



# APPENDIX 1 – SPECIFICATION FOR SIGNAGE INCLUDING GRAPHIC DESIGN FOR SEAFRONT WATER SAFETY

## Seafront

**DN 714517**

<b>Author:</b>	Seafront/Procurement
<b>Version:</b>	v1.00
<b>Date:</b>	07/03/2024

# Contents

1. Introduction and Background
2. Requirements
3. Pricing and Payment
4. Standards
5. Delivery
6. Key Performance Indicators (KPIs)

READ ONLY

## 1. Introduction and Background

- 1.1. BCP Council is the tenth-largest urban local authority in England serving over 400,000 residents. Within the Council area are 15 miles of coastline and 26 miles of harbour edges. BCP's Seafront team aim to provide a world class seafront leisure offer which supports improvements in the health and well-being of BCP residents and visitors. BCP's coastline and harbours are used for several recreational activities including swimming, water sports, fishing and boating.
- 1.2. Appropriately positioned and easy to understand water and beach safety signage is an essential resource for maintaining the safety of beachgoers, boat users, bathers and water sports participants.
- 1.3. BCP Council are seeking tenders for a contract to design, print and supply a range of signage:
  - 1.3.1. Large 'Primary' signs for the main seafront access points.
  - 1.3.2. 'Secondary' signs at quieter access points and to reinforce messaging.
  - 1.3.3. Smaller 'Reminder' signage.
  - 1.3.4. 'Directional' signs to indicate the nearest rescue equipment or services.
  - 1.3.5. Appropriate sign frames / poles will also be required to suit the above
  - 1.3.6. Appropriate fixings will also be required to suit the above.
- 1.4. The contract will be managed by BCP Council's Seafront team. While this contract will be primarily used by the Seafront team, it is open for use by any other BCP Council team.
- 1.5. This contract is a first-generation contract for BCP Council serving the entire BCP area.
- 1.6. Detailed design guidelines, supporting information and specifications for the required signage are included in this tender pack and listed below:

Appendix 2	RNLI Guide To Beach Safety Signs, Flags and Symbols
Appendix 3	RNLI Brand Guidelines Refresh v1
Appendix 4	BCP Water Safety / Seafront Signage Broad Design Requirements
Appendix 5	BCP Council Brand Guidelines v 1.2
Appendix 6	Example Map For Primary Signs
Appendix 7	Example Signage Design Summary Sandbanks
Appendix 8	Specification for Signs and Poles

## 2. Requirements

- 2.1. Design
  - 2.1.1. Create master design templates for RNLI water safety signage, using the RNLI's Guide to Beach Safety Signs, Symbols and Flags and the RNLI's Design Guidelines as well as BCP's Broad Design requirements (Appendices 2, 3 and 4) as reference points.
  - 2.1.2. Create master design templates for BCP seafront safety signage, using the Broad Design Requirements and BCP Council Brand Guidelines (Appendices

4 and 5) as reference points.

2.1.3. Liaise with BCP's Design team, obtain feedback on drafted master design templates and make any requested design alterations.

2.1.3.1. A single point of contact (or appropriate deputy if contact on leave) to manage the project and lead the design stage will need to be appointed by the successful contractor. They should always be available within 48 working hours.

2.1.3.2. This design work will need to take place as soon as possible after the contract is awarded. The current expectation is for this work to be completed by 19.04.2024.

2.1.3.3. Once complete, designs will become the property of BCP Council.

2.1.3.4. The design deliverables will be provided to BCP as both PDF and editable files in Adobe suite format compatible with both Windows and macOS.

2.1.4. Use the newly designed master templates (sections 2.1.1 and 2.1.2) and BCP provided Signage Design Summaries(see Appendix 5 - Example Signage Design Summary Sandbanks) to create final designs for individual signs across numerous BCP seafront locations.

2.1.4.1. The contractor must deliver final design proofs to BCP's contract manager within 10 working days of receiving the Signage Design Summary files from BCP.

## 2.2. Print

2.2.1. Following approval of final design proofs by BCP's contract manager, the contractor will print the individual signs. Please see Appendix 8 – Specification for Signs and Poles. Quantities and timescales below are correct as of March 2024 but are subject to change.

Phase	Sign Requirements	Sign Design and Proofing Dates	Anticipated Sign delivery Dates
1	<ul style="list-style-type: none"><li>- <b>18 Primary Sign Panels</b> (4x 2 panel, double sided signs 1x 1 panel, double sided sign)</li><li>- <b>14 Primary Poles</b></li><li>- <b>28 Secondary Sign Panels</b> (7x 2 panel, double sided signs)</li><li>- <b>10 Secondary Poles</b></li><li>- <b>10 Directional Sign Panels</b> (10x single signs)</li></ul>	Mid April 2024	End April 2024

2	<b>- 32 Primary Sign Panels</b> (8x 2 panel, double sided signs) <b>- 24 Primary Poles</b> <b>- 74 Secondary Sign Panels</b> (18x 2 panel, double sided signs 2x 1 panel, single sided signs)  <b>- 18 Secondary Poles</b> <b>- 10 Reminder Sign Panels</b> (10 single signs) <b>- 5 Directional Sign Panels</b> (5 single signs)	End April 2024	Early - Mid May 2024
3	<b>58 Primary Sign Panels</b> (14x 2 panel, double sided signs 1x 2 panel, single sided sign)  <b>44 Primary Poles</b> <b>4 Secondary Sign Panels</b> (1x 2 panel double sided sign) <b>4 Reminder Sign Panels</b> (4x single signs)	Early May 2024	End May 2024
<b>Please Note:</b> <ul style="list-style-type: none"> <li>• Primary Signs require bespoke poles / frames.</li> <li>• Secondary, Reminder and Directional signs will require channels for pole / railing mounting + fixings.</li> <li>• Reverse panels of double-sided signs require minimal design changes from master templates - name / location changes only.</li> </ul>			

2.2.2. Ad Hoc Purchases – BCP Council has an ongoing need to ensure signage is up-to-date and in good condition. The Council's current estimate is that up to 5% of water safety signage may need to be replaced annually.

2.2.3. Once individual sign final proofs (2.1.4) have been approved, signs need to be printed and delivered within 8 working days.

### 3. Pricing and Payment

3.1. Pricing will be in accordance with the pricing schedule.

3.2. Payment mechanism will be managed in accordance with the contract terms and conditions.

3.3. For the avoidance of doubt, payment in advance is disallowed.

3.4. Annual price reviews will be managed in accordance with the contract terms and conditions.

## 4. Standards

- 4.1. The broad design requirements detailed in Appendix 4 rely on published guidance from the RNLI, 'Beach Safety Signs, Flags and Symbols (2007)'. This guidance is included in the tender attachments (see Appendix 2) and is also available [here](#).
- 4.2. Should the RNLI's guidance relating to safety signage be updated during this contract, the contractor will be expected to amend signage designs to meet the latest standards outlined in the RNLI guidance.
- 4.3. All safety symbols used in sign designs must comply with ISO7010:2019 and ISO3864-3:2012. Should these standards be updated during this contract, the contractor will be expected to meet the updated standard.

## 5. Delivery

- 5.1. Dates of deliveries must be pre-agreed with BCP's Seafront team. A minimum of 48-hours notice is required for all deliveries.
- 5.2. All goods must be delivered to: **Sandbanks Beach Office, Banks Road, Poole, BH13 7QQ**. Telephone: 01202 123 800. This office is open from 9am to 4pm, Monday to Friday. All deliveries must be made within these times.
- 5.3. Sandbanks Beach Office is located in Sandbanks Car Park. Deliveries are to be made to the Stores Buildings, the metal gates of which are directly in line with the car park entrance.
- 5.4. The maximum delivery vehicle size is 7.5 tonnes (curtain sliding type truck). Deliveries by HGV are not permitted.
- 5.5. The delivery vehicle and driver will need to be able to self-unload, e.g. by use of a folding tail lift and pallet truck.

## 6. Key Performance Indicators (KPIs)

KPI no	Description	Required performance level %	Performance level requiring immediate action %	Definition	Frequency of KPI Report	Means of calculation	Formula
1	Availability	95%	90%	% of communications from BCP responded to by contractor's appointed design / project manager within 48 hours	Quarterly	The number of communications from BCP responded to by contractor's appointed design / project manager granted within 48 hours expressed as a percentage of the total number of requests.	a/b expressed as a % to 2 decimals
2	Design Times	95%	90%	% of individual signage 'print ready' proofs delivered by pre-agreed dates	Quarterly	The number of individual signage 'print ready' proofs delivered by pre-agreed dates (a) expressed as a percentage of the total number of signage orders (b)	a/b expressed as a % to 2 decimals
3	Deliveries	95%	90%	% of signage orders delivered by pre-agreed dates	Quarterly	The number of signage orders delivered by pre-agreed dates (a) expressed as a percentage of the total number of signage orders (b)	a/b expressed as a % to 2 decimals
4	Quality	100%	95%	% of orders completed to client's quality satisfaction	Quarterly	The number of Orders delivered to client's quality satisfaction (a) expressed as a percentage of the total number of Orders (b)	a/b expressed as a % to 2 decimals
5	Damaged / faulty product	100%	98%	% of orders delivered containing damaged / faulty product	Quarterly	The number of Orders delivered containing damaged / faulty product (a) expressed as a percentage of the total number of Orders (b)	a/b expressed as a % to 2 decimals
6	Pricing	95%	90%	% of invoice lines clearly priced in accordance with Schedule of Rates	Quarterly	The number of invoice lines priced in accordance with Schedule of Rates (a) expressed as a percentage of the total number of invoice lines (b)	a/b expressed as a % to 2 decimals
7	Complaints	100%	95%	% of complaints resolved within 24 hours	Quarterly	The number of complaints resolved within 24 hours (a) expressed as a percentage of the total number of Orders (b)	a/b expressed as a % to 2 decimals