

# Our stories

An art, architecture and greenspace strategy for the new Clydebank Health and Care Centre

Client: Commissioned by the NHSGGC New Clydebank  
Health Centre Arts and Environment strategy group

Date: June 2017  
Version: Final 02

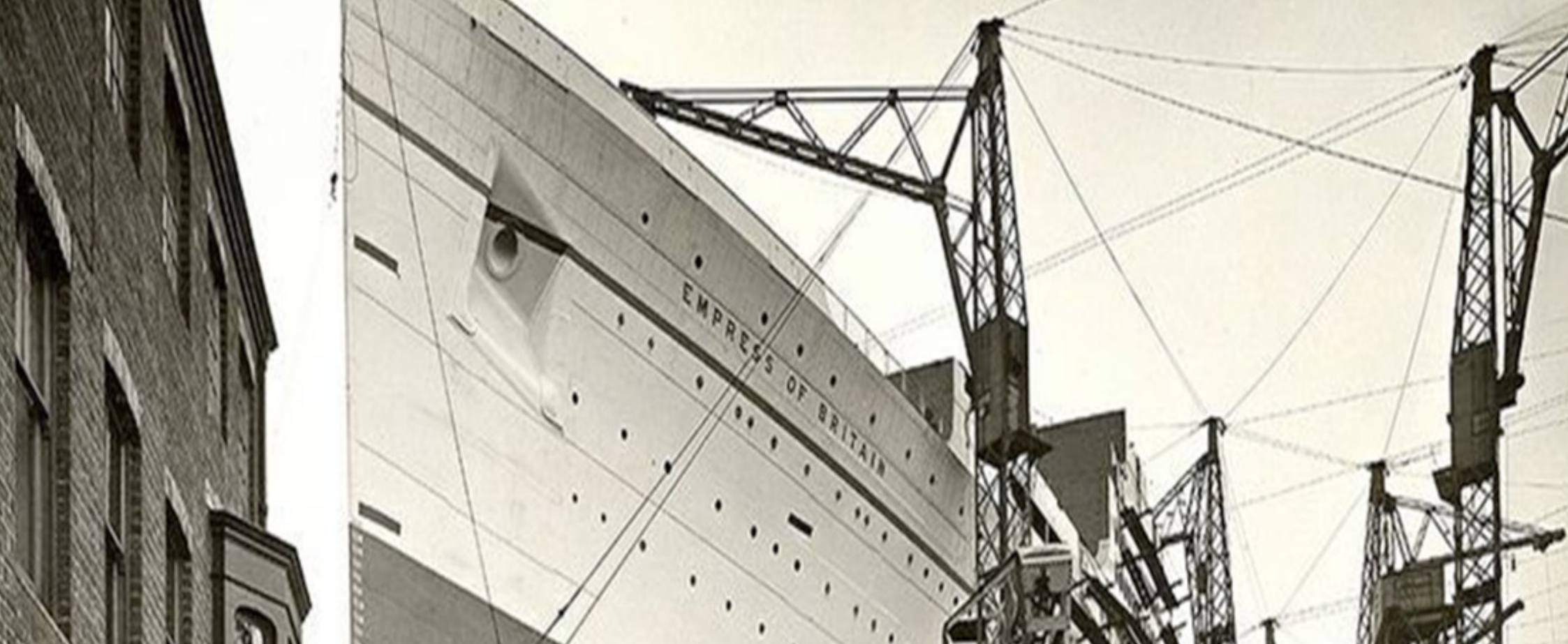
WIDE OPEN

“...I mention from experience, as quite perceptible in promoting recovery, the being able to see out of a window, instead of looking against a dead wall; the bright colour of flowers, the being able to read in bed by the light of a window close to the bed-head. It is generally said the effect is upon the mind. Perhaps so, but it is not less so upon the body on that account...”

Florence Nightingale, diary, 1860

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# INTRODUCTION



“The arts certainly have a key role to play in healthcare – its therapeutic value cannot be overstated. It’s well documented that those hospitals that pay close attention to the overall physical environment for patients preferably by listening to what patients and staff say would make things better achieve real improvements in the health of patients.”

Rt Hon Alan Johnson MP, Secretary of State for Health, speaking at Arts and Healthcare conference, London, 16 September 2008

# Introduction

This strategy outlines the integration of artworks throughout the new Clydebank Health and Care Centre and its surrounding environment. It's an evolving document that is built upon the findings of a unique consultation and creative exercise that combines the findings of Wide Open, place-making and public art commissioning specialists, and cultural geographer Ruth Olden commissioned by NHS Greater Glasgow and Clyde. Our Stories sets out an approach where inspiration for the resulting artworks will be drawn from the collective voice and stories of Clydebank's grassroots communities. It forms a starting point for commissioned artists to respond to in the research, development and production of artworks.

This approach will ensure that the new health centre will resonate with local people by incorporating the heritage, culture and surrounding landscape of Clydebank. Delivery of the proposed artworks within this strategy will create interest, excite and intrigue visitors and staff. Most importantly the process of focussed community engagement will create a sense of place that genuinely comes from the communities that the new health centre will serve.

This strategy has intentionally been developed at an early stage and in advance of the new health centre being fully designed. This will help to achieve improved economies of

scale by 'designing in' elements of the proposed arts projects into the architect's and landscape architect's plans and conceptual thinking through an art and architecture dialogue as required by the commissioner NHSGGC.

Where possible a cost-neutral approach will be undertaken to utilise existing building materials and costed construction processes. Where costs can't be met in this way further fundraising will be sought from public and private sectors. The projects described within this strategy are indicative and in response to findings from the two conjoined consultation processes. Concepts and design solutions will be developed further by commissioned artists in collaboration, where appropriate, with the architect and landscape architect.





VISION



‘It’s the greenspace and environment around the new centre as much as what the building looks like, that will be the thing that makes this building special’

Chris McNeil, Head of Community Health and Care Services, West Dunbartonshire Council



# Vision

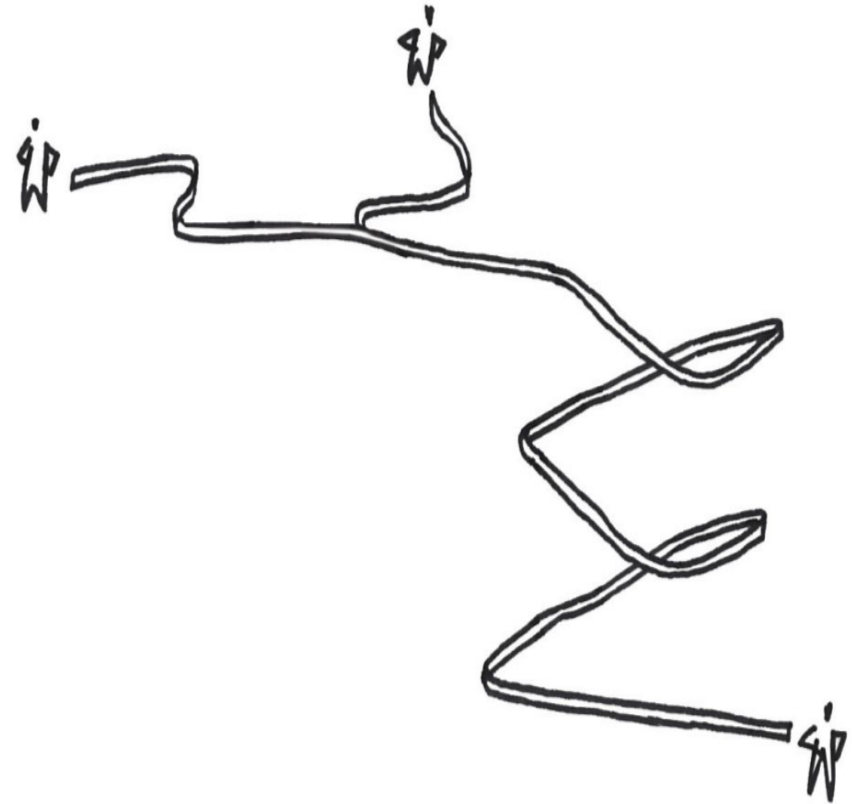
The vision for the new Clydebank Health and Care Centre is that it must be:

- Welcoming and health-promoting;
- An Iconic building that seamlessly blends future-proof architecture with a respectful 'nod' to Clydebank's significant industrial history;
- A calming building that promotes distraction from anxiety;
- Connected to the local community.

The projects described in this document are designed to meet the ambitions of this strategy. They intend to help to create a calm, welcoming and interesting building and surrounding environment that reflect the aspirations of the community groups and individuals, staff, the design team, and the Arts and Environment Strategy Group.

Each project is proposed for both practical and aesthetic reasons, offering enhancement of internal and external spaces in order to create comfortable, interesting and reassuring places which are health promoting and subtly embrace Clydebank's rich industrial past.

It is anticipated that during the commissioning process as community groups are involved and further relationships are made within communities that further opportunities will emerge to develop long-term activities and partnerships.





# CONSULTATION



# Consultation

The new Health and Care Centre will be built on the banks of the River Clyde in close proximity to the Clydebank Town Hall Gallery & Museum and the iconic Titan Crane which formed part of the famous John Brown Shipyards. The location is a key element of Clydebank's rich industrial history and forms part of significant regeneration of the Queens Quay area.

## Wide Open

Wide Open were commissioned by West Dunbartonshire Health and Social Care Partnership and West Dunbartonshire Cultural Services to work alongside architects Anderson Bell and Christie to create an overarching art, architecture and green space concept for the new Clydebank Health and Care Centre.

This strategy has been distilled from an intensive period of consultation with key partners and representatives of local community groups. Wide Open wanted to know:

- what's important to people;
- how they might engage with the new centre, and;
- how that experience could be improved.

We were also keen to hear thoughts on how the building could connect with the communities of Clydebank and its surrounding environment.

## Ruth Olden, Cultural Geographer

During the same period of time Ruth Olden was commissioned by the New Clydebank health centre art and environment strategy group NHSGGC to undertake a creative action research project called River To Recovery – see appendix 1. The project explored the journey of Clydebank's people after its industrial demise and resulted in a collection of rich stories by 'Clydebank's makers and menders, people who have not only lived the change, but who are also enacting change in response: stitching, fixing, digging, sharing, skilling, and storytelling, to tend to health, wellbeing, community and environment in the area'

*'This anthology of stories reveals that what has endured is the Bankie spirit, and all its collective purpose. What emerges is a fierce local activism, borne of loyalty, and a strong sense of belonging to a home turf. There is a desire for learning and betterment and reconnection with the environment. There is generosity and humour. And there is also an undeniable resilience that, while born of necessity on one level, has on another level propelled Clydebank's greatest experiments in community, creativity and green learning that have been observed in recent years'*

(Ruth Olden, River to Recovery).



## Groups consulted

The response to the consultation process was very enthusiastic from all groups and individual's and generated passionate discussion and a wide range of ideas, thoughts, opinions and recollections of experiences. Ruth Olden and ourselves, Wide Open, have listened carefully to what people told us and we've incorporated views and experiences from a wide range of backgrounds into this document. It's the richness and vibrancy of the collated conversations and stories that has established the strategy's theme.

- Clydebank Locality Engagement;
- West Dunbartonshire Council's Heritage Team;
- Team 16, Y Sort It;
- Clydebank Housing Association;
- West Dunbartonshire Access Panel;
- Mums and Munchkin's Group;
- Clydebank Senior Citizens Forum;
- Whitecrook Community Centre;
- Whitecrook Community Gardens;
- Clydebank Health Centre staff;
- West Dunbartonshire Council's Community Health and Care Service.



Top: Luke Jerram, Hidden Exhibition in fabric of a building

Bottom: Cherub/Skull by Kenny Hunter for Tron Theatre, Glasgow

# STRATEGY THEMES



# Strategy themes

Our Stories is the strategy's overarching theme and serves as a broad guide for all aspects of the building design, landscaping and commissioned artworks.

The strategy draws on the stories curated by Ruth Olden combined with the learning from the Wide Open hosted conversations with community groups as the pillar of creative inspiration for the artworks programme. The stories are the rich conceptual resources that reflects the creativity that exists within Clydebank's people. From this we have developed a shared language and a clear framework to ensure that 'stories' are woven into the fabric of the building through the proposed programme of artworks.

These stories and conversations reveal the distinctiveness, potential and hopes of Clydebank and its people but fundamentally they will inform the identity of the new Clydebank health and care centre. All the participants in this unique community engagement exercise will collectively leave important and meaningful permanent legacies that promote wellbeing and a sense of place.

Each of the proposed arts projects have been aligned to one of five stories selected from Ruth Olden's River To Recovery anthology:

OUR STORIES: Overarching theme					
STORIES & PROJECTS					
SKYLINE	ADRENALINE	POLLINATION	RESILIENCE	SOIL	RIVER TO RECOVERY
Agile workspace	Playful Carpark	Waiting & Distraction	Staircase stories	Civic Squares	River To Recovery

PROJECT NUMBER	STORY	PROJECT NAME
Project 1	Skyline	Narrative Cladding Agile Workspace Wayfinding
Project 2	Adrenaline	Playful Carpark
Project 3	Pollination	Waiting and Distraction
Project 4	Resilience	Staircase Stories
Project 5	Soil	Civic Squares
Project 6	River To Recovery	Recovery Stories

Each story will provide a starting point for commissioned artists' process of research and community engagement. They will act as a launch-pad and catalyst for the creative development phase which will drive the aesthetic rather than the story itself.

The intention of this approach is for the theme of 'stories' to be the broad narrative that runs through the spine of all the creative solutions developed by artists in consultation with a wide range of community groups.

Wide Open with input and support from the art and environment strategy group will lead the curatorial approach through the design of creative briefs and appointment of artists to ensure that there's a cohesive aesthetic for the artworks across the whole health centre. Wide Open will assume the curatorial overview.



# GUIDING PRINCIPLES

# Guiding principles

COMMUNITY ENGAGEMENT is the key guiding principle that runs through the spine of all the proposed projects.

The stories in River To Recovery curated by Ruth Olden came from her engagement with community groups and individuals as did the aesthetic and range of proposed projects from Wide Open's conversations.

Through the delivery of this strategy it will be the artists' dialogue and collaboration with community groups that will inform the creative solutions that will be developed, finessed, fabricated and installed into the new health centre.

In addition there are three secondary guiding principles and each project directly responds to at least one of these principles:

SENSE OF PLACE ('Nod to the past')

LOOK TO THE FUTURE

HEALTH PROMOTING

**COMMUNITY ENGAGEMENT**  
Primary Guiding Principle

**SECONDARY GUIDING PRINCIPLES**

Sense of place

Look to the future

Health promoting





## CREATIVE RATIONALE





# Creative rationale

The community engagement process so far has told us that the role of art, design and architecture should be used to create a building that is:

- welcoming;
- health promoting;
- creates a sense of calm to help reduce anxiety;
- respects the town's rich history, and;
- is connected with and too the local community.

It also became clear that there were a number of important considerations to understand from a range of perspectives including:

- distraction;
- difficult conversations;
- healthcare pathways;
- waiting experience,
- communal areas;
- how staff interact;
- thresholds;
- point of contact between staff and users.

The primary purpose of this strategy document is to respond to these findings to help create a culture of recovery and convey the sense of the high quality healthcare that will be provided in the new health and care centre.

The proposed projects will subtly respect the international

importance of Clydebank's industrial past but do so in a way that intends to capture the spirit of the town's peoples' and their aspirations and hopes for the future of Clydebank.

The artworks will help create a new sense of place that responds to this context. They will resonate with the local community, staff and patients of the new health and care centre because they will evolve from the skilful facilitation of commissioned artists collaborating with, and unlocking the creativity of, Clydebank's communities. This strategy distils a wide range of potential artworks and ideas gathered through the consultation processes down to a short-list of projects that we believe will have the biggest impact and make the biggest difference. The works will intrigue, excite and create moments of interest or reflection.

The projects will also play a practical role in helping staff and users navigate their way around the centre; providing opportunities for distraction; creating an open plan work environment that encourages connections between professionals for the benefit of patients' healthcare pathway, but also alleviates any anxieties for staff that have not worked in a similar environment previously.

Together they are bigger than the sum of their individual parts and collectively create a sense place for a building of importance in what will be Clydebank's new civic quarter.



## CONTEXTUAL BACKGROUND



“....needs something that reflects how monumental the original site was – something that nods to the past”

Team 16, Y Sort it participant



# Contextual background

The new Clydebank Health and Care Centre will be built on the former grounds of the world famous John Brown Shipyards and more specifically on the site of its former brass, steel and copper foundries.

John Brown Shipyards are of significant national importance and are part of the fabric of Scotland's industrial heritage and national psyche. It is synonymous with Scotland's contribution to the global industrial age and responsible for building some of the world's greatest ships such as the QE2 and Queen Mary.

Although the last ship to be built at the yard, the bulk grain carrier - Alisa, was completed in 1972 the Clydebank facility still holds an emotional and sentimental place in the hearts of local people – 'bankies'. Most Clydebank households today, still have a connection with the shipyards either as an employee or relative of generations of former employees.

There's an enduring pride and respect for the skills and craftsmanship required to build vast ocean-going ships. But there's an equally strong desire not to be shackled by its past and a thirst to create a new future for Clydebank.

*"When you view the site from top of the Titan Crane visitor attraction you can see how the shipyard once formed the very heart of the community of Clydebank with the town's housing*

*stock and civic infrastructure tightly wrapped around the perimeter of the shipyards."* Ruth Olden, Cultural Geographer

West Dunbartonshire Council has an ambition for the site to once again become the beating heart of Clydebank. In July 2015 the local authority signed off a £15million deal for essential infrastructure and ground works designed to unlock Queens Quay potential and pave the way for more than £250million worth of public and private investment as part of a wider regeneration strategy.



Left: Queen Mary under construction at John Brown Shipyards

Ultimately this will lead to shifting the axis of where the civic centre of Clydebank currently sits, to the other side of Dumbarton Road next to the river Clyde, and on the site of John Brown's Shipyards – a poetic piece of urban regeneration.

Plans include:

- 1,000 new homes;
- A retail unit;
- Hotel;
- The Clydebank Health and Care Centre.
- These plans complement major developments that have already taken place on the Queens Quay site, including:
  - The development of West College Scotland;
  - The opening of the Titan Crane visitor attraction;
  - Creation of the Titan Enterprise Business Centre;
  - Creation of Aurora House, now the offices of almost 300 Council staff;
- The construction of a new £22m Clydebank Leisure Centre.

The Clydebank facility continued to operate under various owners until 2001, constructing oil platforms in support of the North Sea oil fields. 16 years after the closure of this once thriving industrial yard this investment is set to bring the following benefits to West Dunbartonshire:

- £5.5m income generated locally each year, with a further £2.9m created nationally;

- 2,138 short term construction jobs;
- An estimated 57 apprenticeships supported;
- Attracting an additional population of over 2,000 people.





# BENEFITS OF ART AND DESIGN IN A HEALTHCARE CONTEXT



“Health buildings can often be the places in which we may feel at our most vulnerable, whether as a patient, relative or friend. The quality of the building environment that we experience can provide us with calming reassurance or, conversely, it can accentuate our feeling of stress and unease.”

A Policy on Design Quality for NHS Scotland 2010

# Benefits of art and design in a healthcare context

There's a growing body of evidence that well designed buildings can have a positive impact on all of us: across the public realm; where we work, where we live, or; where we receive medical care.

In 2010 The Scottish Government published 'A Policy on Design Quality for NHS Scotland 2010' that includes recognition of the importance of embracing good design, the role of placemaking and the positive effects of the incorporation of artworks and therapeutic design on patients wellbeing and staff retention.

All of us will visit our local health centre at various points in our lives. For many of us, for periods of time, that can be a stressful and regular occurrence. In a healthcare context the physical and psychological wellbeing of patients, visitors and staff is of paramount importance if we are to be a healthier\* nation.

*"A well designed building - inside and out - and the surrounding greenspace can make people feel calmer, and that means when they arrive for their appointment they're able to explain themselves better which means that medical staff can provide better and appropriate healthcare. Simply put if you're calm and the patients are calm then you're going to get much further"*

Chris McNeill, Head of Community Health and Care Services,

West Dunbartonshire Council

*\*One of the five Scottish Government strategic objectives: 1] wealthier and fairer; 2] stronger and safer; 3] healthier; 4] greener, and; 5] smarter*

*"Many factors can contribute to engendering a sense of ease, for instance: the first impression of the facility from the public realm, the entrance experience, the degree of natural light, brightness and airiness, colour and texture, an easily understood layout with clearly defined focal points, uncluttered signage and a clear distinction between the realms of public and private space, maintaining patient dignity."*

*A Policy on Design Quality for NHS Scotland 2010*

Our Stories proposes an integrated approach to how proposed artworks are presented and how they sit within the health centre's internal and external environments.

The proposed projects will be 'designed-in' at the building's design stage enabling them to be considered as an important and functional part of the fabric of the building.

This approach will ensure commissioned artists are able to produce successful design solutions rather than artworks that are perhaps inadvertently seen as an afterthought or space filler as wall hung artworks in working environments and public buildings can sometimes appear.

# PROJECT PROFILES

# Project 1: Narrative cladding, agile workspace and wayfinding

## Story: Skyline

This project has three distinct parts and functions and each draw upon the story SKYLINE as its starting point for inspiration. An artist or designer will be commissioned to deliver all three parts. The driver for the aesthetic across the three elements will be the design solution created for the 'narrative cladding' – the external cladding panels for the health centre. This will inform the visual language, look and feel of the Agile Workspace and Wayfinding solutions.

## PART A: NARRATIVE CLADDING

KEYWORDS: Welcoming; not intimidating; modern; see through building; a building with oomph; not too plain; different; interesting; engaging; not dull looking; new;

CONCEPT: This project proposes to clad the exterior of the building in material that subtly reflects materials once used in the former metal foundaries on which the new health centre will be sited.

The commissioned artist/designer will collaborate with the architect and work with a group of young people from Y Sort It (Team 16) to create a unique design to be routed; perforated; printed or etched onto the surface of the cladding to create a

narrative and language that will link the exterior of the building with its interior. The 'SKYLINE' theme will also connect the building with its surrounding environment.

RATIONALE: A cost-effective design solution to help create an iconic building that offers a warm welcome and subtly reflects the rich industrial history of the world renowned former John Brown's Shipyards





## PART B AGILE WORKSPACE

**KEYWORDS:** Modern; bright; airy; noise-free; different spaces and different looks; multiple uses; private conversations; friendly; communal.

**CONCEPT:** The agile touchdown workspace will be a new working environment for staff that will use the health centre as their permanent or hot-desk base. Staff are apprehensive about working in an open-plan environment with particular concerns around noise disturbing their work. The agile workspace is quite large which creates an opportunity to successfully address staff concerns by creating zones suitable for a range of functions.

It's important it's treated sensitively to not only assist a productive and co-operative working environment but so that it also psychologically enhances and conveys the sense of the quality healthcare provided in the facility by staff – this will subtly and effectively boost staff morale.

Artist, group and the architect to develop an integrated design for this space incorporating design solutions for acoustic baffling panels to assist with noise reduction. These panels will reflect the design of the building's exterior cladding linking the architectural intent of the exterior to the interior.

### CONSIDERATIONS:

Many different healthcare professionals working there;

Need for multiple functions;

Need for noise reduction solutions;

Ability to have immediate confidential conversations;

Need for communal places to encourage interaction between staff for the benefit of patient healthcare pathway.

The artist / designer will engage with students from the NC Graphic Design / Illustration course at the Clydebank campus



of West College Scotland, who will assist in the research and help inform the artist/designers proposed therapeutic design solutions. Students will learn how colour affects mood and wellbeing, and enhance productivity. They will learn how to put together a design board and influence every element of the agile workspace.

**RATIONALE:** To create a working environment that has a sense of place, is an inviting and uplifting place to work in and a space that healthcare professionals are proud of and is conducive to different working styles and patterns.

## **PROJECT 1, PART C: WAYFINDING AND SIGNAGE**

**KEYWORDS:** Welcoming; interesting; engaging; easy to navigate; easily identifiable, colourful; flowing; playful; nod to the past.

**CONCEPT:** Navigating around the new health centre with ease was a concern that every stakeholder group referenced. They want clear and uncomplicated signage to help everyone but in particular those who may be anxious about their treatment or appointment with their GP.

With six GP practices and a wide range of treatment rooms and office space there's a need for clear wayfinding to help with a positive experience for patients and staff.

The artist/designer will work with representatives of West Dunbartonshire Access Panel to ensure that designs are DDA compliant and will not detract from other important NHS messaging. They will also again have the opportunity to work with students from the NC Graphic Design / Illustration course at the Clydebanks campus of West College Scotland.

**RATIONALE:** To assist the ease and flow of the patient healthcare pathway by creating a clear, uncomplicated and coherent wayfinding solution across the health centre and the surrounding environment.

**COMMISSIONING:** An artist/designer to be appointed through open call and interview



# Project 2: Playful carpark

## Story: Adrenaline

KEYWORDS: Playful; fun; not intimidating; friendly; safe; secure; different; interesting; engaging; health promoting; open; social; communal.

CONCEPT: The carpark is a necessity that creates a challenging design consideration. It needs to be functional foremost but it's also a very large space that will have a significant first impression when arriving on site, it will be overlooked by large numbers of service users and staff on a daily basis. To ensure that the new health centre lives up to its iconic ambitions, a skilful solution is required to ensure that the carpark doesn't negatively dominate the surrounding landscape.

This project proposes to use a combination of shapes, colours, low maintenance planting and seating areas to help break up the space, create simple zones, areas of interest and points of recognition.

This will help reduce anxiety on arrival, provide stopping places for brief reflection which might be important at times of bad news. It will also provide a practical function in assisting motorists locate their vehicle when returning to the carpark. Any colours used in the carpark will mirror the selection of

colours used in project 1, part 3 Wayfinding and Signage this will create aesthetic cohesion and also help to reinforce wayfinding solutions used within the building.

It is proposed to use raised areas of poured concrete at various points around the perimeter of the carpark and to demarcate some internal zones. This will have a dual function



of helping to soften and break-up the space, create areas of interest but also importantly to provide a recreational function for out of hours use of the carpark by local families, cyclists, skateboarders and skaters.

The artist/designer will work with adults and young people from local BMX racing club Western Titans to design the carpark but also to act as consultants to ensure the practical functionality of the poured concrete areas.

RATIONALE: To ensure that the new health and care centre lives up to its iconic ambitions and doesn't negatively dominate the surrounding landscape. To provide and encourage positive use and sense of ownership of the site by local people, creating positive distraction from potential anti-social behaviour.

COMMISSIONING: An artist/designer to be appointed through open call and interview



# Project 3: Waiting and distraction

## Story: Pollination

KEYWORDS: Privacy; safe; secure; warm; colourful; clean; distraction; interesting; child-friendly; mixing generations; playful; relaxing.

CONCEPT: Health Centre waiting rooms are often a microcosm of wider society but within a small confined space. They are places we sometimes arrive at feeling anxious. This combined with what can feel like a lengthy wait for an appointment can generate a very real collective sense of tension within a waiting room.

An artist or designer will work with pupils from Clydebank High School and Kilbowie Primary School to inform the therapeutic design and interior design treatments of the waiting rooms. The artist/designer will respond to ideas and stimuli from a wide age range of children and young people with the view to creating designated play areas in each waiting room defined by wall and floor colours and finishes to demarcate the play area from the rest of the waiting room.

The play areas could be incorporated and flow out of interactive screening panels designed to hold the interest of children and young people of all ages. This will create an

important playful opportunity for distraction.

Exhibition spaces will be incorporated into the design of the waiting rooms. Artworks will create an opportunity for positive and gentle distraction and make waiting a more enjoyable experience.

It can be problematic to manage an exhibition space without a dedicated co-ordinator but to avoid blank walls or the same work being up for long periods of time Wide Open will work with West Dunbartonshire's Heritage and Cultural Service team to devise an exhibition strategy that will create ongoing links and partnerships with local community groups and schools through a rolling programme of exhibitions.



RATIONALE: To provide positive distraction in the health centre's GP practice waiting rooms through the creation of an exhibition space, designated play areas and interactive screening panels created in consultation with local children and young people. By playing on powerful senses of sight, touch and sound the functional artworks will help create a sense of calm, carefully balanced with stimulation to provide distraction.

COMMISSIONING: An artist/designer to be appointed through open call and interview



# Project 4: staircase stories

## Story: Resilience

**KEYWORDS:** Welcoming; relaxing; flowing; healing; health promoting; calm; inviting; different; interesting; engaging; playful; distraction; community links; respects the past; cross-generational.

**CONCEPT:** The staircase linking the staff carpark to the staff room area on the second floor will play an important role in meeting one of the key aims of this vision document - to create a health promoting building.

This project will generate visual interest and act as a draw to encourage staff to use the staircase rather than the lift. A writer in residence will be commissioned to work with local groups to produce pieces of creative writing and prose to capture what the 'bankie' spirit means to local people. This will be a cross-generational project with the writer working with groups across the full spectrum of age ranges. This creates an opportunity, through creative writing, to look back at the significant history of Clydebank and how that shaped the 'bankie' spirit, but also to capture the hopes and aspirations of Clydebank's young people and what it means to them, today, to be a 'bankie'.

**RATIONALE:** To create intrigue and interest through the embellishment of the staff staircase through a widespread community engagement programme that will encourage staff to use the staircase rather than take the less healthy option of using the lift.

**COMMISSIONING:** A writer will be appointed through open call and interview. They will work in collaboration with the artist from project 1 in delivery of artworks.





# Project 5: Civic Squares

## Story: Soil

KEYWORDS: Welcoming; relaxing; flowing; sustainable; healing; health promoting; breathing; calm; inviting; colourful; lots of greenery; organic; interesting; engaging; breath of fresh air; playful; social; communal; community links.

CONCEPT: The external greenspace areas surrounding the new health and care centre will require careful consideration to ensure that the aspiration of realising a building that befits its iconic historical site is achieved.

This project is a collaboration between the landscape architects Harrison Stevens and a commissioned artist to create external community garden areas (Civic Squares) that are health promoting, provide a warm welcome and help to reduce anxiety.

The Civic Squares will contain low maintenance sensory planting, cool urban furniture and commissioned interactive artworks that will serve a dual function of acting as waymarkers whilst also providing moments for distraction for children and families.

This project has potential to positively contribute to West Dunbartonshire's social prescribing initiative through a partnership with Clydebank Housing Association who have expressed an interest in principle to help manage and train community volunteers to maintain some of the planted areas

as part of their Whitecrook Community Gardens project.

This project could make a significant contribution to the aim of creating a health promoting building by providing an opportunity for healthcare professionals to signpost some patients to participating in this social prescribing project as part of their healthcare plan.





RATIONALE: To create external greenspaces that enhance wellbeing, reduce anxiety, provide playful distraction and contribute to the concept of a health-promoting healthcare building.

COMMISSIONING: An artist/designer to be appointed through open call and interview



# Project 6: Recovery stories

## Story: River to recovery

KEYWORDS: Outside in; relaxing; flowing; healing; health-promoting; breathing; calm; therapeutic; different; interesting; engaging; breath of fresh air; mixing generations; distraction; community links; respects the past; looks to the future.

CONCEPT: This project shares the stories gathered by Cultural Geographer Ruth Olden in her community engagement process. Ruth's exploration of the people and communities of Clydebank has revealed an enduring 'bankie' spirit that transcends generations and manifests itself in a multitude of creative ways.

She has unearthed stories of hope, resilience and sadness from a community of people who have responded to significant social change by stitching, fixing, digging, sharing, skilling, and storytelling; to tend to health, wellbeing, their community and environment.

What has emerged is a strong sense of place. There's a hunger to keep going, for learning and to reconnect with the environment. All of this is underpinned by humour and generosity that are two key ingredients of the 'bankie' spirit. The stories collected and curated by Ruth Olden will be



recorded and where possible narrated by the storyteller. Texture and ambience may be added through collaboration with a sound artist such as Nicola Scrutton.

There's a number of possible options to share the stories. For example: wire-free infrared headsets can be used in waiting areas to provide an alternative method of distraction whilst waiting for an appointment; sound booths or listening posts could be strategically placed in public areas throughout the building, or; directional speakers can be used in the greenspace areas so stories are shared in the surrounding environment enhancing the visitor experience.

RATIONALE: To connect the building to the communities of Clydebank and share their stories. To create intrigue and interest throughout the whole building and provide a welcome sense of distraction to help reduce anxiety.



# ARTWORK LOCATIONS





### Ground Floor



## Second Floor





# CURATORIAL AND COMMISSIONING PRACTICE



# Curatorial and commissioning practice

All of the proposed projects within the arts programme will be delivered under Wide Open's curatorial umbrella in collaboration with the architect and landscape architect to ensure connectivity and coherency across all the projects. Each project will be procured and developed to ensure that they adhere to guidelines of key partners: West Dunbartonshire Health and Social Care Partnership; West Dunbartonshire Cultural Services, and; NHS Greater Glasgow and Clyde. The creative briefs will be developed by Wide Open working in close consultation with the architects, landscape architects, and signed-off by the Arts and Environment Strategy Group. This will ensure a balanced approach is developed and a diverse range of creative practice is catered for within briefs. Wide Open will facilitate linking artists with community groups which is a critical part of the process. This will ensure that the commissioned artists concept proposals are shaped by, and grounded within, Clydebank's communities.

## CREATIVE BRIEFS AND CONTRACTS

The creative briefs and contracts for each project will be written by Wide Open and approved by the Arts and Environment Strategy Group. The brief will form the baseline document for all commissions. Brief components might include all or some of the following:

- Our Voices vision and the purpose and aims of the commission;

- Location of artwork(s) description;
- Background and contextual information;
- Expected skill levels and experience;
- Community engagement requirements;
- Project considerations, opportunities and constraints;
- The budget for design, production and installation;
- Timeline for design stage, production and installation;
- The selection procedure and timeline;
- Planning permission requirements;
- Insurance requirements;
- Copyright and intellectual property right requirements;
- DDA compliance and good practice;
- Maintenance requirements;
- Life expectancy of final work.

## CREATIVE PRACTITIONER SELECTION

It is envisaged that the majority, if not all, of the artists will be commissioned through an open call and interview. However, if an artist(s) with unique skills is identified for a specific project they will be invited to submit a design solution for a commission. The interview panel will be drawn from representatives of the organisations listed below:

- Chair of the arts and environment strategy group (Chris McNeill)
- HI Senior: Arts and Health Project Advisor NHS Greater Glasgow and Clyde (Jackie Sands)
- Anderson Bell and Christie (Jonathan McQuillan)

- West Dunbartonshire Cultural Services (Gill Graham)
- Wide Open (David McDonald)
- Community representative from the group that the commissioned artist will collaborate with
- In addition a representative will be sought from landscape architects Harrison Stevens on projects that directly relate to their contracted part of the new build.

## **PROJECT DEVELOPMENT AND IMPLEMENTATION**

Clear development stages will be set for each project with three contractual stages required to be worked through by each artist within the framework of their creative brief which forms part of the artist's contract.

Design reviews will be undertaken to ensure a collaborative and inclusive approach is taken to project design and formation. Each of the commissioned artists will make a presentation to the Arts and Environment Strategy Group at each of the three stages on their proposed design solutions and progress allowing staged approval for design acceptance and cost control. The three stages are as follows:

Stage 1: Research, outline design with indicative costs;

Stage 2: Detailed design, costs and delivery schedule;

Stage 3: Fabrication, implementation and Installation.

Once agreed, each stage will be formally signed off by the New Build Project Lead for the Clydebank Health and Care Centre.

## **ACCESS**

Architecturally, the new health centre will be fully accessible for people with mobility, sensory and/or learning difficulties. The arts strategy will ensure that the arts programme will cater for and engage with a wide range of people regardless of age and ability.

## **MAINTENANCE**

All projects described within the Our Voices arts strategy look to provide a low maintenance requirement, using sustainable and robust materials and construction methods that meet relevant health, safety, cleaning, and infection control requirements.

Emphasis will be placed on designs that require little maintenance or expensive ongoing costs.

Maintenance responsibilities and resource allocations will be agreed prior to the implementation of each project. All projects will require regular inspection and condition reports to ensure that maintenance requirements, as agreed with each artist, are met. Appropriate maintenance information will be provided with project handover documentation.

## **DECOMMISSIONING**

All projects will be designed for a specified life period, with lifecycle costs identified. Inspections should be carried out as agreed at design stage to ensure that the work meets its original creative and operational intent. Decommissioning will be undertaken if a project fails to meet this intent.

MANAGEMENT AND DELIVERY

# Management and delivery

Delivery of the arts programme will be project managed by Wide Open's David McDonald working under contract from NHS Greater Glasgow and Clyde, and in close consultation with Anderson Bell and Christie architects, Harrison Stevens landscape architects, and the Arts and Environment Strategy Group.

The phasing and delivery of artworks will be largely determined by the building programme and the ability to raise additional funding to enhance core provision.

## **ARTS AND ENVIRONMENT STRATEGY GROUP**

The Arts and Environment Strategy Group (A&ES Group) will steer and approve the development and delivery of the arts programme.

The work of the A&ES Group will report to the Clydebank Health Centre Project Board. The A&ES Group's role is to:

- Oversee the development and delivery of the Our Voices arts strategy and arts programme in line with design and construction programme timelines;
- Approve design concepts of the arts commissions and artist selection;
- Sign-off design stages for all arts commissions;
- Contribute to community engagement activity;
- Ensure compliance with good practice guidance on infection control, health and safety, accessibility and arts procurement

## **DELIVERY CRITERIA**

To ensure success, it is critical that the Our Voices arts strategy:

- is given clear direction by the Arts and Environment Strategy Group;
- is flexible and able to respond to change;
- adequately resourced;
- can secure external funding;
- is connected to Clydebank's communities;
- can take curatorial risk to promote innovative practice.

## **PARTNERSHIP WORKING**

Positive productive working relationships have been developed in the 'Vision Document' phase and the art strategy's success is dependent on the continuation of this both across the arts and Environment Strategy Group and with external community stakeholders.

## **PROGRAMME COMMISSIONING**

Wide Open will take a leadership role for the commissioning of artworks, the main activities include:

- Strategy development and revision;
- Allocated budget management;
- Preparation of detailed project briefs;
- Management of advertising of project opportunities to creative practitioners;
- Selection management with selection panel;
- Consultation and community engagement;



- Preparation of contracts;
- Creative practitioner management;
- Supervision and certification of works.

## LEGACY

The design solutions and artworks described in the project profiles will result in:

- The integration of carefully considered artworks and design solutions within the built and landscaped environment to enable the new health and care centre to meet its iconic ambitions;
- Creation of a warm welcome and calming atmosphere that will help reduce anxiety;
- Interesting interactive artworks and interventions that provide moments for positive distraction and points of recognition;
- Creation of safe and interesting reception areas that provide a degree of privacy that will improve communication and subsequent consultation outcomes;
- Clear and fun wayfinding solutions to support orientation;
- Design solutions for staff work areas that reflect the quality healthcare provided and working zones that are conducive to different working styles and needs;
- Strong working partnerships with a wide range of community groups ensuring the health centre is positively

connected to its community;

- A building that confidently refers to Clydebank's rich industrial heritage through high quality design solutions and artworks in a contemporary cultural context;
- The creation of a built and landscaped environment that enhances wellbeing, reduces anxiety, provides playful distraction and contributes to the concept of a health-promoting healthcare building.

## DOCUMENTATION AND EVALUATION

Our Voices intends to ensure that the new health centre responds to the vision within this arts strategy. It seeks to create a calm, welcoming and interesting building and surrounding environment that is connected to, and reflects the aspirations of Clydebank's communities. The challenge for commissioned artists is to create aesthetic and practical solutions to create comfortable, interesting and reassuring places which are health promoting and subtly embrace Clydebank's rich industrial past.

Documentation and evaluation of the delivery of the arts strategy will measure impact, effectiveness and lessons learnt throughout the process.

To keep in tandem with the strategy's primary guiding principle of community engagement we seek to:

- Establish an academic research partnership to obtain an

empirical evidence base of the benefits of Our Voices arts strategy. For example working with MSc Global Health Students and Dr Cindy Gray at Glasgow University's Institute of Wellbeing

- Commissioning a professional photographer to work with selected members of Clydebank Camera Club to fully document the process delivering the arts strategy right from community engagement to installation of completed works.

## PROGRAMME

ACTIVITY	DATE
Arts strategy signed-off	TBC
Agreement on core allowance	TBC
Projected monies from endowment funds	TBC
External funding applications completed	TBC
Commisioning of artists commences	TBC
Contractors on site	TBC
Build completion	TBC
Installation of artworks commences	TBC
Installation of artworks is completed	TBC
Health Centre operational	TBC
Arts strategy delivered and completed	TBC

# Reference material

A Policy on Design Quality for NHS Scotland 2010

Florence Nightingale Diary extract

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River To Recovery, Ruth Olden

Greenspace Strategies: A good practice guide, Commission for  
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The power of art - visual arts: evidence of impact regeneration,  
health, education and learning, Arts Council England

A Prospectus for Arts and Health, Arts Council England

Creative Well: Arts in Health and Wellbeing – revising the vision,  
strategy and themes, NHS Wales

A Vision of Health: NHSScotland's agenda for realising value  
in the developing healthcare estate, Architecture and Design  
Scotland 2009.

R. S. Ulrich. "Designing for Calm", New York Times, January 11,  
2013 - [www.nytimes.com/2013/01/13/opinion/sunday/building-a-space-for-calm.html?\\_r=1&](http://www.nytimes.com/2013/01/13/opinion/sunday/building-a-space-for-calm.html?_r=1&)

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