



ENJOY ART

BWC's arts programme



ENJOY⁺ART : an introduction

- Part of Patient Experience, funded through BWCH Charity
- Began as an 'Arts & Inclusion' programme in 2022
 - Patient activity packs, awareness events, donations of artworks
- Growth of the bedside participation programme through 2023
- Environmental enhancements - 'A Magical Journey' in Waterfall House
- 2024 - trialling artists-in-residence and annual engagement events
- 2025 - expansion and diversification of the programme
- 2026 -
 - Continuing to grow and expand participation and engagement
 - Improving strategic direction and monitoring/evaluation
 - Involvement in large-scale environmental projects
 - Raising profile within BWC and in the community



Our sites: spot the difference?



Children's



Women's



Participatory arts programme

- A weekly programme of 8 visiting organisations at BCH:
 - Music and singing, music therapy, magic and entertainment, arts and digital creativity
- Volunteer-led activities:
 - ArtKart, bedside reading, magic
- Events and visits:
 - CBSO, Birmingham Conservatoire, National Literacy Trust...
- New organisations or artists are piloted each year to increase variety and respond to need, such as more activity for older children.
- A highly trusted and much loved part of our programme.





"We have missed out on a lot of groups [...] I think music like this helps his development and mood"

stimulation

socialisation

learning

interaction

"Makes you more happy and forget about the pain/ struggles you're going through in the hospital"

"Any and all arts is so helpful for mood, self belief and recovery – especially when delivered by cheerful professionals"

rejuvenation

resilience

relief

improved outlook

positive experiences

clinical benefits

"The music [...] always calms him and helps improve his heart rate and oxygen levels"



Participatory arts programme

- Newly-introduced activity at BWH:
 - Mindful crafts in waiting areas
 - Background music in communal spaces
 - Music therapy on ward
- Introducing new activity has required sensitivity, building connections with staff, and working closely with patients to understand the journey they are on when at BWH, and what can enhance this.
- Building trust and demonstrating the healing power of art.





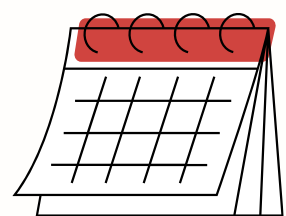
Take Notice - "Let me relax and get off my phone! The lady doing it was lovely."

Connect - "Being able to communicate with other women. "

Keep learning - "Learning something new and connecting with someone"

Give - "I can show my baby in future that I made him a cute keyring while waiting for my test to be done."

Be active - "Really calming and nice use of time. Better than scrolling on phone"



Bi-annual engagement events

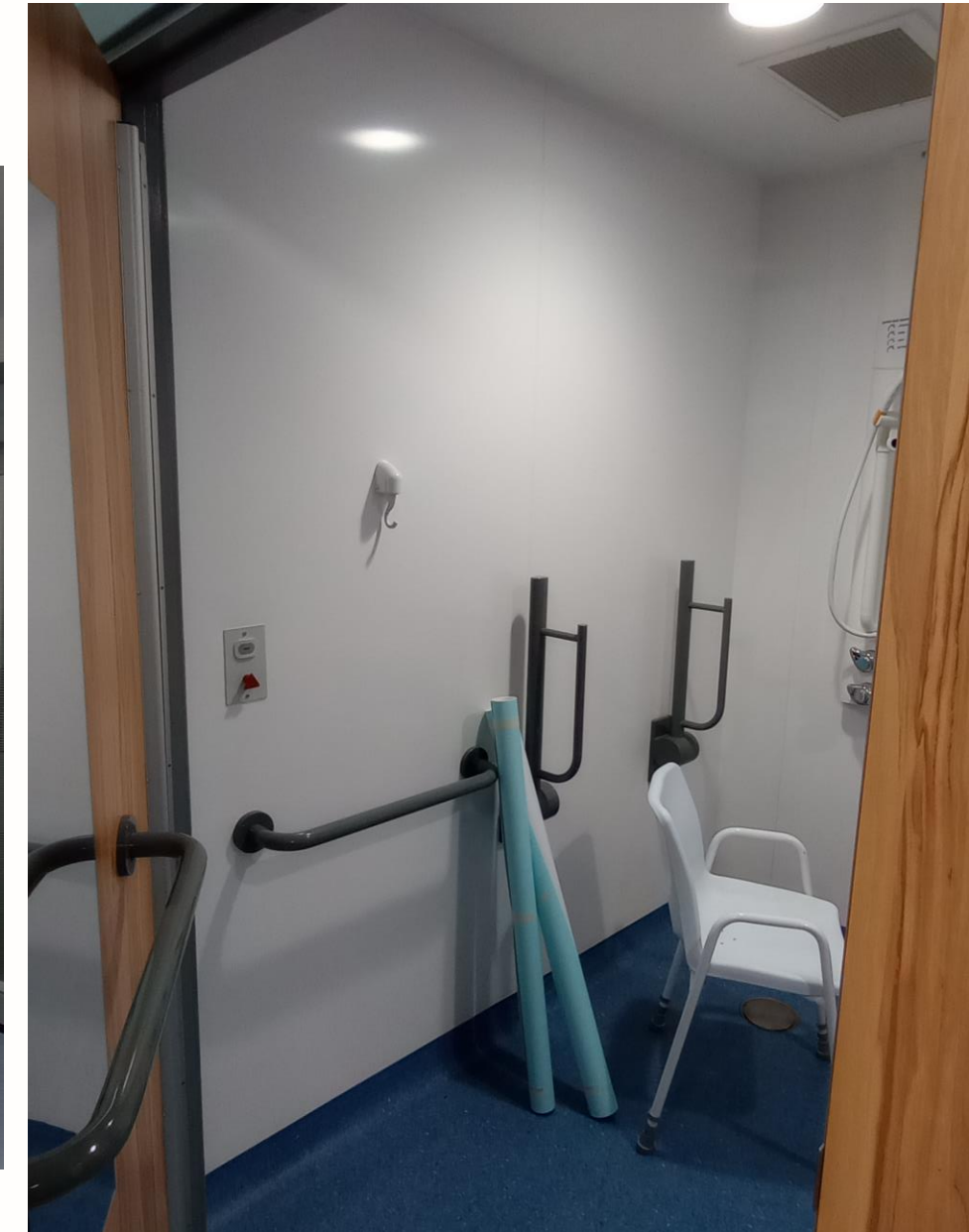




Artwork donated by The First Lady of The Republic of The Gambia during a visit to Birmingham Women's Hospital



Environmental enhancement: oncology wards





Environmental enhancement: oncology wards



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bwc.enjoyart@nhs.net