

**PART TWO****SPECIFICATION****DESIGN AND INSTALLATION OF A WAYFINDING SYSTEM IN KETTERING TOWN CENTRE**

Tenders are invited for the design and installation of an integrated wayfinding system that builds on the existing fingerposts and mapping assets in Kettering Town Centre. The key elements of the project will include full project management; enhancement of existing mapping; introduction of totems at identified locations; retention and upgrade of maps in car parks; retention and upgrading of fingerposts; possible allocation of wall maps at identified locations; removal of redundant signage at identified locations and an option to produce map hardcopies for key venues to distribute;

Specifically:

1. Location works required:

| Map point | Location  | Existing:                                     | Works   |
|-----------|---|---|---|
| 1         | Station Road                                      | Map Panel                                     | New totem   |
| 2         | Station Road/Queensbury Road                      | Nothing                                       | Removal of TIC sign   |
| 7         | Market Place/Sheep Street                         | Nothing                                       | New totem   |
| 8         | Marketplace (south east corner)                   | Fingerpost (to be removed)                    | New totem   |
| 9         | Marketplace to London Road footpath crossroads    | Fingerpost                                    | Refurbish fingerpost  |
| 10        | Marketplace/Market Street                         | Nothing                                       | New totem   |
| 11        | High Street/Meadow Road                           | Nothing                                       | New totem   |
| 12        | High Street/Wadcroft                              | Fingerpost                                    | Refurbish fingerpost  |
| 13        | High Street/Gold Street/Lower Street              | Map panel                                     | New totem in this area  |
| 14        | Gold Street/Newland Street                        | Fingerpost (to be removed)                    | New totem   |
| 16        | Eskdail Street / Newland Street / Northall Street | Nothing for wayfinding                        | Wall mounted map  |
| 17        | Horsemarket / Dryland Street                      | Nothing                                       | New totem   |
| 18        | Horsemarket / Market Street                       | Nothing                                       | New totem   |
| 19        | Bowling Green Rd at KBC building                  | Nothing                                       | New totem   |
| 20        | Bowling Green Road / London Road                  | Nothing                                       | Wall mounted map  |
| 21        | London Road car park                              | Map Panels                                    | New fingerpost and upgrade 2 map panels                       |
| 22        | Municipal Offices car park                        | Fingerpost, 2 map panels and Information sign | Refurbish fingerpost and upgrade 2 map panels                 |
| 23        | Wadcroft car park                                 | One map panel                                 | Move / upgrade existing panel and add a 2 <sup>nd</sup> panel |
| 24        | Commercial Road car park                          | Nothing                                       | Simple sign to nearest information                            |
| 25        | Queen Street car park                             | Nothing                                       | Add map panel   |
| 26        | School Lane car park                              | One map panel, 1 fingerpost                   | Upgrade map panel and refurbish fingerpost                    |
| 27        | George Street                                     | Fingerpost                                    | Remove fingerpost   |
| 28        | Gold Street – Newlands Centre                     | Nothing                                       | New Totem   |

Summary:

Total number of new totems: 10 or 11  
Add new fingerpost: 1

|                            |   |
|----------------------------|---|
| Refurbish fingerpost:      | 4 |
| Upgrade existing map panel | 6 |
| Add map panel              | 2 |
| Wall mounted panel         | 2 |

The cost of removals should be included in the point to point detail given. Please note that some are removals but some will involve a new element being put in the same location and for clarification these are:

|                                   |                     |
|-----------------------------------|---------------------|
| Station Road:                     | Remove TIC signpost |
| Market Place (South East corner): | Remove fingerpost   |
| Gold Street / Newland Street:     | Remove fingerpost   |
| George Street:                    | Remove fingerpost   |

## 2. Development:

- All elements of Project Management will be undertaken including liaison with all third parties to enable the programme to be completed.
- Artwork for car park maps
- Artwork for 10 (or 11) totems\*
- Design of look and feel of information
- Map improvement from current map artwork

\*Please note that we are looking to incorporate different points of interest on each totem that reflect the Heritage of Kettering Town Centre rather than one standardised map for use on all totems. It is likely that these will be in the style of information boxes on the totem and should be limited to 2 or 3 features on any one totem (i.e. Nearby church, Art Gallery, Museum etc).

### Timescale:

The target timescale for this project is 3 months from contract start date and this will be discussed at the project Inception meeting as part of the detailed planning of the programme.

### Intellectual property rights:

Any mapping which is originated as a result of these works and any enhancements to existing mapping that are required will remain the intellectual property right of Kettering Borough Council.

### Street furniture:

Should include a 'basic' option 1 and a 'Heritage' option 2 as a costed minimum and any other options that would be deemed suitable for use in Kettering Town Centre can be included if readily available at tender stage. Images of the proposed options should be supplied for consideration as part of the tender submission.

### Location and boundary:

Appendix 1 – Existing location points  
Appendix 2 – System as proposed

### Existing map artwork available:

Appendix 3 – Kettering Town Centre Map

### Note to tendees:

Kettering Borough Council has recently been awarded significant funding from Historic England for a Heritage Action Zone in the Town Centre and we will be consulting on the Public Realm as part of this programme. The Council will be looking to incorporate any elements that are required to meet the required specification so this may affect elements of the Wayfinding Programme. However this can be discussed and agreed at the Inception meeting once more details are available.