

## Evaluation Brief

PROJECT:	ART AND WAYFINDING PROJECT
LOCATION	3TS REDEVELOPMENT OF THE ROYAL SUSSEX COUNTY HOSPITAL, BRIGHTON
COMMISSIONER	BRIGHTON AND SUSSEX UNIVERSITY HOSPITALS NHS TRUST AND WILLIS NEWSON ART CONSULTANTS
ISSUE DATE	11 <sup>TH</sup> APRIL 2017
TENDER DEADLINE:	23 <sup>RD</sup> JUNE 2017
INTERVIEWS	10 <sup>TH</sup> JULY 2017
BUDGET	£15,000 + VAT

## 1) Introduction

Brighton and Sussex University Hospitals NHS Trust wishes to commission an evaluation of its Art and Wayfinding Project, which is part of the Connect Public Art Programme for the 3Ts Hospital Redevelopment.

Connect is a wide ranging, long-term public art programme which seeks to enhance the environment and improve the experience of patients, staff and visitors using the new 3Ts Hospital Redevelopment.

The arts, including music, dance, theatre, visual arts and writing, are increasingly recognised as having the potential to support health and wellbeing. However, in order for the arts to be included in commissioning of health and social care services, there needs to be robust evidence of their effectiveness, impacts and costs.

A robust and credible evaluation of the Connect Public Art Programme will help project stakeholders understand whether the programme has delivered what it set out to, while also supporting the Trust to assess and articulate the value of the arts programme.

However, recognising that we do not have the resources to deliver an in depth and meaningful evaluation of the entire programme, we have decided to focus resources on evaluating one important aspect credibly and robustly in order to generate data and understanding that might be of real benefit to project stakeholders and the wider sector in the future.

This evaluation brief therefore focusses on the art and wayfinding project, which is one specific strand of the overall Connect programme.

The evaluation question we seek to answer is: **What has been the impact of taking an integrated approach to art and wayfinding?**

We are seeking tenders from evaluators, researchers and academics who would like to work with us to explore this question.

The budget available to support this evaluation is £15,000

The deadline for applications is Friday 23<sup>rd</sup> June 2017

Interviews will be held on Monday 10<sup>th</sup> July 2017

## 2) Background

### **The 3Ts Redevelopment**

The 3Ts Redevelopment of the Royal Sussex County Hospital (RSCH) will replace all the buildings on the front of the main hospital site. There is an overwhelming need to replace outdated buildings with modern facilities which are welcoming, accessible and purpose-built for the provision of 21<sup>st</sup> century healthcare.

The 3Ts stand for Trauma, Teaching and Tertiary (specialist) Care. The project benefits are not limited to these areas, but will improve conditions for patients and staff in more than 40 wards and departments.

It will happen in three stages and take more than 6 years to complete. This will ensure the hospital and all its clinical services can continue to run throughout the redevelopment.

The Stage 1 Building will be built on the south-east quarter of the RSCH site. At the same time a helideck will be constructed on top of the Thomas Kemp Tower.

The Stage 2 Building will take up the south-west quarter of the site. Both buildings will replace thirteen existing buildings, including the Barry Building - the oldest inpatient ward block in England.

#### ***Stage 1 Building - Outpatient, inpatient and specialist services***

The Stage 1 redevelopment will offer:

- New inpatient accommodation to replace the Barry and Jubilee Buildings, with more than 5 times as much space per bed
- An expanded Regional Centre for Neurosciences to allow more patients with neurological conditions and injuries to be treated closer to home
- Facilities to support the hospital's role as the region's Major Trauma Centre
- Improved teaching facilities

#### ***Stage 2 Building - Cancer Centre; Research & Medical School***

The Stage 2 Building will house:

- The new and expanded Sussex Cancer Centre, including a more specialist inpatient beds, more spaces for chemotherapy and more linear accelerators for radiotherapy located together in a single building
- Additional facilities for research and training in partnership with the Brighton & Sussex Medical School, including the clinical trials unit (CIRU).

# CONNECT 3Ts Hospital Redevelopment Public Art Programme

## Connect: 3Ts Hospital Redevelopment Public Art Programme

The 3Ts Redevelopment will be a world-class health facility, with not only exceptional clinical care but also an environment that maximises patient recovery and significantly improves the experience for visitors and carers.

There are established benefits to including art in hospitals for patients, visitors and local communities. Research shows that enhancing the hospital building has a positive effect on reducing patient and visitor anxiety, helping the recovery process and reducing the need for pain relief medication.

Connect is the 3Ts Hospital Redevelopment Public Art Programme. Connect will bring the arts into the new hospital to create a healing environment that is welcoming, therapeutic and restful.

The Public Art Programme will help create a strong and welcoming identity for the Hospital, and reflect the culture and identity of the local community.

The arts programme will provide a legacy to the city by building a link between the local population and the hospital; and providing a public place to view art from internationally renowned and emerging artists some of whom will be based in the region.

The Public Art Programme is a condition of the planning permission granted by Brighton City Council that formally stipulates a commitment to integrate art into the new development.

## Connect Overview

The Connect Public Art Programme includes a range of art commissions, projects and programmes taking place over the next 6 years to enhance the quality of environment and patient experience within the new hospital.

*CONNECT covers 5 strands of work:*

1. **BUILD:** Artworks integrated into the build process in welcome spaces, the sanctuary and roof gardens.
2. **INTERIORS:** The work of local and national artists will be woven into the interiors in treatment rooms, quiet rooms, oncology and more.
3. **PARTNERSHIPS:** Partnerships with local arts organisations, community groups and photographers will result in photographic artworks for waiting rooms.
4. **HERITAGE:** The heritage of the site will be celebrated in the new building with a History Wall and participatory arts projects.
5. **ONGOING:** The Public Art Programme will act as a catalyst for further development of Onward Arts, creating an infrastructure within which the arts can play an active role in the life of the Trust.

# CONNECT 3Ts Hospital Redevelopment Public Art Programme

## **The Connect Delivery Partners**

Connect is being delivered by arts consultants Willis Newson in partnership with Brighton and Sussex University Hospitals NHS Trust and the Trust's ongoing arts programme Onward Arts, architects BDP and construction partner Laing O'Rourke.

The Connect team is working closely with partners and stakeholders across the city and county including Brighton and Hove City Council, University of Brighton and Photoworks.

## **Onward Arts**

Onward Arts is the ongoing arts programme for BSUH. Through the use of the arts, they seek to improve the experience of patients, visitors and staff and create a healing hospital environment for all.

Connect will act as a catalyst and resource to support the development of Onward Arts, the Trust's ongoing arts programme. The inclusive approach to commissioning, partnership projects, and the programming of festivals celebrating creativity and wellbeing on the opening of Stage 1 and Stage 2 buildings will develop relationships with the local community and with local arts organisations from which the future arts programme can continue to build and benefit.

Commissioned artworks integrated into the hospital building will create a welcoming and reassuring physical environment, while dedicated spaces for exhibition, artist residencies, workshops and events will encourage the engagement of the community in arts activities which support wellbeing and healthy lifestyles in partnership with the communities the hospital serves.

## **Joint Arts Group**

A Joint Arts Group (JAG) has been set up to provide leadership and direction as well as effective decision-making for the Connect arts programme. The JAG was set up in 2011 and has already overseen the development of the Public Art Strategy and the delivery of the commissions developed to date. The JAG will continue to oversee the delivery of the Connect arts programme at all the stages of the development process until completion.

## **Willis Newson**

Willis Newson is working with BSUH to support the integration of art into the 3Ts Redevelopment of the Royal Sussex County Hospital. They are responsible for managing the Connect programme.

Willis Newson is one of the UK's leading arts consultancy working in health and social care contexts. It delivers inspiring, individual and inclusive arts programmes that improve wellbeing and quality of life. It has particular expertise in the field of public art commissioning and the design of health and social care environments.

## 3) Art and wayfinding

One of Connect's aims is to help make it easy for people to find their way around the building. This aim is being met through one particular large-scale project which involves commissioning artists to produce imagery for walls at key entrances and junctions.

This ambitious art and wayfinding project will mean that visitors to the hospital will be able to navigate using feature wall artworks, as well as the signage system.

As part of this project, artists and illustrators will be invited to create original works in response to the theme 'Connect with Place'.

The artworks will identify key junctions and points of arrival, differentiate floors & lift cores and provide visitors with straightforward and enjoyable journeys.

It is anticipated that this visual approach will be particularly beneficial to non-English speakers, patients with dementia and children. We hope that, by using artwork, it will not only make navigation easier, but also add a human touch to make the corridors and lifts more friendly and welcoming for patients.

### Arts and Wayfinding Project Theory of Change

The Art and Wayfinding Project's aims are:

- To help make it easy for people to find their way around the building
- To help create a strong and welcoming identity for the Hospital, and reflect the culture and identity of the local community
- To use art to help break down the scale of the building

The art and wayfinding project seeks to make it easier for patients, visitors and staff to find their way around the new hospital. In doing so, it is expected that people will therefore find their way to appointments and venues more quickly than by using signs alone, that their journeys to appointments will be more enjoyable and reassuring and that they will arrive feeling calmer and less anxious.

The project seeks to achieve this by positioning large-scale architectural wall-works depicting particular themes, landscapes and landmarks at key junctions and departmental entrances throughout the new hospital. It is expected that patients, staff and visitors will remember particular artworks as landmarks and use these - in addition to signs, floor numbers and lift core letters- to navigate their way around the hospital.

It is assumed that many people will still ask directions of a member of staff. The artworks will also support this process by encouraging staff to use the artworks as landmarks to help direct patients and visitors. Staff training will be provided to ensure that they understand how to use the artworks as landmarks, and this process will be reinforced through leaflets and descriptions on the Trust website.

The art and wayfinding project also aims to create a strong sense of place and welcoming identity for the hospital expressed through the art.

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The artworks will provide enjoyment and enable patients, staff and visitors to take pleasure in journeys through the hospital.

The artworks will become a conversation point. Patients, staff and visitors will recognise places depicted in the artworks, be reminded of things they hold dear and feel connected to their lives outside of the hospital.

## Proposed Works

The *Art and Wayfinding* project will take place across both new buildings, with a different approach in each to suit the different physical environment and uses of the space.

### Stage 1

In the Stage 1 building, on each floor outside each lift and stair core will be a large illustration which will help orientate visitors. The illustrations will relate to the lift core theme and colour palette, providing a friendly welcome to each floor of the hospital. Each floor will have work by a different artist to make it visually distinctive and memorable. The lift core themes are:

- Lift core 1 - Brighton (e.g. The Pavilion, Kempdown)
- Lift core 2 - Sussex (e.g. Lewes Castle, Bexhill Pavilion)
- Lift core 3 - Coast (e.g. Brighton seaside, Dungeness)

Further prominent walls have been identified on every floor to create a visual 'funnel' to guide visitors to and from each lift core. Plus, where relevant, department entrances will also be highlighted by an illustration.

### Stage 2

In the Stage 2 building, feature wall illustrations will wrap around the lift and stair core at the heart of the building. In this building it will be possible to see multiple floors at once, so a single artist will be selected to provide artwork for the whole building.

The illustrations on each floor will work independently to aid wayfinding, and will also act as a series to lead visitors up and down through the building. The imagery will be themed around the 'South Downs', exploring the South Downs National Park and its flora and fauna.

## 4) Arts and Wayfinding Project Logic Model

Resources	Planning and Intervention	Outputs	Outcomes	Impacts
<p>Staff and artist time including planning, design, delivery and evaluation of project.</p> <p>Architect time to integrate artworks with interior design, signage design and architecture.</p> <p>Development and production of artworks by artists.</p> <p>Cost of scanning, processing, scaling and installation of artworks in final locations.</p> <p>Engagement and consultation costs including travel, venue, display, catering</p>	<p>User consultation to identify need and opportunity</p> <p>Agree aims and objectives with project stakeholders including Joint Arts Group and architects.</p> <p>Identify and specify key locations and themes for artwork</p> <p>Identify specific content for each theme for artworks and rationale for appointing artists to illustrate the themes and locations</p> <p>Measure and cost artwork production and installation</p> <p>Develop brief and appoint artists / illustrators</p> <p>Manage project delivery</p> <p>Recruit evaluator, plan and deliver evaluation</p>	<p>Original artworks and illustrations produced based on themes identified</p> <p>Large scale wall works produced and installed at key junctions through buildings</p> <p>Staff training induction sessions introducing and explaining the concept and themes</p> <p>Leaflet introducing and explaining the concept and themes</p> <p>Section on Trust website explaining the concept and themes</p> <p>Media reports and coverage</p>	<p>Patients, staff and visitors remember particular artworks as landmarks and use these to navigate their way around the hospital</p> <p>Staff use the artworks as landmarks to help direct patients and visitors</p> <p>Patients, staff and visitors recognise places depicted in the artworks, are reminded of things they hold dear and feel connected to their lives outside of the hospital</p> <p>The artworks provide enjoyment</p> <p>Patients, staff and visitors take pleasure in journeys through the hospital</p> <p>The artworks become a conversation point</p>	<p>Patients, staff and visitors find it easier to find their way around the new hospital</p> <p>People find their way to appointments and venues more quickly than by using signs alone</p> <p>People find their journeys to appointments or patient visits enjoyable, calming and reassuring</p> <p>People arrive at appointments feeling calmer</p> <p>Patients and visitors are less anxious</p> <p>Patients, staff and visitors feel that the hospital has a strong sense of place and welcoming identity expressed through the art</p> <p>Patients, staff and visitors feel a sense of connection with the hospital</p>

## 5) Rationale for the Evaluation

The Connect Joint Arts Group (JAG) and project stakeholders wish to evaluate the Art and Wayfinding programme in order to reflect and learn during its delivery so that improvements can be made as we progress, as well as better understand its impacts so that we can inform future practice while also advocating for the value of the programme.

Art and wayfinding is an area that is much talked about but little evaluated. Greater understanding of the impact of art on wayfinding would be of great relevance not only to the arts and health sector but also to the health sector.

Our aim is that this evaluation will:

- Assess the success of the project in achieving its aims
- Evidence the (intended and unintended) impacts of the project on patients, staff and visitors
- Inform the development of the Art and Wayfinding project as it progresses (evidence review at the outset and formative evaluation throughout)
- Support learning around the use of art as part of wayfinding strategies across the healthcare sector and beyond
- Generate learning tools for the sector such as good practice guidance on art and wayfinding

## 6) Proposed Evaluation Methodology

We expect the evaluation tender to propose an evaluation methodology that is suitable for an arts intervention that seeks to address broader health and wellbeing aims.

The evaluation tender might therefore identify outcome measures encompassing social, physiological, wellbeing, artistic, economic and social outcomes.

A coherent mixed methods evaluation framework is therefore proposed to inform the collection of data throughout the delivery of the programme. Bias should be avoided using recognised robust and credible data collection and analysis tools.

An evidence review exploring what is already known about the use of art to support wayfinding in hospitals should be considered to inform the development of the art and wayfinding programme as described above, as well as the questions posed for the evaluation.

Qualitative and quantitative methodologies should be considered including semi-structured interviews, focus groups and case studies. However, we are also interested in the use of credible creative methodologies which might reflect the creative nature of the programme, provide rich and meaningful data and also be more rewarding and enjoyable for participants taking part.

Digital methodologies might also be considered, including the use of apps.

The evaluation should take a formative approach, exploring the processes involved in its delivery - capturing learning that will inform its continued delivery as well as future arts activity

This learning should be captured around art and wayfinding specifically and be fed back into the art and wayfinding project.

However, the evaluation might also pilot reflective practice techniques that we might use to capture wider learning across the whole programme to ensure that a reflective and responsive approach is taken to delivery across the whole programme.

The appointed evaluator is expected to work closely with Willis Newson and the JAG to develop and deliver an appropriate evaluation framework and methodology. The evaluator is expected to analyse the data and report on findings. Reporting should include baseline, mid-point and end point reporting.

A plan for dissemination should be developed, and time assigned to supporting the dissemination of findings including as appropriate conference presentations, journal papers, talks and seminars.

While we seek to appoint an evaluation consultant, academic partner or researcher to lead the evaluation, in order to make best use of resources, we are open to a collaborative and

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co-produced approach. It is therefore a possibility that aspects of the evaluation will become embedded in the delivery of the programme.

However, it is important that roles and responsibilities are clearly understood from the outset and we therefore invite evaluators to propose how they will manage the evaluation process to ensure such clarity.

## 7) Evaluation budget

The budget for this evaluation and its dissemination is £15,000 + VAT, including all fees and costs including travel, materials and reporting costs.

## 8) Evaluation timeline

The Art and Wayfinding artists briefs will be drawn up in 2017. Artists will be appointed to the project in 2018.

The Stage One building opens at the end of 2020, in which the majority of the Art and Wayfinding artworks will be installed.

The Stage Two Building will open in 2024 in which the final quarter of the Art and Wayfinding artworks will be installed.

The programme for the appointment of an evaluation partner assumes that an evaluator will be in place by September 2017, prior to the appointment of artists.

We would expect the evaluation framework to be drawn up and agreed by December 2017, with data collection taking place between 2018 - 2021.

We foresee that analysis and reporting on Stage One will take place in 2021.

While the evaluation of Stage One will comprise the main focus of the evaluation, there is an opportunity to build on the findings of Stage One through further evaluation of Stage Two. If this is the case, we foresee further data being collected analysed and reported throughout the implementation of the Stage Two Building which opens in 2024.

## 9) Application Process

Tenders should include the following:

1. A response to the Brief and an indication of the evaluator's interest in this area of work (maximum 750 words)
2. An outline of relevant experience and expertise (maximum 750 words)
3. A proposed approach and methodology for the evaluation, including:

### Data collection procedures

Provide details of proposed quantitative and qualitative data collection procedures, including an outline of the data collection activities to be undertaken, the tools to be used and information on who is going to collect the data?

### Participants' views about the intervention

Demonstrate how participants' views about aspects of the project and its delivery will be captured? Give details of any methods used to capture participants' experiences including satisfaction questionnaires, focus groups or interviews.

### Sampling

Provide information on how participants will be selected for qualitative interviews, focus groups and case studies.

### Evaluation findings: data analysis and interpretation

Provide an outline of approaches to data analysis and demonstrate how you will avoid bias in data analysis and reporting.

Provide information on how learning from the evaluation be embedded in future delivery.

### Reporting and dissemination

Give details of how the evaluation will be reported and disseminated including for example publications, conference presentations, multimedia links, public performances, and engagement with policy makers, professionals and the public.

### Ethics and consent

What are the ethical considerations for the evaluation and how will you ensure that these are embedded in your approach?

4. A proposed approach to project management that sets out how you might approach the management of the evaluation and what input or roles you might expect of project partners
5. Staff resources and expertise, including CVs of relevant staff

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6. A fee bid that includes the number of days to be allocated to the work and day rates along with any other identified costs.

Tenders should be sent to: Jane Willis, Willis Newson, [Jane@willisnewson.co.uk](mailto:Jane@willisnewson.co.uk)

The deadline for applications is Friday 23<sup>rd</sup> June 2017

Interviews will be held on Monday 10<sup>th</sup> July 2017

## 10) For further information

For further information about this brief please contact:

Jane Willis, Director, Willis Newson

[Jane@willisnewson.co.uk](mailto:Jane@willisnewson.co.uk)

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