



Invitation to tender

Newham BID Signage Project.

Alison Elvey
BID Manager
07817385998

alisonelvey@newhambid.co.uk

www.newhambid.co.uk

INTRODUCTION

This brief has been prepared by Newham Business Improvement District (BID) for tender purposes. The tender is for the delivery of the Newham BID Signage Project to improve signage, promotion and interpretation within the Newham BID boundary, with a focus on the unique layout of Newham & The Port of Truro.

The core purpose of the Newham BID Signage project is:

“To enhance the accessibility of businesses at Newham by visitors, and promote further retail and business driven footfall”.

Our fundamental aim is that visitors can find their way to their destination easier, but also promote the businesses across Newham & The Port of Truro to encourage new and return visits. With the right navigational and promotional strategy, visitors will enter Newham & The Port of Truro for the first time, spend more time in the area, and continue to return. By improving the appearance and image of the area, and reducing congestion, more businesses should be attracted to locate in Newham & The Port of Truro.

We are looking for a company with experience and capability of delivering signage projects to a multi-use industrial estate, and working closely with the Cornwall Council Planning and Highways departments. This project will therefore build on the Newham Signage Feasibility Study by implementing a dynamic, creative and practical design solution to Newham & The Port of Truro's signage limitations.

BACKGROUND

Newham BID is a not for profit organisation, which over five years will fund a programme of activities designed to improve the trading environment of Newham & The Port of Truro. In June 2013, businesses voted in favour of the Business Improvement District, the first Industrial Estate to achieve BID status in Cornwall. The BID's three key delivery areas are: 1) Access & Attractiveness; 2) Safety & Security and 3) Services to Business.

In the five year business proposal, and as part of the delivery area “Access & Attractiveness”, the installation of signage boards is identified: *Key areas would have large business location boards. This would help identify what businesses are present in each area and would make businesses more accessible for trade to the public and other businesses.* This is a key priority for delivery and one of the first projects to be focused on.

The main issue identified is that, *“On entering Newham it's unclear how to find out where the businesses are. Finding your way around and locating businesses is unclear and the variety of buildings, public and private roads and hotch-potch of signs don't help. Newham has a vast range of businesses but even those who work in Newham do not know all the businesses that are there.”*

There are approximately 100 businesses based in Newham & The Port of Truro with an estimated 1,000 employees. Newham & The Port of Truro is spread out and difficult to navigate with most visitors visiting one destination, and then leaving, without appreciating what other businesses are situated nearby. This is especially the case upon visiting businesses at the entrance to Newham, as many visitors are unaware that further businesses exist further into the Newham & The Port of Truro business area.

Businesses are keen to raise the profile of the area to a wider audience and create strong links with its close neighbour Truro. Currently, due to a lack of signage, some businesses are displaying their own boards to assist visitors locate them. This often gives an untidy look to the area therefore it's hoped this project will negate the need for such signs.

Way-finding will greatly improve the experience of business visitors to the area. Through the use of non-digital interpretation boards, map displays and better signage, visitors will be able to navigate their journey through Newham & The Port of Truro to their destination. The way-finding maps accompanying the signage project will also be used on further marketing materials and the areas website. The promotion of customer facing businesses at the entrance to Newham, and in Truro City Centre, will showcase the best that Newham & The Port of Truro has to offer.

In December 2013, 20/20 were appointed to undertake a Signage Feasibility Study. This included a consultation with the Newham BID businesses, initial concept designs, identification of locations for the signs, the introduction of zones, discussions with the Cormac (Cornwall Council's contractor for highway maintenance and management) and a cost outline. You will find a copy of the Newham Signage Project Feasibility Study at <http://www.newhambid.com/newham-bid-signage-project>.

On the 6th May 2014 Newham BID Committee adopted the Signage Feasibility Study, specifically, the location of the signs; the recognition that official Highways signs are required on Newham Road; the concept of zoning the areas of Newham to aid way-finding; the use of a Newham map; the fact that due to cost it's likely a mixture of bespoke and off the shelf signage will be required; the promotion of businesses will be included in the signage options; the project will be phased due to budget constraints. These elements adopted by the committee will be incorporated into the Newham & The Port of Truro signage project

In August 2014 Cornwall Branding Agency, Changing Brands, were appointed to develop a Brand for Newham & The Port of Truro. The Brand will be incorporated into any signage developed through this project. The Brand Guidelines can be found at <http://newhambid.co.uk/branding>.

In November 2014 Newham BID agreed the Highways Signage for Newham Road, and these signs will be implemented by Spring 2015 and can be found at <http://newhambid.co.uk/newham-bid-signage-project>

The Port of Truro have an anchor that can be used at the entrance to Newham & The Port of Truro, or possibly on the roundabout at the end of Newham Road (although permissions will need to be secured).

TENDER SPECIFICATION

The Newham & The Port of Truro signage project will provide wayfinding, promotional signage and a maintenance contract. We expect this project to be led by a design agency who in turn will work with signage companies.

Inputs

Name: The name “Newham & The Port of Truro” has already been chosen by local businesses and will be incorporated into the signage project.

Brand Guidelines: The signage developed through this tender should incorporate the Brand Guidelines.

The Newham Signage Project Feasibility Study. The work required in this tender will build on, rather than duplicate, the work already undertaken and agreed through the Newham BID Signage Feasibility Study process:

- Location of signs have been identified and should be kept to unless ground surveys, land ownership or planning policy means the locations are not practically possible. Please note liaison with landowners is required, in partnership with Newham BID, to agree final sites;
- Official Highways signs are required on Newham Road and have been agreed;
- The concept of zoning of the areas of Newham to aid way-finding has been agreed (although the number of zones still needs to be determined);
- A Newham map will be used at the entrance of Newham as well as on promotional materials and the website;
- A mixture of bespoke and “off the shelf” signage is acceptable and will be governed by budget;
- The promotion of individual businesses will be included (although for large scale signage private businesses may be charged);
- The project will be phased due to budget constraints.

Outputs

Signage: The number of required signs are identified on page 21 of the Newham Signage Project Feasibility Study (please note Highways Signs are not included in this tender). The three types of signage required are detailed below. The successful company will be required to undertake all elements of the process from design to installation including (although not exclusively): liaising with land owners (this will be led by Newham BID); presenting concepts and designs to the

Newham BID Committee; securing relevant planning and highways permissions; production of signs and installation; and liaising with relevant partners where necessary. The three types of signage required are:

Way-finding - The implementation of way-finding signs are a priority and will form the first stage of the project. Signs will be required at the entrance to business areas and along major routes as shown on the map on page 21 of the Newham Signage Project Feasibility Study Final report. These will include Brand & Arrival, Location Welcome and Zone Threshold signs.

Promotion - The implementing of promotional signage, one sign at the entrance to Newham & The Port of Truro (and visible from Morlaix Avenue), and one sign opposite Gas Hill (promoting businesses beyond Gas Hill), will also be rolled out during the first stage of the project (examples of which can be found on page 17). If required additional promotional signage can be added at a later stage.

Iconic Sign - There is also scope within this project to identify and cost out an “iconic” sign which could be situated at the entrance to Newham & The Port of Truro and would help to put Newham “on the map”. Innovative ideas on how to raise funds and promote such a sign should be outlined in the tender document. Please note: if such a sign could be funded within the proposed budget that would be beneficial.

Signage Maintenance: Alongside the delivery of the signage, Newham BID is looking to secure a maintenance contract for all the installed signage until August 2018. This will include quarterly repair and cleaning of the signs.

Price

This is a competitive tendering process and companies are to propose their own price to deliver this project. However as a guide a maximum price of £50,000 has been allocated to this project. It should be noted that it’s hoped sponsorship for some of the signs will be secured and businesses could be asked to fund any promotional signage.

Timescale

As identified above, due to budget constraints the project delivery will be phased. The start date of the project will be January 2015 and end date August 2018 (including the maintenance). The Signage delivery is expected to be complete by August 2016, with the first phase of signs being installed by spring 2015.

TENDER PROCESS

Tender Documentation

Your tender must provide information on the following:

- a) Details of how you would approach this project, highlighting the steps you will go through to achieve our objectives and the tender specification;
- b) CVs for your team and the identity of the person who will be leading the project team;
- c) Details of any companies you hope to work with to deliver this project;
- c) Examples of any similar signage projects you have completed. This should include specific relevant examples similar to Newham (i.e. a multi-use industrial estate / Business Park or mixed use area) and projects located on a main highway (and therefore complying with relevant highways legislation). Highlighting experience of working with a community or large committees would also be useful. We would expect you to identify why you believe the examples are relevant to Newham.
- d) Specific examples and details of your experience of working with, for example, landowners, Highways (both Cornwall Council & Cormac) and Cornwall Council Planning department with relation to signage implementation, as well as Committees, and groups of partners. While working on this project you will be working to the Newham BID Signage Sub Committee;
- e) Details of any assumptions you have made in preparing the tender and conditions which apply to the tender including what is included in your maintenance cover);
- f) A detailed week-by-week programme for the implementation of the project based on the target end date specified above. Please provide your ideas for the timetable of implementation of this project. The proposed stages are as follows:
- Stage 1: Signage design: The final signage family designs, specifications and budgets will be presented to the Newham BID Signage Sub-Committee prior to be signed off.
 - Stage 2: Signage Implementation: Relevant signage will undergo Highways and planning consent processes and landowners will be engaged for agreement to signage. Signage will be produced and implemented (this will be phased due to budget constraints).
 - Stage 3: Maintenance: A maintenance contract will be agreed specifying the level of maintenance required and will be ongoing until August 2018.
- g) Project cost. This should include:
- i. your fees relating to this project per team member including hourly rates;
 - ii. separate costings for the two main elements of the project (signage delivery & maintenance);

- iii. clearly defined estimates of what each pound will be buying e.g. Installation of X number of location welcome & info signs for £5,000 (page 19 of the Feasibility Study).
- iv. Your costs will highlight your proposed mix of bespoke and “off the shelf” signs.

Dead lines

Tenders must arrive no later than 17:00 19th December 2014 and be valid for a minimum of sixty days from this closing date. Please submit any questions by 12th December 2014 and answers will be distributed to all tendering parties.

Shortlisted agencies will be invited to present to the Newham BID signage committee subgroup members on the 6th January 2015. The inception meeting with the successful company will be held the week of the 20th January 2015.

Please email your tender to alisonelvey@newhambid.co.uk or send by post (please provide 4 copies) to arrive no later than the date shown to Alison Elvey, Newham BID Manager, c/o MJ Medical Ltd, St Piran House, Truro Technology Park, Heron Way, Newham, Truro, TR1 2XN.

We would expect to invite three companies from this initial written submission to present to the BID Committee signage subgroup to discuss in greater detail their thoughts and any initial concepts that they might like to share with the group.

The tender will be awarded on the basis of track record & relevant experience, expertise, creativity and value for money. The tender will be awarded on a ratio of quality to price of 65:35.

For any further information please contact Alison Elvey, Newham Business Improvement District Manager on 07817385998 or by emailing alisonelvey@newhambid.co.uk.