prince charles hospital case study

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executive summary

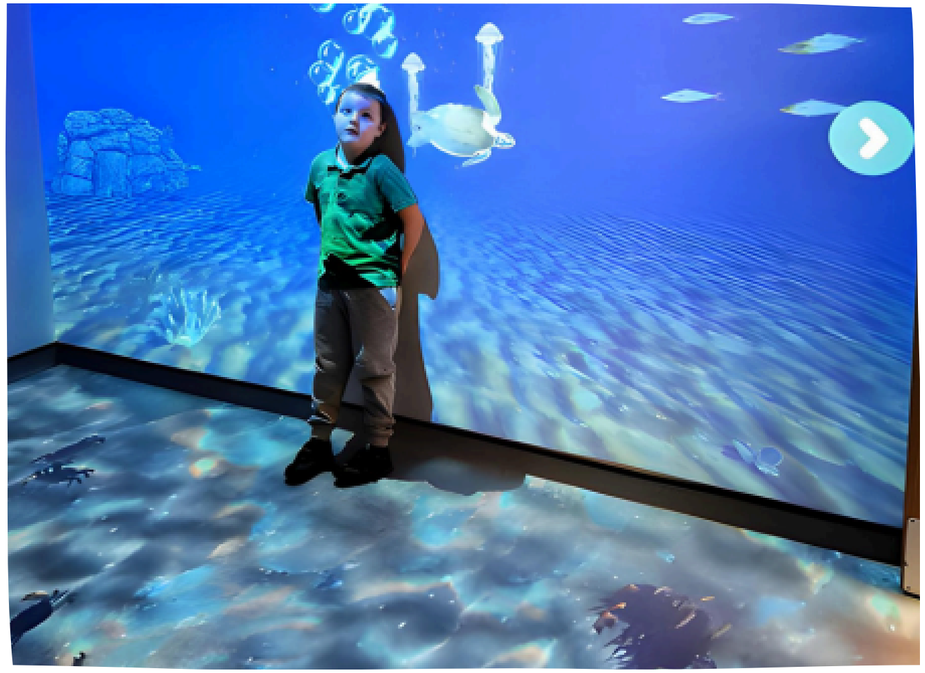


In 2024, Rob and Gemma Cummings set up a crowd funding campaign to have an immersive room installed within the paediatric emergency department at Prince Charles Hospital in Merthyr Tydfil. This came after Rob witnessed the power of immersive technology after visiting Greenfield School, prompting him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

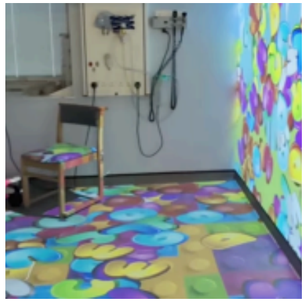
The lights, sounds, and sea of unfamiliar faces, it all has a massive impact on Ellis, prompting him to go into sensory overload. And so, Rob lead a heart-felt campaign to raise the £27,000 cost for the immersive room. With generous support from the local community, Rob raised half of the funds and was match-funded by Cwm Taf Morgannwg NHS Charity for the rest.

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 multisensory 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.

goals & objectives







The primary objective of this project was to create a calming, adaptable immersive environment within the Paediatric Emergency Department at Prince Charles Hospital, designed to reduce anxiety, improve patient experience and support children during medical treatment.

Working closely with the hospital team, we aimed to develop a flexible space that would:

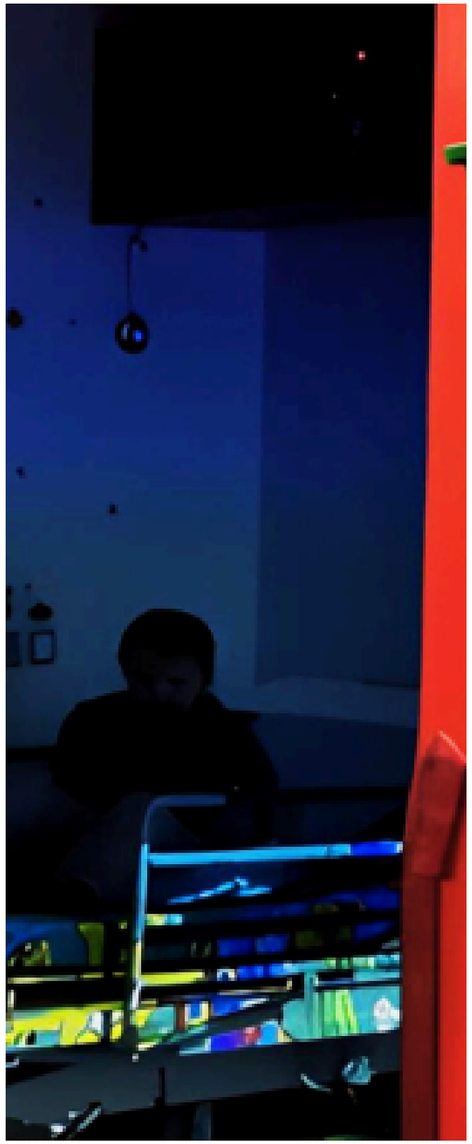
- Create a safe and reassuring environment where children can feel calm and comfortable while awaiting or receiving treatment.
- Reduce stress and anxiety by using immersive technology to distract, engage and support children during medical procedures.
- Provide an adaptable experience that can be personalised to suit the individual needs, preferences and age of each child.
- Offer a diverse library of over 6,000 immersive scenarios, allowing the room to transform into interactive games, underwater environments, favourite stories and other engaging experiences.
- Support healthcare professionals by helping children become calmer, more cooperative and easier to treat, improving the overall delivery of care.
- Deliver a versatile treatment and waiting space that can be used across a wide range of paediatric emergency situations.

The immersive room has already demonstrated its positive impact through real-world use, including with Ellis, who experienced the space during treatment. Within the immersive environment, Ellis was noticeably calmer and more engaged, allowing medical professionals to provide the care he needed more effectively.

The completed installation provides Prince Charles Hospital with a flexible, future-proof solution that enhances the patient journey by combining technology, creativity and compassionate care.

definition & scope





PHASE 1

PHASE 2

PHASE 3

Design & Development

The project focused on creating a flexible immersive environment within the Paediatric Emergency Department, designed to support both waiting and treatment scenarios. The space was developed to provide a calm, engaging and adaptable experience tailored around the needs of children.

Immersive Experience Integration

The room was equipped with a diverse library of over 6,000 immersive scenarios, allowing it to transform instantly into interactive games, underwater worlds, favourite stories and calming environments.

This flexibility ensures the experience can be personalised for children of all ages and individual needs.

Patient Support & Clinical Application

The immersive room helps reduce anxiety, improve cooperation and create a calmer treatment experience for children.

“

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 it’ s 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

Create calmer patient experiences with immersive environments.

Talk to Our Team About Your Immersive Healthcare Project.

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