

Part 2: Specification

Contract Reference: RBGKEW1081

Signage Manufacture Framework

This document is for information

1. **Introduction**

The purpose of this Procurement is to contract a manufacturing partner to provide goods and services relating to interpretation and exhibition materials for the Royal Botanic Gardens, Kew’s sites at Kew Gardens and Wakehurst. Those goods and services include producing technical drawings, providing engineering assessments, manufacturing, printing and installing at our sites.

The Signs and Signage Products and Related Services Agreement shall commence on the contract start date and be applicable for a period of four years.

This will include the following constituent elements:

* Technical design, project management, materials expertise, manufacture and installation.

1. **Interpretation at the Royal Botanic Gardens, Kew**

Interpretation at Kew engages our visitors by bringing stories to life. We want to stimulate intellectual and emotional connections with our vast scientific, horticultural and cultural assets. We share stories with our visitors about the amazing work that happens here, as well as inspire curiosity and wonder in the rich diversity of our gardens and collections. We want to draw our audiences into a life-long journey of discovery and love of the world around them. Through interpretation Kew will contribute to the creation of a scientific, horticultural and eco-literate citizenry.

Ultimately, we want all visitors to leave Kew

* with an understanding of its contemporary role as a botanic garden
* having engaged with something captivating on each visit, whether virtual or physical
* feeling inspired about Kew’s stories
* with a desire to continue engaging with Kew, whether virtually or physically

We want our visitors to enjoy their experience and discover ways they can contribute to supporting the natural world. A visit to Kew should be accessible and inclusive for all.

**What we do**

* Through interpretation, provide a constant platform for accessibly engaging visitors with Kew’s stories.
* Developing, writing and producing world-class permanent and temporary interpretation to enhance the visitor experience and help communicate Kew’s mission and purpose to its visitors. This includes signage, creative installations, artworks and exhibitions.
* Working with Science and Horticulture to ensure the displays are accurate and up to date.
* Maintaining the content and physical appearance of all interpretation.

1. **Scope of requirements**

The broad scope of this contract is to secure print and manufacturing services relating to signage for Kew Gardens and Wakehurst. This will include supporting with the technical design of exhibition materials, such as signage, sign stands/holders and other materials as maybe be needed within an exhibition environment. It does not include designing complex exhibition elements such as interactives but may extend to creating housings for items such as digital screens.

To support these services, the supplier should provide project management for all production related elements within their control. The project manager will co-ordinate with a designated point of contact at RBG Kew who will oversee the whole project and manage elements beyond the supplier’s control. The scope of works will vary depending on the size of each project and will be defined in a project brief upon commencement.

Specific requirements include:

* Provide project management services supporting the design, production and installation at a level required by the size of project. As a bare minimum, this should include a dedicated point of contact familiar with Kew’s typical print specifications to maximise efficiency of the commissioning process.
* For bespoke items, such as sign holders and housing for interpretive elements, technical drawings should be submitted for client sign off before manufacture. Where appropriate, new developments may be supported by scaled prototypes and materials testing. All build items should be issued with as built technical drawings and BOM, particularly providing supplier details of any parts that can be replaced to facilitate maintenance and product longevity.
  + Unless mutually agreed by both parties, technical drawings should be provided in the form of an editable digital original form, such as AutoCAD or Google SketchUp, and as a pdf.
  + Drawings must all use standard scales, as found on a scale rule.
* For printed items, Kew is keen to ensure sustainability and environmental impact are drivers in the choice of materials. It is the role of the supplier to keep aware of sustainable solutions across the scope of solid signage, banners, stickers and other materials. In pursuit of this goal, when new materials are proposed, it is recommended for the supplier to provide samples in advance of project deadlines to test the samples in situ.
* Work with RBG Kew staff teams as needed for each project. As a minimum, this will usually include the interpretation and creative services teams. Creative services are Kew’s in house 2D design team.
* Graphic design materials will be provided in a print ready format by RBG Kew. The print ready design file specification is to be mutually agreed by the supplier and RBG Kew upon appointment and will be used by RBG Kew to ensure all design files are provided in the correct format. Any other relevant information, such as brand guidelines, will be freely supplied by RBG Kew for use within the scope of this contract.
* Work with onsite specialists to ensure flora and fauna are not affected or harmed during any onsite works or operations.
* Be available to visit either Kew Gardens or Wakehurst to scope projects, including collecting accurate dimensions related to production materials.
* Provide a point of contact, and alternative to cover periods of unavailability, to act as the conduit for orders. This contact should ensure consistency between order specifications for commonly produced items.
* Intellectual Property Rights for all unique designs developed in the course and use of this contract will belong to RBG Kew to use and modify as they see fit.
* Due to business demands and requirements, there may be instances where standard delivery access is unavailable or limited. This will be raised by RBG Kew when this will disrupt usual procedure of site deliveries or access. It is the responsibility of the supplier to provide a flexible service to ensure project deadlines are not affected.
* Provide after care services such as a reasonable window relevant to the project scope to allow for snagging and reactively responding to any issues.
* For projects requiring installation, the supplier will comply with industry standard and Kew specific health and safety requirements, including providing and completing appropriate CDM regulation paperwork as required.
* Work with the interpretation and finance teams regarding payment schedules. This includes mutually agreeing part-payment schedules for larger projects and developing standard terms for smaller projects.

1. **Projects**

It is expected that multiple projects of various sizes will be required, with the following expected projects for the initial course of the contracted period:

* Wakehurst mansion roof restoration project
* Landscape Ecology Programme
* Sign furniture required across the Kew Gardens and Wakehurst landscapes as areas are updated
* Sign furniture required for Kew Gardens and Wakehurst Programmes

1. **RBG KEW Contact and performance review**

The main point of contact will be responsible for contract management. This includes reviews initially set for every six months to ensure quality of service and good information transfer between both parties. This will include a review to ensure the following KPIs are met throughout the life of the contract:

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| **Area** | **KPI** | **What success looks like** |
| Project management | 100% of bespoke builds are supplied with as built technical drawings and BOMs. Information about product maintenance, such as annual varnishing, will be included to ensure longevity of product. | Within three weeks of a project being installed, the supplier provides as built technical drawings and BOM particularly including purchase details for replaceable components and maintenance materials required to maintain a high-quality finish. |
| 95% of new project emails are responded to within one working week and within 48 hours for on-going projects. | A defined point of contact at both Kew and with the supplier is established and timely responses are given. |
| For any damaged products arriving at Kew Gardens or Wakehurst, the supplier will endeavour to replace or repair within a reasonable timescale relating to the time for manufacture and the project deadline. | Kew checks all delivery items received within a timely manner and communicates any damage, occurring before delivery to site, within one working week. The supplier provides replacements or repairs the product within a timescale relating to the profile and capabilities of a project. |
| For larger projects and build requests, Kew will provide a project brief setting out the purpose, environmental conditions and intended lifespan as a minimum for the items to be supplied. | As part of the scope of works, Kew provides the supplier with a clear project brief, in a timely manner relating to the size of project and sufficiently in advance of the project deadline. |
| All bespoke products will be given a specified window for snagging relating to the size of project and scope of works. Repeat specification printed items will have a three week snagging window. The snagging window will be mutually agreed as to whether this is from point of delivery or from point of install. | The supplier will respond to snagging issues, offering design solutions or new materials where the issue can be traced to a flaw in the material or manufacture. |
| Sustainability | For each new large project and on a regular basis for smaller projects, the supplier reviews and, when able, proposes materials and products designed to minimise environmental impact. | Kew is supported to update its portfolio of materials to minimise the environmental impact of its communication outputs. |
| The supplier will actively minimise the environmental impact of packaging materials. This could be through the use of recycled or recyclable materials, or through a no-cost return scheme allowing for the reuse of packaging. | Products are delivered without damage and in packaging that has minimal environmental impact. |
| Production and installation | Products will be delivered in a timely manner, as defined during the project scoping stage to reflect the uncertainty of material supply at the current time. In the event of an unforeseen event causing delay, the supplier will communicate the issue to the Kew project lead within 24 hours to allow for a mutually agreed mitigation. | Kew receives all products within a timely manner and any delays are communicated at the earliest opportunity to mitigate and minimise the impact on project deadlines. |
| When installing products at Kew Gardens or Wakehurst, the supplier will uphold the behaviour standards required by Kew staff. Kew will provide timely information of any issues that may affect installation, such as locations of tree roots and limitations relating to attaching interpretation to buildings or structures within the site. | The supplier’s installation team follow Kew’s behaviour standards and minimise their impact on visitor experience. Kew provides information about any installation restrictions, whether relating to time, location or environment, during the early scoping stage of the project and proactively as any unforeseen events occur. |
| Quality | The supplier will check the quality of all materials prior to packaging for delivery, including ensuring colour matching to existing products and consistent quality of manufacture. | All products supplied to Kew are of a high and consistent quality. New products offer visual consistency to existing materials on site, with the exception of variations that may be a result of the introduction of new products with a lower environmental impact. |
| The supplier will ensure all items are high quality and safe to be in a public environment accessed by visitors of all ages and abilities. | All products supplied to Kew are of a high and consistent quality, free of splinters, rough edges and following any other visitor-safe requirements set out in the project brief. |

1. **Approvals**

The outputs will need to satisfy the requirements of the RBG Kew Trustees, the Head of Interpretation and the Director of Horticulture.

**Appendix A**

**Scenario 1: summer installation**

For the summer period, Wakehurst has commissioned a series of five art installations that can be found across the gardens. To complement the artworks, the interpretation team have researched and written a panel of text to be displayed at each artwork and the graphic design has been completed by the creative services team.

The interpretation team require the signs to be manufactured. The design guidance provided by Kew’s 3D Design contractors is for a single wooden piece with the appearance of the artwork, consisting of text and line drawings, looking like it has been burnt into the wood. The signs have been designed such that visitors of all ages and those in wheelchairs can easily read the text. There will be eight different signs to be manufactured. The area of artwork for each sign is equivalent to an A3 portrait space. The signs will be placed in an unstaffed location and the interpretation team have minimal capacity for maintenance work. The signs will not be able to be checked and cleaned on a daily basis, but infrequently over the four month long event.

For this commission the supplier is expected to:

* Visit the site to walk through the locations, ensuring the designed item can be secured into the ground and installed according to the provided engineering assessment for the period of the event. Wakehurst will provide information about safe depths for installing and which locations must be avoided to protect roots.
* Work with 3D design contractors and Wakehurst staff at the prototyping phase to provide guidance on materials, manufacturing, installation and deinstallation.
* Following discussions, issue a technical drawing of the proposed design and materials for client sign off.
* Manufacture the signs using artwork created by the creative services team
* Install the signs within a tight and inflexible window before the event is opened to the public. This is expected to be within traditional hours (Monday to Friday) but may need to be completed by 10:30am before the public enter the gardens.
* Provide as built technical drawings following installation, alongside any maintenance information.

**Appendix B**

**Scenario 2: urgent request**

Early one Thursday morning, storm damage at Kew Gardens has required a popular section of the gardens to be immediately closed to visitors. The closure will be long term as the gardens teams make the area safe and repair the damage.

The operations team have temporarily put staff in place to communicate with visitors. The staff will be redeployed at the weekend to support the running needs of the gardens. The interpretation team have developed a signage scheme that needs to be in place ready for the weekend opening at 10am. The commissioned signs consist of:

* Four A1 dibond maps to replace the existing site maps at each entrance gate
* Six 300x600mm (hxw) wrapped dibond panels

**Appendix C**

**Scenario 3: technical expertise**

The interpretation team are starting a project to develop new interpretation for the Treetop Walkway at Kew Gardens. The interpretation needs to complement the visitor experience, providing supplementary information and engagement but not distracting from the experience of walking at tree top level.

The interpretation will take a sensory approach, potentially requiring tactile elements, the ability for wind to blow through certain elements to create a sound and involving scents, whether in a replaceable container or through clever use of materials. The creative design work will be completed by RBG Kew’s 3D Design Contractors.

At the start of the project, the interpretation team invite you to site for a walk along the Treetop Walkway and to discuss the approaches the 3D Designers are thinking about taking:

1. Attaching interpretation to the existing railings, without damaging or breaching (e.g. screwing into) the railings.
2. Material choices that have minimal environmental impact, can withstand all weathers, are safe for members of the public to look at and touch in all weathers (e.g. not get too hot in the sun, cause glare, develop mould or have the potential of focusing light such that a fire may be started). They also need to be suitable for minimal maintenance intervention.

From initiation, the project must be completed within six months.