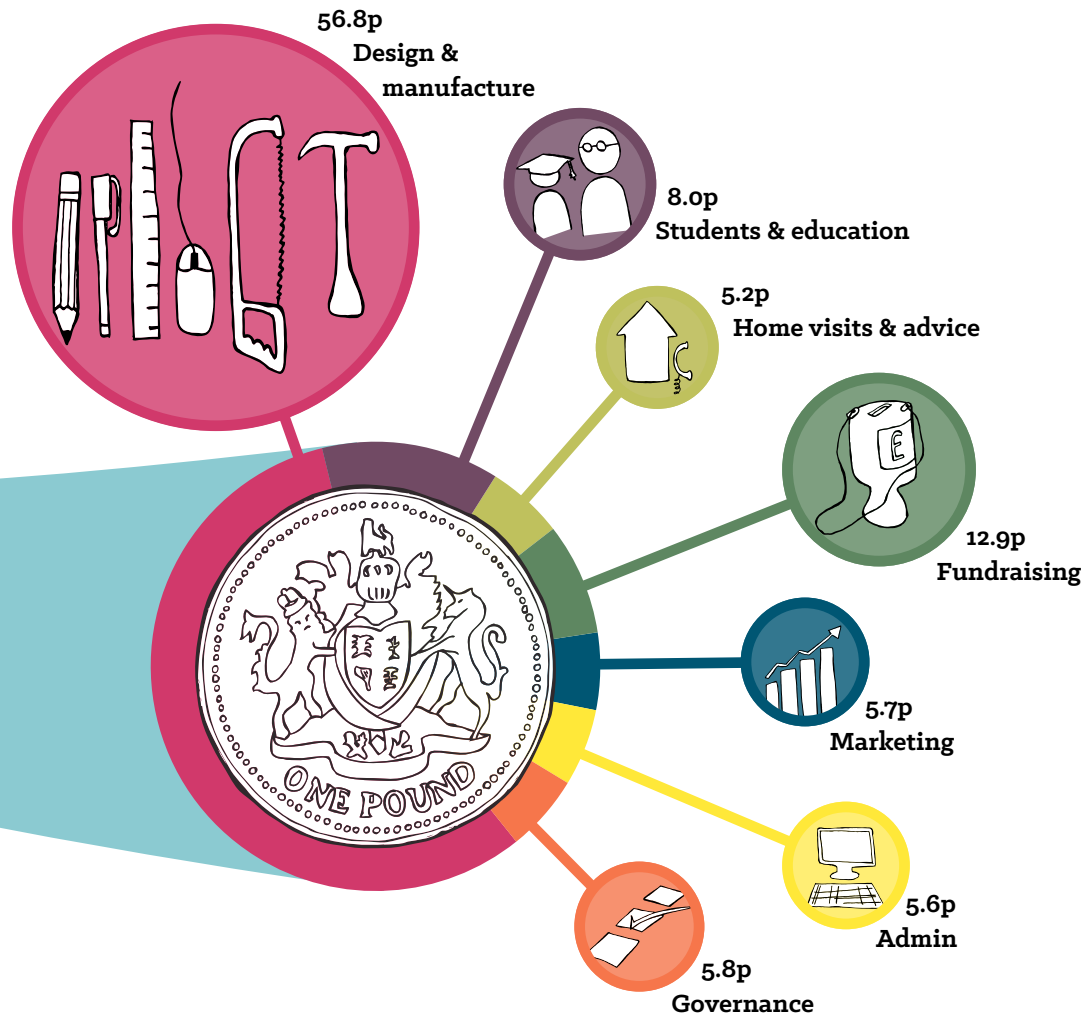
7.6p
Community fundraising



20.2p
Self generated income



71.4p
Trusts and Foundations



Patrons

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A huge thank you

to all those who have given their **time and support** to DEMAND



On behalf of our 3744 beneficiaries we would like to say a huge thank you to all of those who have contributed their time, skill, energy, support, dogged determination and enthusiasm to **DEMAND**'s fundraising this year.

A particular mention must go to Kingsley Napley who have supported **DEMAND** as their charity of the year and to BAE Systems and Laird PLC who fund our student programme.

A special thanks too to the Co-operative Foodstores in Holme Valley and Colne Valley who have selected **DEMAND** as their local Charity of the Year and will be

having many fundraising events throughout 2014.

Every year we hold and support a wide variety of fundraising events. Please visit www.demand.org.uk/events to find an event that you'd like to join in with.

Finally, we continue to be deeply grateful to the charitable trusts and foundations who, through their continued and regular support, enable us to look ahead and make a lasting impact. It was wonderful to be able to thank so many long standing supporters and to celebrate how far **DEMAND** has come in 33 years at a reception hosted by Samantha Cameron at Downing Street in December.



How you can support us

Every donation **helps us help more people**

In 2013 our donors and supporters helped give 3744 people affected by disability independence, comfort and confidence. This year, you can help us do even more.

A unique, bespoke piece of equipment can cost between £3,000 to £5,000 to design and make. A transformational modification to a person's essential piece of equipment, might cost as little as £300.

An essential cutting tool that could be used to machine the metal for dozens of parts costs as little as £50.

Whatever the level of support our friends and supporters can muster, they can be assured that their contribution will help someone improve their level of independence, as well as their physical and mental health and well-being.

£10

can buy welding rods to fabricate bespoke metal products



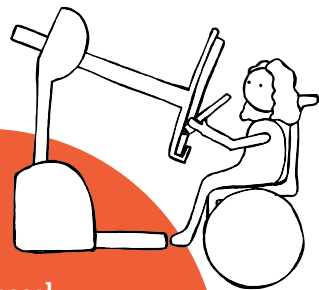
£100

will fund two of our designers to go on a home visit to understand exactly what a person needs

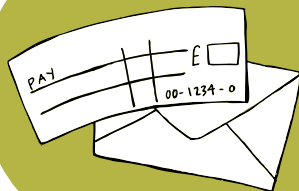


£875

can provide an easel for a school allowing pupils to paint from their wheelchairs



CHEQUE



CREDIT & DEBIT CARD

Please telephone:
01923 681 800

ONLINE

Please visit:
www.demand.org.uk

Please mail to:
(no stamp required)

DEMAND
FREEPOST SB408
Abbots Langley
WD5 0GQ

I enclose a cheque payable to DEMAND for the sum of:

£

Name

Address

Postcode

Email

I would like to Gift Aid* my donation to make
each £1 donated worth £1.25 to DEMAND

giftaid it

☐ I am a UK tax payer and would like to
Gift Aid my donation

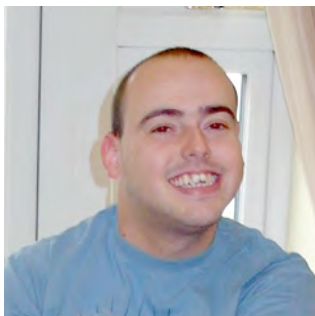
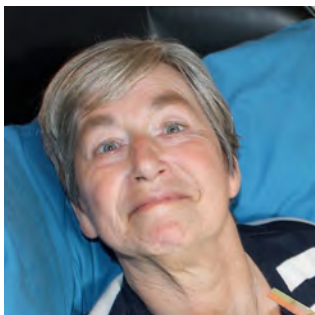
Signature

*If you would like DEMAND to reclaim the tax you have paid on all your donations made in the last four years and any future donations please tick the box above.

By signing this form you confirm that you are 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 CASCs will reclaim on your donations in the appropriate tax year.

Registered Charity No.1008128

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



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