

DEMAND

Design & Manufacture for Disability



Helping disabled people
live life their way

Why we're here

Helping disabled people is our passion

We provide creative equipment solutions that help disabled people get more out of life.

Our experienced team help people find the best equipment on the market to meet their needs. We design from scratch, modify and enhance people's existing equipment to work better for them.

There are over 12 million* disabled people in the UK alone, and DEMAND is only reaching a fraction.

We need your help to make sure we're here for everyone who needs us.

* Department for Work and Pensions Family Resources Survey 2012/13

This year
we've helped
4903
people with our
charitable work

We're getting
stuck in with
inclusive sports –
The Daylight Club,
Hertfordshire





Jenson
can now sit
comfortably in
his high chair with
custom made
padding



This buggy
allows me and
my daughter to be
truly independent
- Richard



My leg rest helps
me to sit properly on
my chair in the class
room and in the dining
hall, thank you
DEMAND! - Rio

We help
people with any
disability, injury or
health condition of any
age, from baby to toddler
and teenager, through
retirement
and beyond.

How we help

All our work has a positive impact on disabled people's lives



Advising on equipment

We're always on hand to give advice on disability equipment and ways to make it work in different situations.

Call 01923 681800 (South)
or 01484 666261 (North)



Designing custom equipment

When there's nothing suitable to buy, we'll design and manufacture kit to help overcome challenges.

See more on Pages 5-10



Adapting existing kit

One size doesn't always fit all, so our team often make adaptations to equipment so it works better for its owner.

See more on Page 11



Educating designers

We use our experience to teach and inspire young designers to consider disability throughout their design careers.

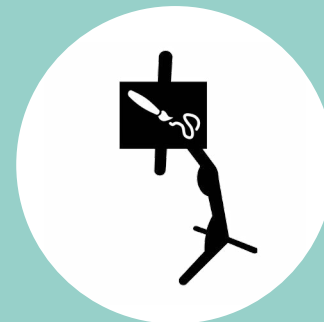
See more on Pages 13-16



Servicing & reconditioning

We help to keep equipment stocks in good working order and can replace parts when manufacturers won't.

See more on Page 17



Manufacturing equipment

Our facilities mean we can manufacture small batches of equipment for sale, further funding our custom projects.

See DEMANDEquipment.com

The importance of independence

Our custom designs help people to be more independent every day

Natasha

Cerebral Palsy means it's not possible for 17 year old Natasha to stand at a kitchen counter to prepare food. Natasha and her family spent years testing different pieces of equipment, with none offering the support or freedom to move around that she needed. Our team created a custom stool with a tilting seat that lets Natasha perch half sitting, half standing, so she can reach the worktop with ease.

Naomi

Naomi needed help getting her plate of food from the kitchen to her seat in the living room. A sealed caddy that fixes to her walking frame keeps her safe from scalds even if she falls.

Caitlin

Caitlin is an independent teenager who likes to do things her way. When she needed help to apply her deodorant in the right place, we helped with an ergonomic handle that attaches to the bottle. Now her deodorant goes in the right place every time.

Complex engineering projects like Natasha's can take up to 12 months to perfect; prototyping and testing until the equipment is exactly right, and can cost upwards of £5,000 to complete.

Go online to DEMAND.org.uk/our-stories to see more of our happy customers!



She is very proud of her new tool that gives her an added element of independence. Thank you DEMAND
- Caitlin's Dad Sean



I always used to be reliant on other people, I am now much more confident and able to use the kitchen on my own - Natasha



With this custom made caddy Naomi can now move hot food and drinks safely

Behind the scenes

Creating custom disability products



Receiving an enquiry

New enquiries arrive via our website or over the phone from disabled people, their families, carers and health professionals like Occupational Therapists.



Assessing needs

We visit our clients at home, their school, workplace, or wherever the final product will be used to see the challenge at first hand and to discuss potential solutions.



Designing

Most projects will go through multiple design iterations including partial and full prototypes before we're satisfied that the end product will work perfectly.



Manufacturing

The final design is fully documented and the product carefully manufactured by our highly skilled production team.* Each of our designs is fully assessed for risk.

* DEMAND is registered with the MHRA as a
Class 1 Medical Device Manufacturer



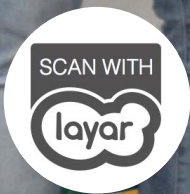
Testing & amending

Everything is tested prior to delivery so we know it is fit for purpose. Our process is highly collaborative and our clients test and give feedback on designs before delivery.



Delivering & supporting

We deliver the finished product and provide training on its safe use. We can repair, modify or further enhance the design for as long as the product is needed.



Every year we
invest over
£295,000
to design and
manufacture life
enhancing custom kit

Making school less rocky

Our sensory rocking chair creates a comforting place for students with autism

Working with a local school for children with complex learning disabilities this year, we developed a rocking chair to provide students with a place to take time out when they are over-stimulated.

In a busy school there isn't always space to be alone, a problem for lots of young people but in particular for students with autism and other sensory processing disorders.

DEMAND's sensory rocking chair has a hood to create a dark and quiet space that students can choose to go to when the sensory demands of the day are too great.

Nicola Estabrook, Occupational Therapist at the school tells us about the difference the chairs make:

“By reducing the sensory input, light and noise, the chair has a calming effect on the children. The chair is a place the children can learn to go if they feel anxious.”

Scan the opposite page with the Layar app on a smartphone or tablet to see what the students think of their new sensory chair.

[To sponsor a sensory rocking chair for a school or organisation in your area, please get in touch to find out more.](#)

One size (nearly) fits all

We adapt people's equipment to make it work perfectly for them

Often, equipment supplied by equipment stores or purchased from a shop is unusable or unsuitable for its owner. In our workshops we can change sizes, add new parts or even create hybrid equipment.

Scan the opposite page with the Layar app on a smartphone or tablet to see a short film about our equipment adaptations.

Marie was expecting a baby, but a brain injury means she needs to use a walking frame outside of the house leaving her with no free hands to push a buggy. DEMAND made fixings for a car seat to clip to her walking frame and now she can go out independently.

Sarah became unwell and needed to use oxygen 24 hours a day, but the bottle was too heavy to lift and carry. A special holder on her walking frame means Sarah is up and out of the house almost every day now!

John contacted DEMAND because of his severe back pain. His walking frame was too low and made him bend over, but with some new taller handles from our workshop, he can stand tall again.

This year we helped 4903 people, nearly a quarter more again than last year, and only possible because of your generous support.



I can now be
independent
with my baby
- Marie



It's like the
Rolls Royce of
walkers
- John



For me, it's a
success story!
- Sarah



SCAN WITH

layar

Investing in future talent

Placement students and apprentices learning our trade

Our versatile workshops are fantastic places to nurture the engineering and design talent of the future.

Student placement programme

Each year we welcome product design and engineering students into our team. They get a unique hands on experience designing, manufacturing and repairing all kinds of disability equipment.

Apprenticeship programme

We believe our hands on apprenticeship programme is the only opportunity in Europe (or maybe even the world!) for young people to learn how to make disability equipment.

In the long run we hope our initiative keeps fast dwindling engineering skills from disappearing altogether and plays a positive role in maintaining the manufacture of high quality disability aids in the UK.

If you'd like to support our one-of-a-kind apprenticeship programme, get in touch!



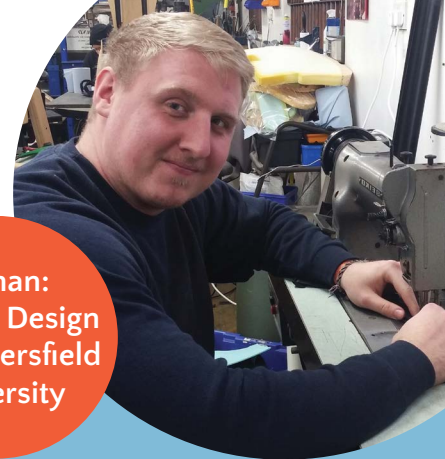
**Morgan:
Engineering
Apprenticeship
with Oaklands
College**



Tom:
Product Design
at Huddersfield
University



Luke:
Product Design
at Nottingham
Trent University



Nathan:
Product Design
at Huddersfield
University



Charlie:
Product Design
at Nottingham Trent
University

Heather:
Product Design
at Northumbria
University



Shakeel:
Engineering
Apprenticeship with
Kirkdale Industrial
Training Services
(KITS)





Every year we
invest over
£85,000
educating people to
design for disability

Encouraging design for disability

Working towards an accessible world for everybody

A new initiative for DEMAND harks back to our origins at the London School of Furniture. We're working with top product design universities in the UK to share our experience of designing products for disabled people, and to educate and inspire young designers to consider disability throughout their careers.

This year students from Nottingham Trent University and Merchant Taylors' School have worked on design briefs inspired by projects we've worked on in the past. De Montfort University students worked with Ash Field Academy, a special needs school to create new products to assist the students with their learning activities.

Students received feedback on their designs from our technical team who provided valuable insights into designing for manufacture.

We aim to expand our education programme and ensure that as many students as possible have the opportunity to learn about DEMAND's approach to design for disability.

"It was rewarding to work with a client and create a product that was needed and would be used every day. I would like to focus my major project next year on disability manufacturing." – Eleanor Skelton, Product Design Student at De Montfort University

Doing more with less

We're making more used disability equipment available again

We are passionate recyclers and try not to let any piece of equipment go to waste. Equipment donated to us is assessed for safety and either sold to fund our custom design projects, refurbished for equipment loans schemes, or kept for spares and parts that we utilise in our workshops.

Reconditioning used equipment

Many disabled children have to wait more than 6 months for brand new equipment to be supplied, but equipment refurbished by us and supplied through loan schemes can be delivered within 10 days. This means more children get the equipment they desperately need faster, before their needs change.

We have the expertise and facilities to fully sanitise, service and refurbish disability equipment to an as new standard so it can be safely re-issued to a new user.

Servicing and repair

We help to keep equipment stocks in community stores, care organisations and schools in excellent working order with our equipment assessment and servicing programmes. We can manufacture replacement parts when they aren't available to buy from the original manufacturer.

[Please get in touch if you have any used disability equipment you'd like to donate.](#)



We help over
3000
people every year access
the equipment they need
to be comfortable &
mobile

The journey of our pound

Money makes our world go round

We work hard to squeeze every ounce of goodness from every penny we generate or have donated to us.

65% of our staff are dedicated to designing, making, modifying and refurbishing equipment. The remainder work tirelessly to ensure that our two engineering centres operate as efficiently as possible so that we can continue to benefit more and more people.

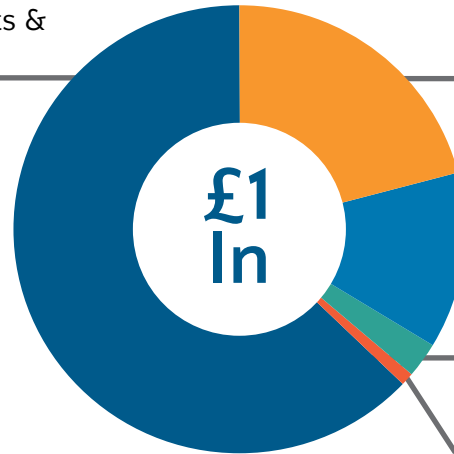
In 2015 30% more people than in 2014 benefited from our work with only a 6.25% increase in expense.

Since 2010 we have slashed the cost per beneficiary by 63% from £463 to £171 and our future plans mean we will continue to deliver even greater value.

Go to DEMAND.org.uk/accounts to view and download our latest audited accounts, or view them on the Charities Commission website at www.gov.uk/government/organisations/charity-commission

62.8p from charitable trusts & grant making foundations

21p is generated by us



12.8p comes from community & business donors

2.5p is raised through events

0.9p other income

7p raising awareness of our work

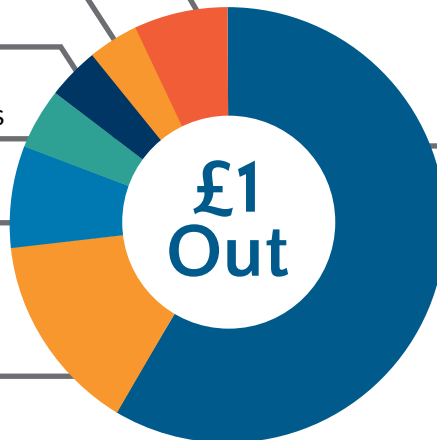
3.8p on education and outreach

3.9p supporting students

4.6p towards governance costs

7.4p goes to business support

14.7p towards fundraising



58.6p designing, making & refurbishing disability equipment

For every £1 we spend on fundraising & marketing, we raise
£3.65
which is 27% more than the UK average*

*Fundratios 2014

What does the future hold?

Our plans to help even more

Our new initiatives will help us reach more and more people every year, and further equip disabled people with the practical tools they need to live life their way.

We're putting plans into action to massively increase the number of people we're able to help, and we need all the help we can get!

Cracked-it

DEMAND's new online platform is connecting disabled people, health professionals, inventors and designers to share hacks and fixes that can make life a little easier. Join the discussion at cracked-it.org or find us on twitter @Cracked_it_org

Education

One of the best ways to help a lot more people is to share our knowledge and experience with designers, engineers and makers everywhere both formally by working with schools, colleges & universities and informally by providing online learning materials and resources.

DEMAND's Online Shop is growing. This year we'll be adding some new ranges to our portfolio. Some specialist equipment just isn't viable for most manufacturers to produce. We manufacture some specialist products so they are available for people with disabilities to use and enjoy.

By 2020 we aspire
to positively impact at least
25,000
people every year
- that's 5 times more than today

This year
we've helped
4903
people with our
charitable work

We hope to
inspire & educate
at least
10,000
designers
and makers

We're cracking
everyday living
challenges
together



CrackedIt!



How you can help

Lives are ready to be transformed with your support

Spread the word

We want more people to know DEMAND is here should they need our help. Join us on Facebook or Twitter (@DEMANDcharity) to show your support!

Support our events

Book tickets for fundraising events and find out about upcoming sponsorship opportunities at DEMAND.org.uk

Leave a legacy

A gift in your will means DEMAND can continue to help people for many years to come. Get in touch to find out more.

Fundraise for DEMAND

Take on a fundraising challenge and help transform life for even more disabled people!

Change a life with a donation

We're a charity, so the more you help us, the more help we can give! You can make a donation in the following ways:

- [Go to DEMAND.org.uk/donate](http://DEMAND.org.uk/donate) to give a monthly or one off gift via card or PayPal.
- [Send a cheque](#) along with the form overleaf to add GiftAid to your donation.
- [Set up a bank transfer or standing order](#) email info@DEMAND.org.uk or call us on 01923 681800 for details.



Today we help
**10 times
more**
people with your
donations than in 2005



Change a life today

We can't do it without you!

**Give a one-off or monthly donation
online at [DEMAND.org.uk/donate](https://demand.org.uk/donate)**

Alternatively, you can donate with a cheque made payable to DEMAND, using this form if you'd like to add GiftAid. For every £1 donated we can claim an extra 25p when you GiftAid your donation.

giftaid it

☐

I am a UK Taxpayer and would like to GiftAid my donation

☐

I'd like to receive DEMAND's email newsletter

DEMAND Design & Manufacture for Disability
The Old Chapel
Mallard Road
Abbots Langley
Hertfordshire
WD5 0GQ

Your name _____

Email _____

Address _____

Postcode _____

Signature _____



Our Thanks

A note to close from our Chairman

Our life changing work is only possible with the continued backing of the plethora of Trusts and Foundations, businesses, community groups and the legion of individuals up and down the country who enthusiastically fundraise for us.

On behalf of the Trustees, I would like to thank all of the team, our donors and supporters who have made it possible for more disabled people to live life their way and for DEMAND to be able to grow and develop in order to meet the ever changing needs of the people we work with.

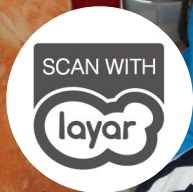
As always I warmly invite you to visit our engineering centres to meet the team and to see the scope and variety of our work at first hand.

A handwritten signature in purple ink, appearing to read 'Russell Willcox'.

Russell Willcox – Chairman of Trustees

Thanks also to our Chairman Russell Willcox, along with our team of Trustees:

Lady Hermione Grimston	Thomas Mercer
The Hon. Clare Renton	Robert Mankin
Anthony Soothill	Jane Whiteley
Katherine White	William Sietz



Call us on 01923 681800
or email info@DEMAND.org.uk

Change a life with
a donation today at
DEMAND.org.uk



Join the conversation on Twitter @DEMANDcharity
or search DEMAND Design & Manufacture for Disability



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