

# Toolkit for the development of creative arts projects in healthcare

## Have an idea!

## Reflect on your idea and make a detailed plan

- Have arts projects happened before?
- What can be learnt from them?
- Is the aim of the project clear?
- Has it been discussed with your immediate colleagues and with colleagues in other settings?
- Has it been discussed with management?
- Has it been discussed with potential participants?
- Do you have an artform in mind?
- Have you an artist or group in mind?
- Will you need to advertise?
- Have you contacted agencies who could help you locally, regionally?

## Write a proposal

- Overall purpose of project
- Key aims
- Benefits
- Challenges
- How will it be evaluated?
- Consider different options for achieving aims
- Include a project plan with realistic timings

## How will the project be funded?

### Approach potential funding bodies:

Remember to consider:

**Overhead costs** such as administration and salaries (N.B. If your department or service will be supporting the project with workspace, staff time or equipment, try to put a value on this support as it may qualify as partnership funding)

**Project costs** including recruitment, artist's fees, equipment and materials, documentation e.g. photography, final event or celebration, evaluation

### Sources of funding:

- Departmental or unit budgets
- Local authority arts and leisure departments
- Arts Council England / Lottery
- Local businesses and charities

What is the timetable for getting money from each source?

## Aim for sustainability

Pilot projects which are successful can often help to make the case for longer term funding, so:

- Write an evaluation report
- Share best practice/invite public scrutiny
  - Seminars
  - Conferences: poster/oral presentations
  - Publication

## Setting up and managing the project

- Have the best format and timings been considered (workshop / longer term programme / performance or exhibition / commission) and have you discussed these with the artist?
- How does the project fit into current service provision?
- Create a project team and decide what roles the members of the team will take on
- Are the aims and objectives clear to everyone involved?
- Have you identified where the project will take place and have you thought about materials and storage?
- Build in regular reviews and anticipate the need to troubleshoot

## Identify outcomes

- Think about outcomes from the beginning
- Involve staff and patients
- Establish process for exhibiting the results of the project
- Measure demographic data
- Measure the process well as the outcomes
- Be creative—measuring the impact of arts for health projects can be challenging, but is essential to inform future developments
- Don't forget to thank everyone at the end!

## Finding an artist

- Contact your local arts development officer for ideas, or search the Axis Artists website [www.axisartists.org.uk](http://www.axisartists.org.uk)
- Integrate current guidelines to protect patients into project plans
- Ensure artist receives a contract & induction and has a named contact person
- Identify mechanisms for support and supervision

Document the project through photos, comments or recordings

**COMMITMENT AND EVIDENCE TO SUPPORT AN ONGOING DEVELOPMENT**