

Prince Charles Hospital

Immersive Room

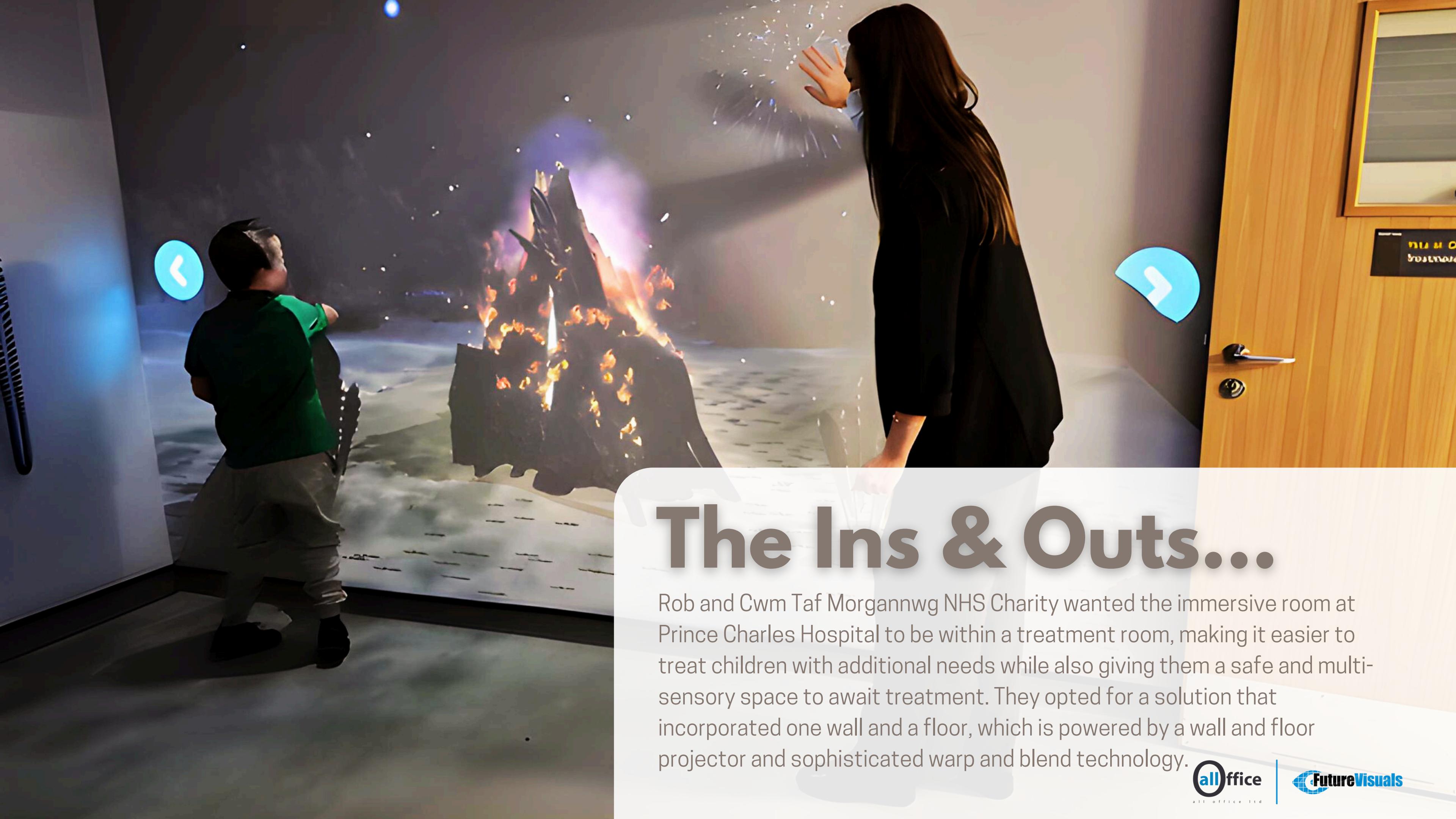


Prince Charles Hospital

In 2024, Rob and Gemma Cummings set up a crowd funding campaign to have an immersive room installed within the paediatric emergency department at Prince Charles Hospital in Merthyr Tydfil. This came after Rob witnessed the power of immersive technology after visiting Greenfield School, prompting him to think of the difference this would make to children like his youngest son, Ellis.

Ellis has autism and is very much sensory-driven. So when Ellis attends the ED, this can be extremely distressing for both him and his parents. The lights, sounds, and sea of unfamiliar faces – it all has a massive impact on Ellis, prompting him to go into sensory overload. And so, Rob lead a heart-felt campaign to raise the £27,000 cost for the immersive room. With generous support from the local community, Rob raised half of the funds and was match-funded by Cwm Taf Morgannwg NHS Charity for the rest.





The Ins & Outs...

Rob and Cwm Taf Morgannwg NHS Charity wanted the immersive room at Prince Charles Hospital to be within a treatment room, making it easier to treat children with additional needs while also giving them a safe and multi-sensory space to await treatment. They opted for a solution that incorporated one wall and a floor, which is powered by a wall and floor projector and sophisticated warp and blend technology.

Uses for the room...



A Waiting Room

The immersive room at Prince Charles Hospital offers a calm and soothing space to await treatment. Depending on the individual needs of the child, this one room can be transformed at the touch of a button into an interactive game, an underwater scene, and even their favourite story. With a library of over 6,000 scenarios available, the content within the immersive studio is diverse and easily adaptable to meet the needs of every child, whatever their age.



A Treatment Room

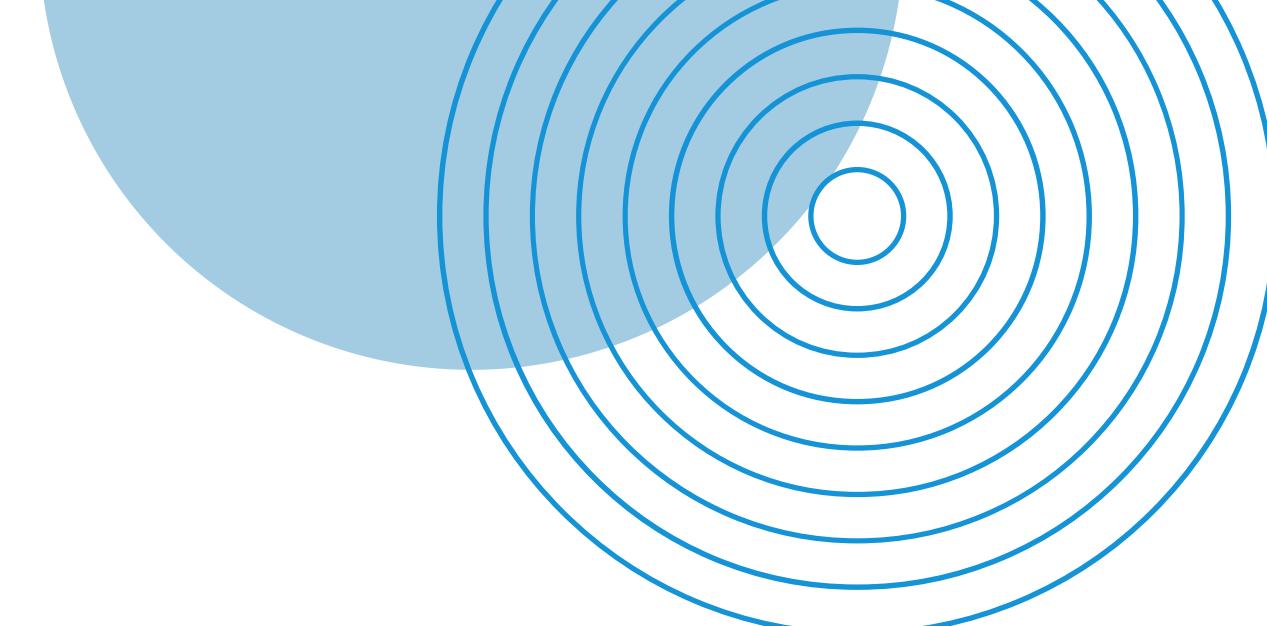
Depending on the needs of the child, the immersive room within the paediatric emergency department can be used as a calming space to receive treatment. This has already been trialed by Ellis himself and has shown that within the immersive room, he was much calmer and more cooperative with medical professionals, allowing him to receive the medical help he needed more easily.



Immersive Room Launch

To officially open the immersive room at Prince Charles Hospital, Cwm Taf Morgannwg NHS Charity arranged an official opening or 'launch' of the room. Rob, Gemma and Ellis Cummings were all present, along with the charity, department heads at the hospital, and Kelly, our Sales Manager who had the pleasure of bringing this project to life.

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At CMT NHS Charity, we're proud to support ideas that make a real difference for local hospitals. Working with AllOfficeLTD felt like a true partnership from the beginning. They took the time to understand the setting, the pressures on staff and the needs of neurodivergent children and supported us every step of the way in bringing Rob and Gemma's vision to life. Together, we've created an immersive space that's the first of its kind in Wales, helping children feel calmer and families feel more supported when they come to A&E.

Abe Sampson
Head of Charity & Income Generation



**Looking to invest in an
Immersive Room?**

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and specialist team!**



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