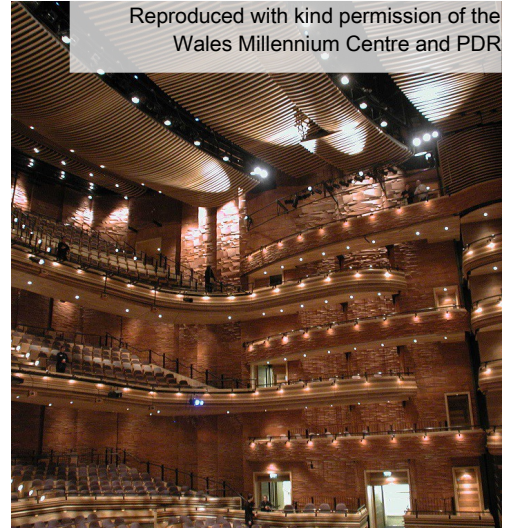




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## RELEVANT STAGES

Scope and frame: Success indicators

Identify: Context

Create: Understanding users

## STRENGTHS

Stakeholder engagement,  
Collaborative co-design workshops,  
Finding and partnering with a pre-existing project in the same place

## PROJECT TITLE

Wales Millennium Centre

## CLIENT

Wales Millennium Centre, funded by the Technology Strategy Board

## DESIGN SUPPLIERS

PDR, Cardiff Metropolitan University, UK

## LAUNCH DATE

2011

## USEFUL LINKS

[www.theservicedesignprogramme.org](http://www.theservicedesignprogramme.org)

## ENGAGING THE ELDERLY TO ATTEND GREAT EVENTS

### SUMMARY

The Wales Millennium Centre worked with service designers and Age Cymru, the largest charity working for older people in Wales to design a service that results in increased attendance from isolated, older people. An innovative, viable and scalable concept was designed and PDR's knowledge was transferred to external charitable, commercial and design organisations.

### INSIGHT

Wales Millennium Centre (the Centre) welcomes over 1 million visitors every year and is one of the world's leading centres for the performing arts. Whilst a large amount of effort has been focused on opening the arts to schools and communities - young and old; there was a significant social and business benefit to designing a service that connects older, isolated people in Cardiff to enjoy the great events taking place at the venue. This project was funded by the Technology Strategy Board, Keeping Connected Business Challenge 2011.

### APPROACH

The team adopted the DE-SERV approach, a rapid ethnographic method to design research, developed by PDR. The process started with interviews in day centres, social clubs and on public transport, and was combined by statistical analysis of Wales' older population by Age Cymru and market sizing by the Centre. Structured co-design workshops brought other relevant stakeholders together to explore the research and develop new ideas for services. One discovery during the research phase was the importance of a trusted transport provider already working in Cardiff; Voluntary Emergency Transport Service (VEST).

### OUTCOME

The concept and result of the project is Go-With; a transport service that connects older, isolated individuals to like-minded people attending great events at the Centre. This project shows that service design can be used to help identify further barriers of engaging with the arts and refine what needs to be done for the benefit of users.