BUSINESS PLAN 2020-2025

GOALS AND PRINCIPLES

GRAMPIAN HOSPITALS ART TRUST

Over the past thirty years GHAT has grown in confidence and ability. GHAT has always punched above its weight and delivered fantastic arts in health services for the people of the north east.

We are motivated by our passion for quality art, delivered by professional practitioners, and its potential to enhance the wellbeing and health of those in hospital.

GHAT KEY MESSAGE

MAKING ART WORK FOR EVERYONE IN HOSPITALS

OUR PURPOSE

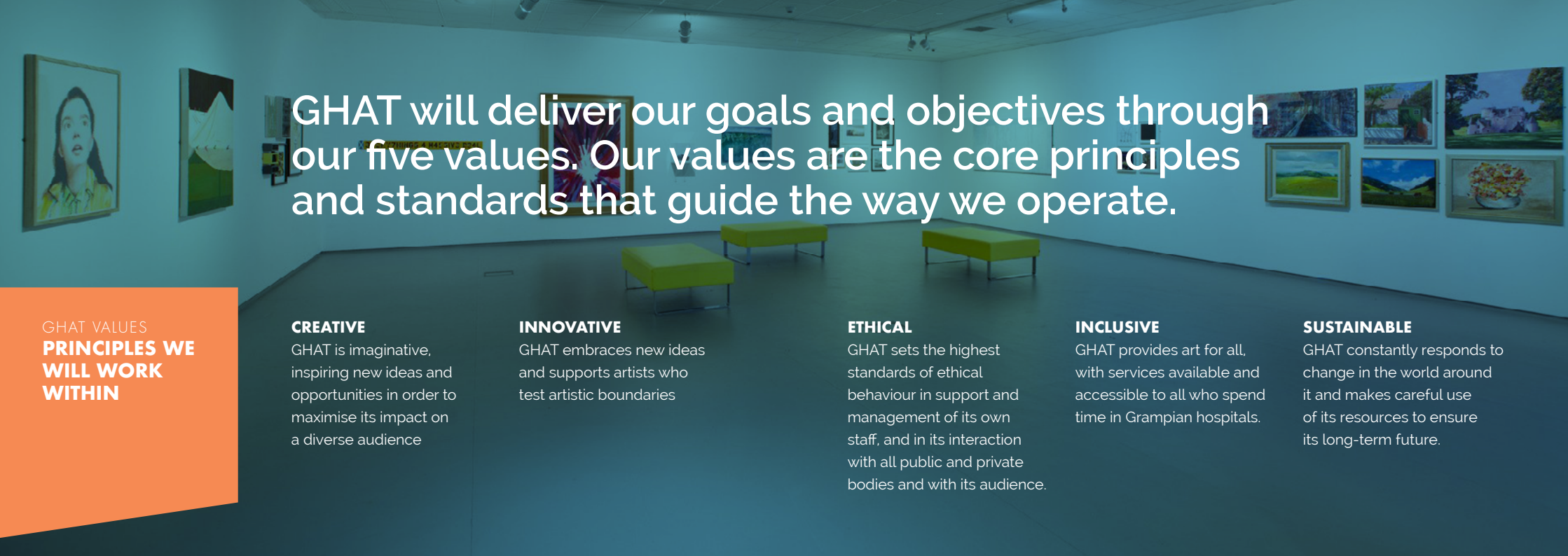
To enhance the experience and wellbeing of all who spend time in NHS Grampian premises, whether patients, staff or visitors. The organisation will seek to achieve this by promoting enjoyment of, and when possible participation in, high quality artistic activity and the provision of a sympathetic and pleasing visual environment.

OUR VISION

The pursuit of excellence in arts within healthcare practice – regionally integrated and embedded, nationally recognised and respected.

OUR MISSION

To make professional artistic activity accessible for those who spend time in NHS Grampian hospitals.



GHAT will deliver our goals and objectives through our five values. Our values are the core principles and standards that guide the way we operate.

GHAT VALUES

PRINCIPLES WE WILL WORK WITHIN

CREATIVE
GHAT is imaginative, inspiring new ideas and opportunities in order to maximise its impact on a diverse audience

INNOVATIVE
GHAT embraces new ideas and supports artists who test artistic boundaries

ETHICAL
GHAT sets the highest standards of ethical behaviour in support and management of its own staff, and in its interaction with all public and private bodies and with its audience.

INCLUSIVE
GHAT provides art for all, with services available and accessible to all who spend time in Grampian hospitals.

SUSTAINABLE
GHAT constantly responds to change in the world around it and makes careful use of its resources to ensure its long-term future.

5 YEAR PLAN

GHAT STRATEGIC GOALS

WHAT WE AIM TO ACHIEVE WITHIN THIS 5 YEAR PLAN:

1. To maximize access to a stimulating and engaging arts programme that enhances the wellbeing of people accessing NHSG facilities.
2. To raise the GHAT profile locally and nationally.
3. To establish better access geographically to our services in hospitals across the region.
4. To maintain practices that support the charitable purpose and business needs of the organisation.
5. To sustain and increase our funding.
6. To continue to be an employer that treats our staff and volunteers with respect and supports their development.

GRAMPIAN HOSPITALS ART TRUST

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Grampian Hospitals Art Trust is an independent charity working with art to create a difference across NHS Grampian Hospitals.
Charity No. SC16910

GRAMPIAN HOSPITALS ART TRUST

CREATIVE SCOTLAND
ALBA | CHRUTHACHAIL

NHS Grampian

NHS Grampian endowment fund
Making a difference...