

Wayfinding Signage Specification

Witney Town Centre and Surrounding Area

Project Overview

West Oxfordshire District Council is seeking the design, manufacture and installation of a suite of wayfinding signage within Witney town centre and the surrounding area. The project aims to improve navigation, encourage exploration of the town, support the local economy, and enhance the visitor experience whilst also serving the needs of local residents.

The signage assets will ultimately be adopted and maintained by Witney Town Council. Therefore, all materials, fixings and finishes must be selected to ensure durability, longevity and minimal ongoing maintenance requirements.

Project Status and Approvals

The Council is currently progressing the necessary approvals and governance arrangements required to deliver the wider wayfinding project.

The signage elements form part of a broader programme of works including digital mapping, cartography and archways. Contract award will remain subject to all necessary approvals being secured, including confirmation of future asset ownership and maintenance arrangements.

The Council reserves the right not to award a contract, or to discontinue the procurement process, should the project not proceed for any reason.

Objectives

The wayfinding scheme should:

- Improve navigation for residents and visitors alike.
- Encourage movement between key destinations, attractions, public spaces and transport links.
- Promote increased dwell time and footfall within the town centre.
- Enhance visitor understanding of Witney's heritage, culture and identity.
- Support accessibility and inclusive design principles.
- Create a cohesive and recognisable wayfinding system across all locations.
- Complement the existing streetscape and historic character of Witney.

Signage Locations

The signage will be installed at locations throughout Witney town centre and surrounding areas. Location details can be found at the end of this report.

The successful contractor shall review each location and identify any site-specific installation considerations prior to manufacture. The contractor may also be required to provide technical information to support any remaining approvals, permissions or landowner consents.

Design Requirements

The successful contractor will be expected to work collaboratively with West Oxfordshire District Council, Witney Town Council, Oxfordshire County Council and other relevant stakeholders throughout the design, approval, manufacture and installation stages of the project.

The signage design shall consider:

Design Aesthetic and Visual Identity

The Council's preferred colour palette is black and gold, reflecting the character and heritage of Witney as a historic market town. However, suppliers are welcome to propose alternative colour schemes where they can demonstrate that these are more appropriate to the local environment and effectively complement the town's heritage, architecture and public realm.

Design proposals should:

- Create a strong and recognisable wayfinding identity.
- Complement Witney's historic character and conservation areas.
- Balance contemporary functionality with heritage sensitivity.
- Remain visually attractive throughout the life of the assets.

Suppliers should explain the rationale behind their proposed design approach, including colours, typography, materials and any heritage references incorporated into the scheme.

Accessibility and Inclusivity

The wayfinding scheme shall be designed in accordance with the principles of inclusive design and should have regard to:

- The Equality Act 2010.
- Department for Transport Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure.
- BS 8300 (Design of an accessible and inclusive built environment).
- Relevant public realm and highways guidance applicable at the time of design and installation.

The design should ensure that signage is accessible to the widest possible range of users, including people with visual, mobility, cognitive and other impairments. Suppliers will be required to demonstrate how their proposals address inclusive design principles, including legibility, colour contrast, readability, positioning, navigation and ease of use within the public realm.

Mapping

Each sign shall incorporate a clear, professionally designed map where appropriate. West Oxfordshire District Council will separately procure the services of a cartographer to develop the map component of the scheme.

The successful signage contractor will be expected to work collaboratively with the appointed cartographer to ensure that mapping is integrated effectively within the overall signage design and layout.

The Council would also welcome proposals that incorporate a digital mapping link, such as a QR code, where this enhances the user experience without detracting from the primary wayfinding function of the sign.

Directional Information

Signs shall include:

- Directional arrows.
- Clear destination names.
- Walking distances and/or estimated walking times.
- A clearly identified location name

Design Approval Process

The contractor shall provide draft design proofs for review and approval prior to manufacture. No manufacture shall commence until written approval has been issued by the Council.

The contractor shall implement an appropriate quality assurance process to verify the accuracy of all destination names, distances, directional information and mapping integration.

Materials and Construction

As the assets will be adopted by Witney Town Council, emphasis should be placed on robustness, longevity and low maintenance.

Materials shall be:

- suitable for long-term external use.
- resistant to weathering, corrosion, fading and UV degradation.
- capable of maintaining appearance for a minimum design life of 15–20 years.
- easy to clean and maintain.
- vandal resistant, inc. scratching and surface damage.

Preferred materials may include:

- Powder-coated aluminium.
- Stainless steel.
- Vitreous enamel panels.
- Anti-graffiti coated metal panels.
- Other equivalent high-quality, durable materials.

The Council welcomes recommendations from suppliers regarding the most appropriate materials for longevity and whole-life value.

Whole-Life Maintenance and Asset Management

As the completed signage assets will be adopted and maintained by Witney Town Council, the Council places significant importance on minimising future maintenance requirements and associated costs.

Tenderers shall provide details of:

- The anticipated maintenance requirements of the proposed signage system.
- Recommended inspection and maintenance regimes.
- Expected asset lifespan.
- Warranty periods for materials, finishes and components.
- Replacement procedures and indicative replacement costs for key components.
- Any measures incorporated to minimise whole-life maintenance costs.

Suppliers should clearly demonstrate how their proposed materials, finishes and construction methods contribute to long-term durability, ease of maintenance and value for money over the life of the assets.

The Council will give consideration to whole-life performance and long-term maintenance implications when assessing submissions.

Structural Requirements

The contractor shall ensure all signage:

- Is structurally suitable for its intended location.
- Withstands anticipated wind loads and environmental conditions.
- Complies with relevant highways and public realm requirements.
- Includes all necessary foundations, fixings and support structures.
- Meets relevant British Standards and industry best practice.

Installation

The contractor shall:

- Undertake site inspections prior to installation.
- Liaise with relevant authorities where required.
- Provide all labour, equipment and traffic management necessary for installation.
- Minimise disruption to residents, businesses and pedestrians.
- Reinstate any disturbed surfaces to an appropriate standard.

Certain signage locations identified within the location schedule are situated within areas that have been, or will be, resurfaced by Oxfordshire County Council as part of public realm improvement works. Where installation requires excavation, foundations or surface reinstatement within these areas, the contractor

shall use the resin-bound material and reinstatement specification required by Oxfordshire County Council to ensure a seamless match with the surrounding surface finish and maintain the integrity and appearance of the public realm.

Due to the presence of underground infrastructure, including but not limited to tree pits, utility services and other below-ground constraints, the final positioning of signs may be subject to approval on site. For relevant locations identified within the location schedule, an authorised representative of Oxfordshire County Council will be present during installation to confirm and approve the precise sign location prior to excavation or installation works commencing. Contractors shall allow for reasonable adjustments to sign positions at this stage whilst maintaining the overall objectives of the wayfinding scheme.

As-built information and handover

Upon completion, the contractor shall provide:

- Asset register.
- As-built drawings.
- Foundation details.
- Material specifications.
- Maintenance manual.
- Warranty documentation.
- GIS-compatible location information where available.

All information shall be provided in digital format.

Evaluation Process

Tender submissions will be evaluated by a panel comprising representatives from relevant stakeholder organisations. The evaluation panel may include officers with operational, design, heritage, highways and asset management responsibilities to ensure that proposals are assessed against the full requirements of the project.

Pricing Schedule and Cost Breakdown

To support project budgeting and phasing considerations, suppliers must provide an itemised cost breakdown for each proposed signage location.

The pricing schedule should clearly identify, on a per-site basis:

- Design costs.
- Manufacture costs.
- Installation costs.
- Any traffic management costs (where applicable).
- Removal and disposal costs for existing signage or street furniture requiring replacement.
- Any groundwork, foundations or ancillary works required.
- Any ongoing maintenance recommendations and associated costs.

The Council requires a separate price for each individual sign location to allow flexibility should funding, permissions or project priorities change during delivery.

Where an existing sign, post, or other wayfinding asset is present, suppliers should provide a separate cost for:

- Removal and disposal ("decluttering").
- Making good the surrounding area following removal.
- Installation of the replacement asset.

Suppliers should also identify any assumptions, exclusions or dependencies which may affect costs.

Evaluation Questions – Quality (65%)

1. Please provide a design proposal for consideration
2. Demonstrate how your proposal addresses inclusive design principles, including legibility, colour contrast, readability, positioning, navigation and ease of use within the public realm.
3. Provide your proposed methodology for delivering and installing the wayfinding scheme. Please include:
 - a. Site assessment process.
 - b. Programme and delivery approach.
 - c. Health and safety considerations.
 - d. Traffic and pedestrian management.
 - e. Measures to minimise disruption to businesses, residents and visitors.
4. Describe the materials and construction methods you propose to use and explain how these will provide a durable, low-maintenance wayfinding solution suitable for long-term use within the public realm. Please include: the proposed materials, expected lifespan, resistance to weathering, corrosion resistance, cleaning and maintenance requirements and warranty provisions. Please note that A minimum warranty period of **five years** is preferred.
5. Describe how your proposal reflects and respects the historic character and identity of Witney; how the design responds to the town's heritage and built environment, whether there are opportunities to incorporate local identity and historic references.
6. Please describe any additional benefits your organisation would deliver as part of this project beyond the core specification requirements. Responses may include, but are not limited to:
 - a. Use of local supply chains where appropriate and consistent with value for money.
 - b. Opportunities for skills development, apprenticeships or work experience.
 - c. Support for local economic activity.
 - d. Innovative features that enhance the user experience.
 - e. Measures that support the long-term success and maintenance of the wayfinding scheme.

Pricing schedule to complete

Site Ref	Location	Design (£)	Manufacture (£)	Installation (£)	Declutter & Yes (£)	Groundworks / TM (£)	Total (£)
W1	Market Square						
W2	Church Green						
W3	High Street						
W4	...						

In the box below, identify:

- Any assumptions made in preparing the quotation.
- Any exclusions from the proposed costs.
- Any site-specific constraints that may affect delivery or pricing.
- Any factors that could result in cost variations following detailed site inspections.

List of signage locations

Location Ref	Existing Signage / Asset Type	Site Location	Site Description	Within OCC Public Realm Improvement Area?	Mapping Link	Existing Asset Removal Required?	Proposed Wayfinding Asset(s)	Notes and Installation Considerations
W1	Finger Post	51.784277, -1.483370	Adjacent to the entrance to Langdale Court Car Park	No	N/A	Yes	Hybrid Map/Sign	Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W2	Finger Post	51.785051, -1.483345	Woolgate Shopping Centre, adjacent to Waitrose and existing cycle parking area	No	https://maps.app.goo.gl/QLmYjYhf1jLR3kw76	Yes	Hybrid Map/Sign	Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W3	Finger Post	51.786208, -1.482887	Woolgate Car Park, corner location adjacent to No. 14	No	https://maps.app.goo.gl/TrnNkYmA3m6EXXzr7	Yes	Hybrid Map/Sign	Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W4	Map	51.786393, -1.483969	Wesley Walk, outside the Methodist Church and neighbouring retail units	No	https://maps.app.goo.gl/rJSuJc7dMPBjPCFR7	Yes	Hybrid Map/Sign	Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W6	None	51.787870, -1.486963	Marriotts Walk Plaza, adjacent to the Unterhatching Play Area wall	No	https://maps.app.goo.gl/aq2x7hoPKdoN49jr6		Hybrid Map/Sign	
W7	None	51.784092, -1.485644	Market Square, between The Blue Boar and Barclays Bank	Yes	https://maps.app.goo.gl/MW71G1SvncoTrxn3A		Hybrid Map/Sign	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W8	Finger Post	51.783605, -1.485498	Buttercross Island, Market Square	Yes	https://maps.app.goo.gl/mHKoN5wayJKLpDot5	Yes	Hybrid Map/Sign	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W9	Noticeboard	51.783898, -1.485107	Adjacent to Witney Town Council Offices, rear of Smarts	No	https://maps.app.goo.gl/R4D889tERiJw3Xv8A		Mapboard	

W10	None	51.784191, - 1.485397	Market Square, adjacent to the tree nearest Smarts and the highway	Yes			Hybrid Map/Sign	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W11	Map	51.784776, - 1.485211	Entrance to Woolgate Shopping Centre, adjacent to Cotswold Opticians	No	https://maps.app.goo.gl/pCraRdvMRZeHqEep9	Yes		Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W12	Finger Post	51.786286, - 1.48372	Wesley Walk, adjacent to the Mulberry Bush building	No	https://maps.app.goo.gl/3minpEsR6oP5USjq6	Yes		Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W13	Finger Post	51.786642, - 1.484504	High Street, outside the Methodist Church	Yes	https://maps.app.goo.gl/eDULLBaHKyf7bwM3A	Yes		OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W14	Finger Post	51.786742, - 1.486483	Marriotts Walk entrance on Welch Way	No	https://maps.app.goo.gl/w12WTfrBXvPYpJJ7	Yes	Fingerpost	Removal of existing asset required to reduce street clutter and support a coherent wayfinding scheme.
W15	None	51.786621, - 1.486477	Adjacent to the green space associated with The Nuffield Practice	No	https://maps.app.goo.gl/Mn6utkZQ59CwaNg4A			
W16	Finger Post	51.786408, - 1.485061	Welch Way / High Street junction, adjacent to NatWest Bank	Yes	https://maps.app.goo.gl/QUT8B41mRtVtsx5C9	Yes	Hybrid Map/Sign	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W17	Finger Post	51.784823, - 1.485300	Existing fingerpost location adjacent to Cotswold Opticians and opposite the Woolgate entrance	Yes	https://maps.app.goo.gl/c5BLq4xhbSAYBSd7A	Yes	Hybrid Map/Sign	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W18	None	51.785192, - 1.485533	Outside PizzaExpress and Part & Parcel	Yes	https://maps.app.goo.gl/nKR7s4JtCiNanLYc7		Fingerpost	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.
W19	None	51.784182, - 1.485015	Market Square entrance to Langdale Court	No	https://maps.app.goo.gl/bVTV8kkwHA4GaQu39		Archway	
W20	None	51.783722, - 1.485661	Market Square entrance to Corn Street	Yes	https://maps.app.goo.gl/2HKg21doeC7s3Rbw5		Archway	OCC resurfacing area; approved resin required. Final siting subject to OCC officer approval.

W21	None	51.784836, - 1.475708	Cogges Manor Farm, Oxlease Play Area	No	https://maps.app.goo.gl/DkvALcm7FNDRTTrD57		Hybrid Map/Sign	
W22	None		The Leys, location to be confirmed in the vicinity of St Mary's Church	No				
W23	None	51.774585, - 1.491684	Travelodge Witney, A415 frontage (exact location to be confirmed)	No	https://maps.app.goo.gl/7jWQMqzg6xhK2APk7		Hybrid Map/Sign	
W24	None	51.779185, - 1.493727	Premier Inn Witney, Ducklington Lane, adjacent to the green space on the McDonald's side of the car park	No	https://maps.app.goo.gl/DUsB9P8ENC9G7yhT9		Hybrid Map/Sign	
W25	None	51.773766, - 1.490700	Oxford Witney Hotel, Ducklington Lane (location subject to confirmation)	No	https://maps.app.goo.gl/iJUuvY3sHMDjmZUn8		Hybrid Map/Sign	
W27	Cycle route post	51.779060, - 1.493821	Entrance to the lane between Premier Inn and PureGym, Ducklington Lane	No	https://maps.app.goo.gl/8iMb4LFVSxSHpPiL8		Fingerpost	
W28	None	51.785508, - 1.496114	Fiveways Roundabout, land at the junction of Welch Way and Corn Street	No	https://maps.app.goo.gl/ExvKs6CM6LTrULfx9		Hybrid Map/Sign	
W29	None	51.784102, - 1.482055	Witan Way, at the Crown Lane terminus	No	https://maps.app.goo.gl/rGF3Jjet4kPEdRd99		Hybrid Map/Sign	
W30	None	51.778710, - 1.485702	The Leys, adjacent to the Splash Park entrance	No	N/A		Hybrid Map/Sign	