



APPENDIX 4 - BCP WATER SAFETY / SEAFRONT SIGNAGE BROAD DESIGN REQUIREMENTS

Seafront

DN 714517

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Introduction

Please note this document should be used as broad guidance surrounding the design styles and aims BCP Council has for the new seafront water safety signage covered by this contract. Exact design requirements and final template layouts may alter following discussions with the successful contractor and its design team during the proofing stages.

1. Overall Project Aim

1.1 To increase water and beach safety awareness for seafront visitors. There will be no commercial aspect to this project or its messaging.

2. Background

2.1 In 2023 the RNLI completed some PRE (public rescue equipment) and signage audits for BCP and these reports made numerous recommendations across most of BCP Seafront including:

- Increasing PRE provision.
- Updating large 'Primary' entrance signs, found at key seafront access points to reflect relevant risks and general seafront safety info.
- Providing new Primary entrance signs at seafront access points lacking appropriate signage.
- Replacing / upgrading / commissioning new 'secondary' signage and 'reminder' signs to support Primary messaging and inform users of seafront hazards, risks and info.

3. Project Objectives

3.1 To encourage visitors to:

- engage with the information provided.
- familiarise themselves with their immediate surroundings.
- understand the different risks present to maximise visitor safety.
- understand BCP seafront guidelines to maximise enjoyment of the seafront for all.

3.2 To reduce the overall risk of water-based incidents.

3.3 To provide clear geo-location information that will be helpful to seafront users and 999 services in the event of emergency.

3.4 To become one of the UK's leading examples of RNLI Water Safety Signage.

4. Audiences

- 4.1** All beach users. English may not be their first language so clear, simple iconography and messaging is the goal.

5. Broad Design Needs

- 5.1** Create design 'Master' templates for a range of RNLI and BCP Signs (section 6 below.)

This will include amending and updating RNLI templates (Appendix 1) to make better use of space and to include BCP specific requests.

- 5.2** Create appropriate iconography for common BCP seafront facilities and beach guidelines.
- 5.3** Achieve consistent design style and messaging across BCP water safety signage.
- 5.4** Where appropriate, commit to BCP design guidelines and colours (Appendix 4).
- 5.5** Work with BCP staff during proofing stage and allow for sufficient staff time back and forth to achieve best results.
- 5.6** Input content for 25+ Primary signs and 25+ smaller signs.
- 5.6.1** Individual sign content to be supplied by BCP post tender. Please see (Appendix 6) for example data.
- 5.7** Ensure accuracy of information pertinent to each location.

6. Design Template Requirements

6.1 Template Summary List

| | |
|-------|--|
| 6.2.1 | RNLI Primary - With Lifeguard Service |
| 6.2.2 | Optional 'No Lifeguard' Cover panel for 6.21 |
| 6.2.3 | RNLI Primary sign - Without Lifeguard Service |
| 6.2.4 | RNLI Primary Reverse |
| 6.2.5 | BCP Primary Sign (Right side) |
| 6.2.6 | BCP Primary Reverse |
| 6.3.1 | RNLI Secondary - With Lifeguard Service |
| 6.3.2 | Optional cover panel for 6.3.1 |
| 6.3.3 | RNLI Secondary Sign - Without Lifeguard Service |
| 6.3.4 | RNLI Secondary Reverse Template |
| 6.3.5 | Secondary BCP (Right side) |
| 6.3.6 | Secondary BCP Reverse |
| 6.4.1 | RNLI Reminder - With Lifeguard Service Vertical |
| 6.4.2 | Optional 'No Lifeguard' Cover panel for 6.4.1 |
| 6.4.3 | RNLI Reminder - Without Lifeguard Service Vertical |
| 6.4.4 | RNLI Reminder - With Lifeguard Service Horizontal |
| 6.4.5 | Optional 'No Lifeguard' Cover panel for 6.4.4 |
| 6.4.6 | RNLI Reminder - Without Lifeguard Service Horizontal |
| 6.5 | PRE directional |

6.2 Primary Signs



- Please see pages 12/13 of RNLI Design Guidelines (Appendix 1) but ignore pages 13-14.
- There are numerous inconsistencies in the design layout and spacing that require tidying.
 - E.g. left margin of 212/216mm running all way down sign seems a waste of space.

6.2.1 RNLI Primary Template With Lifeguard Service

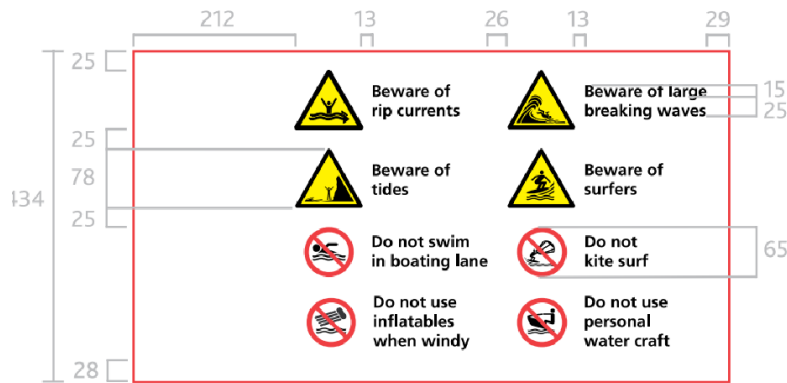
- Address inconsistent spacing issues e.g. Left margin / centering etc

6.2.1.1 Replace Unique Beach Location Code (UBLC) with six figure grid reference.

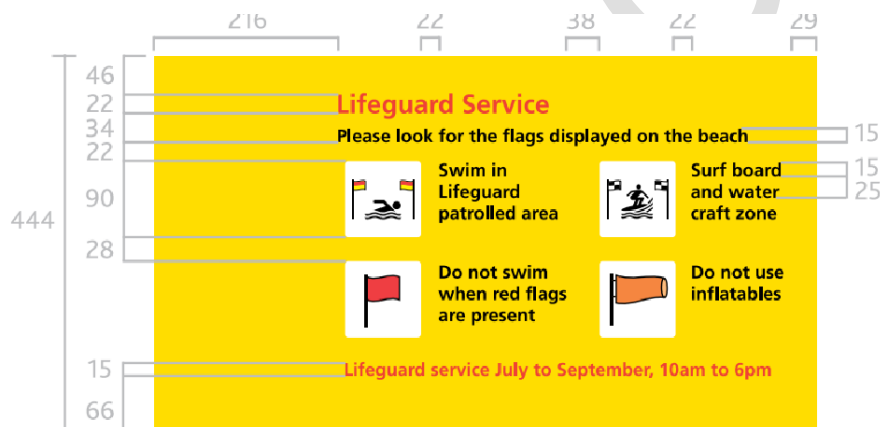
6.2.1.2 White 'Hazard / Symbol' section –

- i. These symbols are currently not centred which seems a shame
- ii. There will be a maximum of 8 symbols.

e.g. 4x hazard, 3x prohibition, 1x mandatory



6.2.1.3 Yellow Lifeguard Panel

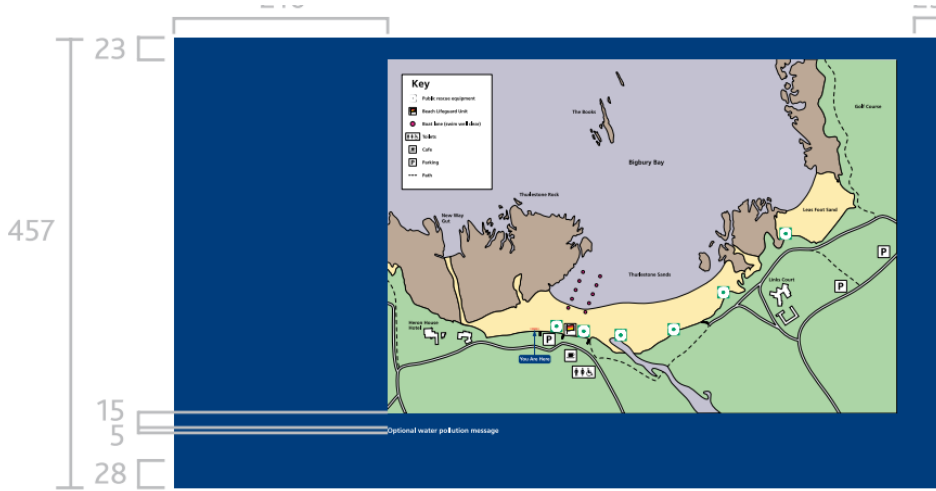


6.2.1.3.1 As shown on page 12 of RNLI guide

6.2.1.3.2 **Instead of Lifeguard service dates**, please can all Lifeguard panels say, **“Red and yellow flags indicate lifeguards on duty”**.

6.2.1.3.3 Appropriate fixing holes to four corners

6.2.1.4 Blue Map Section

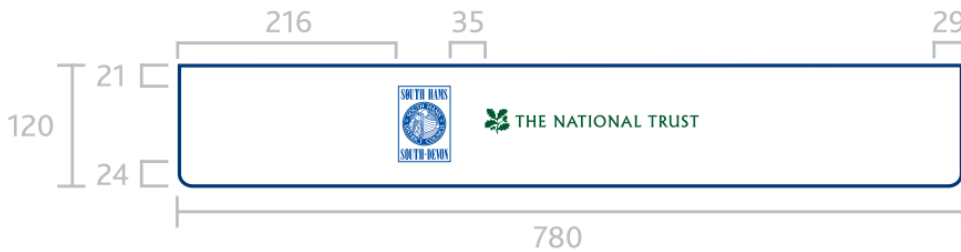


6.2.1.4.1 Maps will be 1:1,000 scale and 500mm x 380.

6.2.1.4.2 File size including key will be 600mm x 380 (key will be on the left of map) (Appendix 5.)

6.2.1.5 White Sponsor Panel

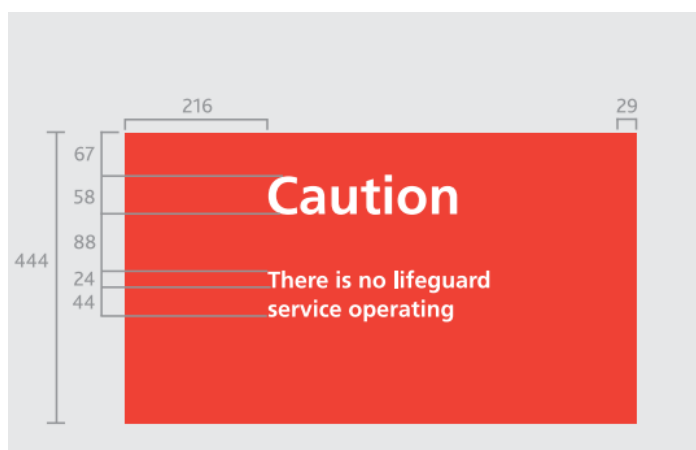
6.2.1.5.1 Content (if any) TBC once contract awarded.



6.2.2 RNLI No Lifeguard Service – Optional panel for RNLI Primary sign (6.2.1)

6.2.2.1 Sizing and wording as RNLI Guide

6.2.2.2 Fixing holes to the four corners



6.2.3 RNLI Primary sign - Without Lifeguard Service

6.2.3.1 As 6.2.1 except the Lifeguard details

6.2.3.2 Red 'No Lifeguard' panel

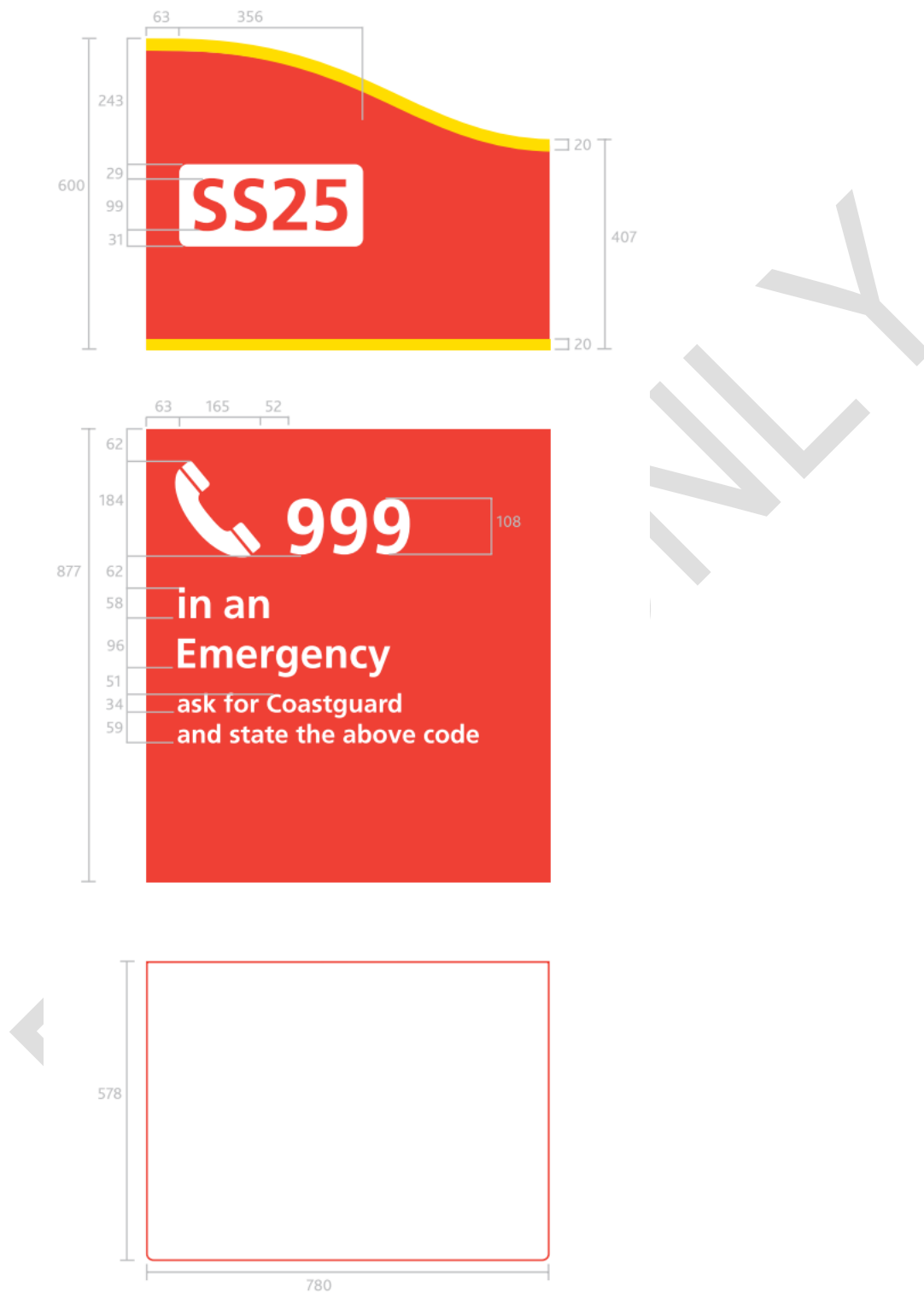
6.2.3.2.1 Overall panel sizing as 6.2.1 / 6.2.2 (780mm x 444mm)

6.2.3.2.2 Design / wording changes to include:

- Text – No lifeguard service operating **here**
- RNLI symbol of swimmer between red and yellow flags
- Text – 'Nearest Lifeguard Service'
- Directional Arrow and distance in meters

6.2.3.2.3 Fixing holes to four corners

6.2.4 RNLI Primary sign – Reverse





6.2.4.1 See Pages 18-19 of RNLI guide

6.2.4.2 To match broad design styles of 6.2.1/ 6.2.3 I.e:

- Lifeguard symbol smaller and moved to corner or edge
- Grid Reference (instead of Unique Beach Location Code) added to top red section
- Beach name added to top red section
- Emergency Message
- Six figure grid reference added to lower section

6.2.5 **BCP Primary Sign (right side)**

- 'BCP side' of Primary sign should match broad layout of RNLI side (6.2.1)

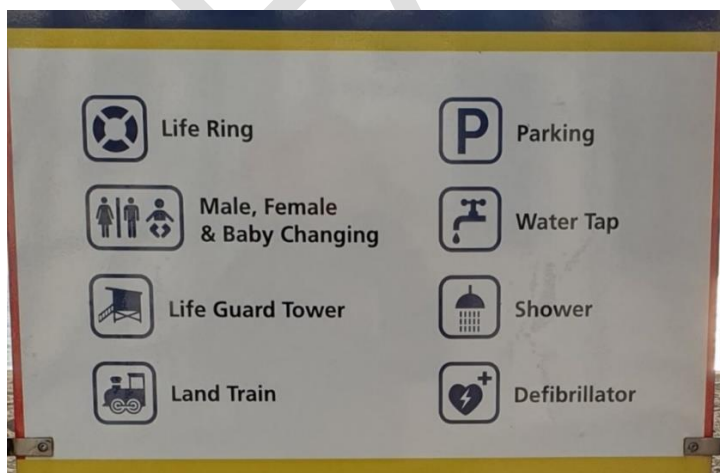
6.2.5.1 **Top section**

- BCP colours / Logo/ Text TBC after contract awarded.
- Photo below shown only as a previous example.



6.2.5.2 **White Facilities / Equipment Panel**

- Up to 8 symbols to represent nearby facilities
- Directional arrows to be shown either side of symbol
- Exact symbol requirements TBC once contract awarded
- Photos below shown only as a previous examples.



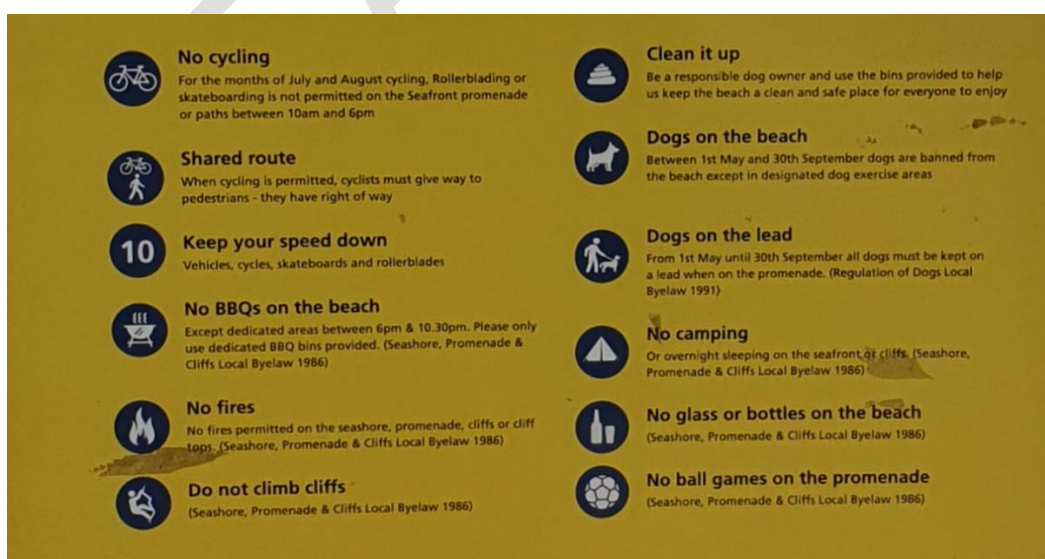


6.2.5.3 Current Symbols Identified but TBC once contract awarded

- Public Rescue Equipment (Shorten to 'Rescue Equipment' if space tight)
- Defibrillator
- Toilets incl accessible
- Seafront Office
- Tourist Information Centre
- Showers
- Taps
- Cliff Lift

6.2.5.4 Beach Guidance Panel

- Up to 8 symbols and accompanying text
- Exact themes and content TBC once contract awarded
- Photos below shown only as a previous examples.



6.2.5.5 Bottom Panel- Water quality / info section

- A3 landscape waterproof Clip frame centred slightly right
 - Can house changeable information
- Left of clip frame – text tbc providing general information about clip frame contents. TBC once contract awarded.

6.2.5.6 White Sponsor Panel

- Can leave blank with option to sticker at a later date as things arise?
- No commercial element permitted

6.2.6 **BCP Primary Sign Reverse**

6.2.6.1 To match design styles of 6.2.4 and 6.2.5 i.e.

- BCP colours / Logo/ Text TBC after contract
- What3Words location in top section
- Large Beach name
- Contact details TBC
- Previous design example shown below



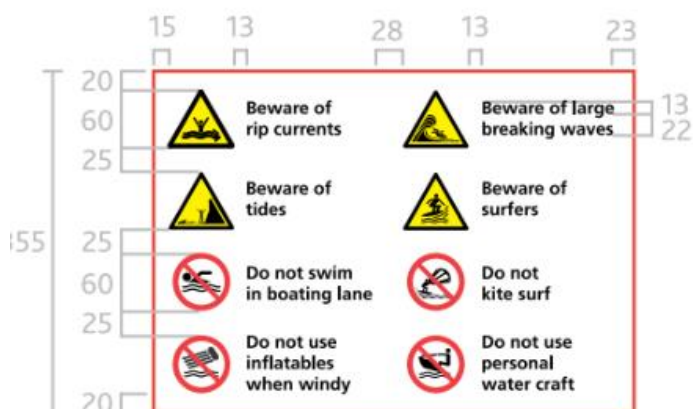
6.3 Secondary Signs

These are used to reinforce messages of Primary signs but have less space and do not include any map or water info / clip frame panel.



6.3.1 RNLI Secondary Template With Lifeguard Service

- See pages 26-29 of RNLI guide.
- This template doesn't look as 'unbalanced' as the Primary sign template but may still require updating in places
- Mimic style used for Primary signage.



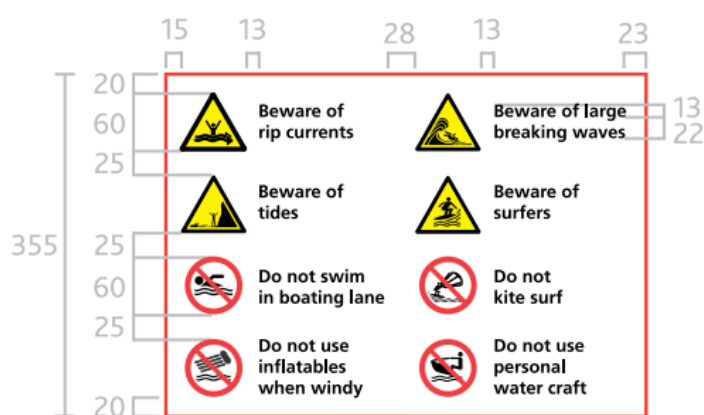
6.3.1.1 Top section



- Six figure grid references to be added if space allows.

6.3.1.2 White Hazard / Symbol' section

- There will be a maximum of **8 symbols**.
 - e.g. 4x hazard, 3x prohibition, 1x mandatory



6.3.1.3 Yellow Lifeguard Panel

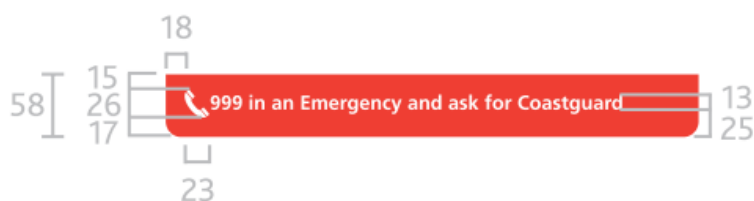
6.3.1.3.1 **Instead of Lifeguard service dates** please can all Lifeguard panels say:

“Red and yellow flags indicate lifeguards on duty” instead.



6.3.1.3.2 Holes for fixings to four corners:

6.3.1.4 Bottom Emergency Panel



6.3.2 No Lifeguard – Optional cover panel for 3a



6.3.2.1 Holes for fixings to four corners:

6.3.3 RNLI Secondary Sign – Without Lifeguard Service

- 6.3.3.1 As 6.3.1 except the Lifeguard details
- 6.3.3.2 Red 'No Lifeguard' panel
- 6.3.3.3 Overall panel sizing as 6.3.1 / 6.3.2 (229mm x 500mm)
- 6.3.3.4 Design / wording changes to include:
 - Text – No lifeguard service operating **here**
 - RNLI symbol of swimmer between red and yellow flags
 - Text – 'Nearest Lifeguard Service'
 - Directional Arrow and distance in meters
- 6.3.3.5 Fixing holes to four corners.

6.3.4 RNLI Secondary Sign Reverse

- No examples - this sign type hasn't been done in BCP before.
- Match the style of Primary Reverse 6.2.4. I.e:
 - Lifeguards symbol
 - Beach name
 - Large lettering for Safety message
 - Six figure grid reference



6.3.5 Secondary BCP



- Same Themes and styles as BCP Primary Section 6.2.5
- Resort Information / BCP Logo etc.
- To match hazard panel - Up to 8 facility symbols & arrows / up to 8 Beach Guidelines symbols (TBC once contract awarded)

6.3.6 Secondary BCP Reverse

- No examples - this sign type hasn't been done in BCP before.
- Match the style of BCP Primary Reverse 6.2.6. I.e:
 - BCP logo
 - Beach Location name (Larger text than RNLI side)
 - What3Words location
 - Appropriate phone number – TIC? 01202 123800



6.4 Reminder Signs



- 6.4.1 Reminder With Lifeguard Service Vertical
- 6.4.2 Reminder No Lifeguard Cover Panel Vertical
- 6.4.3 Reminder No Lifeguard Service Vertical
- 6.4.4 Reminder With Lifeguard Service Horizontal
- 6.4.5 Reminder No Lifeguard Cover Panel Horizontal
- 6.4.6 Reminder No Lifeguard Service Horizontal

Please see pages 30 – 35 of RNLI Design Guide

Requirements for 6.4.1 – 6.4.6

Please Note. We do not need a 'BCP' Side designed for reminder signs.

We just need to change all of the templates above to include:

1. Wherever it says Lifeguard dates remove and include **“Red and yellow flags indicate lifeguards on duty”** as above.
2. The 'No Lifeguard' Signs (6.4.3 / 6.4.6) **Do Not** need directional arrows to nearest Lifeguard service, messaging here can permanently match cover panels (6.4.2 / 6.4.5) respectively.

6.5 PRE directional symbols

- These are separate from the access point and reminder signs.
- Please see pages 38 – 39 of RNLI Guide
- 400mm x 400mm
- Please can the Life ring be marked orange on the green background

