



RWA 'Light and Inspiration'

Scope of work to inform tender documents for: Wayfinding and signage consultants

1.0 Project Summary

In September 2020 the RWA was successful in securing a NLHF Round 2 grant towards a £3.23m capital and audience engagement project, 'Light and Inspiration'. The capital works will start in June 2021 and we hope to re-open to the public in February 2022 with our 169th Annual Open.

This project will undertake urgent and vital works to safeguard the future of one of Bristol's best-loved institutions, the RWA, which has been nurturing new talent and championing equal opportunities for over 160 years. One of our major aims is to make our building as accessible as possible and the works include the installation of a new external lift, changing places toilet, accessible toilet and hearing loops. There will be an enlarged café and for the first time a free to view exhibition in a newly created gallery on the first floor. In the lower ground floor, we will be creating a new family and community room and history gallery.

Transforming first impressions will attract and enable more people to engage with our exceptional galleries, exhibitions and collections through remodelling the forecourt, opening up the facade and enhancing physical access.

We now wish to instruct specialists to ensure that our external signage is engaging and creative and attracts passers-by to explore further. It must also clearly indicate that we are an Art gallery. Once inside the building, signage must be welcoming and appropriately placed so that all visitors can understand the layout of the building and get where they need to quickly and efficiently. In addition there needs to be a donor recognition panel.

2.0 Scope of work for Wayfinding and signage consultants

- To understand the audiences, layout and vision for the building both externally and internally and to consider the flow of people for both
- To define a wayfinding narrative and determine the resulting type of signs required along with positioning, size and volumes needed
- To prepare moodboards and design concepts for consideration by the RWA team and Architect including ideas for materials and fabrication and indicative costs
- To finalise approved designs
- Prepare technical drawings and assist Architects to prepare application for listed building and planning consent as required (external signage)
- (optional by client) Managing the chosen supplier through to installation and completion in time for opening of building at the start of February 2021

3.0 Reporting

The consultants will report to the Director of the RWA, and through them to the Project Manager and Architect as required.

4.0 Fee

The consultant is expected to provide a fee proposal for the work based on the number of days to be allocated, and day rate of different personnel.

5.0 How to apply

Applicants should submit their proposal by 5pm on Wednesday 10th March 2021.

The proposal should include information on:

Question 1. Approach to the brief, methodology, design output and timetable. It is important for tendering parties to consider the importance of the design on the project goals – the design needs to transform and enhance the visitor experience and improve the operation of all public areas of the building. The style and communication of the submission will be considered in the evaluation of this response.

Question 1 Weighting – 25%

Question 2. Details of relevant experience including 2 references from recent work undertaken by the proposed team. Note that relevant experience is considered to be projects that have NLHF elements, Gallery Projects, or Heritage Projects. Recent work should be projects worked on within the past three years. Note that references will be contacted as part of the evaluation process.

Question 2 Weighting – 35%

Question 3. Fee proposal, including a day rate and number of days proposed with project lead and roles and responsibilities clearly explained.

Question 3 Weighting – 25%

Question 4. Summary CV of the team proposed to deliver the project.

Question 4 Weighting – 15%

6.0 Scoring Criteria

Scoring will follow the criteria set out in the table below.

Tender Evaluation Methodology.		
Assessment	Description	Score
Not Eligible for Considerable	Absent or does not meet the brief in any respect. Completely fails to meet the standard.	0
Inadequate	Very poor response which has several serious shortcomings in a majority of areas.	1
Inadequate	Response has some major shortcomings and clear deficiencies. Inadequate detail provided.	2

Limited	Fails to meet the standards in most aspects but meets some. Limited information only partly addresses the question.	3
Limited	Response has minor shortcomings in a minority of areas. Information is limited, and parts of the question are answered.	4
Acceptable	Response meets the required standard in most aspects. There are some minor shortcomings.	5
Acceptable	Response meets the required standard with no shortcomings.	6
Good	Response meets the required standard with no shortcomings and exceeds expectations in a minority of areas.	7
Good	Meets the required standard. Comprehensive response in terms of detail and relevance to the question.	8
Excellent	Excellent response in all or most areas which exceeds expectations and with no areas of shortcoming.	9
Excellent	Outstanding response in all areas and significantly exceeds expectations.	10

Item 3 (fees) will be scored using a calculation, whereas the lowest tender will receive a score of 25, and all higher bids received will be allocated a percentage score following this.

7.0 Contact details

Nicola Prosser Nicola.prosser@rwa.org.uk 0117 302 1003