

WORK

HARD

PLAY

HARD



By Amelie O'Sullivan.

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# The Brief

This project I have been working on the 'where people meet' brief, and exploring how we can turn unwelcoming spaces into a vibrant centre for life. My goal this project has been to identify a space in Bournemouth that has the potential to become something far more than it is right now - a dynamic place where people can connect, collaborate and thrive together.

I chose this brief due to the surplus of abandoned, 'unwelcoming' spaces in Bournemouth and the potential within them. As part of the community in Bournemouth, this is an issue I have always felt passionate about, and this project became the perfect opportunity to pitch an idea that could benefit the area.

## WHERE PEOPLE MEET

### Background

Unused and unwelcoming spaces and buildings communities and create the conditions for health like loneliness and isolation. Neglected spaces of businesses to divest from these areas – which in local income streams. Likewise, societies and co groups desert these spaces, and either seek opp elsewhere or collapse entirely – leaving a social

### Brief

Transform an unwelcoming space into a vibrant life and community. The space(s) should support which encourage connection and positive health

### Considerations

- Clearly define what qualifies 'unwelcoming' v
- Identify a specific unwelcoming space/buildi
- Interrogate and analyse the pros + cons of th
- Single-out specific target user groups and in
- What method of connection you will use? e.g
- Clarify what you want your audience to think
- Establish a shortlist of more-than-human sta
- Ensure that you honour local culture and her
- Consider how to strengthen local relationship
- Foster local leadership opportunities for site-
- Create programming 'with' the community, n
- Design for longevity (e.g. multi-generational
- Carefully consider the business + voluntary c
- Craft a brand and identity worth investing in.

# Universal methods of design



Tree diagram to help defining, exploration and idea generation. Image from 'Universal methods of design' by Bruce Hanington.

Throughout this project, I used the book 'Universal methods of design' to help with my ideation process. Although this book covers all design stages, I found it particularly helpful to guide me through the defining and development process.

Something in particular I took from this was the importance of 'brainstorming graphic organisers'. I frequently used post-it notes to visualise and organise ideas, as well as exploring how 'affinity' and 'bulls-eye' diagramming can aid the development of my concepts.

# Urbanized

**"If people get involved in social activities they will forget place and time and just enjoy" - Jan Gehl, architect.**

A quote from 'Urbanized' that helped develop my final idea.

During the start of this project, I watched the 2011 documentary 'Urbanized', which explains why some cities are active and full of life, whilst others are unwelcoming and have become 'ghost-towns'.

This documentary discusses design methods such as the 'bottom-up' approach and 'participatory design'.

Instead of relying on big, overwhelming plans, this film shows the importance of small, practical solutions that people can actually see and make happen. They show numerous case studies, giving me an idea on where to start my research.

# What are unwelcoming spaces?



I began by looking at the definition of unwelcoming spaces online and by exploring 'unwelcoming' areas myself.

I documented unwelcoming spaces and noted the cues that made the area uninviting, as well as doing the same with more hospitable spaces.

Unwelcoming

*Adjective*

Having an inhospitable or uninviting quality.

Space

*Noun*

Continuous area or expanse which is free, available, or unoccupied








Definitions from the Oxford dictionary.





After this space analysis, what do I think makes a space welcoming?

- User flow** - Busy space creates energy and engagement. A space can be too busy at times though and create feelings of anxiety.
- Upkeep** - A space is welcoming if it is clean
- Events/activities** - Spaces were far busier in areas like the square (shops), or gardens and the beach (fun runs, arcade, large open spaces to relax and socialise).

Location Image/Name	Feelings of safety (1-5)	Would I recommend this place to a friend? (yes/no)	What makes it welcoming?	What makes it unwelcoming?	Additional notes
Underpass by ASDA. 	Visited at 1:10pm 4/5  Visited again at 9:25pm 1/5	No	Some murals/art, foot traffic, food truck (if that is ever open - it was closed when i visited)	Poor lighting, graffiti, litter, overflowing bins, CCTV cameras, no feelings of safety at night	Feels isolated. They have tried to brighten the space with community art, but it has an almost opposite effect because it has not been maintained.  Generally feels safe during the day, because of the footfall. Scary at night.
Bournemouth station (outside) 	4/5	No	Coffee stall, busy during day, good signage	Anti-climb barrier, anti-homeless architecture, ASDA carpark feels unsafe and smells of urine	Generally feels safe during the day. There is nothing there that would make me recommend it to a friend, other then to get public transport or if they needed to use a facility there (supermarket, gym...)
Top of Old Christchurch Road 	3/5	No	Nice charity shops, Asian supermarkets, some street activity	Every other building is abandoned, most stores are tattoo/piercing or vape shops, roadwork, general unsafe feeling (not sure why!)	I was actually surprised by how unsafe I felt whilst taking photos down this road. Even my partner was getting concerned about us having our phones out because of the change of theft.
Horseshoe common 	4/5	yes	Large green space, lots of seating, recycling bins (not overflowing), increased foot traffic, welcoming bars with lights	Still closed stores in this area, not much to do here.	I can imagine it would feel a bit unsafer at night because of bars being around, and the green area could feel succluded.
Bottom of old Christ Church Road 	4/5	yes	Bench/seating area (although they had a hostile design), planters with greenery in the street, shops and cafes begging to appear	Hostile benches, construction work, rundown/abandoned stores	I didn't have any major safety concerns here. This is the start of the 'nice looking' area of Bournemouth.
Bournemouth square 	Visited at 2:30pm 4/5  3/5 at night	yes	Cafes, shops, greenery, large footfall, buskers, open space	Can feel crowded and overwhelming at peak times, skateboarders and bikes are too fast	My only safety concern during the day is that i may get run over by a skateboard or bike going through the square too quickly.  At night it is a bit more unsafe feeling, however their are bouncers from nearby pubs/bars around.
Bournemouth gardens 	Visited at 3:15pm 4/5  1/5 at night	yes during day no during night	Large green space, some benches available, stream running through park, wildlife (squirrels), plenty of space, well maintained	Dark areas at night, can feel isolated, some litter, can feel crowded at peak times.	Daytime feels perfectly safe. Night time feels unsafe due to poor lighting and lack of people.



# Why are these spaces so bad?

These stressors aren't simply inconvenient or irritating, though; research has suggested that urban living has a significant impact on mental health. **One meta-analysis** found that **those living in cities were 21% more likely to experience an anxiety disorder** - mood disorders were even higher, at 39%. People who grew up in a city are twice as likely to develop schizophrenia as those who grew up in the countryside, with a **2005 study** suggesting this link may even be causal.

Urban stressors appear to have a biological impact, too. A **2011 study** from the Central Institute of Mental Health at the University of Heidelberg found that **city living was associated with greater stress responses** in both the amygdala and the cingulate cortex - **areas linked to emotional regulation, depression and anxiety**. This increased activation, the research team said, could have a **"lasting effect"** both on the brain's development and its

CITY LIVING  
IS WORSE FOR  
MENTAL  
HEALTH  
LINKED  
TO LESS  
GREENERY,  
ABANDONED  
BUILDINGS

Vacant land evoked a wide range of negative emotions from participants, including sadness and depression, often stemming from the buildup of trash on vacant land. One participant said: "[Vacant lots are] a big downer too, just because of all the trash and rotten smells. It just makes you question where you call home. You like, oh man I gotta come home around this crap again? It's a downer." Others expressed anger and frustration over feeling powerless to change the physical condition of their neighborhood.

ABANDONED  
BUILDINGS  
HAVE LINKS  
TO DEPRESSION

Some participants were anxious about the harmful exposure children might experience playing on vacant land: "Falling, might go through a needle or anything, might see crack, violence... They don't need to be seeing that [stuff]. They gonna find out about it, but they don't need to be seeing that [stuff]."

PEOPLE DON'T FEEL ENGAGED  
WITH THEIR COMMUNITY

PHYSICAL  
HEALTH  
CONCERNS  
AS WELL  
AS MENTAL

Some participants felt a significant stigma associated with living in a decaying neighborhood and felt unfairly judged by outsiders:

Exploring the psychology of space by analysing articles and papers.  
Sources: Guardian article by Emily Reynolds. Academic paper by Study by Garvin E, Branas C, Keddem S, Sellman J, Cannuscio C.

These spaces are doing more than just discouraging people from being around them; they are actively harming communities. Poorly designed or neglected areas are linked to increased feelings of isolation, anxiety, and insecurity. Abandoned areas have become a hot spot for crime and have led to people feeling unsafe in their cities.

## 2/5 of respondents felt 'unsafe' because of the state of abandoned buildings in their cities

Data collected by together.

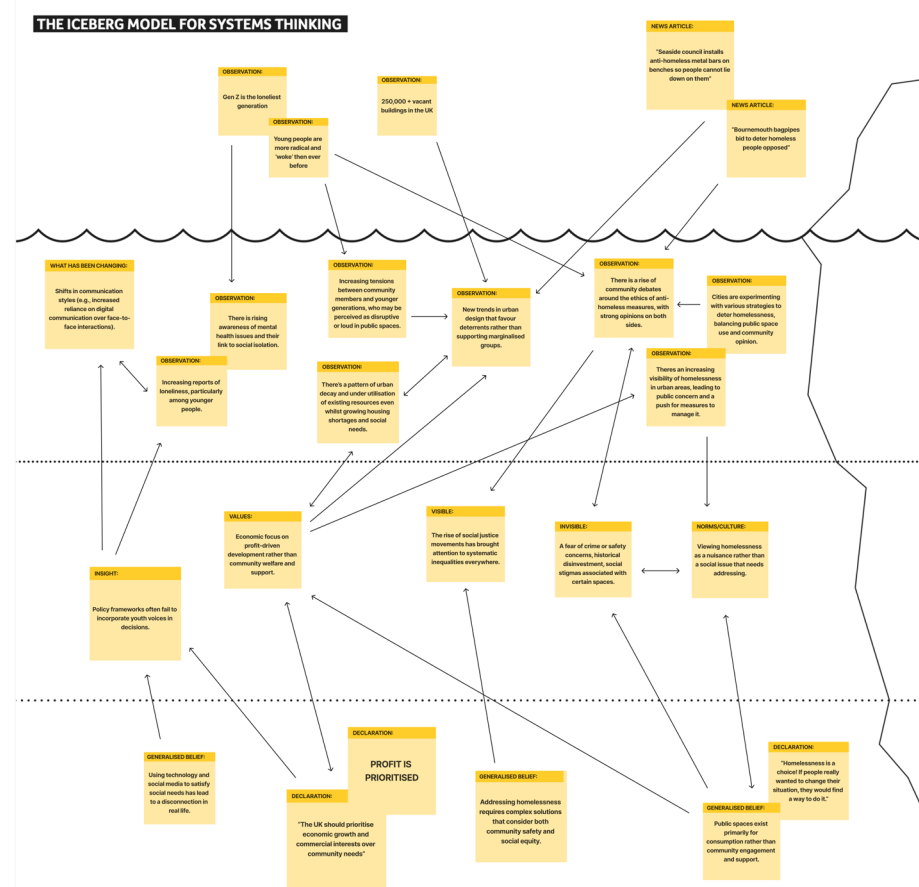
## Violent crime, including assaults and gun-related crimes, can increase in disinvested neighbourhoods with abandoned properties.

Study by Garvin E, Branas C, Keddem S, Sellman J, Cannuscio C

## Compared to rural residents, those living in urban areas are 21% more likely to have anxiety disorders.

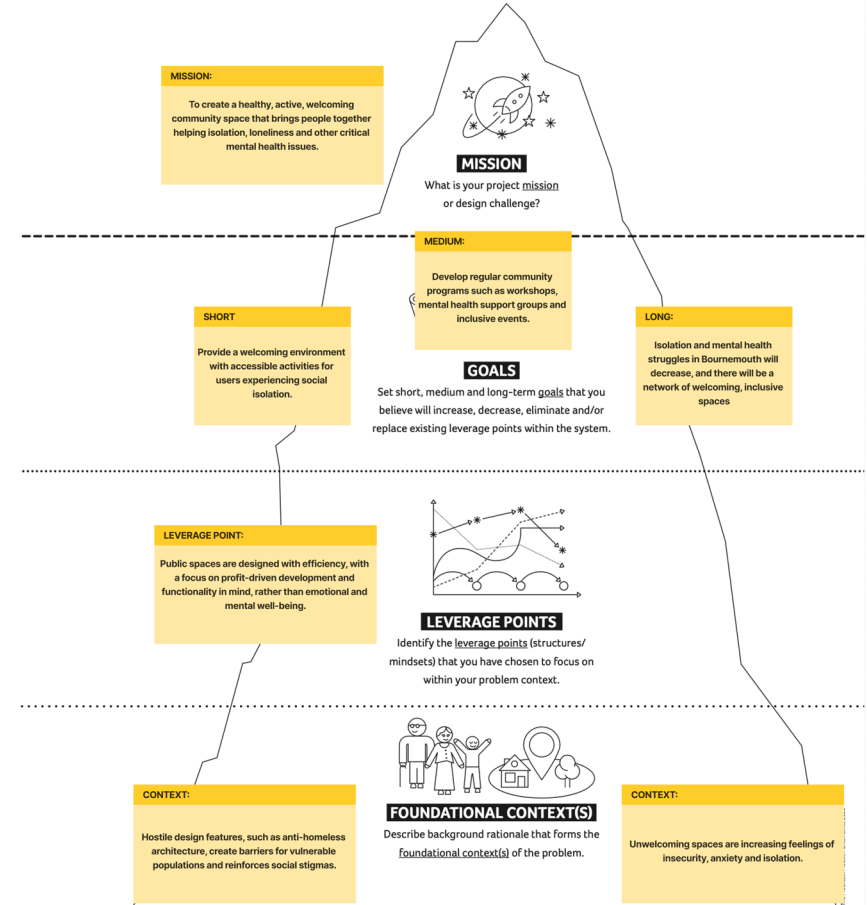
Study by Peen J, Schoevers RA, Beekman AT, Dekker J.

# Iceberg Model



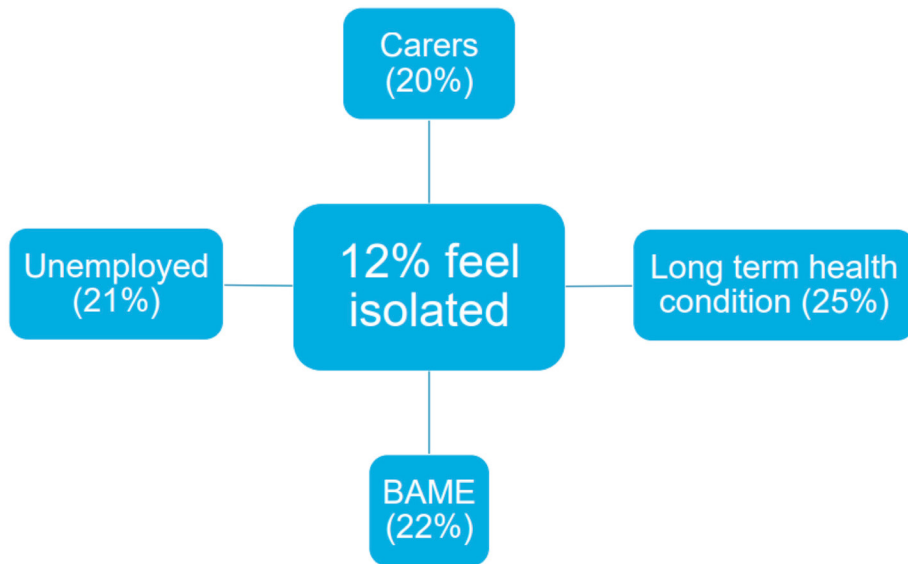
I used the iceberg model to analyse the issue of unwelcoming spaces by looking beyond surface level events, such as poor design, to identify the deeper patterns, structures and mindsets that contribute to these environments.

# Mountain Model



The mountain model helped me define the intention of my brief by identifying the foundational contexts and pinpointing leverage points that could create impactful change.

## Who needs a community space?



Data collected by BCP resident survey, published by Public Health Dorset November 2023.

I started exploring the idea of having people that experience mental health problems as my target audience, as individuals facing mental health problems are particularly vulnerable to isolation. A space designed with their specific needs in mind could offer a sense of connection; I wanted to create a truly welcoming space that offers real, meaningful support.

## In Bournemouth....

**12%** of residents suffer with depression

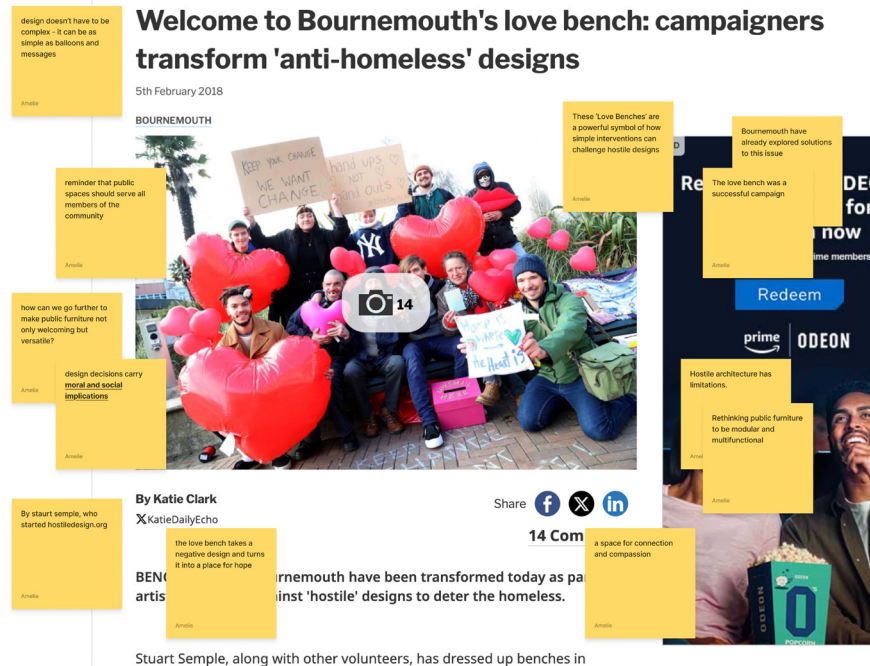
Just under **a quarter** of adults have high levels of **anxiety**

Those with **long-term health conditions** or **unemployment** face the highest isolation

**12%** of residents said they feel **isolated**

Data collected by BCP resident survey, published by Public Health Dorset November 2023.

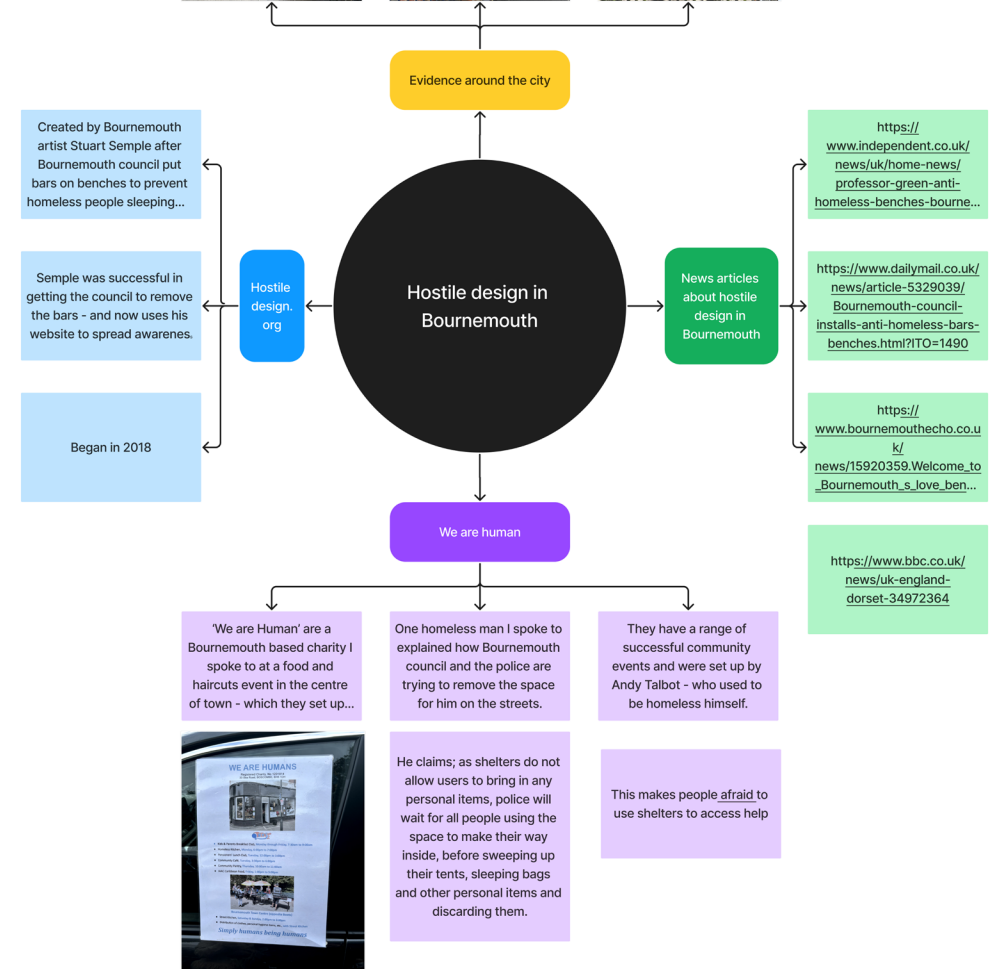
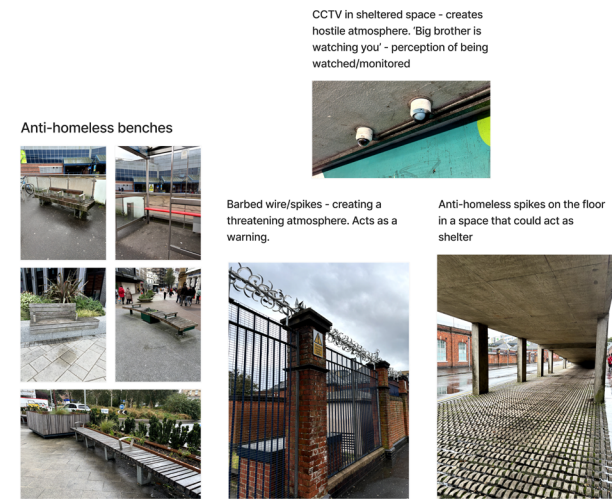
# Hostile design



Looking at what solutions Bournemouth has explored before.

Whilst exploring Bournemouth for unwelcoming spaces, I noticed a lot of hostile architecture.

After some research online, I found out that Bournemouth had a huge issue with hostile design before, with many articles talking of Bournemouth's uproar over anti-homeless benches in 2018. This is clearly a space that people deem unwelcoming in Bournemouth- so I wanted one of my routes to focus on this issue.





## Interview with potential target users

BCP COUNCIL AREA - LOCAL HOT FOOD COMMUNITY SUPPORT - July/August 2024 v1				
BOSCOMBE				
Mon - Sat	10am-2pm	10am breakfast & 12.30pm hot lunch inside, limited space, support with food, clothing, benefit enquiries, telephone calls, referrals, mail. No food bags provided.	BH1 Project, 107 Palmerston Road, Boscombe, 01202 393453 or 07837 363712	BH1 4H1
BOURNEMOUTH				
Mon eve	5:30 - 6.00pm	For homeless and those in temporary accommodation only. Sit down meal inside. Showers & footcare available from 4:30pm.	Salvation Army, 1 Latimer Road, Winton, BH9 1JY	01202 51
Tue lunch	11.45am-1:30pm	Hot sit down lunch. Stop serving hot food at 1pm. Help with clothing, referrals, conversations and support	In Touch, Lansdowne Church, Lansdowne Road, BH1 1SB, Tel 01202 297977	
Tue Eve	7:30pm - 8:30pm	Food, Toiletries, care parcels, hot/cold drinks, clothing, sleeping bags, first aid and advice	Bottom of Richmond Hill, Helping Hands <a href="mailto:Chelle_helpinghands@yahoo.com">Chelle_helpinghands@yahoo.com</a>	
Wed eve	6pm-6.30pm	Hot take-away dinner	Citygate Church (side entrance) BH8, supported by Father's	
Thu eve	6.30-7.00pm	Hot take-away dinner, soup, sandwich, cake. Help with clothing, toiletries, sleeping bags/duvets etc.	Hope for Food, outside St Stephens Church Hall, St Stephens Way, BH2 6JZ	
Fri lunch	11.45am-1:30pm	Hot sit down lunch. Stop serving hot food at 1pm. Help with clothing, referrals, conversations and support	In Touch, Lansdowne Church, Lansdowne Road, BH1 1SB, Tel 01202 297977	
Sat & Sun	2pm	Provision of Hot Meal	We are Humans, Bournemouth Town Centre, in layby opposite the Cinema.	
Sun lunch	12.45pm	Sandwiches and cold drink, general support	Cotlands Road Car Park (opposite Job Centre) Father's Hou	
Sun eve	6pm-7.00pm	Hot take-away dinner, soup, sandwich, cake & Street Vet available. Help with clothing, toiletries, sleeping bags/duvets etc.	Hope for Food, in the Hall at St Andrews URC, 8 St Stephen's 6JJ	
CHRISTCHURCH				
Wed	5:30pm	Hot food, essential services and support delivered. Community Supper - must book Tel 07587371088	Christchurch Foodbank Tel 07587 371088 Or email <a href="mailto:christchurchfoodbank@gmail.com">christchurchfoodbank@gmail.com</a>	
Mon-Thurs & Sat	6-7pm	Hot food, clothing, bedding and essential services.	Christchurch Support Kabin 07772 373358 58 Bargates BH23 1QL	
POOLE				
Mon - Fri	12pm - 2.30pm	In site advice, drinks, clothing, toiletries, telephone calls, Referrals-guidance and support	Routes to Roots, Genesis Centre, Hill Street, Poole, BH15 1NR Tel 01202 667880	
Saturday	8.30pm	Food, hot drinks and general support.	Under Towngate Bridge, Poole - opposite side to railway station Sunnyhill Church.	
Sunday	8.00pm	Food, hot drinks and general support.	Route to Roots, Genesis Centre, Hill Street, Poole BH15 1NR. Vineyard - 1 <sup>st</sup> & 2 <sup>nd</sup> Sundays. c/o St Mary's Longfleet - 3 <sup>rd</sup> , 4 <sup>th</sup> & 5 <sup>th</sup> Sundays.	

The current spaces in Bournemouth available to help the homeless. Given to me by a homeless man in bournemouth.

Whilst I was looking at hostile architecture in Bournemouth, there happened to be a 'We are all humans' event on for the homeless.

I was able to speak to the founder of the charity, as well as some of the people receiving services there. Their insights on what Bournemouth could do to help them more, helped me develop my concepts.

"Police come and take our tents and sleeping bags whilst we are in shelters."

Anonymous at 'We are all Human' event.

"There are more homeless people in Bournemouth than the council let on."

Anonymous at 'We are all Human' event.

"Our events are always full. People need help more than ever before."

Founder of 'We are all Human'.

# History and culture of Bournemouth



Exploring Bournemouth's culture as a space for art and creativity.

I didn't want my space to just exist 'somewhere', and instead wanting it to be rooted in Bournemouth's history and culture.

Bournemouth's identity is shaped by:

- Its role as a hub for art and creativity
- Tourism
- Victorian heritage
- History as a hub for business growth

The image on the right shows my exploration of Bournemouth's history as a growing digital economy.

Tech City, a government backed organisation, recently released a report which revealed that Bournemouth is the fastest growth city in the digital economy in the UK.

With the number of digital companies starting up in Bournemouth between 2010 and 2013 increasing by 212%, the report has dispelled the image that the UK's digital economy is solely based in London.

In cities all over the UK, the digital economy has rapidly expanded over the last ten years. More start-up companies than ever before are coming to the UK, with over 500,000 new companies created in the last year alone. But Bournemouth's growth dwarfed all other competition with second place Liverpool showing 119% growth. London still remains the most significant employer within the digital sector but despite this, the capital was ranked fourth place in the survey.

Andy Parker, chair of CIM Dorset committee commented; "It's fantastic that Bournemouth has been shown to be number one in the biggest survey of the UK's digital sector ever completed. The region is booming with digital businesses and you really get a sense of that working in the area."

Bournemouth and Poole is a region rich with agencies and big name brands, such as **Wally, Unseeker, LV's, Animal, Farrow & Ball, Nationwide, JP Morgan, ANI and Merlin Entertainments**, and is well served by two leading creative universities. It's also host to **Silicon Beach**, which brings together the UK's digital innovators across two days and hosts a range of fantastic speakers from a wide variety of disciplines. So maybe it's not so surprising that Bournemouth is number one after all.

Councillor Mike Greene, cabinet member for corporate policy and implementation, said; "Bournemouth is a great place to do business. Supported by two business-focused universities nurturing future world class talent, the creative and digital sector in Bournemouth is going from strength to strength. The Council is determined to do all it can to encourage this and to show why Bournemouth is the destination of choice to work and to live for everyone involved in this exciting sector."

## Digital Tech Businesses

### Leading Indicators of Cluster Performance

DIGITAL BUSINESS CONCENTRATION	TOTAL DIGITAL TURNOVER	DIGITAL TURNOVER GROWTH (2011 - 15)	HIGH GROWTH DIGITAL BUSINESSES
Reading 7.26	London £56bn	Dundee 171%	Bournemouth & Poole 25%
Bristol & Bath 4.35	Reading £12.5bn	London 106%	Newcastle 22%
Cambridge 1.79	Bristol & Bath £8.1bn	Sunderland 101%	London 20%
Southampton 1.57	Manchester £2.9bn	Bristol & Bath 87%	Glasgow 19%
Oxford 1.53	Cambridge £2.1bn	Edinburgh 85%	Brighton 18%

Source: ONS Business Structure Database; Tech City UK, 2015

There were a record number of new start up businesses in Dorset last year.

The figure hit 8,565, making Dorset one of the most successful counties in the UK.

**DORSET BUSINESS GROWTH IS INCREASING - WHERE ARE THEY GOING?**

Bournemouth and the surrounding area were said to have the fastest growing digital economy in the UK according to the 2015 Tech Nation report.

This year's Tech Nation report names Bournemouth 27th among the nation's tech hubs, with £2m of investment in the sector in 2020, whereas third place Bristol boasted £270m.

**OPPORTUNITY FOR BUSINESS GROWTH IN BOURNEMOUTH AGAIN!**

The number of new startups formed in Dorset reached 8,565 in 2023 - more than in any previous year to date.

**MAKING A COMEBACK IN 2023**

The numbers, which make Dorset one of the most successful counties in the UK, are increase on the 8,427 recorded in 2022 and bring the total number of registered businesses in the region to an all-time high of 63,266.

The statistics are taken from the Inform Direct Review of Company Formations, using data from Companies House and the Office for National Statistics.

**BOURNEMOUTH HIGHEST IN DORSET**

Across the county's districts, Bournemouth formed the highest number of new businesses (2,399), followed by Purbeck (1,896) and Poole (1,458).

John Korchak, Managing Director at Inform Direct said: "It is excellent news that Dorset can celebrate a record year for new company formations during 2023."

"The year undoubtedly presented a range of challenges for business including tepid predictions of economic growth, volatility in energy prices and uncertainty from world events.

**CAN WE CONNECT THEM - MAKE A NEW COMMUNITY?**

"However, the formation figures demonstrate very clearly that Dorset entrepreneurs remained undeterred and pursued their ambitions to establish new ventures."

"This positive picture is mirrored in the overall position for the UK which saw the highest ever number of new companies established during 2023. The total number of UK formations exceeded 900,000 for the very first time."

**PEOPLE IN BOURNEMOUTH WANT TO WORK**

"The town was once hailed as a hotspot for new technology start-ups, with a rapidly growing digital sector and thriving meetup community. Media were continually reporting about Bournemouth's rich prospects in the sector, with research showing evidence of its success above other areas of the UK. Yet it has all gone a bit quiet over the past couple of years, particularly with the impact of Covid on many businesses."

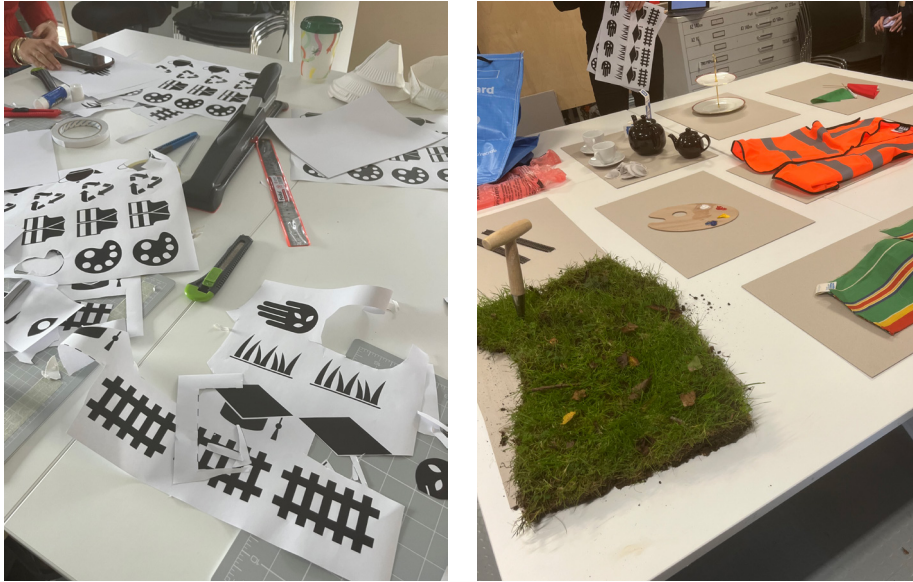
He said the 2021 Tech Nation report still showed "promising signs of growth".

A collection of articles about Bournemouth's success and decline in the business sector. All referenced in my bibliography.

**BOURNEMOUTH USED TO BE THE FASTEST GROWTH CITY IN THE DIGITAL SECTOR - WHAT HAPPENED? COVID IMPACT ON BUSINESS**



# Collide Workshop



Images of the unlikely connections I worked on during the session.

In one of my workshops, I explored the concept of creating new forms by combining random icons; an activity that challenged me to think beyond conventional boundaries. For an out-of-class task, **Joshua Smith** and I teamed up to make a mug out of sugar cubes, combining two random items from the session.

This exploration of unlikely connections became a recurring theme throughout my project.





# Strange Bedfellows



I also looked at events like food markets that create unlikely connections through food.  
Photograph: Camden Market. Sourced from imperialride.com

Building on the idea of unlikely connections from the collide workshop, I began looking into the concept of strange bedfellows.

I looked at case studies such as a nursery and care home that share a space, creating intergenerational relationships, and Jameson's Distilled Sounds podcast, which pairs unexpected musical collaborations.

These examples inspired me to think about how unexpected pairings could be used to create deeper connections and innovative solutions in my own work.

shared,  
collective  
experience

Encourages personal  
connections through  
the unexpected  
connection of sound  
and taste.

Encourages personal  
connections through  
the unexpected  
connection different  
genres of music and  
cultures

blending two  
distinct "flavours"  
– taste and sound

open, welcoming  
and fun – rather  
than traditional  
professionalism or  
formality

The visuals/branding also  
use the concept of  
strange bedfellows – old,  
traditional, 'brewery'  
aesthetic mixed with neon  
signs, modern equipment

Irish whiskey meets  
global sounds

Bridging industries  
that wouldn't  
traditionally  
interact

Mixing the worlds  
of whiskey and  
music

helps with  
empathy,  
patience and  
respect

intergenerational  
community setting

they've used  
communal spaces to  
reduce isolation and  
promote inclusion

simple moments, like  
eating together, can  
build relationships and  
create a sense of  
community.

"soft skills"

mutual benefit –  
elderly provide  
wisdom, while  
children bring energy  
and joy.

creates a micro-  
community where  
different needs and  
contributions come  
together

enhances emotional well-  
being and reduces  
isolation and loneliness for  
seniors, while enhancing  
social and emotional  
development for children.

Analysis on my case studies.

Photograph: Sourced from jamesonswiskey.com  
Photograph: Fabio De Paola/The Guardian

# Target users (Part one)



Name:  
Barry

Occupation :  
Unemployed

Age:  
57

Sex:  
Male

Race:  
White

Location:  
Bournemouth  
central streets

**Mindset:** Feelings of isolation after personal setbacks including job, family and housing loss. Struggles with trust but is open to opportunities that offer stability and a sense of community.

**Psychological capabilities:** Low self-esteem and is self-critical, prone to anxiety and depression, demonstrates the capacity for rational thought and problem-solving when supported.

**Physical capabilities:** Physical stamina and strength, able to engage in physically demanding work, often limited due to a lack of proper nutrition and irregular sleep.

**Motivations:** Desire for stability and self-sufficiency. Wants to re-establish himself as an active participant in society.

**Opportunities:** Could benefit from skills training, mentorship, and employment programs aimed at re-integrating homeless individuals into the workforce.



Name:  
N'kia

Occupation :  
Student

Age:  
22

Sex:  
Female

Race:  
Black

Location:  
Bournemouth  
born and raised

**Mindset:** Overwhelmed by the pressures of university, struggling to balance academic responsibility, social life and personal goals.

**Psychological capabilities:** Emotionally intelligent, empathetic, and reflective. Shows a high level of self-awareness, but experiences anxiety related to future uncertainties.

**Physical capabilities:** Moderate level of energy and stamina, weakened by busy lifestyle.

**Motivations:** Motivated by the desire to establish a strong social network, maintain good mental health and build lasting relationships.

**Opportunities:** Can benefit from building stronger self-care habits and time management skills to handle academic pressure and life balance.



Name:  
Tom

Occupation:  
Office worker

Age:  
50

Sex:  
Male

Race:  
White

Location:  
Boscombe

**Mindset:** Lonely but motivated to improve relationships with his children.

**Psychological capabilities:** Medium mental skills, uses self-talk to motivate himself, wants to create positive experiences.

**Physical capabilities:** Capable of engaging in family-friendly activities, moderate stamina.

**Motivations:** Strengthening family bonds and providing positive experiences for his kids.

**Opportunities:** Family engagement programs, mentorship opportunities, supportive community resources.



Name:  
Anne

Occupation:  
Retired teacher

Age:  
70

Sex:  
Female

Race:  
White

Location:  
Bournemouth  
born and raised

**Mindset:** Seeking connection and support after loss; values community engagement.

**Psychological capabilities:** Low mental skills, struggles with emotional maturity, can't self-regulate feelings of loneliness.

**Physical capabilities:** Able to engage in light activity, weak stamina, fine motor skills.

**Motivations:** Desire for companionship and a sense of purpose, healing through community involvement.

**Opportunities:** Access to community programs, supportive environment, potential for mentorship roles.



Name:  
Deepti

Occupation:  
Part-time retail  
Single mother

Age:  
36

Sex:  
Female

Race:  
South Asian

Location:  
Winton

**Mindset:** Overwhelmed but hopeful – seeks a supportive community for her and her daughter.

**Psychological capabilities:** Medium mental skills, sometimes struggles with self-doubt but is motivated to learn.

**Physical capabilities:** Physically capable, able to manage basic activity, moderate stamina.

**Motivations:** Providing a healthy environment for her daughter, building friendships with other mothers.

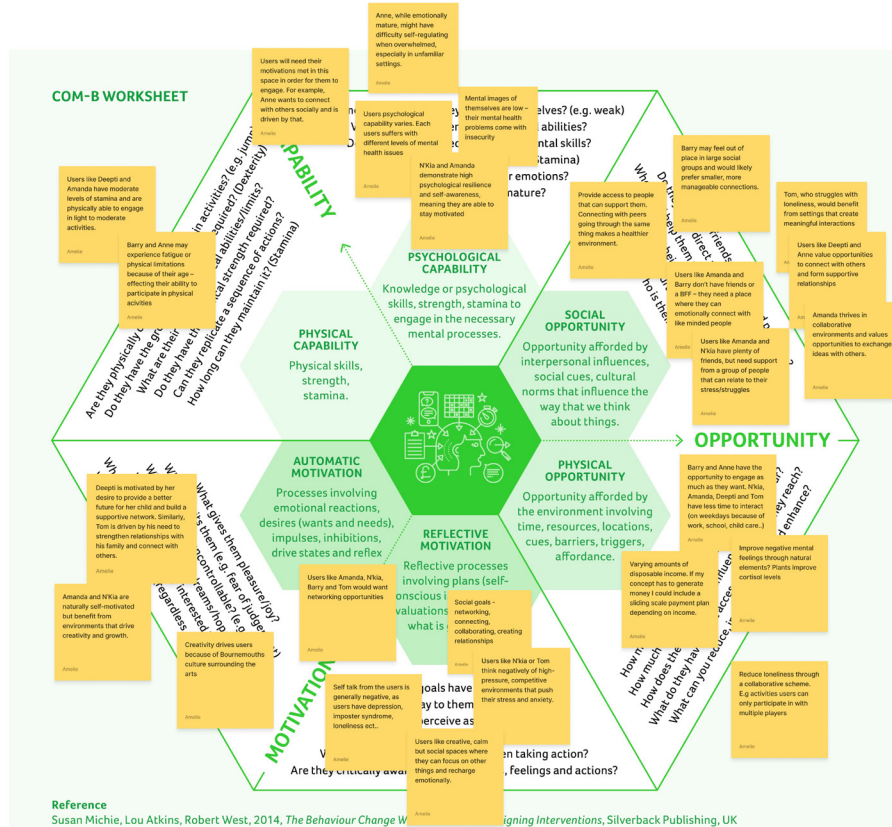
**Opportunities:** Community support networks, family-focused activities, access to educational resources.

I then created a group of user personas to help understand the vulnerability that comes with mental health problems and what I could do to help them.

I used the behaviour change wheel to think about their opportunities, capabilities and motivations.

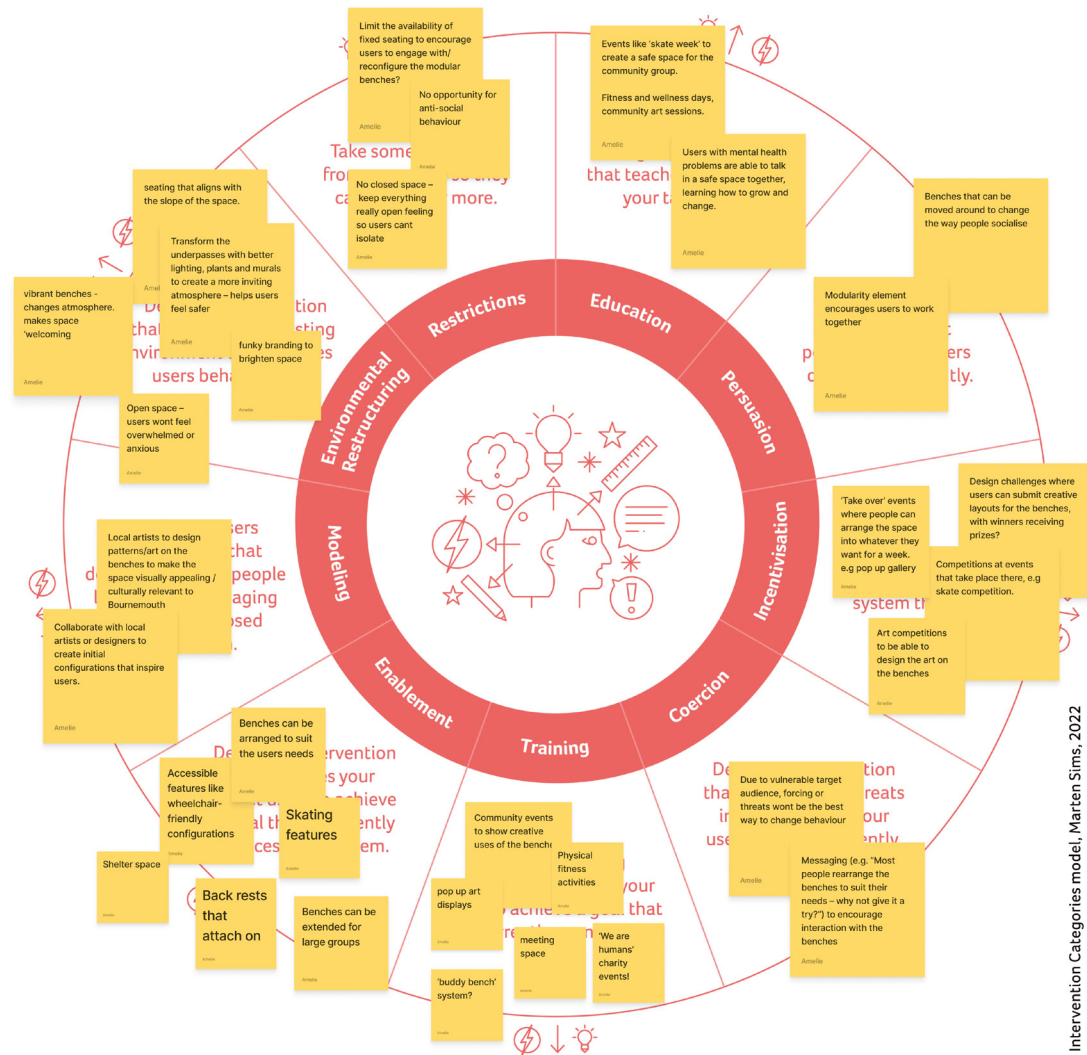


# Using theories to Ideate



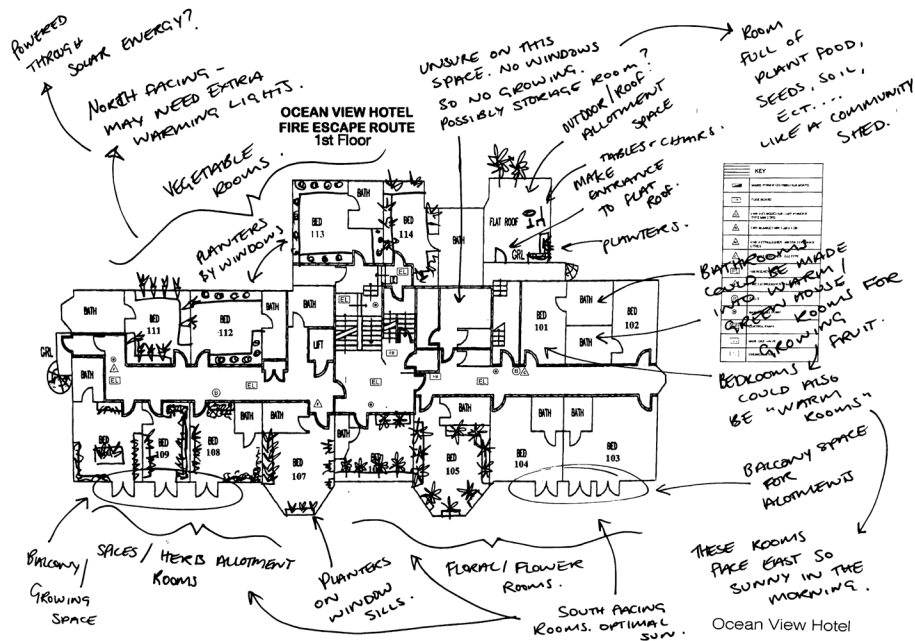
COM-B model.

After my research and defining my target users, I used different theories/models/strategies to begin the ideation process. I used the COM-B worksheet to explore my users behaviour and develop their personas. I then used this as reference when using the intervention categories model.



Using the intervention categories model to develop my 'modular benches' route.

## Concept one: Indoor allotments



Floor plan for my indoor allotments concept.

### What?

The Meyrick Estates hotels would be turned into indoor allotments with a community kitchen, that can enhance the well-being of Bournemouth residents, particularly those who struggle with mental health issues.

## Insights and Reasoning

2 ZERO HUNGER



Gardening encourages physical activity, contributing to healthier lifestyles.

Loneliness and isolation play a critical role in mental health struggles. 12% of adults in BCP are dealing with depression.

The homeless population in Bournemouth need access to more food.

1 NO POVERTY



10 REDUCED INEQUALITIES



GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



Studies have found that exposure to green environments can lower cortisol levels and improve mood.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION





## How would this work?



## Case studies



London Underground growing  
Grow Up  
Pasona urban farm

## What be used from the examples?

- Vertical farming
- Certified carbon neutral
- Reducing food miles, pollution and zero food waste
- Plants growing on wool carpet that were meant for landfill

## What would I add/change?

- Less 'clinical' looking
- A more vibrant space
- Community events
- Food kitchen





## Concept two: Creative space

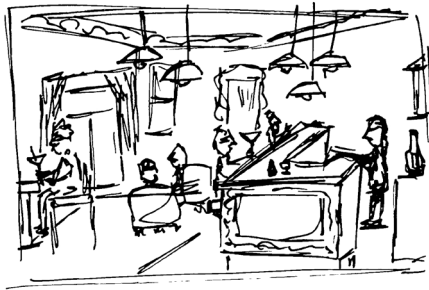
PERFORMANCE ROOM / FORMER PINK ROOM



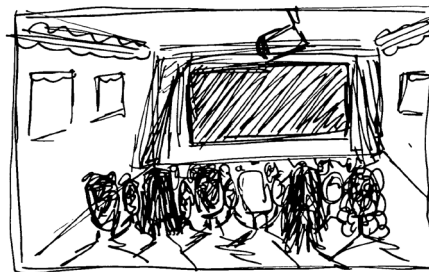
ARTIST STUDIO SPACE / FORMER BEDROOM



BAR AREA - JAZZ CLUB



CINEMA ROOM / FORMER GUARD ROOM



### What?

This concept would transform the Cotton Wood hotel into a creative hub for artists, musicians and the community. The space centres around Bournemouth's artistic, coastal culture.

## Insights and Reasoning

Bournemouth is renowned for its vibrant arts scene, with events like the Bournemouth Arts by the Sea Festival and a rich history in music and visual arts.

Encourages collaboration, helping deal with the loneliness epidemic.

Gives networking opportunities to creatives in Bournemouth (AUB students)

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



GOOD HEALTH AND WELL-BEING



10 REDUCED INEQUALITIES



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



Cultural activities contribute significantly to the local economy, with creative industries growing in demand.

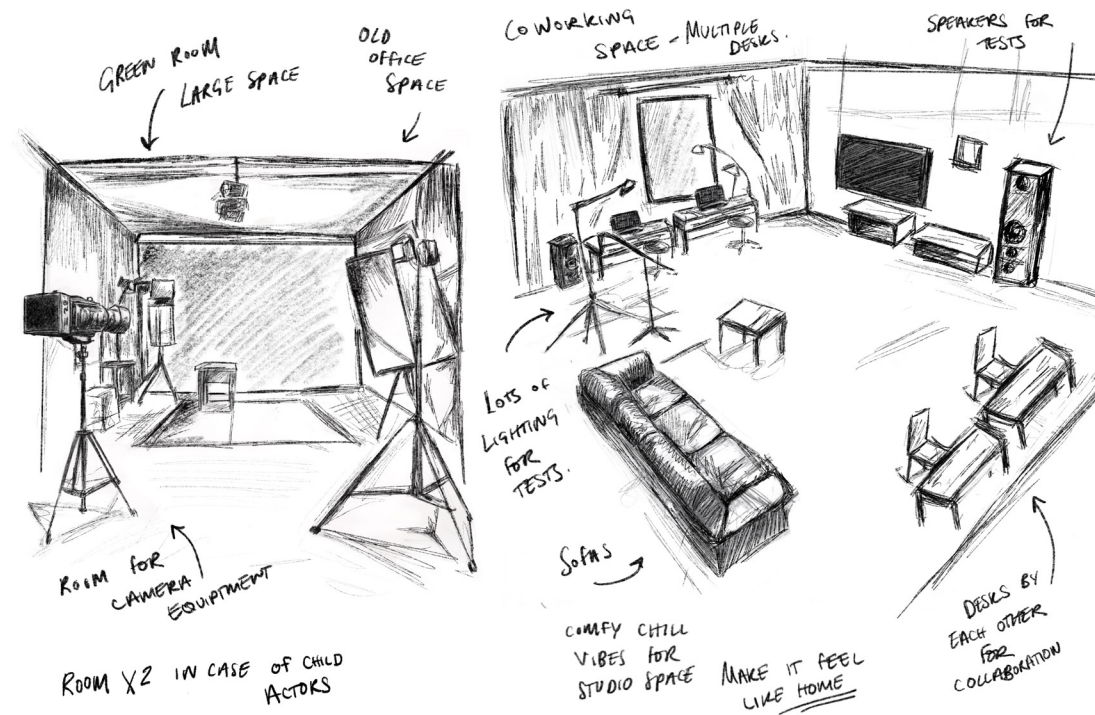
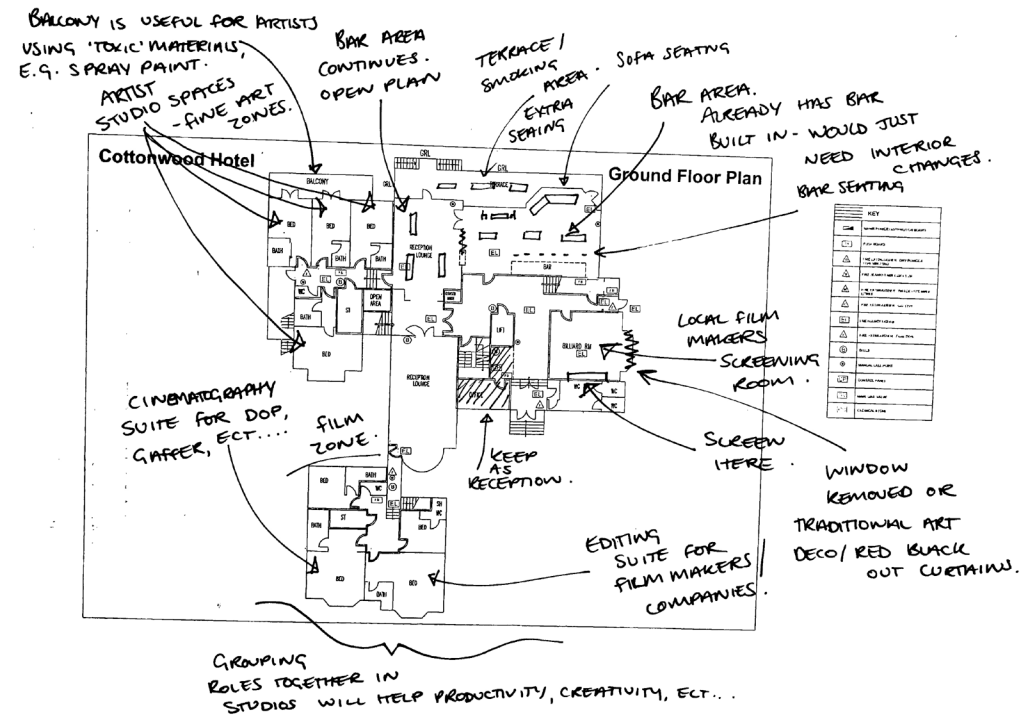
## Interview with Ruben, co-founder of the production company 'Homegrown'.

I spoke to Ruben about what he would look for in a creative working space and whether this is something he would use in Bournemouth. I asked about his motivations to help me develop ideas for the space.

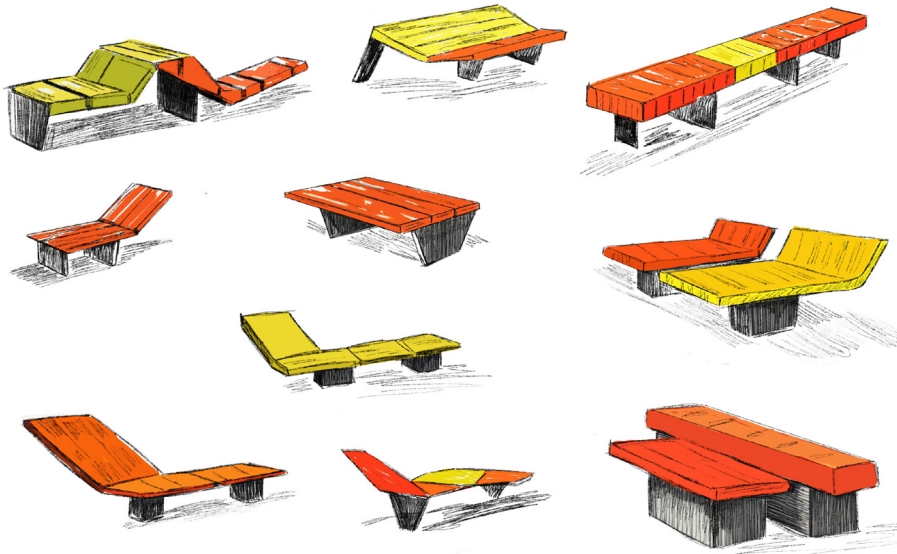
"We'd love to be working with regular clients who trust our visions and also just be able to expose Homegrown to as many people as possible."

"Space is really important"

"Having that [pre-production] in a studio is beneficial because you are inherently experimenting, and collaborating with others which is way easier to do outside of your own home."



## Concept three: Modular benches



Initial sketches of the idea.

### What?

This idea turns the hostile areas in Bournemouth into a place with modular seating arrangements (made from recycled materials) that can be reconfigured to meet the needs of whoever is using it.

The areas I chose to put these are by underpasses. I visited one off Dean Park Road and one in-between Horseshoe Common and the Duck Pond.

## Insights and reasoning

"There should be multiple kinds of seating, many reasons people should come into a space" - Amanda Burden, Director, NYC Department Of City Planning. Quote taken from 'Urbanized'.

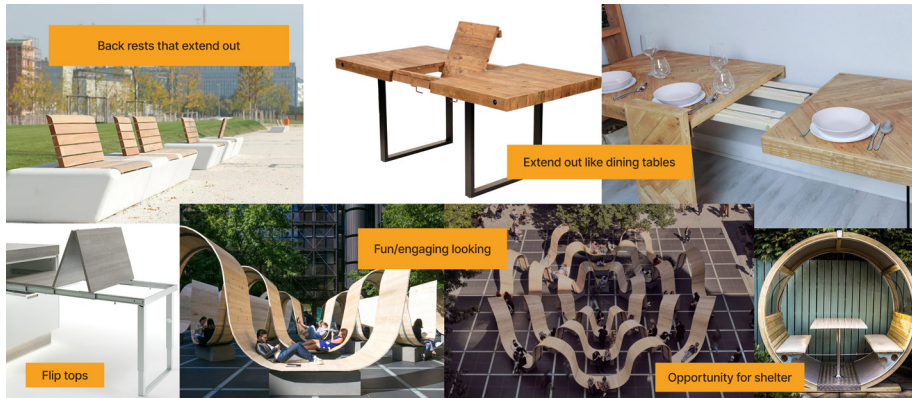
These can be used for physical activity (skating) contributing to healthier lifestyles.

Events and activities here will help bring community members together, reducing isolation.

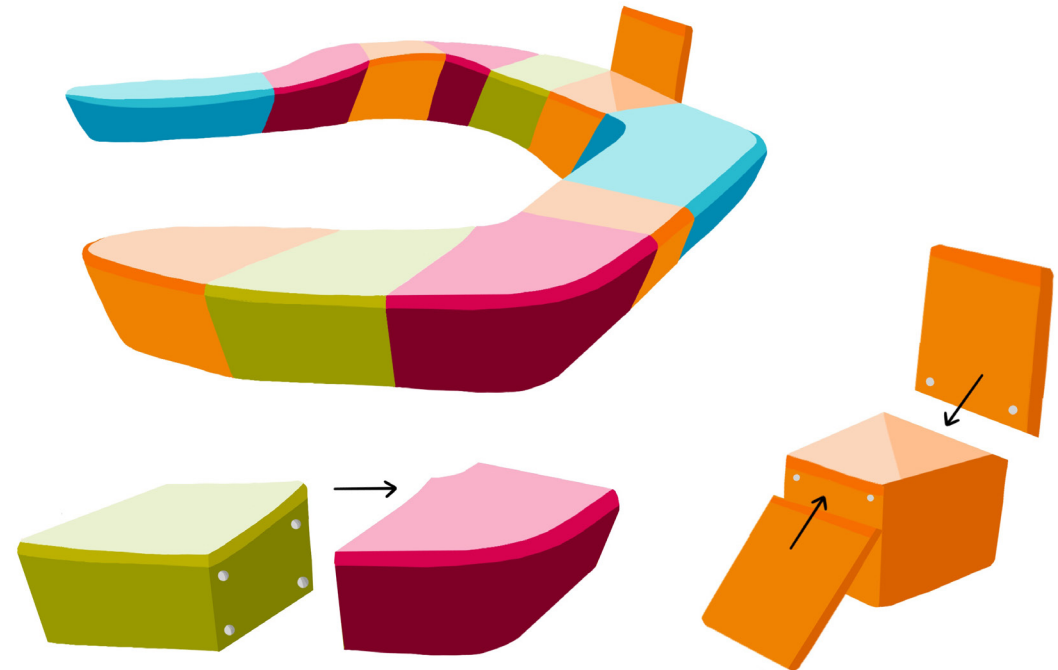
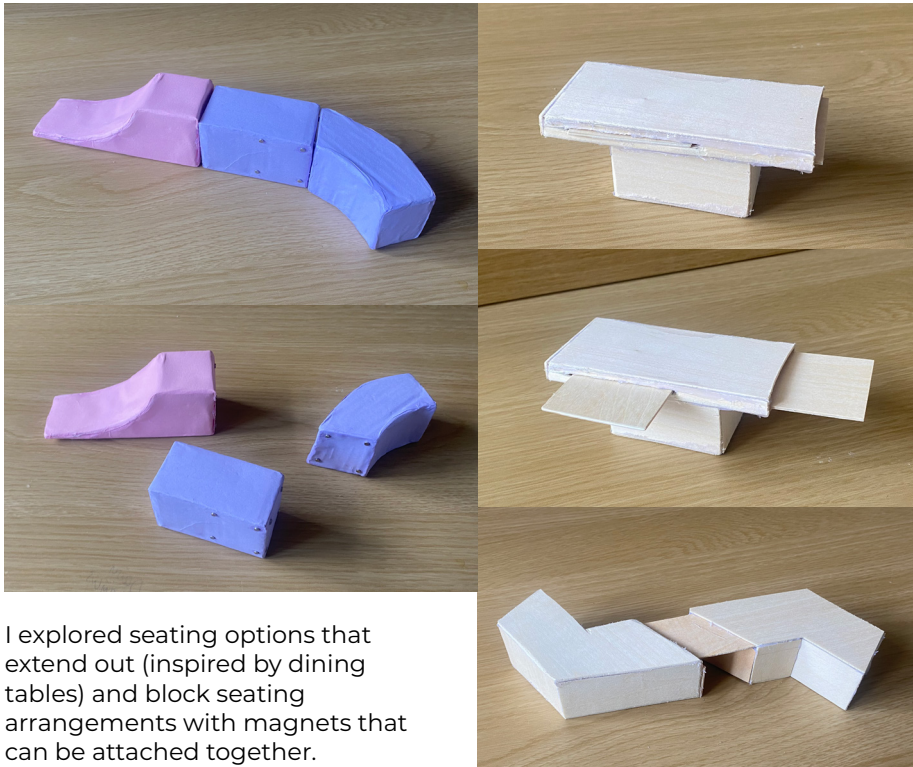




## How would this work?



## Prototypes to test concept

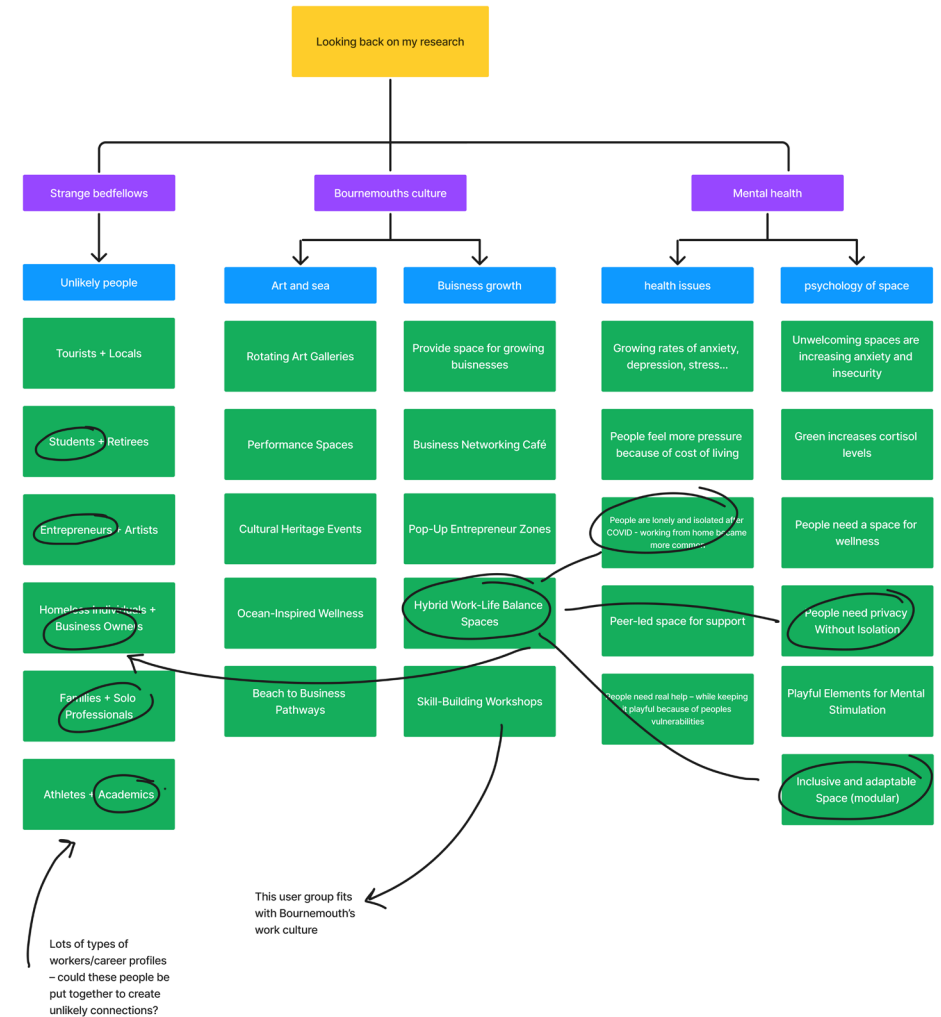


# Rethinking...



Revisiting research using the 'bulls-eye' diagram to determine which research should take priority.

After some feedback on my current routes, I decided to look back on my initial research and think more about the brief. I was also reminded to consider one of the main target users... **the owner of the space**. At this stage, I had decided to use the hotel space.

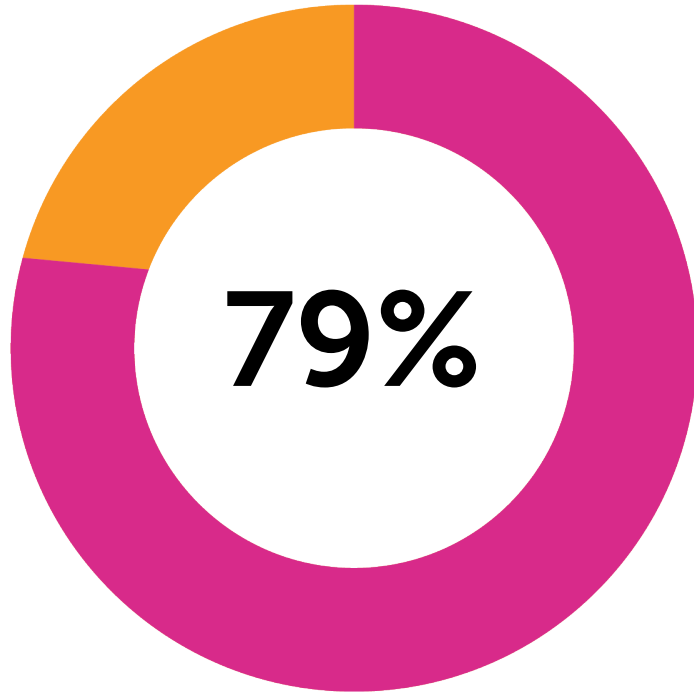


Finding new links within my research that could be used to make a new concept.

While creating new concept maps, I identified a connection between strange bedfellows, Bournemouth's culture and mental health... **professionals/workers**.

I then explored whether this user group would need a space in Bournemouth, by looking into their mental health needs.

## Further research

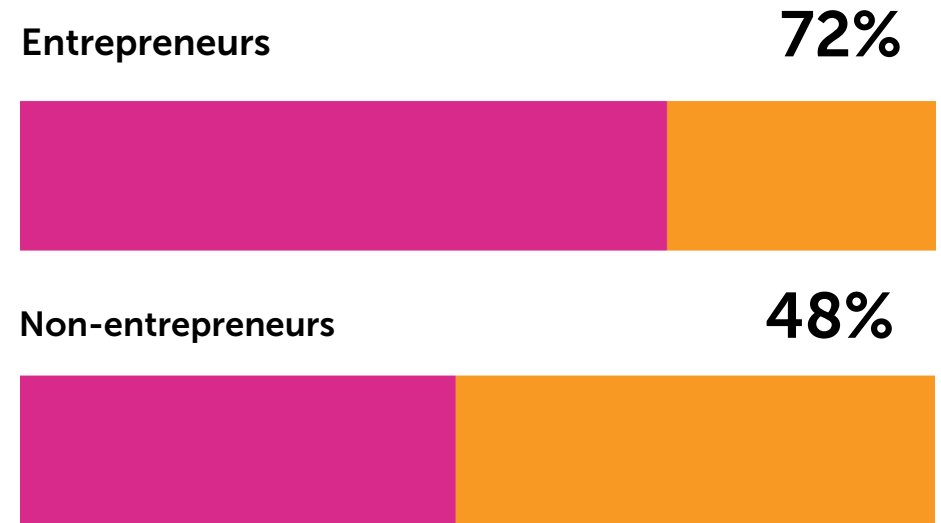


**79% of people say they frequently experience work related stress**

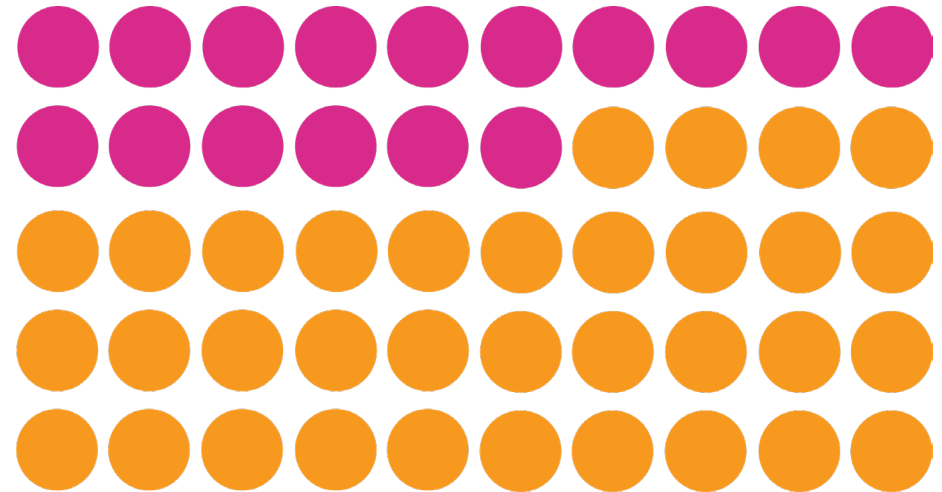
### How can I use these insights?

- Create a space where professionals can connect with others
- Provide a space that is convenient, with amenities that would be at home
- Provide a space that is convenient, with amenities that would be at home
- Make a playful space to lift spirits

**How do entrepreneurs mental health challenges compare to others?**



**32% of freelancers say that 'blurring the boundaries between work and home life' has impacted their health.**





## Target users (part two)



A concept map I made for my user Lisa. I made one for each user to help brainstorm ideas for the space.

I refined my target users after exploring new research on professionals and looking back on insights from Andrew at the Meyrick Estate Hotels. While I continued to incorporate my earlier research on mental health and loneliness in Bournemouth, I decided to focus on a more specific audience: entrepreneurs, business owners, freelancers, and professionals.

## Ruben

### Occupation:

Student and co-founder of a production company

### Age:

21

### Sex:

Male

### Location:

Winton

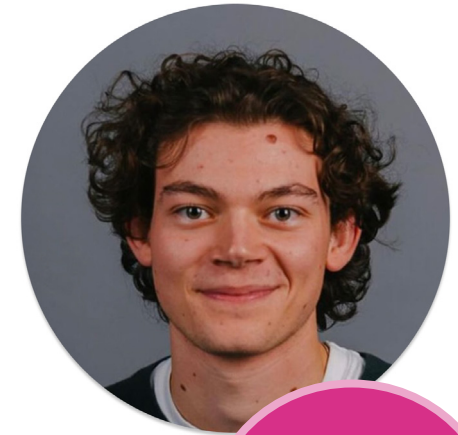
**Mindset:** Stressed with university work; struggling to balance personal life with his role as director in his current film.

**Psychological capabilities:** Can manage pressure but experiences anxiety when deadlines approach. Needs strategies for managing stress and improving concentration over long periods. Struggles to set clear boundaries between work and personal life.

**Physical capabilities:** No health problems. Physically capable for moderate/hard activities, e.g carrying film equipment

**Motivations:** Desire to make connections in the film industry and network with other professions that could help him (e.g set designers, graphic designers)

**Opportunities:** Access to office space to rent, filming rooms, networking events, mentor ship opportunities. Potential for collaborative projects with other creatives in the film and design industries.



Real user! This form was made with Ruben there to give real insights.

## Lisa

**Occupation:**  
Product designer

**Age:**  
36

**Sex:**  
Female

**Location:**  
Poole

**Mindset:** Feels isolated after parting from a larger company to go freelance. Struggling to work from home and lacking inspiration. Feels the pressure to secure more clients.

**Psychological capabilities:** Experienced and confident in her design skills but needs support to rebuild her professional network. Struggles with motivation and focus due to the isolation of working alone.

**Physical capabilities:** No health issues. Comfortable with desk-based work but might experience fatigue or discomfort from long hours spent working at home.

**Motivations:** Wants to feel inspired and connected to a creative community. Aims to expand her client base and establish herself as a successful freelancer.

**Opportunities:** Access to co-working spaces with networking opportunities, creative workshops and client showcases. Potential to collaborate with other freelancers and professionals in other industries to enhance her portfolio and visibility.



User  
persona

## Mark

**Occupation:**  
CEO of events managing company

**Age:**  
50

**Sex:**  
Male

**Location:**  
Boscombe

**Mindset:** Focused on scaling his growing business. Feels the pressure of leadership and is seeking sustainable, long-term strategies to support his team and business growth. Struggles with anxiety due to the pressures of leading.

**Psychological capabilities:** Experienced in managing, but can become overwhelmed by the demands of leadership. Open to input from other professionals to refine strategies and gain fresh perspectives. Needs support with work-life balance.

**Physical capabilities:** Healthy and active, but long hours and high stress can lead to fatigue.

**Motivations:** Determined to scale his company effectively while maintaining team morale and delivering high-quality services. Values networking with other business leaders and professionals who can offer valuable insights.

**Opportunities:** Access to spaces for team collaboration and client meetings, mentorship programs and networking events. Opportunities for partnerships with complementary businesses to expand his company's reach.



User  
persona



## The final idea!

### Top 25 Black Entrepreneurs:

Picture courtesy of A&O Studios



#### Ahmed Faid & Nii Lartey

CEO & COO of Dose of Society

Nii Lartey and Ahmed Faid are the Co-founders of Dose of Society, a digital media company invested by Snapchat. With over 6 million followers and 9 billion views, Dose of Society is a trailblazer in authentic storytelling, partnering with brands such as Valentino, Netflix, and Spotify. Recently honoured as Forbes 30 under 30 recipients, Nii and Ahmed continue to inspire change through heartfelt conversations and impactful content.

@doseofsociety

#### Alison Burton & Natalie Duvall

Project Director & Creative Director of March Muses

March Muses, founded by two Croydon entrepreneurial mums, Alison Burton and Natalie Duvall, are the UK leaders in inclusive Christmas decorations.

UK Black Business Week's list of Entrepreneurs gave me ideas on what types of professions I would want in this space.

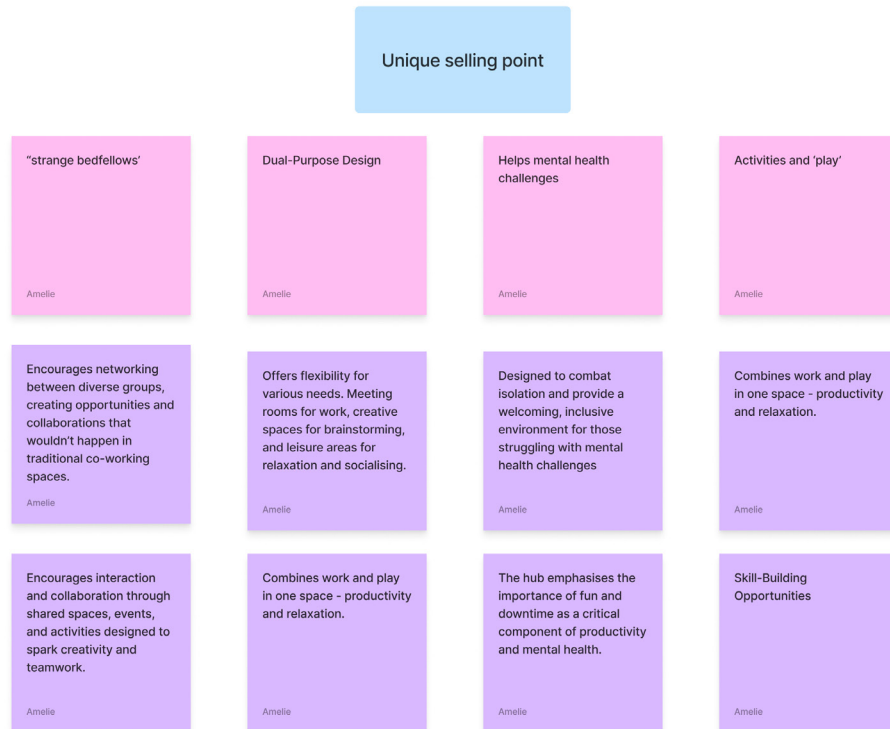
My final idea is to create a work and play hub to build opportunities for professionals in Bournemouth.

I looked at business events online to create an expanded target audience – I identified the types of businesses and professions that would thrive in the space. This is because not every job would be suitable, but I wanted as much diversity as possible to align with the theory of strange bedfellows. This is also a place **suitable for the unemployed to network**, as they suffer with one of the highest levels of isolation in Bournemouth.

Transform the **previous hotels** into a dynamic work and play hub that creates **unlikely connections** and **builds opportunities** between entrepreneurs in Bournemouth.

The hub helps users **overcome isolation**, **build skills** and find **shared purpose**.

# The unique selling point



I have named my work and play hub 'Work Hard Play Hard'.

The USP of my space is that it isn't just another co-working or community hub – it's a one-stop shop. It's a place where you can find everything you need to thrive professionally and socially. Whether that's a quiet desk to focus, shared lounges to meet new people, or an event space to pitch your big idea, this hub combines work and play seamlessly under one roof.

# How will this help users?



Marks user journey.

My hub separates personal and work life for freelancers working remotely. Having a third party space, and being able to collaborate so easily and naturally boosts users mental health. Their career developments grows faster due to networking opportunities.

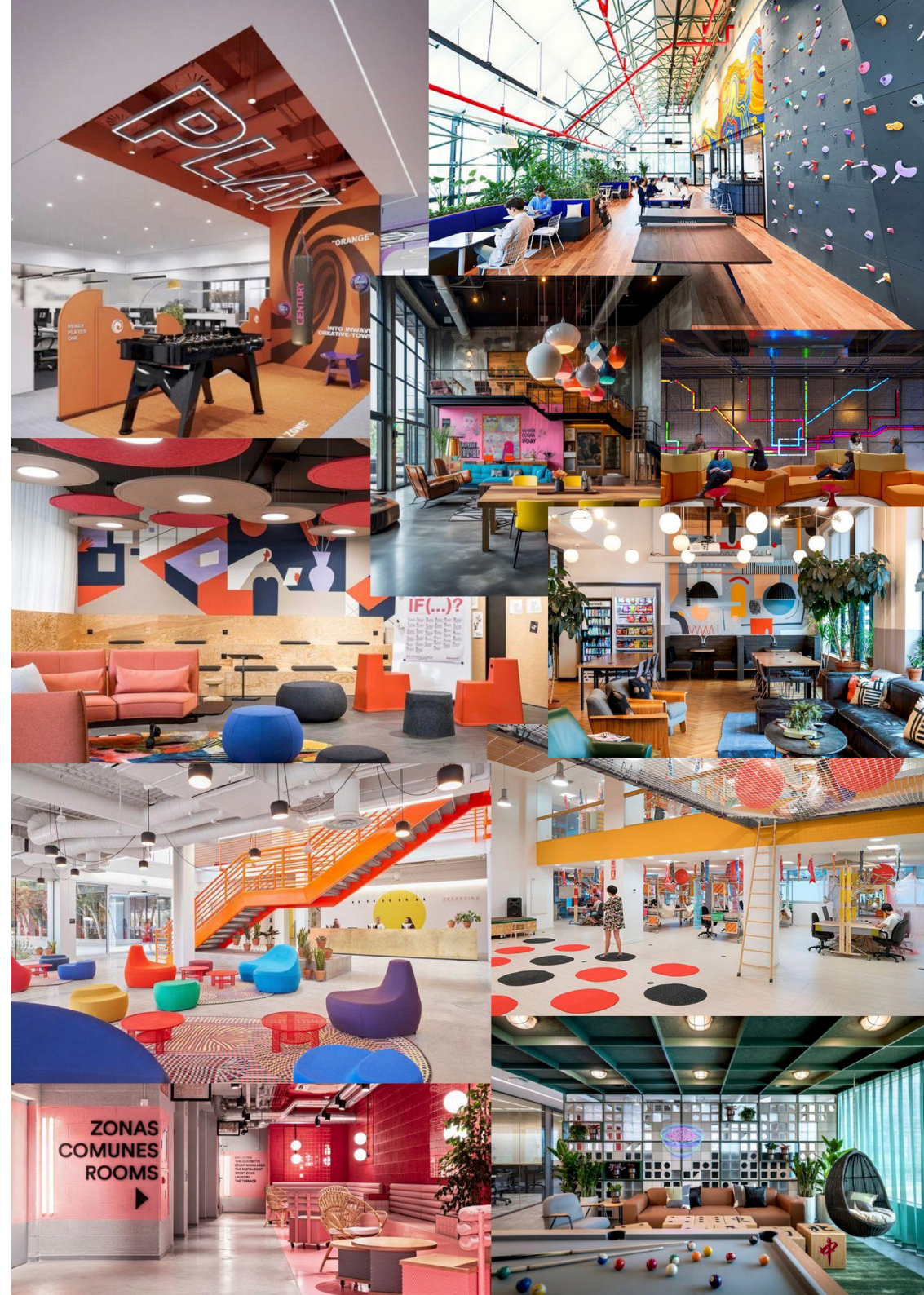


# Visual research



I visited Blend cafe and co-working space to see what Bournemouth currently offers.  
 Photograph: Sourced from Bournemouth Echo

Before designing, I explored similar spaces to understand their design approaches, layouts and atmospheres, using these insights to shape the look and feel of my project.





## Developing a visual identity



The clothes we wear help define us and create a personal identity.

I collected images of clothes from different community members and I combined them with a colourful palette to make my type. This concept ties back to the idea that my space creates unlikely connections.

**GRANGE  
HEAVY  
CONDENSED**



**WORK HARD  
PLAY HARD**



**WORK HARD  
PLAY HARD**



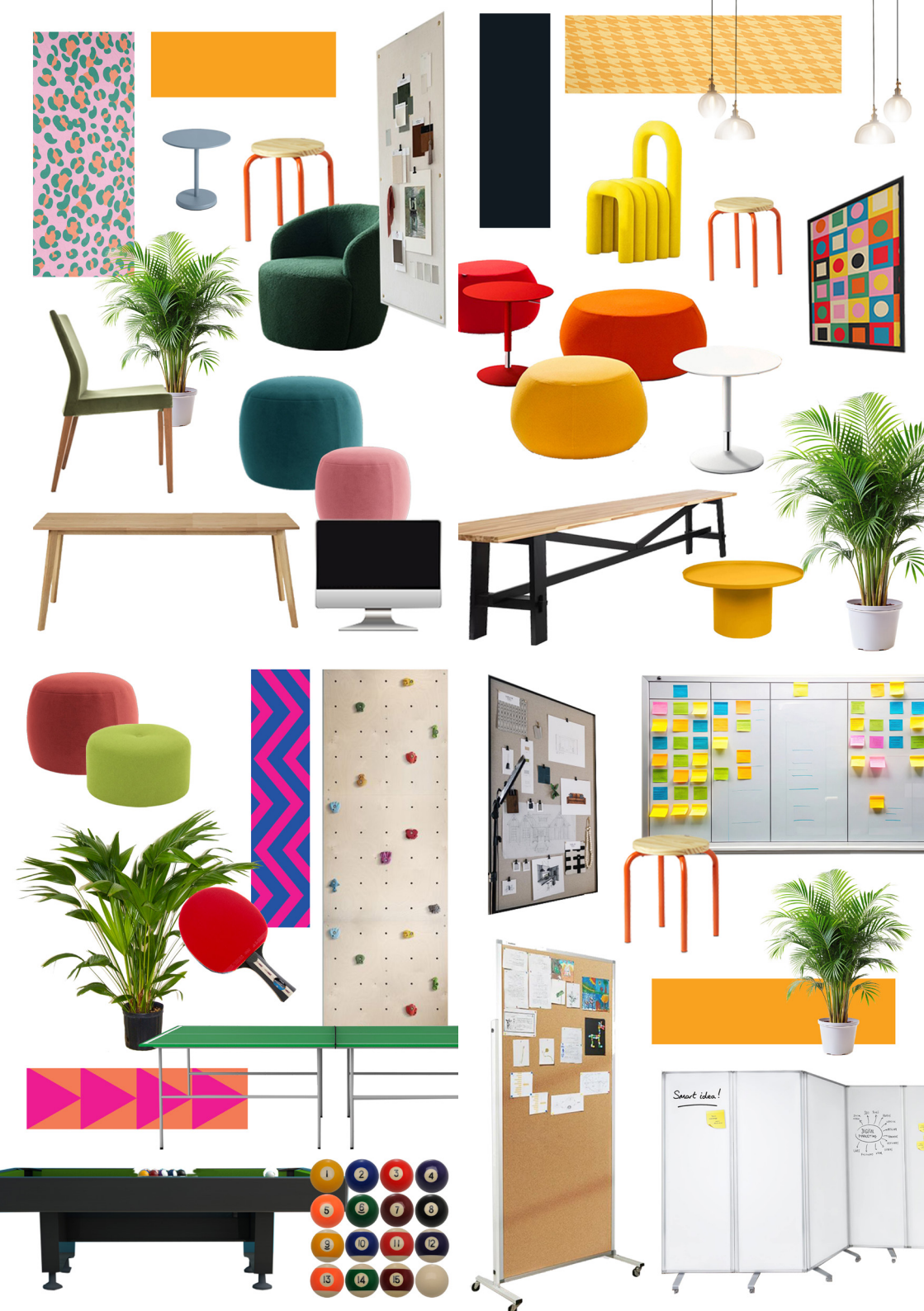
# Mood Boards



My first attempt at designing the communal space.

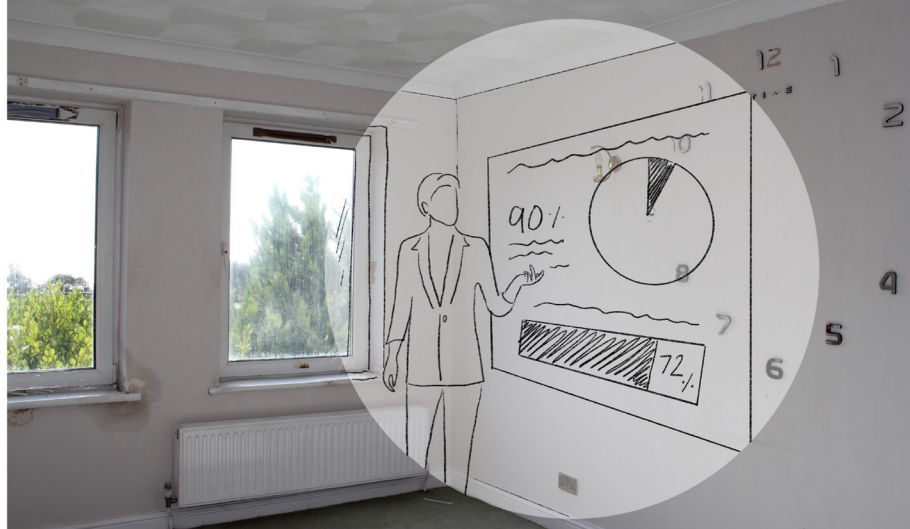
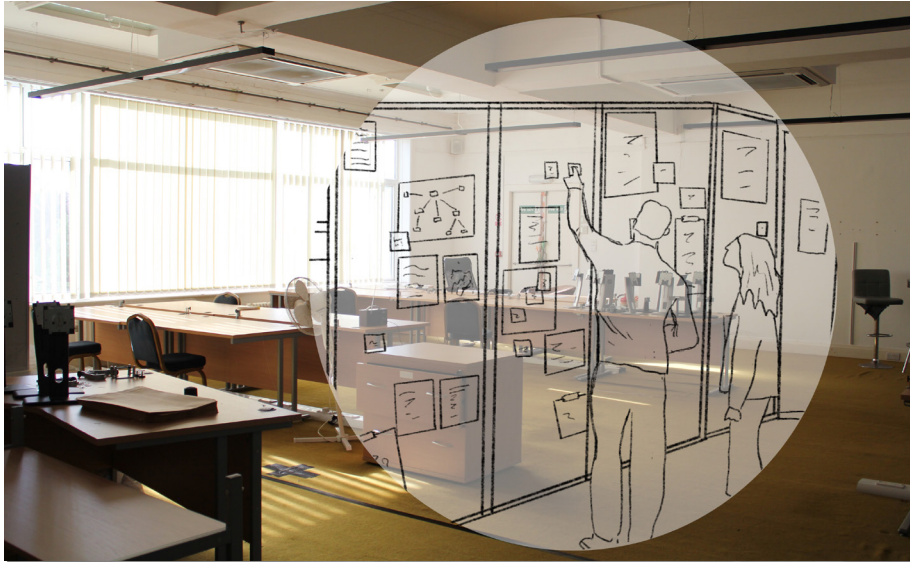
Initially, when designing my visuals, I tried to jump straight into creating a finalised collage. However, this approach didn't work as well as I hoped – it felt rushed and didn't have the vibrancy of the brand identity I created.

To solve this, I created a mood board for each room to establish a clear vibe and direction. This process allowed me to design more effectively, as I could pull elements directly from the mood boards into my final designs, making the visuals more vibrant and intentional.





## Making the Visuals



My initial ideas for a project wall room and presentation room in these spaces.



As well as the mood boards, I did quick sketches on images of rooms in the hotel to plan out what could fit and work within each space, helping me visualise how the design would come together.

To add vibrancy and fun to the space, I created mural art pieces that can feature on the walls.

Making this hub visually stimulating was very important to try combat the depression that can come with traditional grey offices.



# Touch point Time!

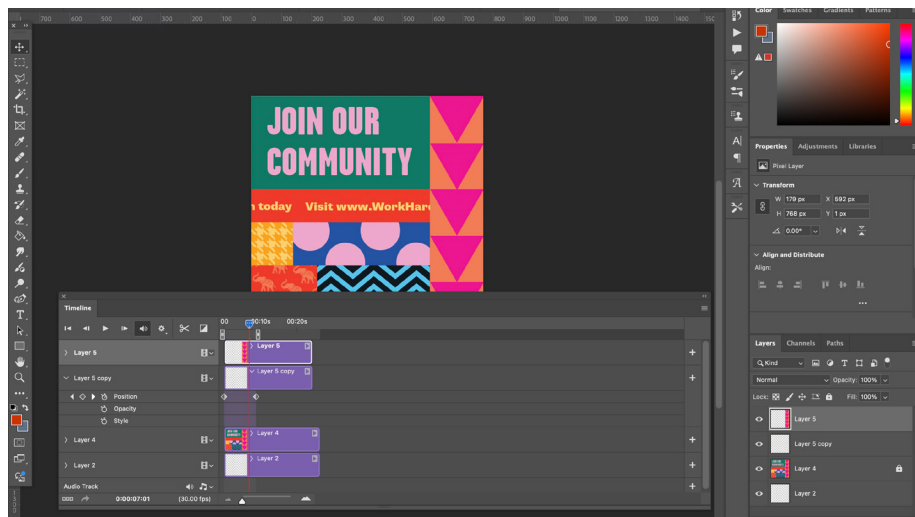


For my touch points I made various signs that would be on the Meyrick property and placed them into images of the space. I created a physical version to visualise how they would appear in real life. This allowed me to refine the design and ensure that the sign was clear and visually engaging.

For other forms of advertising I made posters.



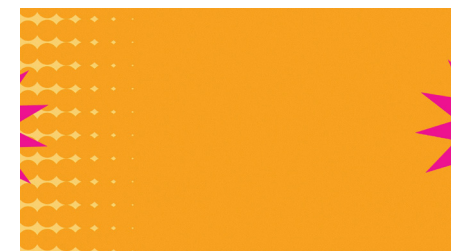
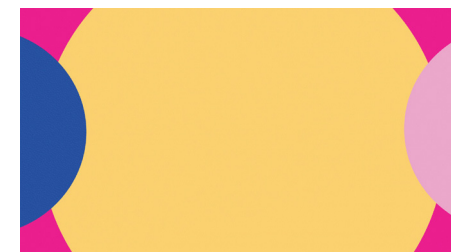
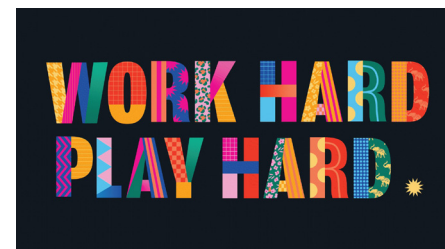
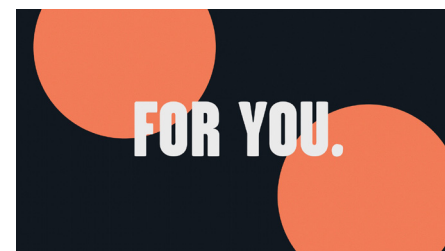




I designed a selection of social media posts for LinkedIn/Instagram, and animated text to reflect the 'active' theme of the space.

I researched professionals who might want to be involved in the hub and designed Instagram posts to promote interviews with them/events they would run/lectures they could host.

I also animated a video to promote the hub and tell users what the space has to offer.



Stills from the GIF that would be played at the reception space. Made in After Effects.



# Critique Feedback



## My feedback from my final presentation included:

- More emphasis on user journey
- Gather more user feedback
- Create more visuals for closed office spaces

**I also had the opportunity to present my final presentation again to Andrew Emery and Candida Meyrick who were interested in hearing my idea for the hotel!**

I was able to show them my updated presentation.

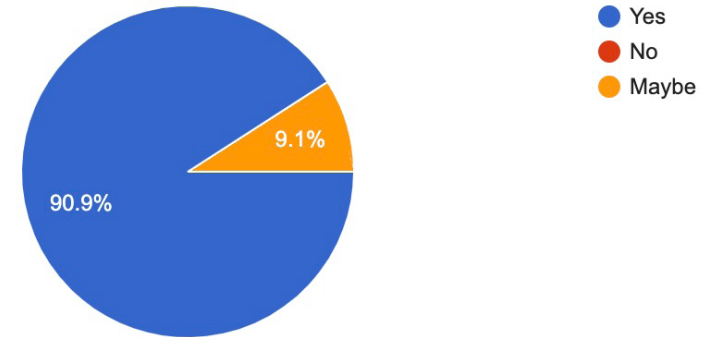
## How have I responded?

- I created a survey and went to co-working spaces and cafés to find people who can work remotely and asked them for feedback
- I also spoke to workers in these spaces in person to gather feedback
- I've developed my visuals further
- I have edited my user journey on my final crit
- Using the feedback from my survey, I have added more to my visuals

**I have edited my final crit with these changes.**

Would you use a space like 'Work Hard Play Hard' in Bournemouth?

11 responses



What additional features or services would you like in a space like this?

8 responses

Spaces to organise events like dinners, parties etc

A nap area lol

outdoor area i can take my dog

a bar

A soft play area so if o have my toddler with me he can stay entertained

some private spaces for 1-on-1 meetings

Maybe a small garden space for breaks from work

Coffee machine or vending machine is always good

Any other thoughts or suggestions about 'Work Hard Play Hard'?

4 responses

Really great concept and always a positive to have more options to get communities together in workspaces. Since Covid more people work from home and I like the idea of creating a relaxed and safe space for people to be social whilst working

Consider reasonable discounts for regular members/ loyalty schemes

Looks really exciting, I'd love to use these spaces!



Interior room visuals  
•Communal lounge room  
•Play zone



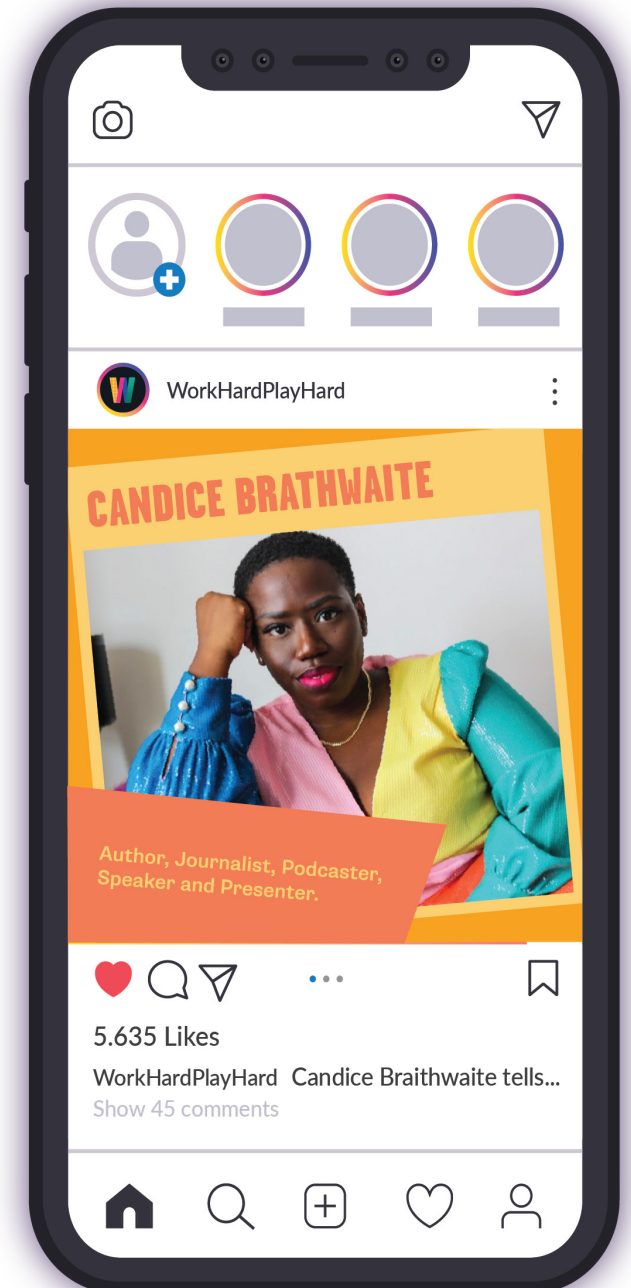
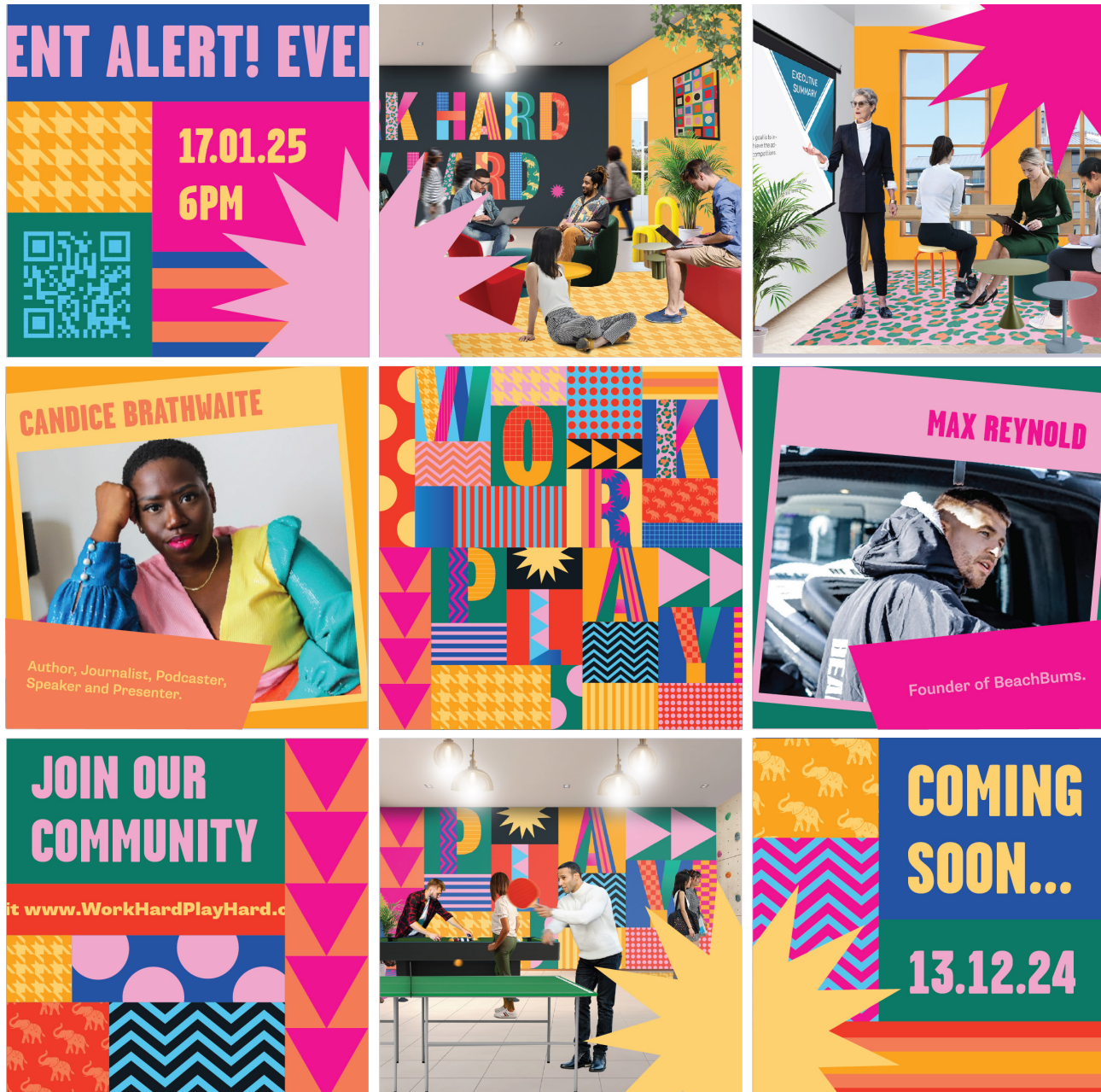


Interior room visuals  
 ·Project wall room  
 ·Short-term rental space





Interior room visuals  
 •Office spaces  
 •Green room/filming space





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