



Item No. 10

Meeting Date Wednesday 13th November 2024

**Glasgow City
Integration Joint Board
Public Engagement Committee**

Report By: Gary Dover, Assistant Chief Officer, Primary Care and Early Intervention / Dominique Harvey, Head of Planning (Children's Services and North East)

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Arts Strategy - Parkhead Hub

Purpose of Report:	To update the Integration Joint Board (IJB) Public Engagement Committee on progress with the Arts and Therapeutic Design Strategy – an integral feature of the new Parkhead Hub – and its associated creative programmes.
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Background/Engagement:	<p>The Parkhead Hub will bring together a number of community health and social care services, which are currently located at nine different sites. It will provide services for children, adults and older people, addictions, justice, homelessness, sexual health and health improvement. The Hub will include General Practitioner services, community pharmacy and public dental services. The facility will also provide community spaces including bookable rooms, the relocated Parkhead library, the HSCP Education and Training Centre and a café. Designed by Hoskins Architects, Hub West Scotland was appointed by NHSGGC as its development partner to deliver the project and BAM Construction are the lead contractor. The Hub is due to open by the end of 2024 and will be the largest of its kind in Scotland.</p> <p>The Arts Strategy programme is part of the development of Parkhead Hub and specifically sets out a programme of arts and therapeutic interventions alongside a creative engagement programme.</p> <p>An Arts Strategy Steering Group was established early in 2021 overseeing the recruitment of a dedicated Arts</p>
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	<p>Strategy Coordinator and providing strategic leadership for the Arts Strategy programme. The Arts Strategy Coordinator started in October 2021 to co-ordinate the Arts Strategy for the hub and is based in the Planning Team in the HSCP's North East locality.</p> <p>A wide programme of creative engagement has taken place with local groups and communities. This feeds into the overall shape of the Arts Strategy programme building ownership and buy in to the new Parkhead Hub.</p>
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Governance Route:	<p>The matters contained within this paper have been previously considered by the following group(s) as part of its development.</p> <p>HSCP Senior Management Team <input checked="" type="checkbox"/></p> <p>Council Corporate Management Team <input type="checkbox"/></p> <p>Health Board Corporate Management Team <input type="checkbox"/></p> <p>Council Committee <input type="checkbox"/></p> <p>Update requested by IJB <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p> <p>Not Applicable <input type="checkbox"/></p>
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Recommendations:	<p>The IJB Public Engagement Committee is asked to:</p> <p>a) Note the contents of the report.</p>
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Relevance to Integration Joint Board Strategic Plan:	<p>Parkhead Hub's Arts Strategy is part of national capital planning requirements for new health buildings. Parkhead Hub reflects a new approach to health and social care which embraces the vision and priorities of Glasgow City HSCP including:</p> <ul style="list-style-type: none">• Communities will be empowered to support people to flourish and live healthier, more fulfilled lives, by having access to the right support, in the right place and at the right time.• Developing strong communities where people have healthier lives through:<ul style="list-style-type: none">○ having a say in what happens with access to resources, skills and opportunities○ having good physical infrastructure and positive connections <p>The Arts Strategy programme supports HSCP's six partnership priorities:</p> <ol style="list-style-type: none">1. Prevention, early intervention and wellbeing2. Supporting greater self-determination and informed choice3. Supporting people in their communities4. Strengthening communities to reduce harm5. Healthy, valued and supported workforce6. Building a sustainable future <p>The Arts Strategy programme also contributes to:</p> <ul style="list-style-type: none">• overall monitoring of performance and measuring progress• finance and resources• partnership and involving others; and• the mainstreaming of equalities
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Implications for Health and Social Care Partnership:

Reference to National Health & Wellbeing Outcome:	<p>The engagement activity highlighted in this report will support the achievement of these specific outcomes:</p> <ul style="list-style-type: none">• People are able to look after and improve their own health and wellbeing and live in good health for longer• People who use health and social care services have positive experiences of those services, and have their dignity respected• Health and social care services are centred on helping to maintain or improve the quality of life of those using the services• Health and Social Care services contribute to reducing social inequality• People who provide unpaid care are supported to look after their own health and wellbeing including to reduce any negative impact of their caring role on their own health and wellbeing• People who use health and social care services are safe from harm• Resources are used effectively and efficiently in the provision of health and social care
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Personnel:	N/A
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Carers:	Individuals with caring responsibilities have participated in creative engagement workshops.
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Provider Organisations:	N/A
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Equalities:	<p>The overall Parkhead Hub project been subject to an equalities impact assessment and ongoing EQIA updates.</p> <p>The Arts Strategy feeds into this process through its creative engagement programmes which involve those in the most socio-economic disadvantage including local ethnic groups and individuals.</p> <p>Additionally, during these creative engagement programmes practical information is provided to participants about the Hub's progress and its facilities. Health Improvement Teams also have provided relevant information stands e.g. on finance, oral hygiene and infant feeding for example.</p>
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Fairer Scotland Compliance:	Representation in the Arts Strategy and Creative Engagement activity has been from across the community, actively engaging participation from those experiencing socio-economic disadvantage or exclusion – e.g. asylum seekers and refugees, older people, those with caring responsibilities and families
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	Parkhead is one of the city's most disadvantaged areas hence it being the location of the new Parkhead Hub.
Financial:	A dedicated Arts Strategy budget was ringfenced for Parkhead Hub as part of the overall capital development cost. Additional Creative Engagement activities were financed through Endowment funding and through third sector partnerships.
Legal:	None.
Economic Impact:	<p>Parkhead Hub, with its co-location of services and community facilities, will have an economic impact in the local area and beyond. It has positively changed the look of the local area with its contemporary architecture inspiring others to embark on improvements, e.g. the Forge.</p> <p>The relocation of the library will bring additional benefits and footfall. People will potentially use the new café whilst visiting the library or one of their health or social care appointments. Glasgow Kelvin College, who have recently rationalised facilities in and around Parkhead are keen to use the Hub for student work placements.</p> <p>The community rooms will also bring new users to the facility for different kinds of activity – from meetings and crafting to creative play – and the top floor training suite will see Health and Social Care staff utilise the venue from across the city.</p>
Sustainability:	User groups have shaped services at Hub which contributes to value for money and promotes the best use of public resources, therefore, more likely to be sustainable in the longer term.
Sustainable Procurement and Article 19:	The Arts Strategy work has made every attempt to work with locally based artists and manufacturers of the materials in the production process.
Risk Implications:	<p>The Arts Strategy programme adheres to a strict capital planning schedule and budget.</p> <p>Risks linked to being unable to meet deadlines or budget are notified to the project team and upward to the Executive Steering Group where potential risks are mitigated.</p>
Implications for Glasgow City Council:	Not applicable
Implications for NHS Greater Glasgow & Clyde:	Not applicable

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1. Purpose

- 1.1. To update the Integration Joint Board (IJB) Public Engagement Committee on progress with the Arts and Therapeutic Design Strategy, an integral feature of the new Parkhead Hub, and its associated creative engagement programmes.

2. Background

- 2.1. A steering group was established in 2021 to oversee the progress of the strategy including the appointment of a dedicated Arts Strategy Coordinator. The group comprises representatives from partner agencies and third sector including Glasgow City Council, Glasgow Life, NHS GGC, the building contractor (BAM) and across HSCP services including Health Improvement. The group continues to meet regularly.
- 2.2. The Arts Strategy has a core remit to provide key commissioned artwork in two prominent locations – the entrance foyer and the children’s area. Additionally, locations for an extensive series of 2D artworks were identified through the design process across all four levels of the Hub.

3. Key Commissions

- 3.1. Through an open advert circulated widely including through Creative Scotland’s website, Bespoke Atelier – a local design company specialising in surface patterns - were commissioned through a robust selection process to produce artworks for both the entrance and children’s areas.
- 3.2. The brief outlined additional criteria for the artworks including themes of:
 - a. past, present and future;
 - b. health and wellbeing; and
 - c. the climate emergency

4. Entrance Artwork

- 4.1. Working with the theme of ‘past present and future’, Bespoke Atelier developed ideas inspired by one of area’s most notable buildings, the Templeton Carpet Factory of 1892. Delving into its archival designs at University of Glasgow, new patterns were created for Parkhead Hub.
- 4.2. A large-scale panel has been created for the entrance area which is 7m high making the most of the open plan feature of the Hub’s foyer space.
- 4.3. Additional works created from these designs have been installed on the reception desk and throughout the building via glazing and privacy curtains.
- 4.4. See photos of entrance panel, reception desk and engagement activity at Appendix 1.

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5. Children's Area Artwork

- 5.1. Working with children and young people, Bespoke Atelier developed a series of architectural and nature-based motifs that represented the local area. These motifs were worked up into a large-scale wallpaper for the Children's Area waiting space.
- 5.2. Also working with the 'past, present and future' themes this artwork was inspired by the industrial heritage of the area's past, the built and natural environments of the present and future. The designs also drew on notions of health and wellbeing with references to green space, flora and fauna.
- 5.3. Children and young people were directly involved in these designs, and they feature on the wallpaper themselves!
- 5.4. See photos of choreographic workshops and children's area wallpaper at Appendix 2.

6. Community Participation in Key Commissions

- 6.1. In making the commissioned artworks, a range of local community groups and local people were involved, including:
 - a. Carntyne Women's Group through Community Links Workers;
 - b. Glasgow Kelvin College;
 - c. St Mungos Academy;
 - d. Parkhead Saturday Sewing Group;
 - e. Fuse, Glenburn and Young Movers youth groups making wallpaper for children's mental health week; and
 - f. Parkhead Youth Project participating in a time capsule workshop.
- 6.2. See Appendix 3 for photos of key commission engagement activity.

7. Programme of 2D Artworks

- 7.1. A range of artworks – including local photography, graphic illustration and screenprints - is being finalised for the rest of the building including:
 - a. community space including the cafe area and community rooms;
 - b. children's area contact rooms and CAMHS area;
 - c. GP, pharmacy, Sandyford Sexual Health Services and dental waiting areas;
 - d. adult services area including alcohol and drugs recovery service; and
 - e. staff agile working space.
- 7.2. See Appendix 4 for selection of work-in-progress photography.

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8. Creative Engagement programme

- 8.1. A wider range of creative engagement activity took place to share updates about Parkhead Hub and highlight the way arts and creativity engagement is good for your health and wellbeing.
- 8.2. This activity included the very successful January Journal project, weekly Play Cafe, Art Club, exhibition at Parkhead Forge shopping centre, attendance at local gala days and engagement with ESOL groups. See Appendix 5 for a selection of photos.
- 8.3. Overall participation from June 2022 to September 2024 was 2,682 at 183 events.

9. Recommendations

- 9.1. The IJB Public Engagement Committee is asked to:
 - a) Note the contents of the report.

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Appendix 1 – Entrance Panel, Reception Desk and Community Engagement



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Appendix 2 – Children's Area Wallpaper and Young People's Creative Engagement



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Appendix 3 – Selection of Creative Engagement Activity



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Appendix 4 –2D Arts Strategy Work in Progress



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Appendix 5 – Creative Engagement



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