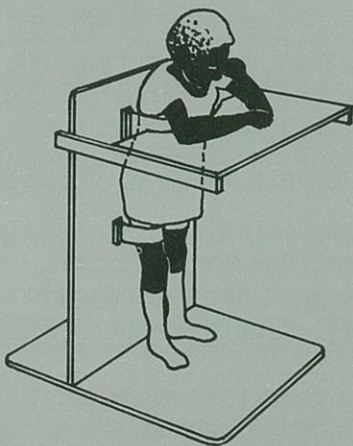
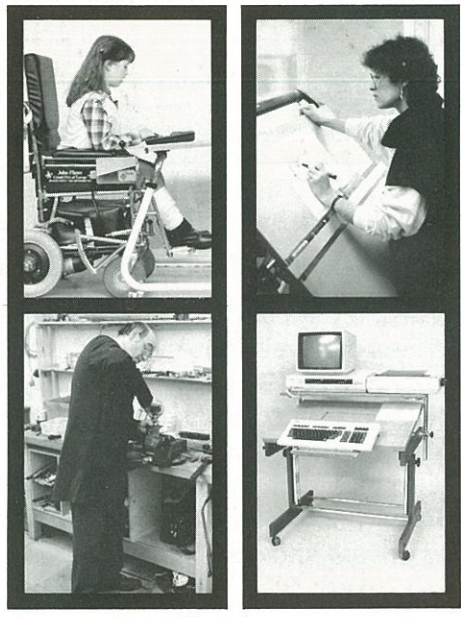


DEMAND

Design & Manufacture for Disability



ANNUAL REPORT 1985

DEMAND

Registered under the Charities Act 1960 No. 280618
99 Leman Street,
London E1 8EY
Telephone: 01-488 9869

Principal Patron

The Rt Hon The Earl of Snowdon GCVO RDI

Patrons

The Viscount Ingleby
The Baroness Lane-Fox
The Rt Hon Alfred Morris MP
Miss Esther Rantzen

DEMAND was established in 1980, following a decade of development in the designing and making of equipment for disability at the London College of Furniture.

Chairman's Message

Welcome to our fifth annual report. 1985 has been a watershed for DEMAND and this report offers us all an opportunity to review the past and set new goals for the years leading up to 1990.

At the end of 1984 I was pleased to report that, as a result of the generosity of the Gatsby Charitable Trust we would be enjoying the services of a well known management consultancy to review our progress. The completion of the study in April 1985 proved not only how generous but how perceptive our supporters have been! The consultants made various recommendations which have already influenced our work during the rest of the year. Central to the report was the suggestion that we appoint a general manager to co-ordinate our activities and manage our future growth. In this regard I am pleased to report that Robert Sawyer joined us in August, having spent the last five years in health care in both the public and private sectors.

1985 has been a busy year for DEMAND. Work has been carried out on some sixteen projects in addition to the support given to the seven students who completed the CNA A course this year at the London College of Furniture. In April we welcomed two new craftsmen, John Badcock a woodworker and Frank Flanagan, an Engineer, both sponsored by the Manpower Services Commission. The addition of a further highly skilled woodworker in January will balance our design/craft ratio and considerably increase our efficiency and output.

For the first time in our history our balance sheet shows royalty income from the sales of the Talia Prone Board (currently exceeding all expectations); another milestone for us and a step towards one of our main objectives.

I hope that you will find this expanded Annual Report informative and feel that the cover design by Brian McKee and Sohaila Heidarian effectively represents our aims.

Lastly I would like to express my most heartfelt gratitude to everyone who has contributed to DEMAND's development in the past five years, not least to Eric Barnes and Brian McKee who represent a body of expertise on which we have greatly relied and will continue to depend for further success in the future.

Claired Renton

The Lady Renton

1980 – 1985

In 1981 in the first Annual Report DEMAND's objectives were stated as follows:

1. To promote the design and making of equipment for disability and associated research.
2. To fund bursaries to support students in the London College of Furniture Postgraduate Diploma Course in Design of Equipment for Disability.

For the last five years our efforts have been dedicated to those objectives. Requests for the development of equipment have come from many sources, initiated by individuals and by the professionals associated with the care of individual's. It is apparent from below that over 50% of the work carried out has been for schools and hospitals, in each case providing equipment where no commercial product was available. The second table shows the kind of products requested.

Table 1

Prototypes by source of request

School/Educational Establishment	28%
Hospitals	28%
Individuals	19%
Social Services	4%
University	5%
*Other	14%

*Other, largely charitable institutions for the care of the disabled

Table 2

Project Equipment by type

Seating	39%
Standing & Prone support	11%
Communication	18%
**Other	32%

**Encompasses a wide range of prototypes.

The provision of well designed equipment for individual needs has remained a fundamental part of our philosophy and it is this that distinguishes DEMAND from commercial providers of equipment. The needs of disabled people are very much individual needs and the staff and Committee are proud of the quality created, and of their achievement in putting DEMAND at the forefront in the use of design and ergonomic principles to solve complex problems. Of course general solutions are not ignored and individual pieces of equipment have been manufactured in batches at both the London College of Furniture and the workshop, and lately by Nottingham Rehab Ltd. and Joncare Ltd.

A table appears below showing those individual projects that are being adapted for manufacture, and our intended timetable.

	85	86	87	88	89	90
Talia Prone Board		x				
Greenfield Standing Frame			x			
Domestic Wheelchair					x	
Adjustable Table			x			
Frame for Matrix Chair				x		
Seating for CVA Patients					x	
Richard Chair			x			
Communication Aid			x			
Cheyne Standing Frame			x			

An advantage of placing a prototype with an external manufacturer is that royalty income accrues to DEMAND.

This income can not be expected to cover the cost of meeting individual needs, but it will help to defray expenses and provide a measure of self sufficiency. It is our aim to provide for 15% of annual expenditure from royalty income by 1989.

The second part of the DEMAND objective concerned the support of students attending the postgraduate course at the London College of Furniture. To date some twenty five students have completed the course and these students represent the UK total of people who have undergone full-time training in the particular problems of designing for disabled people. This year we are assisting five of the seven students attending the course and are committed to an expenditure of £16000 in so doing.

Naturally the relationship between the London College of Furniture and DEMAND involves more than simply providing financial support. The use of our ambulance is shared with the College. DEMAND Staff have access to college workshop facilities and exhibition space. Postgraduate students use our workshop during the practical part of their projects.

The most fruitful aspect of the relationship involves the sharing of design initiatives and of a large pool of skills to ensure that ideas and requests are developed to the full.

Workshop & Studio

During 1985 we have continued to promote the DEMAND objectives, meeting individual needs and developing appropriate designs for commercial production. Our unique contribution to the disabled community in 1985 includes the following:

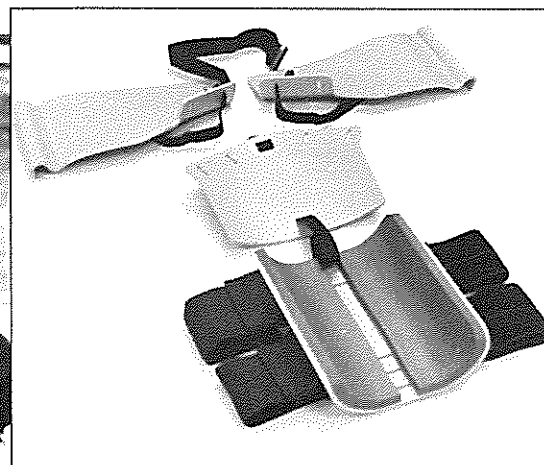
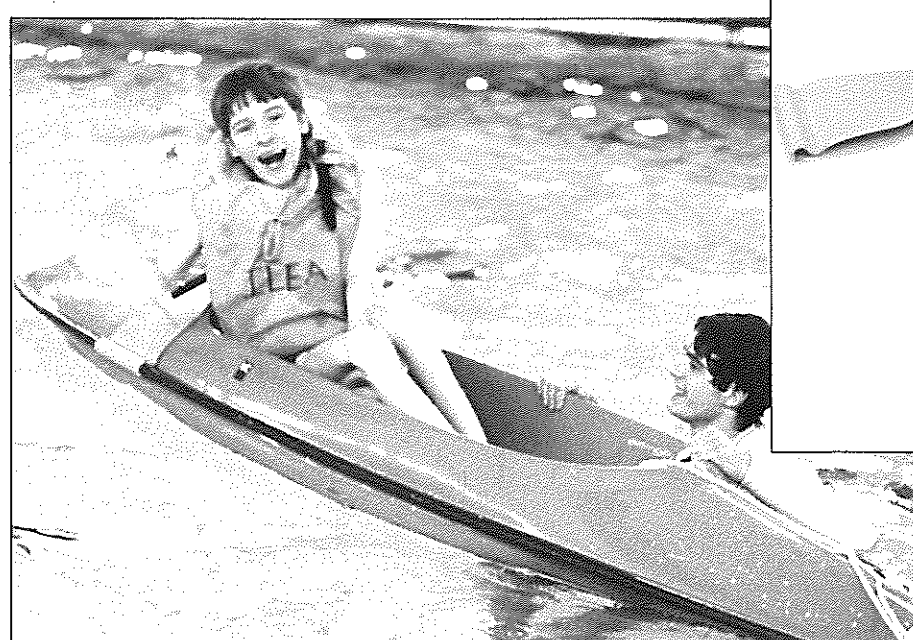
Adjustable Table/Computer Work Station

During 1985 the first prototype was designed by Sohaila Heidarian, and built and tested in the workshop. A second prototype has been developed. The next stage will involve the successful distribution of a batch of six tables. We aim to find a suitable manufacturer by summer 1986. The particular advantage of this piece of equipment is its enormous adjustability allowing people, particularly the wheelchair-bound, to fulfil the whole range of normal school activities. The initial sponsorship for the first prototype was provided by the Cripplegate Foundation.



Canoe Seats for Children with Neurological Disorders

The response to the initial sedan chairs/seats has been a number of requests for similar equipment. This series is now due for review and a decision on the viability of using the experience gained to develop products for a range of canoes and sailing dinghies.



The pleasure that these prototypes have given is enormous as they help to open a range of activities to severely disabled youngsters.

Chair for C

C a lady of 31 years is affected by multiple physical and mental handicaps. The first chair DEMAND provided for this young woman has been followed by a second chair to help reduce further physical deterioration. This was achieved by using contoured foam on an attractive wood base and the furniture was delivered in time for Christmas.

Cheyne Standing Aid

This was originally a London College of Furniture project. However, recent interest by therapists and a potential manufacturer has initiated the development of a modified prototype and it is hoped that this will be available through Nottingham Rehab Ltd. by the end of 1986.

Communication Aid

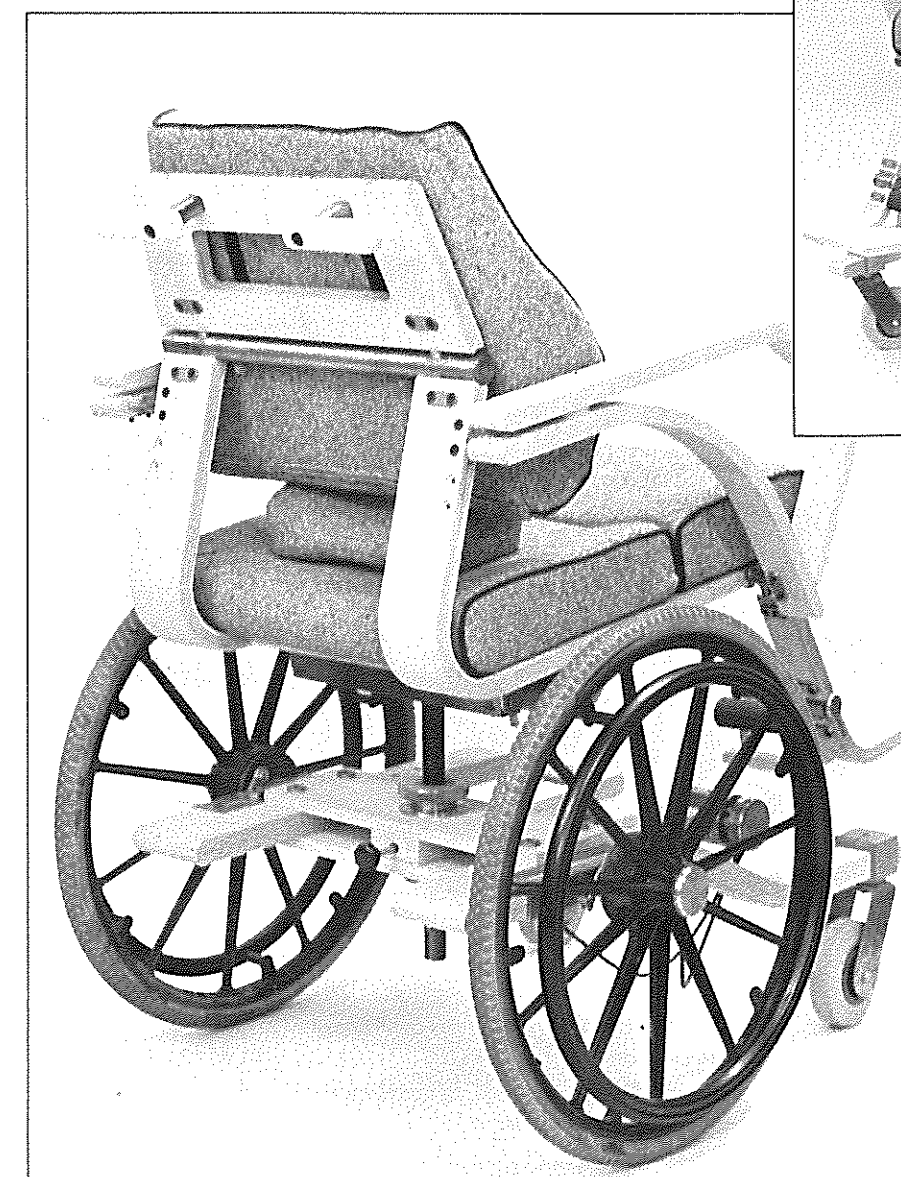
This equipment uses symbolic images and eye-pointing techniques for communication purposes with severely disabled children. Sohaila Heidarian is the designer and is leading DEMAND into a new field: communication tools. A test batch is currently being produced by The Special Needs Company and it is expected that full production will follow successful completion of this stage.

Communication Toy

This project was initiated by the Cheyne Centre in West Wickham with whom we are co-operating. Aimed at children with severe mental handicaps it uses pictorial communication and encourages simple hand/eye co-ordination. Two prototypes are under construction and will be tested at the Cheyne Centre over several months.

Domestic Wheelchair

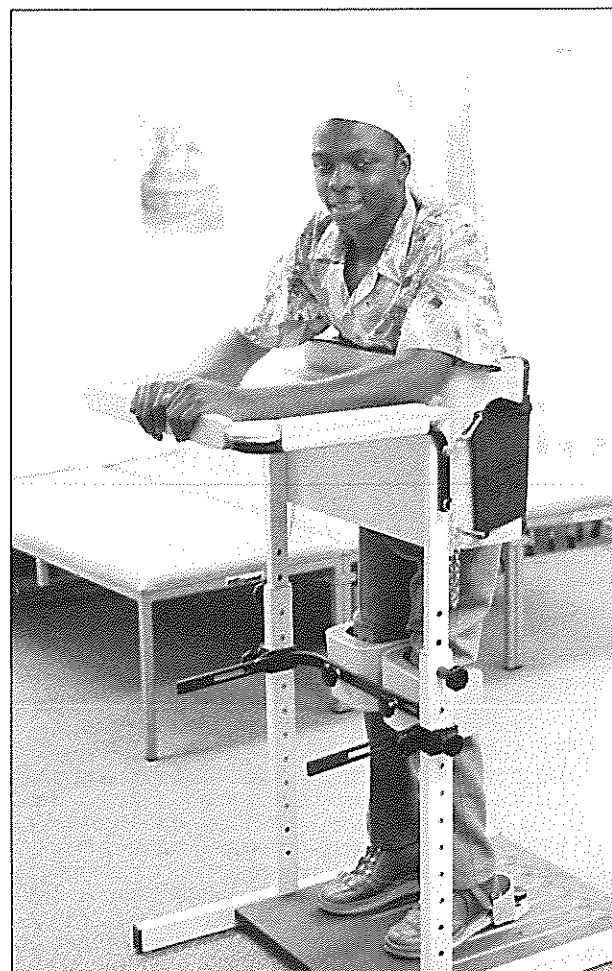
This prototype wheelchair completed in December, demonstrates the concern for social integration that is fundamental to DEMAND's approach. Using laminated timber, wicker and contoured upholstery the chair is conceived as adaptable for many individuals, whilst preserving an elegance in performance and appearance. The initial stages of this project were sponsored by the Hans Arndt Trust.



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Greenfield Standing Frame

This is another project that has successfully passed the trial of small batch manufacture. This is a frame which, with a little modification, will provide excellent standing support for many disabled adults.



Matrix Chairs

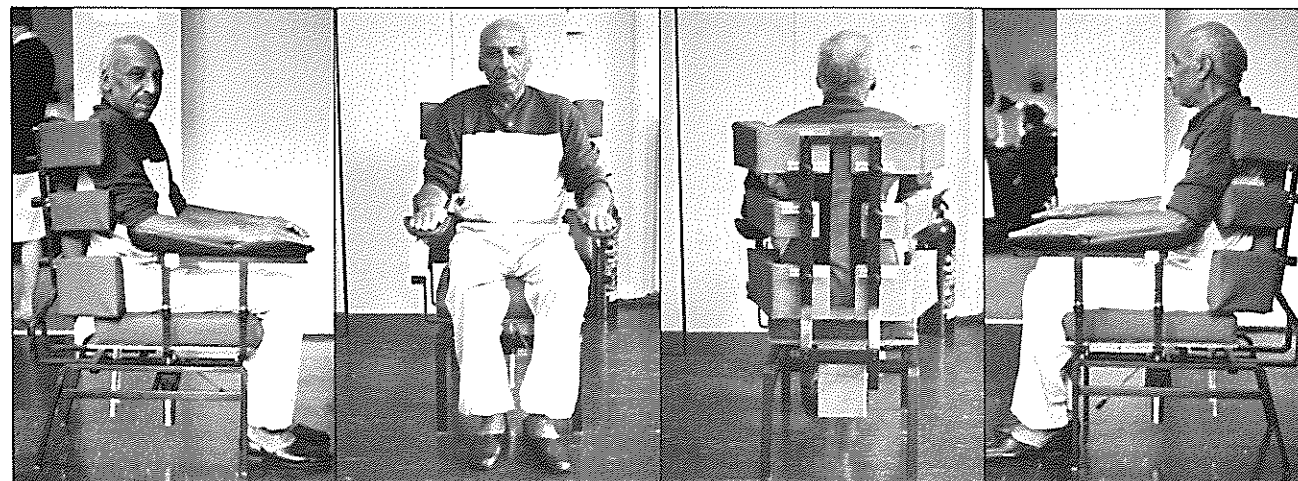
This year the workshop completed two chairs for children with cerebral palsy using the shapeable matrix system developed by the University of London. DEMAND's contribution has been the development of an adjustable freestanding frame to complement the adjustability of the "Matrix". Testing the chairs will determine the potential for the DEMAND design. The "Matrix" is a well known product extensively used in wheelchair frames.

Knee Restraint

Very much a one off, this prototype was aimed at providing postural support to a nine year old girl with cerebral palsy who is confined to a wheelchair.

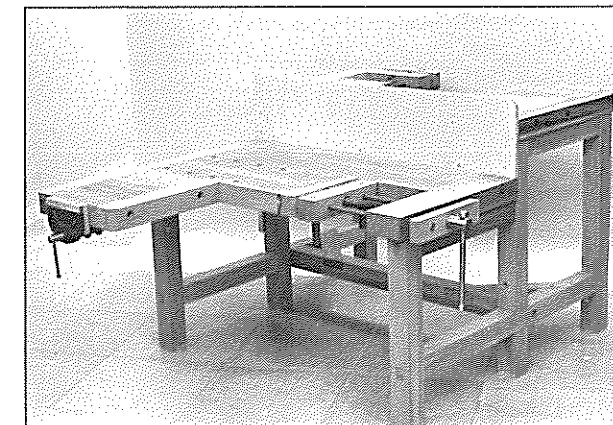
Development of Therapeutic Seating for CVA (Stroke) Patients

Our largest project will be ready for manufacture in March 1987. Test rigs are on trial at three London Hospitals as a result of Diane Hobley's initial research in 200 Hospitals throughout the UK. The building of five prototypes for extensive clinical trials will commence in 1986. The photographs show four views of the testrig with one of the participating patients. The initial financial support for the project was provided by British Petroleum, Peter Minet Trust and the Pilgrim Trust.



Workbench for Handicapped Students

Although craft activities can be vital to the development of potential abilities, standard workroom furniture is impossible for many handicapped people. This bench for Salisbury school in North London allows for use by 2 students at once.



Talia Prone Board

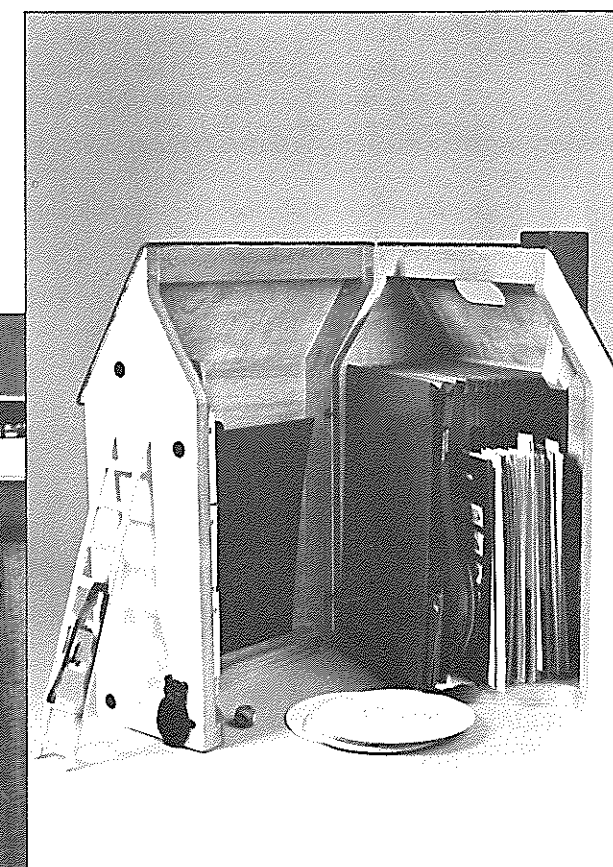
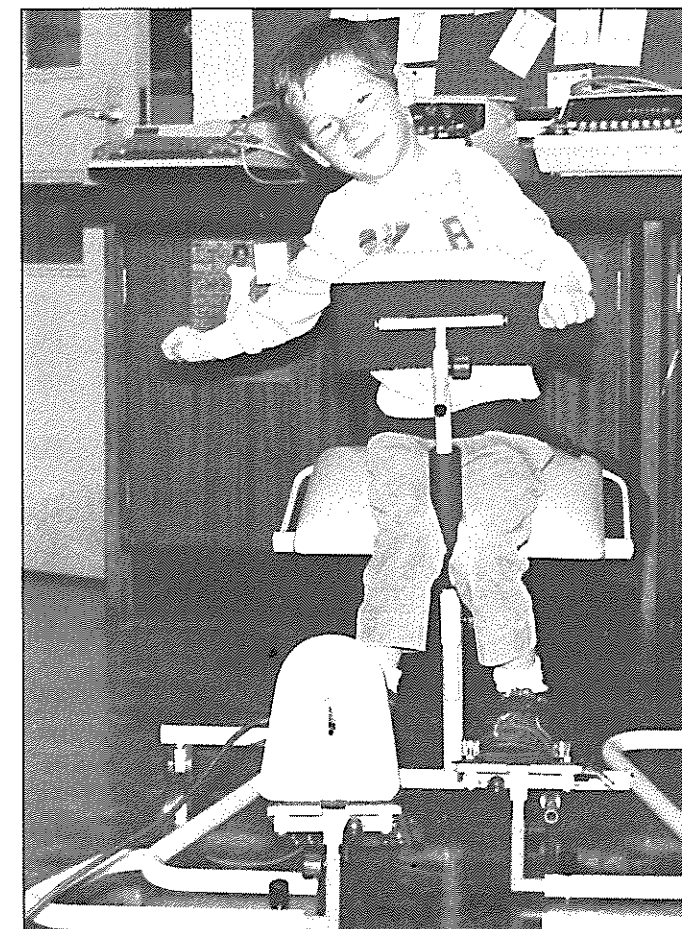
Now in manufacture through Nottingham Rehab Ltd. Further development includes a tray and it is hoped that work will commence on a larger model for adolescents and young adults.

Debbie Marron Chair

The Debbie Marron chair is for domestic use by a young woman with cerebral palsy. Initiated by a student on the London College of Furniture course and completed by DEMAND, the chair was delivered this autumn, and will be reviewed early in the New Year.

London College of Furniture: CNA Course Graduates

This year seven students successfully completed the CNA Course 'Design of Equipment for Disability' at the London College of Furniture. Of the seven projects two are illustrated. The first is Jean Marshall's "Chair and computer control for a cerebral palsied child", and the second is a part of Catherine O'Neill's "Speech therapy aid".



The Irene Mould prize was awarded to Paraig O'Brien for his project entitled "Design of hand controls for the rheumatoid arthritic (for seating applications)".

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Design and Manufacture for Disability

Income and Expenditure Account for the year ended 31 December 1985

	1985 £	1984 £
INCOME		
Donations	79,360	76,685
Manpower Services Commission	7,386	—
Fund raising events	388	480
Untaxed interest	11,999	10,304
Taxed interest	74	74
Royalties	505	—
Income tax recoverable	424	258
	<u>100,136</u>	<u>87,801</u>
EXPENDITURE		
Scholarships		
Fees	8,097	3,194
Subsistence allowance	3,637	3,125
	<u>11,734</u>	<u>6,319</u>
Staff costs	44,550	26,125
Consultancy fees	15,000	—
Manpower Services Commission Community Project	7,291	—
Prototypes and materials	4,625	3,083
Fund raising expenses	—	435
Research expenses	4,353	7,391
Workshop expenses	12,323	3,903
Administration expenses	3,841	1,079
Irene Mould Prize Award	100	100
Depreciation	12,478	11,349
	<u>116,295</u>	<u>59,784</u>
Excess Income (Expenditure) to General Fund	<u>(16,159)</u>	<u>28,017</u>

Note: The fixed assets are being written off over their expected useful lives at the following rates:
 Leasehold property Over the period of the lease
 Tools and equipment At 10% per annum on cost
 Motor vehicle At 20% per annum on cost

Balance Sheet 31 December 1985

	1985 £	1984 £
FIXED ASSETS (Net of depreciation)		
Leasehold property	—	7,697
Tools and equipment	20,129	16,224
Motor vehicles	5,036	6,715
	<u>25,165</u>	<u>30,636</u>
QUOTED INVESTMENT – At cost	1,004	1,004
CURRENT ASSETS		
Debtors and prepayments	3,246	5,200
Cash and bank balances	120,434	124,595
	<u>123,680</u>	<u>129,795</u>
CURRENT LIABILITIES		
Advance receipts	3,000	3,250
Creditors	6,698	1,875
	<u>9,698</u>	<u>5,125</u>
	<u>113,982</u>	<u>124,670</u>
	<u>140,151</u>	<u>156,310</u>
Represented by:		
GENERAL FUND		
Balance brought forward	156,310	128,293
Excess income (expenditure) for the year	(16,159)	28,017
	<u>140,151</u>	<u>156,310</u>

HON TREASURER/TRUSTEE *Andrew T. Cussins*
 A. Cussins

REPORT OF THE HONORARY AUDITORS TO THE TRUSTEES OF DEMAND

We have examined the annexed balance sheet and income and expenditure account which has been prepared under the historical cost convention. In our opinion, the accounts give a true and fair view of the state of Demand's affairs at 31 December 1985 and of the income and expenditure for the year ended on that date.

33 St James's Street, London SW1A 1HX 3rd March 1986 HERBERT PEPPER & RUDLAND Chartered Accountants

Finance

Income

Income by source% (to Nov 85)	
Donations	83%
Purchase & Royalties	2%
Investment	6%
Public (MSC)	9%

Donations by source % (to Nov 85)	
Corporate Funds	36%
Charitable Trusts	59%
Fundraising	2%
Individual	2%
Other	1%

Looking at the above it is clear that without support of our many sponsors DEMAND would not survive. We are needed by the disabled community and fulfil a unique role. Expansion is necessary. Current projects suggest that by 1989 annual expenditure could exceed £200,000. DEMAND's role is typical of the many voluntary organisations that straddle the chasm between the public and private sectors. This year income from the Manpower Services Commission amounted to some 9% (by November 85). Over the next year we shall be entering negotiations with a number of public bodies with the aim of securing their support.

Another important step is the decision to approach potential donors on the basis of project sponsorship. It is felt that this offers more control to sponsors and makes the value of each donation more visible.

Although it is unlikely that DEMAND will be self-sufficient in terms of royalty income, the target of meeting 15% of expenditure through royalty income by 1989 is a step in the right direction.

Expenditure

At this date (Nov 85) it seems certain that expenditure will exceed income for 1985. This is due to a number of factors:

The decision to embark on projects before sponsors had been found, utilising the general fund to provide interim support.

The purchase of a microcomputer for design purposes on the same basis.

The rise in staff costs due to the retention of three designers and the recruitment of a General Manager.

The increase in fees and subsistence support to students (whilst £10,000 has been generously provided by Marks & Spencer for the academic year 1985/86, actual expense is projected at £16,000).

The general fund has been reduced to meet the planned deficit for 1985 and provides for committed expenditure in 1986.

Management

1985 has seen the implementation of a number of measures aimed at increasing our efficiency in order to facilitate a greater workload:

- i) The development of detailed costings for each project and the preparation of budgets for evaluation purposes
- ii) Purchase of a microcomputer aided design package to make more effective use of time
- iii) Recruitment of an additional skilled woodworker to balance design and craft resources

These measures will complement DEMAND's particular strengths which can be summarised as follows:

- i) Unique areas of craft and design expertise (i.e. seating and support)
- ii) Attention paid to individual needs
- iii) Emphasis on aesthetic and ergonomic principles
- iv) High level of staff commitment
- v) Educative role, (in conjunction with The London College of Furniture)

We are particularly grateful to BP for their generous donation of £10,000 to support the expenses involved in these developments.

Further Plans

During the next year it will be necessary to investigate a number of important potential developments. These include:

- i) Premises; A greater area is necessary, to fit clients effectively on site, to permit easier access, to provide for associate designers and students and to allow the development of a more specialist workshop.
- ii) On site assembly and small batch manufacture
- iii) Access to international product databases to speed development
- iv) Expansion of our panel of expert advisors to provide a greater range and depth of opinion

General Committee

The Lady Renton, Chairman and Trustee	Alan Hunt
John Metcalfe, Vice Chairman and Trustee	Margaret Le Foe
Bernard North DFC AFC, Honorary Director	Peter Metcalfe
Alec Chenery, Honorary Deputy Director	Isabelle Milne
Andrew Cussins, Honorary Treasurer	Ann Rehahn
Robert Sawyer, General Manager	Raymond Simson
Margaret Lorék DL, Trustee	Alan Spindler
Alan Saunders, Trustee	David Turner
Morris Serlin, Trustee	John Weiss
Clifford Armstrong	Gordon Kennedy
Brian Boothby	
June D'Cruze	

Honorary Officers and Advisors

Sir David Napley, Honorary Legal Advisor	Dr Michael Swash FRCP, Honorary Medical Advisor
Dr Peter Mills FRCP, Honorary Medical Advisor	Paul Lucas, Honorary Industrial Advisor

Staff Associates

Robert Sawyer, General Manager	John Badcock, Craftsman (MSC)
Brian McKee, Project Manager	Frank Flanagan, Craftsman (MSC)
Eric Barnes, Workshop Manager	Joan Carr, Finance Officer
Sohaila Heidarian, Designer	Ann Hooper, Secretary
Diane Hobley, Designer	Yvonne McIntosh, Admin Clerk (MSC)
David Gold, Craftsman	

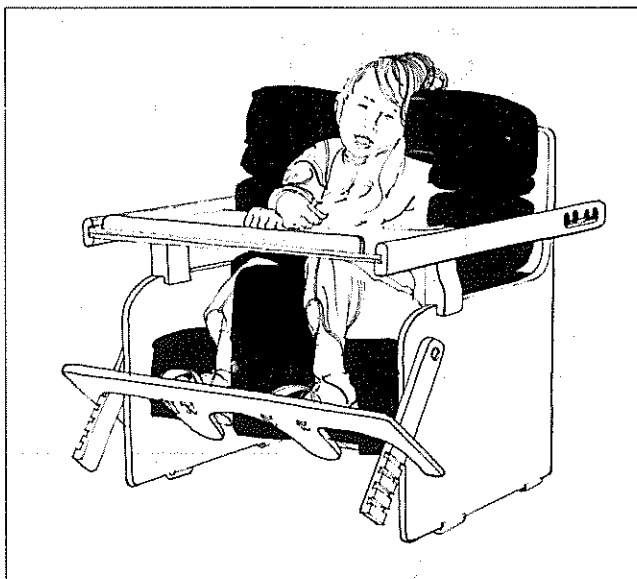
DEMAND Principal Donors in 1985

Anonymous
Hans Arndt Trust
British Petroleum Company plc
BUPA
Cripplegate Foundation
Esmée Fairbairn Charitable Trust
Gatsby Charitable Trust
John Lewis Partnership

Marks and Spencer plc
Peter Minet Trust
Ministering Children's League
Peacock Trust
Pilgrim Trust
Christopher Reeves Charitable Trust
The Tompkins Foundation
Sir Samuel Scott of Yews Trust

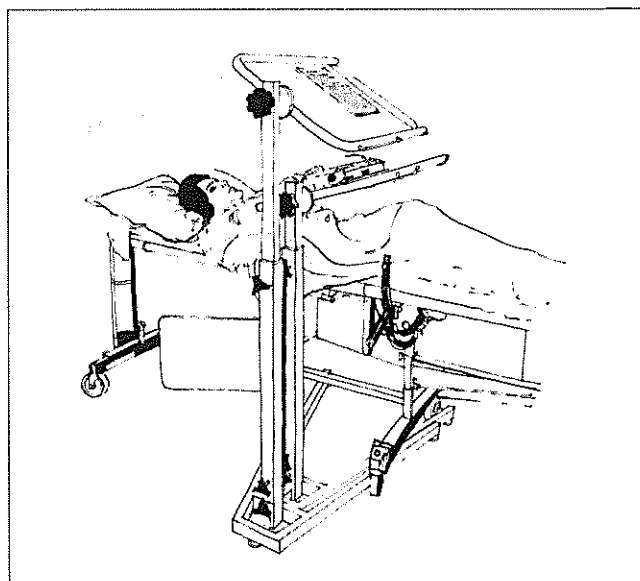
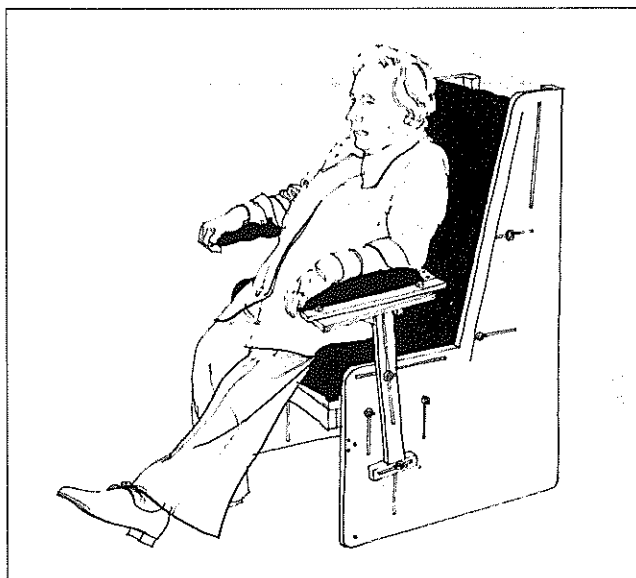
The Following Individuals and Organisations Contributed to DEMAND in 1985

Anonymous	Lloyds Bank plc
Clifford Armstrong Esq	Lloyds and Lloyds Brokers
Babcock International plc	Macfarlanes
Bank of Scotland	St Mary's Bryanston CE School
Barclays Bank plc	Mrs F. McNeil Moss
Lord Barnby's Foundation	The members of
Benham Charitable Settlement	Middlesex County Rugby Football Union
British Sugar plc	Midland Bank plc
City Squash Club	Rt Hon Lord Molson PC
Miss M.E. Evans	Samuel Montagu and Co Limited
Furniture Timber and Allied Trades Union	F.V. Mould Esq
Grievson Grant Charitable Trust	National Westminster Bank PLC
Ms E.R. Hailstone	Nestlé Charitable Trust
The Hedley Foundation	P.F. Charitable Trust
Hong Kong and Shanghai Banking Corporation	Mrs Olivia Prideaux
Horn Park Infants School	Pinchin Denny Charitable Trust
Imperial Group plc	Rayne Foundation
Jephcott Charitable Trust	Rhyl Primary School
J. Kape Esq.	Sacred Heart Junior School
Kleinwort Benson Limited	Standard Chartered Bank PLC
Beatrice Laing Trust	Shell UK Limited
Edgar E. Lawley Foundation	Mr and The Hon Mrs Tim Scott
London College of Furniture Students Union	Stepney Old People's Welfare Trust



◀ A chair for a four year old boy with cerebral palsy. He is very floppy and unable to support himself. This chair gives support in the right places to keep him in a good position while playing or being fed.

A chair for a geriatric lady born with a rare ▶ bone disease – locking of the large joints. She was unable to rise from any existing chair with ease and seemed likely to have to go into care. Four years later she is still in her own home, able to get up and sit down and move about.



◀ A table designed for bedridden children in Pugh's Traction from Nursery School to sixth form ages. The patient here has a typewriter on the lower table and a work book on the perspex surface of the higher table.

Every charitable trust, corporate body or private citizen with aims or wishes to alleviate disability in young and old, at home or overseas, should support DEMAND. Please give generously and earn the gratitude of the disabled and infirm everywhere. You can make a gift by donation or codicil to your will. Please make cheques payable to DEMAND, 99 Leman Street, London E1 8EY, Telephone: 01-488 9869