

Burgess Hill Redevelopment: Place and Connectivity Project

Wayfinding and Signage Consultant

Appointment Brief

February 2019

1. Overview

Burgess Hill is a key strategic growth area that will undergo significant change over the next twenty years. The growth is managed through the Burgess Hill Strategic Growth Programme, recognised as one of the most ambitious programmes of change in the south east that will make Burgess Hill one of the most attractive places in the region to live and to do business. The Programme comprises of over 30 individual projects that will transform the local economy through the construction of 5,000 new homes, the creation of over 5,000 new jobs (15,000 with construction) including high value jobs in technology-led industries within new business parks and upgrades to the A2300 road corridor.

The Place and Connectivity Project is funded from public and private sources. Mid Sussex District Council, working with West Sussex County Council, have been allocated £10.9m of Government Growth Deal Funding towards its delivery.

The Project will encourage greater use of walking, cycling and public transport by creating a network of safe, sustainable transport links and by improving the public realm at the town's commercial and residential areas, public transport hubs, town centre, leisure facilities and traffic free routes to adjacent settlements including Haywards Heath. The Project seeks to modernise the town's train stations and bus infrastructure including real time passenger information and more shelters, and improve facilities including clear way finding and lighting, cycle hubs with public bike hire and additional electric vehicle charging points. Together, these proposals form a vision for a sustainable transport network that will provide the uppermost facilities for residents, businesses and visitors and meet the needs of a growing and prosperous town and the right conditions to support the delivery of the Growth programme that will see private inward investment for Burgess Hill topping over £1bn.

The following planning application describes best the future of the town which will grow from a population of around 32000 to 45000 over the coming years:

Outline application for a comprehensive, phased, mixed-use development comprising approximately 3,040 dwellings including 60 units of extra care accommodation and six permanent gypsy and traveller pitches, including a Centre for Community Sport with ancillary facilities, three local centres, healthcare facilities and employment development comprising a 4 hectare dedicated business park, two primary school campuses and a secondary school campus, public open space, recreation areas, play areas, associated

infrastructure including pedestrian and cycle routes, roads, car parking, bridges, landscaping, surface water attenuation, recycling centre and waste collection infrastructure with associated demolition of existing buildings and structures, earthworks, temporary and permanent utility infrastructure and associated works. Full planning permission is sought at this time for the following highway access works: new roundabout on the A2300. Burgess Hill Northern Arc Land North And North West Of Burgess Hill Between Bedelands Nature Reserve In The East And Goddard's Green Waste Water Treatment Works In The West.

In addition the town will benefit from a £68 million town centre redevelopment, a Science Park, the dualling of the A2300 and a Centre for Community Sport. The Green Circle Network which is a series of paths, bridleways and cycle routes will be further developed and promoted.

2. Subject of Appointment

This Appointment Brief is for the appointment of the Wayfinding and Signage Consultant (herein known as 'the Consultant') for the purposes of developing the statutory permissions for the Burgess Hill development areas (herein known as 'the Project').

The scope of the Project includes all areas within and surrounding Burgess Hill and specifically the Town Centre, The Triangle Leisure centre, Wivelsfield and Burgess Hill Stations, Victoria Business Park, the Northern Arc and other housing developments, the Green Circle and existing routes. The Consultant will be required to give consideration to the wider setting and context of the development projects planned for ensuring the integration and raising the profile of Burgess Hill locally, regionally and nationally.

3. Wayfinding and Signage Programme

Milestones	Date
Deadline for Quotation Response	
Interview	
Appointment of Wayfinding and Signage Consultant	
RIBA 1 – Development of Wayfinding and Signage Strategy	
RIBA 2 - Concept Design	
RIBA 3 – Developed Design	

Milestones	Date
Submission of Planning Application	
Planning Approval Granted	
RIBA Stage 4 – Technical Design	
Production / Art working	
Procure Signage Contractor	
Fabrication and Installation	
Defects Liability period	
Project Complete	

4. Consultant Appointment

4.1 Introduction

The Consultant shall provide the Services described with an excellence of service as expected of a competent, professional person of the relevant discipline in the performance of their services who is experienced in carrying out such services in relation to works of similar size, scope and nature to the proposed works.

4.2 Brief

To develop a way finding strategy, guidelines and designs for visitor information, orientation (new town plan, orientation leaflet and signage) and site signage across the town and its surrounds. The project will encourage residents and visitors to use alternative modes of transport to private vehicles including but not limited to bicycles, walking and public transport. Various other complimentary projects are already in place and others are being developed. The budget for the wayfinding and signage across the project is £XXXXX.

This strategy must have applicability to the various areas of the town including but not limited to:

- Burgess Hill and Wivelsfield stations

- The Town Centre
- The Triangle Leisure Centre
- Victoria Business Park, The Hub Business Park and one other Business Park
- The Centre for Community Sport
- The Green Circle
- Lidl Shopping Centre
- Tesco and B&Q stores
- Batchelors Farm and Nightingale Meadows
- Bedelands
- Rugby Club, Football Club
- St Johns Park and Fairfield Recreation Ground
- Schools around town
- Community Halls
- Housing developments

The Consultant will be required to:

- Act as the lead consultant within a wider project design team on matters relating to signage and way finding at and around the town including the access consultant.
- Produce a way finding and signage strategy and guidelines for the town which implements visual language across all signage and way finding tools – signage, leaflets, maps, etc. To include approach on points of interest across the town.
- Produce a fully costed list of signage requirements across the town.
- Undertake, as necessary, prototyping of signage to test and prove design solutions.
- Create a signage hierarchy and guidelines to guide any future signage requirements.
- Produce artwork for all signage and wayfinding elements across the site.
- Assist with the procurement of the signage and wayfinding supplier through production of tender information, responding to tender queries and assisting with evaluation of tenders
- Work to an agreed timetable of design development with the Council, factoring in a 3-stage incremental sign-off creative process, from initial ideas concepts working towards a final design sign-off. The final sign-off will come with the culmination of the project and the delivery of all assets, to factor in a range of testing and consultation into the process to support the proposed approach.
- Familiarise and be fully acquainted with the town and its users.
- Carry out an audit of current street signage.
- Provide tests and samples of any materials and finishes in time for client approval and testing.
- Work with the Council to develop a meeting schedule and be in attendance for meeting where required.
- Seek and provide estimates and competitive quotes for any attributable costs prior to procurement as requested by the Council. Maintain up-to-date records of costs at all times. It should be noted that the Council operates an “open book” policy with regard to contracts and finances and may require to see any sub-contractors estimates, discounts etc.
- Provide comprehensive instruction via models, details, visuals and technical specifications for final client approval.
- Liaise and work in collaboration with the Council's team, and to work with staff from the Town Council, WSCC as well as Mid Sussex District Council to understand and respond to their requirements and feedback.

- Work alongside teams from the project consultants to ensure that all work is integrated with the broader project scheme, to identify timescales and deadline for delivery in feeding into that process.
- Allow for alternatives in the event of value engineering.
- Present proposals to the Project Team, the Project Board, the Town, County and District Councils and a wider staff briefing if requested.
- Adhere to the Council's internal policies and procedures, including compliance in the areas of Equality Access & Diversity and Health & Safety and Ethics. Copies of all the Council's policies can be found on the website.

All elements in the proposed project are to be:

- Compliant with current Equality Act legislation.
- In line with MSDC's corporate ethos and strategic objectives. The council does not have an overarching Streetscene Strategy and makes decisions on a project by project basis. In line with the site development aspirations as outlined in this document.
- Where materials are recommended, these should be subject to Health and Safety, sustainability, and durability testing.
- Where materials are recommended these should be open to value engineering
- Where elements are to be delivered digitally that shall be designed to be read on PC, tablets and mobile phones
- Developed in harmony with the broader architectural design approaches

Branding Guidelines have been developed for the site and the Consultant will be required to work within the parameters of the requirements set out therein. The Branding Guidelines will be shared with the successful bidder but the key outputs can be seen here:

4.3 Basis of Appointment

The Consultant's appointment will be by formal Agreement as detailed at Appendix B of this appointment brief. The employer will be Mid Sussex District Council. No material amendments will be accepted to this Agreement unless they have implications on the ability of the Consultant to maintain insurance. Any amendments required must be submitted with your quotation response.

4.4 Services

The Consultant will be required to provide all services identified within the Schedule of Professional Services included at Appendix A.

4.5 Fee

Please complete the Form of Quotation and return it as part of your response. The Form of Quotation included with the Request for Quotation

The fee proposal to provide the services indicated in the Schedule of Professional Services is to include all reasonable expenses and disbursements.

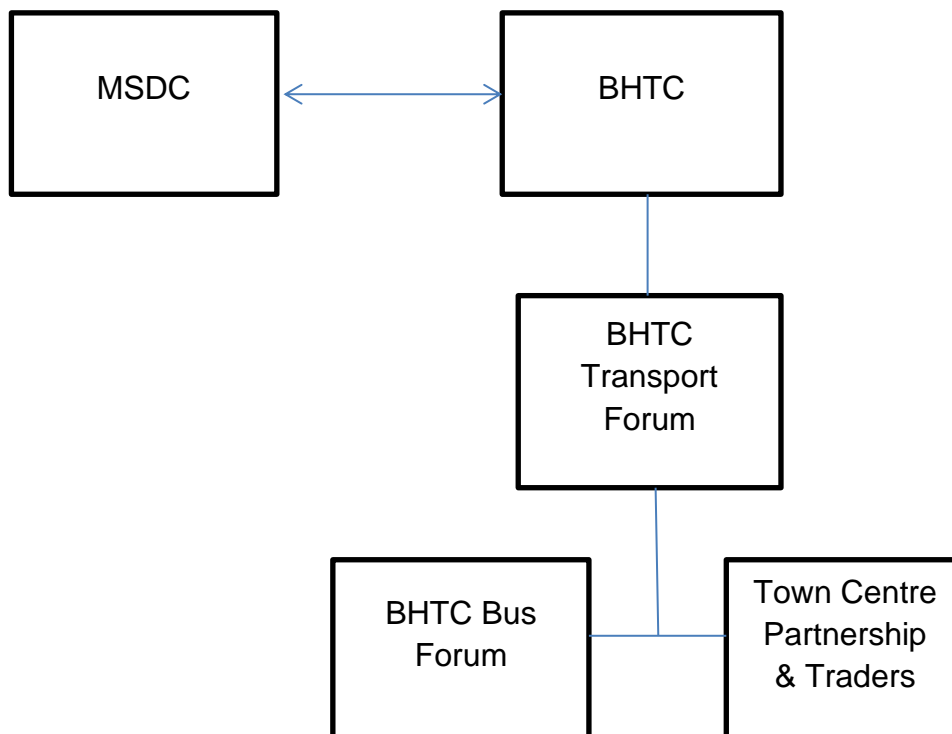
The fee proposal is to be presented in a clear manner, supported by a stage by stage breakdown, presented in sufficient detail and a style that enables a clear understanding of the fee, services, programme and deliverables for each stage, with any specific exclusions stated.

4.6 Timetable and Appointment Commencement

The appointment will commence from XXX 2019. Consultants should ensure adequate resource provision to deliver the requirements of this appointment, within the timescale stipulated at 1.7 above.

5 Project Governance

See Governance Diagram below.



Transport Forum Remit

- Champions of project
- Take decisions within delegated governance arrangements
- Control dissemination of information
- Stakeholder management
- Resolution of conflicts between time, cost and performance
- Awareness of risks
- Agree the benefits.
- Understand the wider implications of the project
- Challenge the project to maximise its success
- Sense check for wider consultation
- Promote the project positively

Transport Forum Members

- Cllr Colin Holden
- Cllr Chris Thomas-Atkin
- Cllr Jacqui Landriani

- Denis Jones
- Chris Elkins
- Richard Light
- Henri Cash

Client

The Core Team meets weekly and the Project Board and Partnership Group meet bi-monthly.

Appendix A

Signage Consultant - Schedule of Service

For ease of reference the Services have been divided into two categories; pre-contract and post-contract. The pre-contract element has been sub-divided further in to the following categories; General, Outline Design, Detailed Design and Tender Action.

In carrying out the Services, the Consultant shall address all communications, including advice, to the Employer through the Project Manager (save where the Consultant considers it necessary or appropriate to direct communications or advice direct to the Employer) who is to be responsible, to the Employer, for matters of co-ordination of the design and specification. The Consultant shall liaise with the Project Team throughout the carrying out of the Services.

Pre-Contract Services

1.0 General Requirements

1.1 Agree operational procedures with the Project Manager, the Employer and the Professional Team to include communication channels, authority structure, reporting and meeting procedures between the Employer, the Project Manager, the Consultant, the Professional Team any Funding Body, any Tenant and any Tenant's Designer including in relation but not limited to;

- Design, specification and quality of the Works.
- Programme and progress.
- Budget and financial effects.
- Compliance with any contractual obligations.
- Monitoring the Works on the Project Site in compliance with the Building Contract.
- The requirements of the Employer, any Funding Body and any Tenant.
- The convening, chairing, attendance, purpose, frequency of meetings, and the responsibility for recording of meetings and circulation of information.

1.2 Comply with the procedures for co-ordinating the design and specification of the Works prepared by the Project Manager including procedures for the issue of all drawings, specifications and other documents and the maintenance of full and proper records by the Design Team.

- 1.3 In conjunction with the Professional Team review the Signage Design Brief and report to the Employer on any matters contained within the Signage Design Brief which in the opinion of the Consultant should be reviewed further and/or amended having regard to the requirements of the Employer in relation to the Project. The obligation upon the Consultant to review the Design Brief and advise the Employer thereon shall continue during the initial Design Phase.
- 1.4 Establish at the outset with the Employer an agreed cost limit for the Signage Proposals and from time to time review and maintain the agreed cost limit. With the Professional Team, provide the Employer with all such budget estimates (including breaking these down into sections where appropriate), cost analyses, cost reports, and cost advice generally as the Employer may require. Advise the Employer on steps the Employer may take where the estimated costs exceed the agreed costs limit.
- 1.5 Assist the Project Manager as required to prepare, maintain and review not less than monthly the Project Master Programme indicating periods and critical dates for the design, contract negotiation, construction and other principal activities. Report to the Employer on progress against the Project Master Programme and advise on and recommend to the Employer action to be taken to mitigate delays which have occurred or which the Consultant may occur.
- 1.6 Liaise with the Employer to ascertain the requirements of any Funding Body, any Tenant and any Tenant's Designers or other person with whom the Employer may be negotiating in relation to the Project Site and advise the Employer of any further information which, in the opinion of the Consultant, should be obtained in respect of any matter which might affect the designs or specifications to be prepared by the Professional Team and representatives of the end user.
- 1.7 Advise the Employer in relation to the design and positioning of the signage proposals having regard to the nature of the Project proposed by the Employer.
- 1.8 In conjunction with the Professional Team review with the Employer alternative design and construction approaches and cost implications having regard to commissioning, capital and life cycle costs.
- 1.9 With the Professional Team advise the Employer on reasonable risk analysis and prepare risk assessments and recommend actions to avoid/minimise the effects of risk on the signage element of the Project, and carry out any such further analysis and assessment as the Employer may reasonably require.
- 1.10 Make and monitor as appropriate applications for all permissions, approvals, consents and the like required by any statute, regulation of the like relating to the discipline of the Consultant and advise the Employer accordingly.
- 1.11 With the Professional Team review, comment upon and approve any plans, specifications and details relating to the fitting-out works of any Tenant and advise the Employer if the integrity of the project signage might be compromised or otherwise adversely affected by the carrying out of the proposed fitting-out works of any Tenant.
- 1.12 In conjunction with the Professional Team, prepare an all necessary specifications and schedules for the core design and construction elements.

- 1.13 Monitor the production of design information prepared by the Consultant against the design programme and if delayed use reasonable endeavours to expedite the production of the information.
- 1.14 With the Design Team review the practical buildability and technical design of proposals including durability and maintenance of materials and report to the Employer.
- 1.15 Not do or fail to do any act or thing which may cause or contribute to a breach by the Employer of the Agreement for Head lease, any Agreement for Lease, the Building Contract or any Funding Agreement.

2.0 Appraisal and Outline Design

- 2.1 Obtain from the Employer details of the Signage Design Brief, Survey Information, the Employer's brief, budget and timetable in relation to the project, and specifically the signage element. Confirm the Employer's requirements, establish designs standards, investigate alternative solutions and identify the preferred concepts.
- 2.2 Advise the Employer on matters or obligations arising under the **Part M of the Building Regulations**, and the Equality Act 2010.
- 2.3 Discuss with the Client and the Project Manager the role of the Consultant and his relationship with the Lead Consultant and any Other Consultants, the various Contractors and Sub-Contractors and any planning supervisor appointed in accordance with the Construction (Design and Management) Regulations.
- 2.4 Collaborate with any other Consultants in seeking from the Client any further information needed so that they can perform their services under their various agreements with the Client.
- 2.5 Collaborate any Other Consultants in making initial recommendations to the Client on the technical viability of the Works.
- 2.6 Visit the town as necessary and study data and information relating to the Project and relevant to the Works which are reasonably accessible to the Consultant, and consider reports relating to the Works which have either been prepared by the Consultant or have been prepared by others and made available to the Consultant by the Client.
- 2.7 Consult any local or other authorities about matters of principle in connection with the design of the Works, in particular any issues including relating to utility service providers and the like.
- 2.8 Consider alternative outline solutions for the Works.
- 2.9.1 Provide sufficient preliminary information in relation to the Works in the form of advice, sketches, reports or outline specifications to enable the Lead Consultant to prepare his outline proposals and assist any other Consultant to prepare the outline Cost Plan.
- 2.10 In conjunction with the lead designer and other design consultants establish an outline signage strategy for approval by the Employer. The strategy must cover the following elements:

- Statutory signage requirements
- Way finding signage requirements
- Concept design for signage, including primary palette of materials and colours (including samples and 'mock-ups')
- Services infrastructure to accommodate signage
- Structural infrastructure to accommodate signage
- A cost plan for the manufacture and installation of the signage.

2.11 Undertake Consultations with key MSDC and WSCC Departments, including, but not limited to:

- Planning
- Building Control
- Corporate Access
- Highways
- Public Art
- Environment/Energy Team.

3.0 Detailed Design

3.1 Liaise as may be necessary with the Project Manager and any other Consultants to agree a programme for the whole of the design and construction of the Works.

3.2 Develop the design of the detailed proposals for the Works in collaboration with the Lead Consultant and any other Consultants.

3.3 Prepare such representative sketches, drawings, specifications, and/or calculations in respect of the Works as are necessary to enable the Lead Consultant or any other Consultant to prepare a more detailed Cost Plan.

3.4 Provide by way of Sketch Drawings or schedules information to assist the structural planning requirements showing locations and approximate sizes and provide the approximate weight of any item affecting the structural design.

3.5 Seek through the Project Manager the Client's approval of the detailed proposals and consent to proceed to the Final Proposals Stage.

3.6 Develop the design of the Works in collaboration any other Consultants and prepare sufficient calculations, Schematic Drawings, schedules and specifications to enable the Consultant, Lead Consultant or any Other Consultant to prepare the final proposals.

3.7 Assist in the provision of Builders Work Information sufficient to allow development of the structural design and mechanical and electrical service installations to enable the Construction Contractor to sufficiently interpret, and price it at tender stage.

3.8 Collaborate with the Lead Consultant and any other Consultants to prepare the final proposals for presentation to the Client, drawing attention to any significant differences from the previously agreed requirements for the Works.

3.9.1 Prepare Detailed Design Drawings for the Works.

- 3.10 Prepare detailed room data sheets in respect of the final design proposals, and manage the co-ordination of these with those for other disciplines.
- 3.11 Prepare a detailed specification for the proposed signage installation in sufficient detail to enable specialist contractors to submit bona fide tenders for the works.

4.0 Tender Action and Appraisal

- 4.1 After receiving the Client's consent to proceed to the Tender Documentation and Tender Action Stage, with the Professional Team prepare a full package of tender documents to enable the prices for the signage element to be invited.

Outline Schedule of Tender Stage Deliverables required by the Consultant

Drawings

- Typical standard architectural details in relation to the core construction elements, and the like, i.e fixing methods.
- Core Location Plans, including but not limited to:
 - Site Plan
 - Floor Plans
 - Elevations
- Detailed design drawings for each specific signage type and function.

Specifications

- NBS Specification or equal and approved for the signage manufacture and installation elements.
 - Detailed room data sheets for the core signage elements.
- 4.2 Tenders will be invited on a package basis by the appointed Contractor in collaboration with the remainder of the Client Team.
- 4.3 Assist the Client as required to:
- Assess responses and advise on and obtain the Employer's approval to a list of tenderers for the signage package.
 - Insofar as may be necessary, liaise with and/or provide information to tenderers, including any specialist sub-contractors or suppliers, to enable them to prepare and submit tenders to the Employer, and report to the Employer upon any matters arising.
 - Assist in any mid-tender meetings as may be required with any tenderer and ensure the circulation of questions, responses and information to all tenderers.
 - Assist the Employer on procedures for appraising and evaluating tenders including procedures for post tender interviews.
 - Appraise and evaluate the tenders with the Professional Team and report to and advise the Employer upon the tenders received.

5.0 Post-Contract Services

- 5.1 Develop the design information submitted at tender stage for Construction issue, including preparation of all detailed working drawings including artwork and the like to enable the Signage Contractor to complete the works in accordance with the Employers Requirements.
- 5.2 Comply fully with all duties as defined under the Construction (Design and Management) Regulations 2015.
- 5.3 Make all necessary inspections during the manufacture and installation of the signage works, both on and off site, to maintain quality standards and compliance with the specification.

APPENDIX B

FORM OF QUOTATION

for Wayfinding and Signage Strategy for Devonshire Park Redevelopment

To: Nathan Spilstead

Mid Sussex District Council

Dear Mid Sussex District Council,

We, XXXXXXXX, having examined the quotation documents for the above contract, offer to carry out the services for the sums specified below:

XXX Consultant	Resource Days required				
	Director/ Partner	Senior Consultant	Consultant	Assistant/ Technician	Total Resource Days
TOTAL RESOURCE (RESOURCE DAYS) excluding VAT					

5. Day Rates

xxx Consultant	Rate (£/day) excluding VAT			
	Director/ Partner	Senior Consultant	Consultant	Assistant/ Technician

The above day rates will be utilised to negotiate any additional works that may be required if deemed to be beyond the reasonable scope of the works specified. Your fee offer and all day rates are to be based on a 7.5 hour day and are to include allowance for disbursements but to exclude VAT.

We acknowledge that the prices we have submitted include any mark up for travelling costs and travelling time and other expenses of delivering the contract.

We agree that the offer set out in this tender constitutes an irrevocable offer by us which is capable of acceptance by the Council for a period of 120 days from the closing date for the submission of tenders.

We agree that Mid Sussex District Council does not bind itself to accept any quotation.
