



# DEMAND Design & Manufacture for Disability

## Welcome Pack

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# Welcome

As a part of the DEMAND team your contribution will help us make a real difference to the lives of children and adults with disabilities. At DEMAND, our vision is of a world where disability is no barrier to dignified living or opportunity.

We believe that every person has the right to be respected as unique human beings, to live with dignity and to be able to achieve their potential.

This is why we devote our resources to encouraging, sharing, creating and making available, great services and products which enable people with disabilities to live life their way and to access life's opportunities.

By joining us you will play a key role in helping us achieve this aim.

good luck in helping others with unusual requests - you were the only ones willing to help. I can't thank you enough.

it's astonishing that your organisation came up with this improvement

I can feel my confidence slowly coming back!!! :)

This is so important to me, to have my ideas coming out - I'm living my dream!

Working at DEMAND has really helped broaden my understanding of design beyond the classroom

DEMAND is an amazing charity. I can't express how grateful I am for how they have helped me with my mobility.

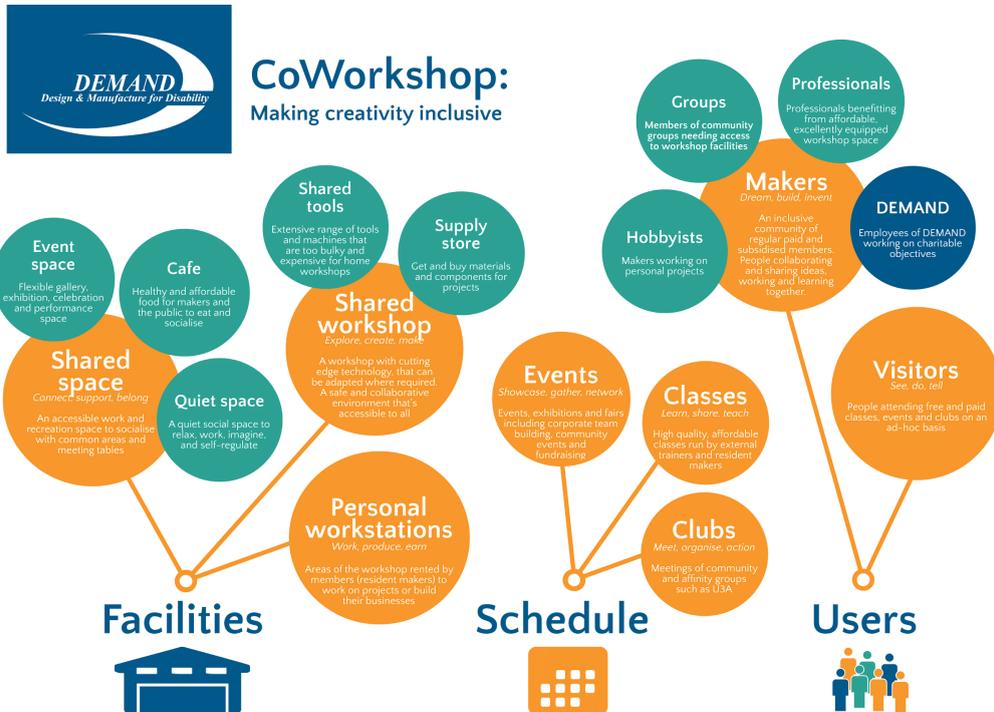
Isaac is delighted with his wobble board and has become very engaged and willing during his physiotherapy sessions. His physical progress improves week-on-week!

# The big picture

This is DEMAND today ....



But our plans are bigger than this. We are currently developing our open workshop and co-workspace which, in addition to all the work we currently do, will deliver much more to the community;



## What we do

In the past 12 months over a thousand people have benefited from DEMAND's expertise across 7 main areas of activity;

1. Custom equipment design and manufacture
2. New product design and manufacture
3. Inclusive sports equipment
4. Online tools
5. Student Support
6. User helpline
7. Pre-owned disability equipment redistribution and sales

### Custom equipment design and manufacture

The modification of standard equipment and the design and manufacture of custom equipment is at the heart of our work. The projects we undertake meet the needs of people of all ages and range from the deceptively simple (e.g. a height adjustment to a walking frame) to the complicated (e.g. a fully articulating fold-away artists' easel for wheelchair users). Projects vary in cost from a few hundred pounds to many thousands and may have lead times of a couple of days to many months. It is in working on such projects that our placement and work experience students really get to understand the meaning and practice of user-centred design, inclusive design and design for disability.

### New product design and manufacture

Our custom equipment work will often reveal a wider unmet need which would remain so if left to commercial manufacturers. The market for much of what the charity has productionised over the years is relatively small and often uneconomic for mainstream manufacturers to pick up and run with. Many great ideas never see the light of day because they are not commercially viable. As a charity we will develop some custom projects for general availability despite the limited market and to that end undertake small batch production to satisfy real needs in the wider community. Products currently available through the charity's online shop include Freasel (an articulated artists' easel), the Sensory Shell Chair (for young people with sensory processing disorders such as autism to help them make sense of their world by limiting environmental stimuli), Floor sitters and musical instrument stands,

### Inclusive sports equipment

Initially developed to meet the needs of a custom equipment client, our popular range of Boccia Ramps already provides sporting and social opportunities for people on every continent (except Antarctica). Sports clubs, youth clubs, community groups and schools have access to a truly inclusive sport by investing in our low cost, entry-level 'Lite' model and at the top end of the range the Nova is a full, international competition class ramp suitable for the full range of players.

### Online tools

We develop and support [www.cracked-it.org](http://www.cracked-it.org) which is an on-line platform designed to connect people with equipment needs and challenges to a global community of designers, engineers and makers. In addition, Cracked-it.org provides a platform on which we share designs for custom equipment which are made available under open license, allowing many more people to help themselves and to help others wherever they are in the World.

## **Student Support**

We have welcomed school age and undergraduate students into our workshops for many years. The charity benefits enormously from their energy, enthusiasm and contribution; working with energetic and creative people always stimulates new and different thinking within the organisation which has driven change in working methods and spawned several interesting products.

We also provide practical advice to students working on their own design for disability projects where the valuable and rare insights of our skilled team are much sought after.

In addition, and for the past 10 years we have provided engineering apprenticeships. The craft skills required to manufacture custom equipment are becoming increasingly rare and we have long recognised the value of developing our own talent.

## **Helpline**

In some cases, enquirers' needs can be addressed with products and services already available but which may be difficult to find. Sometimes it is just a case of knowing the right question to ask whilst at other times some lateral and creative thinking is required in order to pinpoint an ideal solution. In 2018, over 100 individuals and their families were helped in this way.

## **Disability equipment reuse**

A useful income stream for the charity, the salvaging and resale of pre-owned disability equipment provides many users with highly affordable and safe equipment which they might otherwise not be able to access. Whilst we have been short on resource, our priorities have been OEM products and custom equipment where the need is greater. Sales have therefore been significantly lower this year compared to last.

## **Makerspace**

We are planning to move to a new, bigger and more flexible workspace so that we can create our long imagined inclusive and open workshop/makerspace. Building on our 40+ years' experience of making with and for disabled people our vision is of a high value-add and sustainable service to the community in the form of an adaptable and flexible facility, equipped with donated, purchased and shared professional tools supported by membership subs, space rentals, storage facilities, paid-for classes and events, chargeable services, retail sales, food sales, sponsorship, partnerships and fundraising, dedicated to helping anyone and everyone increase their knowledge and skills within a supportive and vibrant community. The journey has begun and will be completed in several steps. Step 1 will come to fruition in the next 24 months.

# Our credo

Our credo is the ethical and moral compass which guides our actions every day.

At DEMAND our work is focused on our amazing clients and their needs. We serve them best by;

## 1. Being a champion of inclusive design

This means

- Sharing our expertise and knowledge with the outside world so more of the environment and the products and services people use can be accessed by everyone
- Supporting others in their quest for greater inclusivity
- Being accessible

## 2. Being one team in which everyone's contribution is recognised and valued

This means

- Respecting other people's skills and knowledge
- Treating everyone as an unique individual
- Accepting everyone's opinion has value even when our personal opinion is different
- Building open and honest relationships with communication
- Celebrating successes no matter how small
- Being there when it counts
- Having fun but never at the expense of others
- Being humble
- Focusing on outcomes
- Applying ourselves wherever our skills can have a positive impact
- Avoiding sarcasm and gossip

## 3. Being Creative and Innovative

This means

- We embrace change and we are open to new ideas
- We are curious
- We believe that it is better to try than not
- We accept that getting it wrong sometimes goes hand in hand with success and is nothing to be feared
- We always look to do more with less

## 4. Being the best we can be

Because this could be the one opportunity we have of impacting positively on someone's life. We cannot afford to waste it.

This means

- We work together to find the best solutions
- We take the initiative
- We do all we can to build trust
- We are always learning and we freely share what we learn

## **5. Taking ownership**

This means

- Being 100% accountable and responsible for my actions
- Always asking “what could I have done better or differently”
- Taking responsibility for the responses we get to our communication
- Setting realistic expectations and delivering on promises
- Always apologising for any upsets first and then looking for a solution

## **6. Caring**

This means

- We support each other with compassion
- We seek first to understand before seeking to be understood
- We listen actively
- We are self-aware
- We treat all we interact with as we would expect to be treated
- We do everything we can to give the best ‘customer’ experience (internally as well as externally)

## Useful resources

DEMAND website: [demand.org.uk](http://demand.org.uk)

Cracked-It: [cracked-it.org](http://cracked-it.org)

DEMAND on YouTube: [youtube.com/user/DEMANDCHARITY](https://youtube.com/user/DEMANDCHARITY)

DEMAND on Twitter: [twitter.com/DEMANDCharity](https://twitter.com/DEMANDCharity)

DEMAND on Facebook: [facebook.com/DEMANDCharity](https://facebook.com/DEMANDCharity)

DEMAND on LinkedIn: [linkedin.com/company/demand-design-and-manufacture-for-disability](https://linkedin.com/company/demand-design-and-manufacture-for-disability)

DEMAND on Pinterest: [uk.pinterest.com/DEMANDcharity](https://uk.pinterest.com/DEMANDcharity)

Charities Commission: DEMAND registration **1008128**