

# Bronglais Cancer Treatment Unit

## ARTIST BRIEF

**Commission:** Visual Identity Commission

**Where:** Bronglais General Hospital new Cancer Treatment Unit Project in Aberystwyth. (facility name to be confirmed)

**Commissioner:** Hywel Dda University Health Board (HdUHB)

**Deadline:** 10<sup>th</sup> October 2023

**Who:** A professional artist to create

**What:** A bespoke series of artworks to create an overall visual identity for the Bronglais Cancer Treatment Unit and to deliver upon the shared vision for the role of artwork in the unit to draw on the beautiful environment of West Wales to help nurture our patients.

The artwork will form a key part of a Public Art programme to help to ensure that the new state of the art Cancer Treatment Unit feels like a healing, comforting and kind environment that better reflects the service provided to patients by the Bronglais CDU team.

**Budget:** £10,000 with the possibility of being rolled into the treatment room if appropriate and if funding allows.

A public film about the unit (July 2023 - English) [Bronglais Chemo Project Update – July 2023 - YouTube](#)

### 1. Introduction

Hywel Dda UHB is seeking to commission a series of artworks for the new state of the art Bronglais Cancer Treatment Unit to ensure that it feels like a healing, comforting and kind environment that better reflects the high quality service provided to patients by the Bronglais CDU team.

The artwork forms an important element of this long awaited building project and is based on the evidence that enhancing a healthcare environment with art can:

- Improve patient experience and outcomes
- Help patients feel more cared for and families feel that their loved ones are cared for
- Help to provide an identify for the unit
- Provide comfort, support and soothe
- Help to provide dignity and respect
- Offer distraction
- Improve staff wellbeing
- Help to promote healing and recovery
- Aid wayfinding and placemaking

A high quality, thoughtful and well considered public art programme must respond to the shared vision for the role of artwork in the Cancer Treatment Unit and will make a genuinely positive difference to the experience of patients and staff within this special healthcare environment.

## 1. The Artist Brief:

### Commission: The Visual Identity Commission

**What:**

A series of coherent visual artworks for the new state of the art Bronglais Cancer Treatment Unit project.

Artworks should consider the whole wall with proposals for bespoke murals, wall coverings or other solutions.

**Why:**

To create an overall visual identity for the Bronglais Cancer Treatment Unit project through the creation of a series of coherent artworks for the reception, main waiting rooms and entrance areas.

**Where:**

Up to 6 walls are available within the new Bronglais Cancer Treatment Unit with the possibility of some walls requiring a partial glass partition solution.

Potential spaces available:

- 1) Reception G03: wall behind reception desk or
- 2) Wrap on reception desk

Waiting rooms: Up to 3 walls in waiting rooms which are currently divided into 3 spaces:

- 3)G09 Outpatients Waiting area
- 4)G05 Social area and information
- 5)G10 Inpatient Waiting area
- 6)Wall parallel to reception overlooking social area.

Full thematic and emotional details and wall dimensions are available below.

### **How will it support patients and add value to the health context?**

To draw on our beautiful environment to help us to nurture our patients and help shape an atmosphere that feels like a healing, care and kind healthcare environment.

Artwork can improve the patient and staff experience by providing kindness and compassion, understanding, dignity and comfort.

### **Who:**

Hywel Dda BGH CDU Public Art Task and Finish Group is commissioning the artwork. The group, which is chaired by Elin Jones, Oncologist and Lead clinician, is made up of representatives from the Clinical team, Arts in Health team, Capital project staff and patient representatives.

Hywel Dda Arts in Health Coordinator Kathryn Lambert will manage the artist with support from Gaby Walters, Hywel Dda Arts in Health Administrator.

The Arts in Health Coordinator will report to the Task and Finish Group and liaise with Kevin Dobson, Hywel Dda Architect who will be the main point of contact with the main contractor to realise the project.

### **When:**

The new development is scheduled to open December 2024.

Hywel Dda UHB is inviting artists to express their interest in creating bespoke artwork/s for the unit in collaboration with the project team by 10<sup>th</sup> October 2023. Please see timeline below for further details.

### **Eligibility:**

We are looking for professional visual artists, painters, illustrators, glass artists, makers and designers with experience in creating artwork for a public/healthcare setting.

We are keen to commission artists based in Wales who have some relationship to or understanding of Ceredigion and/or mid Wales.

### **Equality:**

We particularly keen to hear from artists from culturally and ethnically diverse backgrounds as well as D/deaf, disabled and neuro divergent artists.

### **How to apply?**

Please apply to [gabrielle.walters@wales.nhs.uk](mailto:gabrielle.walters@wales.nhs.uk) by sending your Expression of Interest as outlined below.

## **2. The commission:**

### **2.1 Aims and objectives of the commission**

All artworks will need to deliver upon the shared vision for the role of artwork within the CDU to create a comfortable and calming atmosphere through drawing on nature and the environment as follows:

### **2.2. Themes:**

#### **Artworks will need to draw on the theme of nature:**

- By drawing on our beautiful environment to help us to nurture our patients and help shape an atmosphere that feels like a healing, caring and kind environment.
- Choosing, colours, shapes and imagery that reflects the tranquillity and dependability of nature by working within an agreed colourway
- At home with nature - From mountain to sea (nature – land & sea)

#### **The role of the artwork will be to:**

- Provide a sense of security, privacy, dignity, comfort and calm.
- Enhance light and space
- Provide a warm, cosy and homely environment
- Promote hope and positivity and reflect the bravery of staff and patients.
- Provide distraction, something new to look at on each returning visit, something to talk about and something to remind patients that there is more to life than this moment
- Involve people – helps to make people feel cared for, listened to, valued & safe
- Be Site specific – be relevant, bespoke to that site/place/community – gives artwork relevance and meaning & helps to develop stories
- Be meaningful to new patients and new staff as well as existing patients and staff
- Reflect the generosity and support of the local community
- Help build an identity for the unit with a coherent vision and approach.
- Nurture staff with staff spaces that are comfortable and calming, providing security and respite.

### **2.3. Description of artist's role**

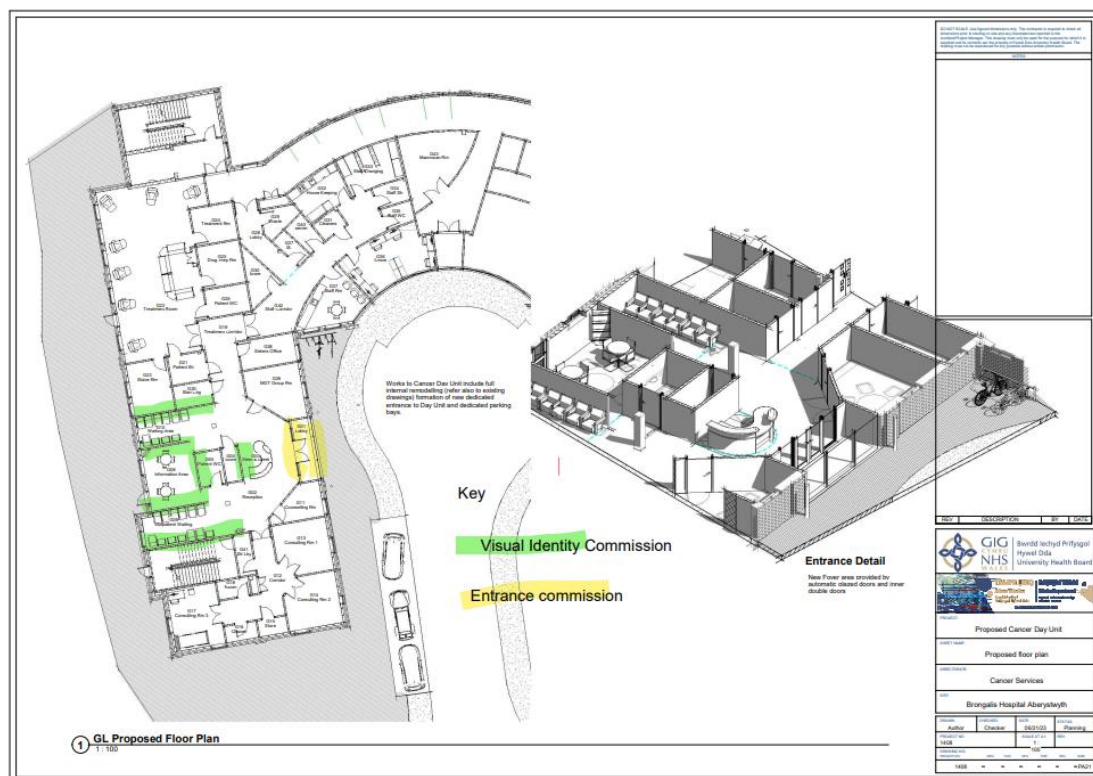
- Liaison with the Project Team, Public Art Task & Finish Group, User Groups, architects, contractors etc
- Consultation and engagement with patients, staff, the wider community

- Consideration of specific health and safety and infection control constraints as part of the design of the work
- Consideration of eventual cleaning and maintenance of the artwork, including providing a cleaning and maintenance manual for the artwork
- Production of concept, draft and final designs
- Responsibilities with regards installation of the artwork
- Responsibilities with regards documenting the process of making the work
- Artwork will need to comply with Equalities and Welsh Language Requirements and be designed to be accessible to all through the development of a bilingual approach.

## 2.4. Location of artworks

### Planning application

The project is currently subject of a planning application. The planning application is currently available to view by the Ceredigion Planning website at [Planning & Building Control - Ceredigion County Council](#). Type in Bronglais General Hospital Application Reference Number: **A230485**



**The visual identity commission is a commission of up to 6 walls for the Reception and waiting areas of the new unit:**

**Reception:**

Art work to provide welcome, clarity that you have arrived in the right place. Artwork should project the culture of a kind, compassionate, safe and healing environment where people care. A way to avoid hard clinical signage and present an image of calm, cosy, comfort. Softness and kindness and nature based therapeutic qualities.

**Waiting Areas:**

Artwork to help distract, provide comfort, calm and reassurance. Art could provide a conversation starter, show patients that there is more to life than this moment and to provide strength for what lies ahead.

Partition solutions: There are 2 inner walls that divide up the waiting areas into 3. The walls will be built with blockwork up to 1200mm high and we are looking for possible glass or other partition solutions to sit above the block work to sensitively divide up the spaces.

<b>Reception area</b>	Wall behind reception desk	2.7m	2.6m
	Wall behind reception area but facing main waiting area	2.7m	2.6m
	Rough dimensions of wrap for reception desk	5.1m	H953-1160mm
<b>Waiting areas</b>	Main waiting area (lefthand wall)	4.07m	2.6m
	Main waiting area (righthand wall)	4.07m	2.6m
	G09 Outpatient waiting area (left hand wall) (long)	8m	2.6m
	G10 Waiting Room (right hand wall) (long)	6.2m	2.6m
<b>Shorter partition wall</b>	G09 Outpatient waiting area (right hand wall)	4.07m	900 mm screen solution above block work
<b>Shorter partition wall</b>	G10 Waiting Room (left hand wall)	4.07m	900 mm screen solution above block work

**2.5. Research & Engagement**

We have already undertaken some creative engagement activity with staff and patients which has formed the shared vision for the role of artwork within the unit. A Creative Engagement Report can be made available on request.

**2.6. Evaluation**

The artist will be expected to take part in project evaluation of the art programme and prepare an evaluation report for the Task & Finish Group to consider and learn from.

## 2.7. Budget and fee payment instalments

Overall Budget: £10,000 for up to 6 artworks. Further funding is being sourced for further walls.

The budget must include all Artist fees and Fabrication costs.  
Installation costs – reasonable and normal costs are covered by the contractor.

### Fee payment stages and dates:

Artists will be paid in 3 stages

- 1)30% on signing of contract
- 2)50% on receipt of final design proposal
- 3)20% on completion

Nb, the Artist fee includes all associated costs such as travel, accommodation, materials and expenses incurred by the Artist.

VAT: The fee is inclusive of Value Added Tax (VAT) where the artist is registered for VAT.

## 2.8. Programme

10 <sup>th</sup> Oct 23	Artist deadline
17 <sup>th</sup> October 2023	Artist selection: The Public Art Task and Finish Group will select the artists to invite to interview
Tbc	Interview
23 <sup>rd</sup> Oct 23	Artist appointed and contracting
23 <sup>rd</sup> Nov 23	Artwork Concept development and draft designs presented
19 <sup>th</sup> Dec 2023	Agree concept designs
March 2024	Draft designs to Public Art T&F Group
May 2024	Final designs presented and approved to Public Art T&F Group
Summer 2024	Fabrication and plan for installation
Autumn 2024	Installation planning and delivery
Sept/Oct/Nov 2024	Installation of final artwork required

## 3. Background and site context

### **3.1. Name of the Commissioning organisation**

Hywel Dda University Health Board is the commissioning organisation.

This is the first time that the health board has commissioned a public art programme as part of a capital project.

The Project Steering Group agreed to invest in a Public Art approach for this project due to:

- the very high level of community support and involvement in the project
- the special nature of the healthcare environment
- the interest expressed by the clinical team and that the look and feel of the atmosphere was vital
- Inline with the health boards new focus on Arts and Health and Hywel Dda's forthcoming Arts and Health Charter.
- As a flagship pilot project for the Capital and new Arts in Health Team.

We are proud that the Bronglais Cancer Treatment Unit is being funded by Hywel Dda Health Charities, the official charity of Hywel Dda University Health Board, thanks to the generosity of our local communities.

### **3.2. Name of the new development – Bronglais Cancer Treatment Unit (tbc)**

The main aim of the project is to enable HDdUHB to deliver a safe, local and fit for the future solution for the delivery of systemic anti-cancer treatment (SACT) for people living in Ceredigion and parts of the neighbouring counties of which 40% of patients are from neighbouring counties in North Powys and South Gwynedd.

It has long been recognised that the physical environment of the BGH CDU, currently located within part of the Leri Ward on the ground floor of the hospital, is not fit for purpose. Whilst the excellent clinical teams involved deliver the very best care possible, the current environment is in need of modernising to allow the very best of care to be given. As a result, an internal project group has been formed to explore the options to develop a new treatment unit within BGH to ensure that a safe, local and fit for the future solution is implemented for the delivery of SACT for people affected by cancer in this region.

The BGH CDU Project Group was established in 2017 to ensure a safe, local and fit for the future solution for the delivery of chemotherapy (and associated medicines) for Ceredigion patients.

More info:

- A public film about the unit (July 2023) [\(2\) Diweddariad Prosiect Cemo Bronglais – Gorffennaf 2023 - YouTube](#)
- Architectural plans can be viewed here [Planning & Building Control - Ceredigion County Council](#)

### **3.3 What are the needs of patients?**



Patients are:

- people living in Ceredigion and parts of the neighbouring counties of which 40% of patients are from neighbouring counties in North Powys and South Gwynedd.
- are adults, aged 18+
- are often returning
- potentially have long travel times – so need a nice welcome
- Sometime brought by others but not always
- Build long, trusting relationships with staff

Patients visit for

- a)neoadjuvant – treatment before surgery to improve chances of surgery being curative
- b)post surgery – for a course of treatment for up to 6 months or even a year, given after surgery to reduce the risk of the cancer returning
- c)palliative treatment for incurable cancers – a course of treatment with short breaks or can be continued long-term treatments which lead to long relationship with staff and unit

Patients need all 4 elements of a person's being to be cared for: Physical, Psychological, Social & Spiritual.

Emotional mapping of the patient journey showed the need for artwork to provide:

- distraction, comfort and support
- dignity, care and respect
- hope and positivity
- care and compassion
- comfort & cosiness
- reassurance and safety

## 4. Design Requirements

### 4.1 Commitment to sustainability:

Hywel Dda are committed to sustainability and biophilic design.

We expect the artist to propose artworks that is in line with

- Hywel Dda's green credentials – by considering the materials, and manufacturing processes used
- Biohphilic Design Ambitions

### 4.2. Technical parameters

All artworks will have to be designed to meet all technical requirements and must consider:

- Loadings (e.g., maximum loading of a ceiling for suspended artwork)
- Necessary fire rating of materials
- Required infection control parameters
- Access & installation
- Power

### **4.3. Maintenance and lifespan**

All artwork proposals should be designed to ensure easy cleaning and maintenance and be built to last.

### **4.4. Decommissioning**

If the health board wish to dismantle and dispose of or re-install the artwork elsewhere at a future date a plan will be drawn up to decommission or re-site the artwork.

## **5. The Commission Process**

### **5.1 Project management and reporting**

Hywel Dda Arts in Health Coordinator Kathryn Lambert will manage the commission and be your main point of contact.

The commissioned artist will report to Kathryn and the Public Art Task and Finish Group.

### **5.2. Responsibilities of the commissioner**

Hywel Dda UHB will take responsibility for.

- Enabling work, structural site works.
- Connecting the artist with project staff, clinical team, patients and contractors as required
- Promotions of the artwork

### **5.3. Contractual arrangements**

The artist will be contracted once with *payment In three stages* – 1)for signing contracts 2)final design 3)fabrication and installation and evaluation

### **5.4. Planning approval**

The project is subject to a planning application as described above.

### **5.5. Design approval process**

The artist will be required to produce both draft and final designs to the Public Art Task and Finish Group inline with the proposed timeline.

The artist will present draft and final designs to the Public Art Task and Finish Group for comment and approval.

The group will seek further guidance and advice before approval is given to final designs. For example: Infection Control Approval; Installation Risk Assessments and Method Statements (RAMS).

The artist will be expected to include a fully costed budget as part of the final designs inline with the agreed budget.

## **5.6. Installation**

An installation Risk Assessment and Method Statement will be provided by the contractor in association with the artist.

The Artist will have to attend a ½ day site induction before attending the site, wearing full PPE when they will be provided with the contractor site standards.

The artist will be responsible for delivery of the completed work to the site and the costs of delivery (including packaging, transport and insurance) will be paid by the artist from their fee.

## **5.7. Ownership of artworks**

The commissioned artworks will be owned by Hywel Dda UHB once installed.

## **5.8. Insurance**

The artist is required to hold, public liability insurance of up to £5 million.

The artist will be expected to provide details of this on signing the contract.

The artwork will not be insured.

## **5.9. Warranties**

The artist is expected to rectify any defects or cover reasonable costs of repair to the work, caused by fabrication, materials or design, which arise within twelve months after the installation and sign-off of the work.

## **6. Artist selection process**

Artist expressions of interest will be proposed to the Public Art Task and Finish Group for consideration.

### **How to apply?**

Please apply to [gabrielle.walters@wales.nhs.uk](mailto:gabrielle.walters@wales.nhs.uk) by sending your Expression of Interest of no more than 1 side of A4.

Submissions should include:

1. A short response to this brief, no more than one side of A4, outlining why you are interested in this commission and how you would approach it.
2. Examples of your previous work (up to 12 images of your work, which should be jpegs of an emailable size) via a url.
3. Contact details of 2 referees, these should be recent commissioners or professionals/tutors with whom you have collaborated
4. A current CV

### Contact details:

Please send your submission, clearly marked with the name of the commission you are applying for, to:

Arts in Health Coordinator Gabrielle Walters by email at [gabrielle.walters@wales.nhs.uk](mailto:gabrielle.walters@wales.nhs.uk)

Address: Spring Fields, Withybush Hospital , Fishguard Road..

### Closing date:

The closing date for expressions of interest is 5 pm on 10<sup>th</sup> October 2023

A short list of artists will be invited to interview.

## 7. Further Information

For more information or to discuss this brief in more detail, please contact [Kathryn.lambert@wales.nhs.uk](mailto:Kathryn.lambert@wales.nhs.uk) or [gabrielle.walters@wales.nhs.uk](mailto:gabrielle.walters@wales.nhs.uk)

### Privacy Statement

HdUHB Arts in Health Team respect your privacy and protect all personal information you provide to us as part of your Expression of Interest. The information you provide will only be used by ourselves to correspond with as part of this application process.

Click [here](#) for full details of HdUHB's Privacy notice.

If you wish to be kept up to date with other HdUHB Arts in Health opportunities and news, please let us know in your application.

If you would like to discuss anything before applying email Hywel Dda Arts in Health Coordinator [kathryn.lambert@wales.nhs.uk](mailto:kathryn.lambert@wales.nhs.uk).

