

Artist: Adele Howitt
Location: Ward 8, Hull Royal Infirmary

CREATIVE WAYS TO
HEAL AND FEEL BETTER

FLOURISH

Hull and East Yorkshire Hospitals
Trust - hospital arts strategy



**Hull and East
Yorkshire Hospitals**
NHS Trust



Our vision is to enrich our patients, visitors, staff, environments and organisation with great visual design, creativity and arts approaches throughout our hospitals.

Artist: Jane Revitt
Location: Cardiac and Surgical Building, Castle Hill Hospital

FOREWORD

We are delighted to present our hospital arts strategy. There is overwhelming evidence that shows just what a difference the arts, creative thinking and creative projects can make to hospital environments, patients, carers, visitors and staff.

Well-designed wards and waiting rooms, tailor-made creative projects for patients and staff, as well as creatively developed staff training are not just window-dressing - they are evidenced to make a tangible, positive impact on health and wellbeing.

We support the arts in our hospitals, and are committed to growing this work so that we can make the best of what creative approaches and professionals can offer to healthcare - alongside our medical treatments, doctors, nurses and other clinical staff.

This strategy sets out why the arts offer something powerful and unique to our hospitals, and how we will make this work in Hull and East Yorkshire. We are focusing on:

THE ARTS IN OUR HEALTHCARE ENVIRONMENTS - creative and artistic ways to uplift our hospital places and spaces - wards, waiting rooms, corridors, gardens and treatment rooms.

PROJECTS FOR PEOPLE - working with artists and culture partners on creative projects for patients and visitors throughout our hospitals

SUPPORTING OUR ORGANISATION - nurturing our staff, supporting our training programmes and reaching out to communities

MAKING OUR VISION REAL - providing the leadership, structures and support needed to grow and sustain flourishing hospital arts programmes into the future

Our hospitals are not just about clinical care - they are about treating the whole person - and the arts and creativity are essential to this. We are proud of our vision to enrich our hospitals with all that the arts can offer, and this strategy sets out how we will achieve this.

Chris Long
Chief Executive



Artist: Adele Howitt
Location: Queen's Centre for Oncology and Haematology

WELCOME TO OUR STRATEGY

Hospitals are more than just places to fix people's medical problems. People come here to heal, but also to be together – to laugh, cry, grieve and rest.

Hospitals help people during the best of times and the worst of times.

Decades of evidence shows that arts and design in hospitals can help to:

- make pain more bearable
- take people's mind off their worries
- reduce the need for medication
- uplift people in the midst of difficult times
- speed up recovery after surgery
- make it easier to navigate around hospitals

So we are making this part of what we do.

We have worked with artists over the years to make some of our buildings less clinical and more welcoming. We know this makes a big difference to everyone who uses them.

We have used creative approaches in other ways – artists working with staff to improve clinical resources and to support our patients to feel better.

Creative approaches work. From cheering us up and making us feel like ourselves again – to reducing the need for medication and helping us get better faster.

This strategy will help us to harness more of the benefits of the arts and creativity. It gives us a structure to weave creative projects into the way we work throughout our hospitals in Hull and East Yorkshire.

OUR VISION IS TO ENRICH OUR PATIENTS, VISITORS, STAFF, ENVIRONMENTS AND ORGANISATION WITH GREAT VISUAL DESIGN, CREATIVITY AND ARTS APPROACHES THROUGHOUT OUR HOSPITALS.

This strategy will help us to deliver imaginative and inspiring programmes of arts and health that are:

- World class and high quality – bringing the best possible benefits to our patients, people and healthcare environments
- Built on collaboration and partnership – with artists, staff, patients, culture organisations
- Built into every aspect of our organisation – from buildings to training - to projects for patients and staff

Artist: Adele Howitt
Location: Queen's Centre for
Oncology and Haematology

ARTS IN OUR HOSPITAL ENVIRONMENTS

Whether you're a patient, visitor or a staff member, the places that surround us influence how we feel.

Bright and colourful? Cool and calming? Warm and welcoming? Spaces that look good also feel good.

It's common sense, and the evidence backs this up. In hospitals where wards, corridors, waiting rooms and treatment spaces are artistically designed and decorated, people feel more relaxed, need less medication and even recover faster.

We want to make sure that all of our hospital spaces – inside and out – help make people feel better.

Artist: Jane Revitt
Location: Cardiac and Surgical Building,
Castle Hill Hospital



“ WE WANT TO MAKE SURE THAT ALL OF OUR HOSPITAL SPACES - INSIDE AND OUT - HELP MAKE PEOPLE FEEL BETTER ”

WE'VE ALREADY MADE A GREAT START:

To make our places and spaces even better, we plan to:

- Work with artists and designers to create uplifting artworks, colour schemes and designs throughout our hospitals, and in our gardens too.
- Work with our Estates Team to make sure that creative thinking and great design is part of everything we do - from refurbishments, and current building programmes to new construction schemes in the future.
- Work with patients, visitors and staff to understand what different wards need, and to design welcoming environments that are tailor-made for the people who use them.

Artist: Jane Revitt
Location: Cardiac and Surgical Building,
Castle Hill Hospital

Artwork by Philip Larkin Society
Location: Hull and East Yorkshire Eye Hospital

Artist: Adele Howitt
Location: Fatima Allam Birth Centre,
Hull Royal Infirmary

'A Sight to Behold'
Artist Jemma Brown
with service users
from Sight Support,
Hull and East Yorkshire
Location: Hull and East
Yorkshire Eye
Hospital

PROJECTS FOR PEOPLE

Being in hospital can be worrying, so anything that cheers us up, takes our mind off our concerns, and makes us feel like ourselves again can really help.

The evidence shows us that music, art, writing and other creative activities - at the bedside, in waiting and treatment rooms - can help people feel better, and get better.

Our hospitals already have brilliant play therapists and activity specialists who make a difference every day. We want to build on this by working with artists too.

WE ARE INSPIRED BY CREATIVE HEALTHCARE PROJECTS ALL OVER THE UK:

- Projects to create fun, funky, personally-decorated zimmer frames that encourage older people to use them more, result in 60% fewer falls!
- One-to-one art sessions for patients receiving chemotherapy help make things easier.
- Music in waiting rooms - a really simple idea and one that most London hospitals have been doing for years. Music to energise, calm or relax.

Artwork: 'Born into a City of Culture'
Location: Hull and East Yorkshire Women's and Children's Hospital

CREATIVE THINKING CAN HELP SOLVE SOME OF OUR CLINICAL CHALLENGES, AND WE WANT TO WORK WITH MORE ARTS PROFESSIONALS TO DO MORE OF THIS

Our 'Talking Pictures' project has already been a great success:

Our speech and language therapists work with stroke patients to help them improve their language skills. They use picture tools to get patients talking and describing what they see. These images were very dated, unstimulating, and few other options were available in the UK.

To solve this problem, we worked with Hull artist and illustrator Simon Crook, to create new, interesting, colourful and up-to-date images that get our patients talking. Patients and therapists love the new pictures – everyone is telling us how great they are!

It's been such a success that we'll be doing more speech and language image projects like this. In the future, we also plan to share these images with other NHS Trusts throughout the UK, so that other patients can get talking too.

TO CREATE MORE PROJECTS THAT BENEFIT OUR PATIENTS, WE PLAN TO:

- Work with artists, patients, carers and staff to create a programme of imaginative creative projects – at bedsides, in treatment rooms, on wards, in waiting rooms and corridors.
- Partner with brilliant arts professionals and creative organisations, like galleries and museums to bring the very best creative projects to our hospitals.
- Work with artists and creative professionals to find new creative solutions to clinical challenges.

Artist: Simon Crook



SUPPORTING OUR ORGANISATION

Our staff are our most precious asset. Working in the NHS is rewarding – but it is also demanding and stressful. We are always looking for new ways to take care of our staff – and to attract more great people to work with us.

Creative projects all over the UK are proven to help bring NHS staff together - creating time to de-stress and feel refreshed.

Many of our staff are superheroes at home too – as green-fingered gardeners, passionate photographers and magnificent musicians. We want to uncover these hidden talents and celebrate our staff successes.

We are also inspired by creative staff training programmes in other UK hospitals. These use creative thinking and practices to improve staff's clinical skills – like observation, communication and problem solving. We want to partner with artists and culture organisations to develop tailor-made creative training programmes for our staff.

Our hospitals serve our communities, and we want to extend how we already reach out to the people of Hull and East Yorkshire. We will harness the power of the arts to use creative and inspiring ways to connect with schools, and other community groups.



Artist: Adele Howitt
Location: Queen's Centre for Oncology and Haematology

Artist: Jan Revitt
Location: Cardiac and Surgical Building, Castle Hill Hospital



TO SUPPORT OUR ORGANISATION, ITS STAFF AND COMMUNITIES, WE PLAN TO:

- Develop creative and imaginative arts projects that relax, inspire and energise staff, and also attract more great people to work with us
- Showcase our people – uncover hidden talents and celebrate staff success
- Work with artists and arts organisations like theatres, galleries and museums to develop specialist training packages that use creative approaches to develop staff skills
- Support our communities programmes with creative projects and practices

“MANY OF OUR STAFF ARE SUPERHEROES AT HOME TOO – AS GREEN-FINGERED GARDENERS, PASSIONATE PHOTOGRAPHERS AND MAGNIFICENT MUSICIANS. WE WANT TO UNCOVER THESE HIDDEN TALENTS AND CELEBRATE OUR STAFF SUCCESSES.”

FROM VISION TO REALITY – MAKING IT HAPPEN

We have big ambitions to make our hospitals the very best they can be. Our hospital arts programme will help us achieve that, so it needs to be the very best too.

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This booklet shows how we will make this happen. To do this, we need to have the right people, structures and processes in place. We plan to:

- Make sure that everyone in our organisation understands and supports this vision, so that it is part of how we do business.
- Grow our network of supporters, and establish sustainable funding from mostly charitable sources - including individual givers and benefactors, charities and other bodies
- Recognise that managing arts and health programmes is as a specialist role, and ours will be led by the right people with the right skills
- Be a good partner, and collaborate with great artists, cultural bodies, other hospitals and organisations who share our vision to deliver ambitious creative health programmes
- Plan and deliver inspiring hospital arts programmes, which we will review and evaluate, so that they can keep developing, growing and flourishing for years to come.

Artist:
Adele Howitt
Location:
Fatima Allam
Birth Centre,
Hull Royal
Infirmary

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throughout our hospitals.

Get in touch with us:
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Project Director Fundraising

Please support us to make this vision a reality

Become an arts benefactor		Make a donation
Give in memory or in celebration		Leave a legacy

www.wishhcharity.org.uk

An independent charity supporting Hull hospitals