



GO Create! is the arts and creativity programme for Great Ormond Street Hospital for Children NHS Foundation Trust. Founded in 2005 this wide ranging programme aims to create relaxing, engaging, child-friendly surroundings. We encourage creativity and learning through site-specific commissioned artworks; creative residencies; art workshops; music and performances; Culture Club for staff and two changing exhibition spaces with the aim of improving the hospital experience for everyone.

Front Cover:
Self-portrait by GOSH patient as part of GO Create! Photographer in Residence Project



Go Create! Highlights



Awards for the Lullaby Factory



Increased participatory approach e.g. Main Entrance Artwork and Photographer in Residence projects



Increased number and variety of regular art and music workshops and numbers taking part



Launched social media presence with Twitter @GOcreateGOSH



1% for Art agreed for Premier Inn Clinical Building (Phase 2 B)



New cultural partnerships – Wigmore Hall, Foundling Museum, English National Opera, Southbank Centre, Central Illustration Agency and Rambert Dance Company

Despite staff changes and a period of vacancy, GO Create! has had a positive year and a strong start under a new Head.

Victoria Jones left in June 2013 to take up a post as Director of Arts at Royal Melbourne Children's Hospital. Susie Hall started at the end of September 2013.

All programme strands outlined in the 2013/14 bid have been delivered.

Several programme strands have already been developed into new directions, with further new innovations to come in 2014/ 2015.

We continue to receive high levels of positive feedback on activities from patients, families and staff, and external recognition for the programme through press and awards for our work.

Go Create! Participant Numbers

PARTICIPANT NUMBERS

2125Weekly Art and Music workshops
(45 weeks x 45 average participants)**9**Creative Residency
(6 workshops)**75**

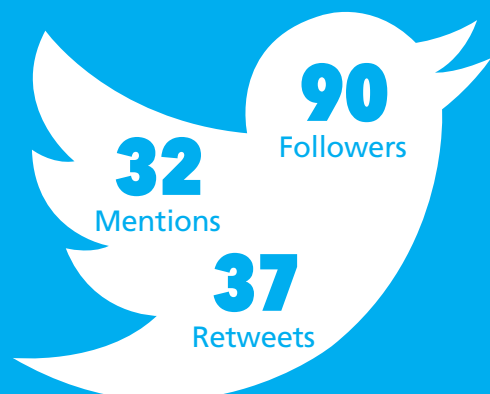
Foundling Museum

100

British Museum

30New
Culture Club Members**160**Total
Culture Club Members**80**Photographer
in Residence**125**Staff attending events
(5 events x 25 average attendance)**110**

Entrance Artwork

70Entrants for the
Staff Photography Competition**37**Winners in the
Staff Photography CompetitionTwitter @gocreateGOSH
started in**NOVEMBER
2013**

Go Create! Awards for 2013

- GO Create! arts and craft book for children & families;
Gold Award for Design at 'The 2013 Institute of Medical Illustrator Awards'



- The Lullaby Factory;
Emerging Architecture Award 2013
Civic Trust Award 2014
Nominated for Camden Design Award



AWARDS RECEIVED

Go Create! Interactive Workshops



Working closely with our associate artists we delivered fortnightly creative art workshops on Wards and Outpatient areas.

Workshops are themed or focus on particular materials or techniques. Workshops included; Superhero Capes, Enchanted Castles, Snow Globes, Monster Modelling, Robots and workshops inspired by children's literature or significant festivals.

Next year we aim to run a series that take its inspiration from the GOSH art collection, drawing attention to the works and exploring the artistic themes.

We have also run workshops with cultural partners. This year we partnered The Foundling Museum on an exciting creative project with patients. Artists ran workshops in March in the school and outpatient areas making 'rosettes' that are inspired by tokens found in The Foundling Museum collection. Participants learnt about the history of The Foundling Hospital, and were invited to share their ideas for messages written on the rosettes.



They created two rosettes – one to take home, and one that will go towards a wall of rosettes, that will be exhibited at The Foundling Museum in a special exhibition. The rosettes will also be shown on the Museum's website and all participants invited to visit the exhibition when it opens later in the spring.

We also continue our relationship with the British Museum. They delivered two days of drop-in family workshops in the Lagoon restaurant and Outpatient areas. Inspired by copies of maps from the British Library's collection, participants were invited to explore how maps are made and make their own maps of journeys within the Hospital and beyond.

Go Create! Interactive Workshops

The tangible benefits for patients are clear from the regular feedback we gather at our events.

(The art activity) was a really good distraction and made X very happy

Parent

The waiting time wasn't so bad because the children were kept busy and enjoying themselves. Kept them and myself happy!

Parent

We have introduced child friendly feedback forms with faces depicting emotions to gather feedback from even young patients on our regular arts and crafts workshops

100% of respondents rated the workshop with a 'smiley' face

Feedback from parents/ carers has also been **positive**

91% said it significantly improved their experience of hospital that day

Sample feedback collected from 5 art workshops December 2013 - February 2014



2013/14 WORKSHOPS

Go Create! Entrance Artwork

Go Create! was asked for advice on an art work for a large wall in the new main entrance. We saw this as an opportunity to showcase children and young people's work in a prominent position in the hospital, and create a participatory project around it.

Linking in with the boat and sea theme we asked patients to paint a fish to be part of a giant seascape. Working closely with Artist Isobel Manning we ran a series of workshops over 7 days in the hospital reaching as many wards, departments and areas as we could.



Over 100 children took part.



Aiming to promote inclusion and target teenagers we also made taking part virtually possible, by creating an online worksheet that could be downloaded and work scanned in. We worked closely with the Hospital School, Volunteer and Play departments to reach as many young people as possible.

The fish represent the number and diversity of our patients. The art work is now complete and will be installed in time for the new entrance opening.



Go Create! Photographer in Residence

The Photographer in Residence project has previously commissioned a high profile professional photographer to document the Redevelopment programme.



This year, in line with a more participatory approach, we invited staff and patients to become 'photographers in residence' before the Cardiac Wing demolition.

The Medical Illustration department, with their considerable photographic skills, were commissioned to document the move, which seems especially appropriate as they were one of the departments moving.

We then scheduled interactive photography workshops with Tate photography tutor Olivia Hemingway in Badger and Dinosaur wards. The aim was to give patients a chance to document the move from their point of view, and an opportunity to create portraits that give them control over how they are represented. This became the 'GOSH Selfie' project, with patients following the trend for hand held informal self-portraiture. We worked with the London Connected Learning Centre to borrow a variety of photography equipment including high spec, mobile, digital and child-friendly devices. Patients learned technical and creative photography skills and enjoyed using the different equipment.



We hope to exhibit these images on the hoardings that will go up as part of as part of Premier Inn Clinical Building building works.

As we lose our temporary exhibition space during redevelopment, this seems a perfect opportunity for more 'pop-up' type exhibitions and the hoardings offer a large prominent opportunity to celebrate patients work as the 'face' of Great Ormond Street.



Go Create! Music and Performance

Our regular musicians continued to perform in ward and public areas to very positive feedback;

The music is making me daydream!

Patient, Eagle Ward

The music helps to pass the time for dialysis patients and distract them.

Parent

Recent research at GOSH suggests live music to be effective in helping pediatric patients to relax, and reduce their pain and anxiety. (Longhi E, Pickett N, Hargreaves D, Wellbeing and hospitalized children: Can music help? Psychology of Music, 2013).

Having regular bookings with a small group of musicians allows us to ensure continuity and in depth knowledge of the hospital, therefore building up relationships with children and staff.

But we also wish to expand the range of performance in the hospital and respond to feedback asking for a wider range of music, reflecting our culturally diverse patient group. This year we have started working with musician and performer Ansuman Biswas who plays a number of instruments including sitar and a new instrument, the 'hang'.

Next year we aim to continue growing our pool of musicians and inviting performers in when opportunities for partnership arise.

100% of respondents said they enjoyed hearing music in the hospital

Feedback collected from feedback cards on music sessions between November 2013 - February 2014



Go Create! Temporary Exhibitions

Although exhibition space has been somewhat compromised by the main entrance building work, we exhibited four exhibitions this year.

In the Lagoon:

Photographing Change

An exhibition of work by GO Create! Photographer in Residence 2012 Simon Terrill documenting the Redevelopment programme



Art Work created by students at The Children's Hospital School at Great Ormond Street Hospital and UCH

Students studied the work of the French artist Henri Rousseau. They looked at a selection of his imaginary, tropical paintings, and studied the many different plants in his work, as well as his rich use of colour. The aim of the art session was to work in pairs and create their own jungle night scene.

In the Cardiac Wing, Level 2 Corridor:

Writing London

A loaned photographic exhibition depicting London scenes from the British Library.

Staff Photography Competition

With over 150 entries this year, competition was fierce, but 37 images were selected for exhibition under 'water' and 'open' categories, by a panel including the Art Group and invited professional judges.



© Zuzana Kissova



© Phil Nacci

As Phase 2B progresses we will lose the Cardiac Corridor exhibition space, but we hope to capitalize on opportunities for more temporary 'pop up' exhibition space around the hospital, and continue to exhibit work that inspires and brings outside cultural experiences into the hospital environment.

Go Create! Creative Residency

In 2013, following a successful pilot project, we invited Breathe Magic to run a series of workshops on the Mildred Creak Unit, a specialised ward for children aged 7 to 14 with mental health issues. Workshops ran throughout May and June 2013.

The Breathe Magic team worked closely with young people on the ward, teaching them magic tricks and the art of performance. The aim of the project was to boost young people's confidence and self-esteem through learning new skills and sharing the experience with friends, family and staff.

The response from staff and patients was overwhelmingly positive;



It's nice to do something not hospital related

MCU patient

I was really impressed with the magic!

MCU patient

It was amazing!

MCU patient

The young people loved the sessions, seeing the excitement and level of participation from the young people was quite amazing.

Sharon Phillips, Ward Manager, Mildred Creak Unit



Go Create! Culture Club

After a six month hiatus, Culture Club re-launched in October 2013 led by the Head of GO Create! Since then we have offered the following opportunities;

- *Madam Butterfly* at English National Opera talk by Head of GO Create! and performance
- *Pop Art Design* at the Barbican, tour and exhibition
- *Home Truths* at The Foundling Museum, tour, drinks reception and exhibition
- *Georgians Revealed* at the British Library, tour and exhibition
- Gamelan music workshop at the Southbank Centre

Capitalising on our cultural contacts and partnerships forged through other strands of the programme, we are often able to leverage subsidised or free opportunities.

The club has been added to the staff benefits list and advertised through Roundabout and other internal communications. We also partnered with Sports and Social Committee to promote it. Resulting in 30 new members, bringing the total membership to 160.

We have also agreed to support the re-launched GOSH Singers.

Feedback from this year's activities suggest staff view the Culture Club very positively;

"I had a particularly stressful day and found going to see Madame Butterfly was a soothing experience, despite it being a very sad story! I feel a lot more relaxed today and not nearly as stressed".
Staff Member

"It makes one feel invested in!"
Staff member

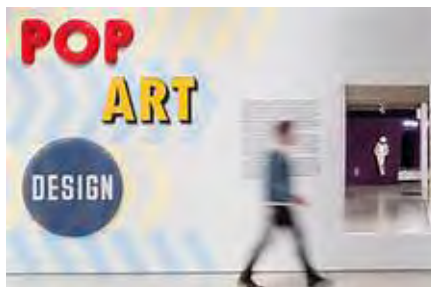
"It was a really wonderful performance. It was also really nice to be in a block with other people from the hospital as I don't know many people in the hospital but it was really good to meet them and have a chat. Everyone was very friendly and the performance was beautiful".
Staff Member

"I thought it was very well organised and an awful lot of effort had been put in to make the evening enjoyable for us e.g. the print-outs of the plots, maps of the area etc".
Staff member

100% said taking part in Culture Club reduced their stress at work.

92% said attending an event positively affected their attitude to work.

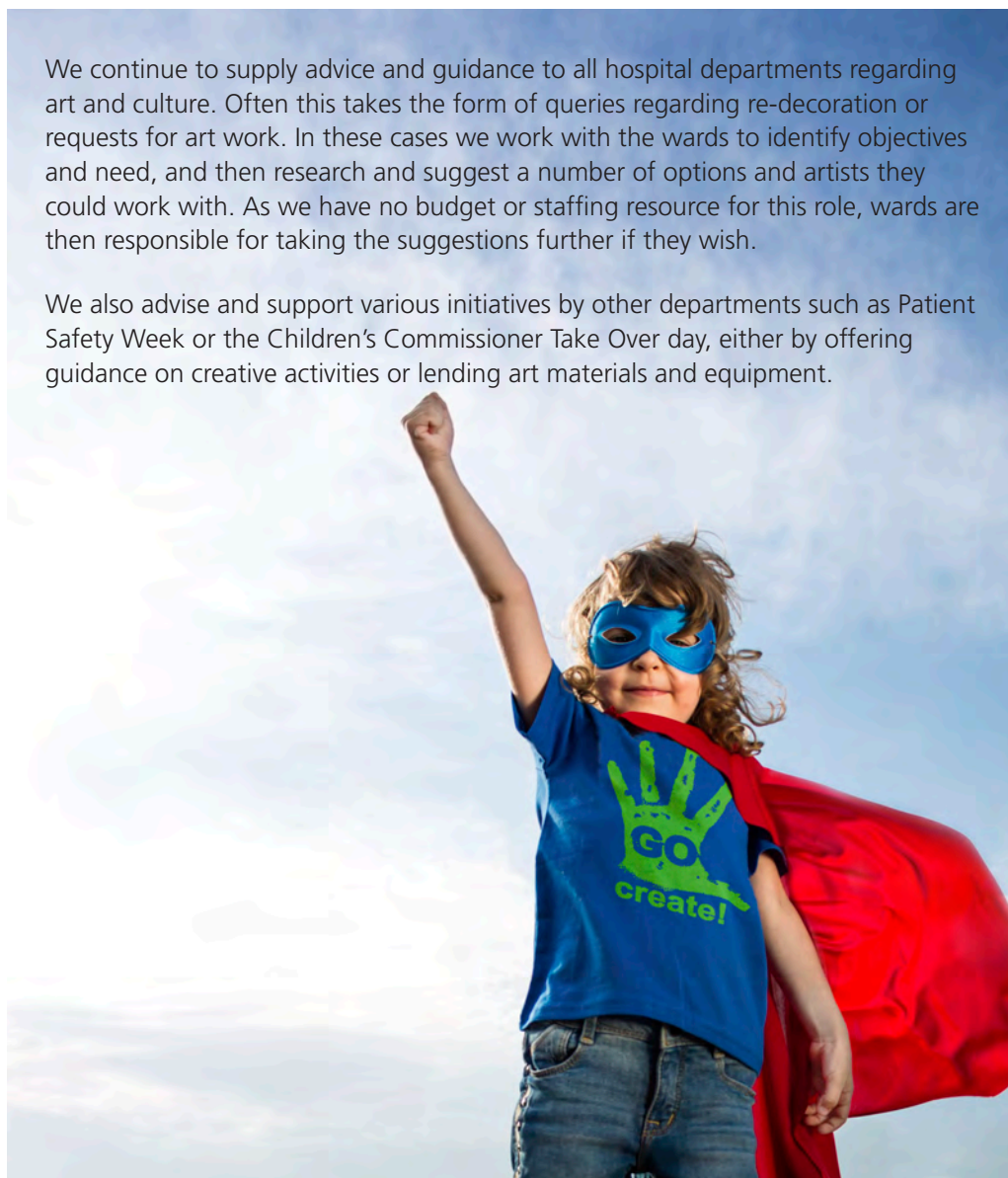
Feedback gathered from surveys following events October 2013 - February 2014



Go Create! Advice and Guidance

We continue to supply advice and guidance to all hospital departments regarding art and culture. Often this takes the form of queries regarding re-decoration or requests for art work. In these cases we work with the wards to identify objectives and need, and then research and suggest a number of options and artists they could work with. As we have no budget or staffing resource for this role, wards are then responsible for taking the suggestions further if they wish.

We also advise and support various initiatives by other departments such as Patient Safety Week or the Children's Commissioner Take Over day, either by offering guidance on creative activities or lending art materials and equipment.



Go Create! Partnerships

Building on contacts the Head of GO Create! has reached out to a number of cultural partners with experience in delivering outreach work. Resulting in opportunities or developing ideas for next year's programme.

We are also a member of the newly created London Hospital Arts Network, contributing to and hosting meetings. This has proved an invaluable source of information and advice from our peers, and possible future opportunities for collaborations.

We have also worked hard on our internal relationships, and hope to work more closely with School, Play and Volunteer departments, as there is much common ground and opportunities for information sharing. We produced an inventory detailing activity provided by different departments that features a creative element, so that we can signpost patients effectively and gain an overview.

We hope to expand this role next year, and work on particular projects together such as Arts Award.

Go Create! The Collection

We continue to oversee the hospital Art Collection. Storage is a significant issue, especially as redevelopment has resulted in pieces being taken down during building work. We may also be receiving up to 40 pieces from the Museum, which need storage or relocation when the Museum shuts.

This year, after considerable consultation and board approval, we put a collection of paintings up for auction that had been deemed unsuitable for display and were costing us a significant storage fee. The pieces will be sold in two lots and the first lot has already raised funds to cover the storage, and any excess will go back into the art programme.

Go Create! Research

This year we co-wrote two submissions for Research funding. We recognise the vital importance of research in collecting evidence for arts based interventions and making the case for the programme.

Building on the success of the Creative Residency we worked with Breathe Magic to submit a proposal for a two year in-depth research study on the Mildred Creak Unit that would look at the impact of taking part in a performance based project on child and adolescent mental health.

We also co-signed an application with the Centre for Nursing and Allied Health Research for a starter grant to look at creative approaches to MRI preparation. Using a variety of art forms – sound, animation, photography and drama - to create a tool kit to prepare children for MRI, and see if this preparation reduced anxiety and fear, thereby reducing the need for general anaesthetic or cancellations.

Go Create! Phase 2B Art Strategy

We submitted an Art Strategy to accompany the bid to GOSHCC for Phase 2B redevelopment. Based on the concept of 'percent for art' we have successfully agreed 1% of works cost for arts. This makes a significant statement about the profile and aspiration for Arts in this phase, and means we can continue the high quality of art commissioning started in Phase 2A.

We are at the very early stages of the process, and have had meetings with the wider Redevelopment team to discuss priorities and assign projects and create an implementation plan. We will be drawing together a specific Art Group for P2B as in P2A, and have been working on the Terms of Reference for this group.





The Go Create! programme is funded by Great Ormond Street Hospital Children's Charity
For more information see www.gosh.nhs.uk/gocreate
Email us on gocreate@gosh.nhs.uk or follow us on twitter at @GOCreatGOSH

Great Ormond Street Hospital for Children NHS Foundation Trust
Great Ormond Street, London WC1N 3JH

