REQUEST FOR QUOTATION

Supply of services for design concepts of town entry statements

Quotation title/ name	Town entry statements - Design Concepts
This RFQ is issued by	Bellingen Shire Council
Date issued	11 March 2024
Contact Officer's Name	Maaike Veenkamp
Contact phone	02 6655 7350
Contact email	mveenkamp@bellingen.nsw.gov.au
Description of goods/services	The development of design concepts of new town entry statements for the Bellingen, Dorrigo, Mylestom and Urunga
RFQ reference number	QC-233-24BSC

PART A – RFQ Information

Lodgement details	Offers must be lodged by the closing date and time via email to mveenkamp@bellingen.nsw.gov.au
RFQ response deadline	Closing date 8 April 2024 at 11:59pm
Briefing session	No briefing session proposed. For information related to this RFQ please contact the nominated Council contact.
Evaluation Criteria (the evaluation criteria will be used to assess the responses to this RFQ)	• Cost-effectiveness and value. • Previous experience: showcase your past work that demonstrates your creativity and proficiency. • Time to complete project. • Capacity to deliver on time and on budget: we value reliability and professionalism.

Notification of the outcome of this RFQ will be via email.

Please note that the notification **does not** constitute a purchase order. Goods and services should not be delivered until contract arrangements have been fully executed.

PART B – INTRODUCTION

Bellingen Shire Council (Council) is looking for skilled and creative designers to help shape the face of the towns and be part of an extraordinary project that aims to communicate and portray our Shire's branding in a very prominent way.

Council is seeking the development of entry statements designs to a Concept level. Signage is to be developed for the following:

- Bellingen
- Dorrigo
- Mylestom / Repton
- Urunga

Project background

In November 2019 Council adopted the Bellingen Shire Signage Strategy.

Community consultation and drafting of the signage strategy identified the need for attractive, well designed and welcoming town entry statements that accurately reflect each of the towns and doesn't detract from the surrounding landscape.

Bellingen Shire is a popular destination for visitors and signage is a crucial part of creating a positive and consistent visitor experience and fosters pride within our local communities. Appropriately designed and welcoming town and LGA entry statements create a positive first impression and a sense of arrival in each area.

Destination signage supports tourism road signage and, while being subject to the policy requirements of the relevant road authority, can be designed to reflect the area's unique character and tourism branding. These signs usually have a standard design, layout, materials and construction to create a seamless journey and enhance the visitor experience. They should be placed in similar locations at sites so that visitors understand where to look for information.

The Bellingen Shire Signage Strategy identified the following key principles:

- Clarity:
    - Information must be accurate, clear and easy to understand.
    - There should be a recognisable style of signage across the Bellingen Shire.
- Consistency:
    - Signage must be easily recognisable as part of an established system and reinforce the brand identity of the Bellingen Shire.
    - Signage elements should work together to communicate a clear identity through a cohesive design approach for materials, fonts, finishes and colours.
    - Whilst retaining the ability to convey the individual characteristics of the towns, signage should present a consistent Bellingen Shire identity.
- Context:
    - Signage should reflect the cultural and environmental character of our towns and Shire, and the values of our community.
    - Signage should be integrated appropriately into the surrounding landscape and add value to the visual character of towns and the broader shire.

- Signage should be appropriately placed in the landscape to allow drivers time to read and comprehend the sign.

Signage design materials palette & precedent:

- The signage family design should reference the rural, heritage and environmental character of the area but utilise a contemporary design solution.
- There should be consistency in design, materials and fonts used across all signage, with allowance for unique features of each town to be portrayed.
- The design should establish a visual connection across the whole signage family.

Signage system overview

Permissible signs throughout Australia fall under the following categories:

- Road Signage
- Destination Signage
- Council Branded Signage
- Traffic Control & Regulatory Signage

There are four main types of road signage used by visitors to find places, tourist attractions and facilities.

1. Direction signs (white on green)
2. Tourist attraction signs (white on brown)
3. Service signs (white on blue)
4. Community facilities and services signs (white on blue)

Transport for NSW (TfNSW) is responsible for authorising, installing and removing signs on state roads. These include the Pacific Highway and other state owned and controlled roads.

Council is responsible for installing signage on the remainder of the public road network in the area. This includes destination signage, council branded signage and traffic control and regulatory signage.

This presents opportunity and scope to create a suite of unique and well-designed destination signage for the Shire. There are various types of destination signage, including town **entry statements**, which is specifically what this RFQ is concerned with.

Town entry statements are also referred to as gateway signs. They create a sense of arrival to a region, local government area, town or village and identify an area as a destination (i.e. a place worth stopping). They should reflect the character of the place.

Example entry statements:
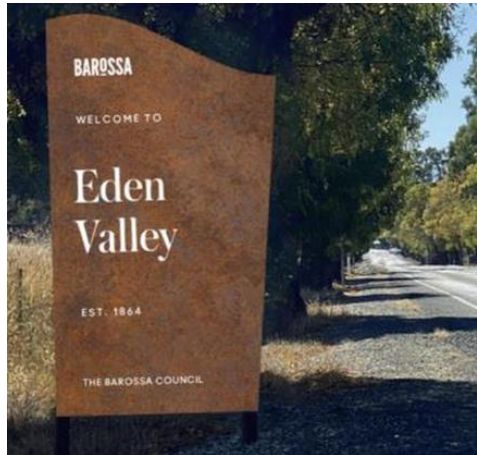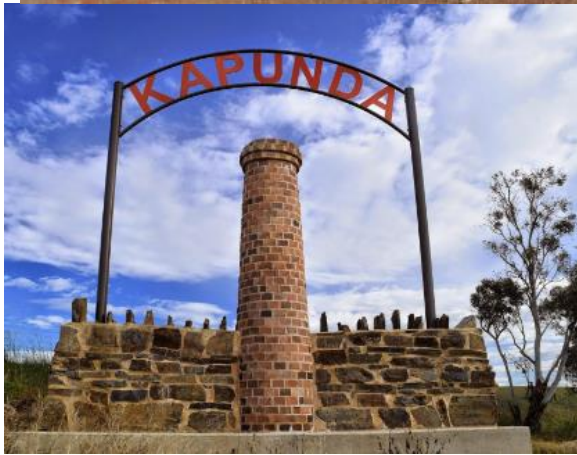
PART C – SCOPE OF WORKS

Please refer to [Bellingen Shire's Signage Strategy](#) and [Bellingen Shire Branding Strategy](#) as a starting point.

Item 1. Design Concepts

Bellingen Shire Council (Council) is looking for skilled and creative designers to help shape the face of the towns and be part of an extraordinary project that aims to communicate and portray our Shire's branding in a very prominent way.

- Council is seeking the development of entry statements designs to a Concept level. Signage is to be developed for the following:
    o Bellingen
    o Dorrigo
    o Urunga
    o Mylestom/ Repton

- It is anticipated that two signs will be required for each, generally located as shown within the locations identified following.

- The concept designs shall be presented graphically, and clearly outline elements such as
    o Size
    o Materials
    o Fonts
    o Finishes
    o Colours

- The consultant shall take into account the anticipated cost of construction for nominated concepts and provide to Council a cost estimate suitable to inform future construction budgets.
- As a Council focused on sustainable development, we encourage the use of recycled and natural materials where possible.
- In addition to the above, an explanation of how the concepts have been developed and why they are suitable for each area is to be provided.

Deliverables

1. Concept design package, including graphics and report.
2. Cost estimate

Item 2. Entry Statement Locations

The entry statements will act as key arrival points for visitors entering the region and should be located as such. Council has suggested approximate locations in the maps below and invites alternate suggestions in response to this RFQ.
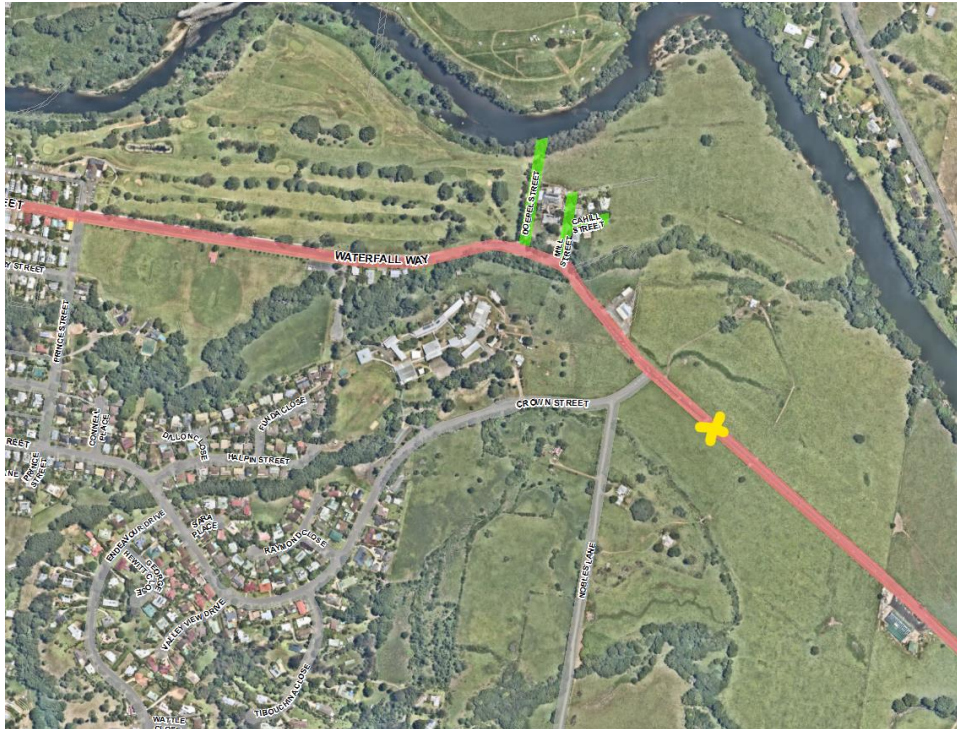
Bellingen entry statements

Figure 1. Bellingen Entry Statements - proposed location 1

Figure 2. Bellingen Entry Statements - proposed location 2

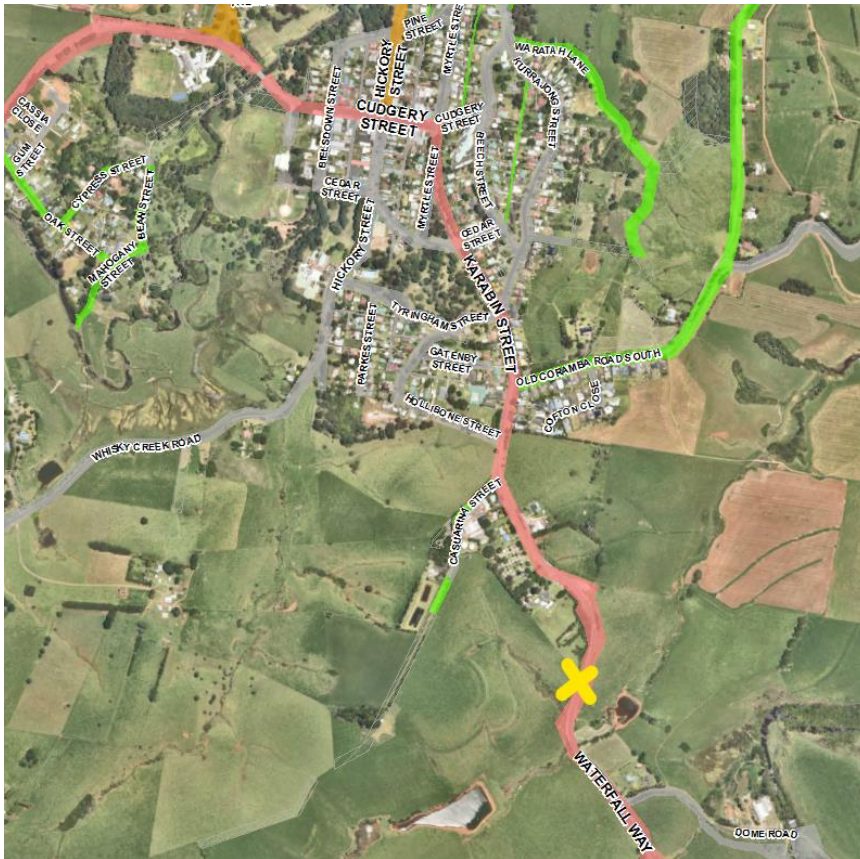## Dorrigo entry statements

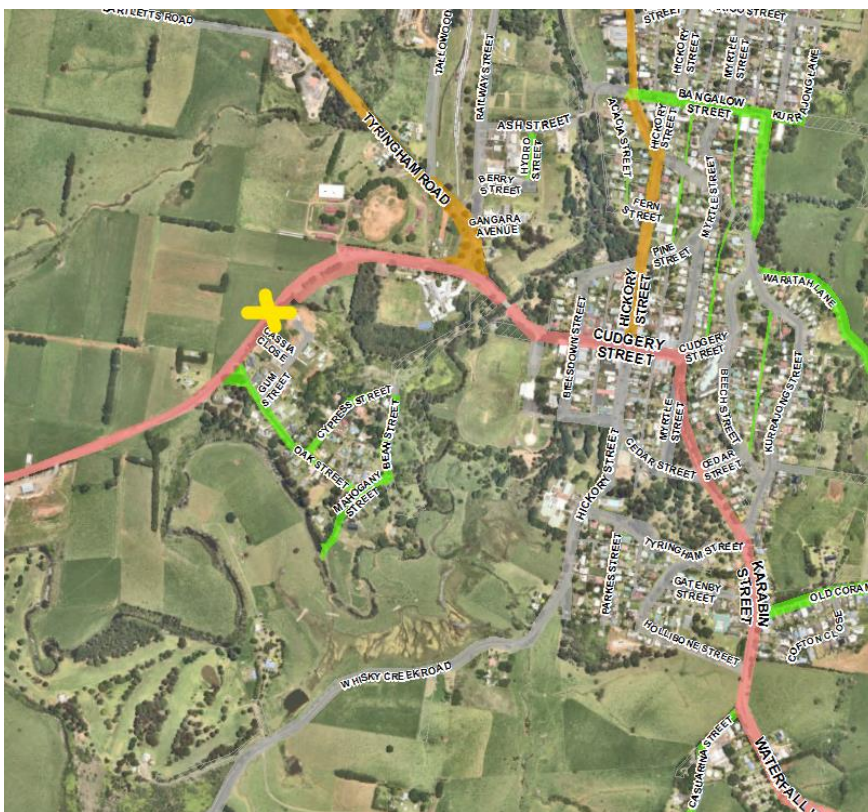*Figure 3. Dorrigo Entry Statements - proposed location 1*

Figure 4. Dorrigo Entry Statements - proposed location 2

Mylestom entry statement

Figure 5. Mylestom Entry Statement - proposed location

Repton entry statement

Figure 6. Repton Entry Statement - proposed location
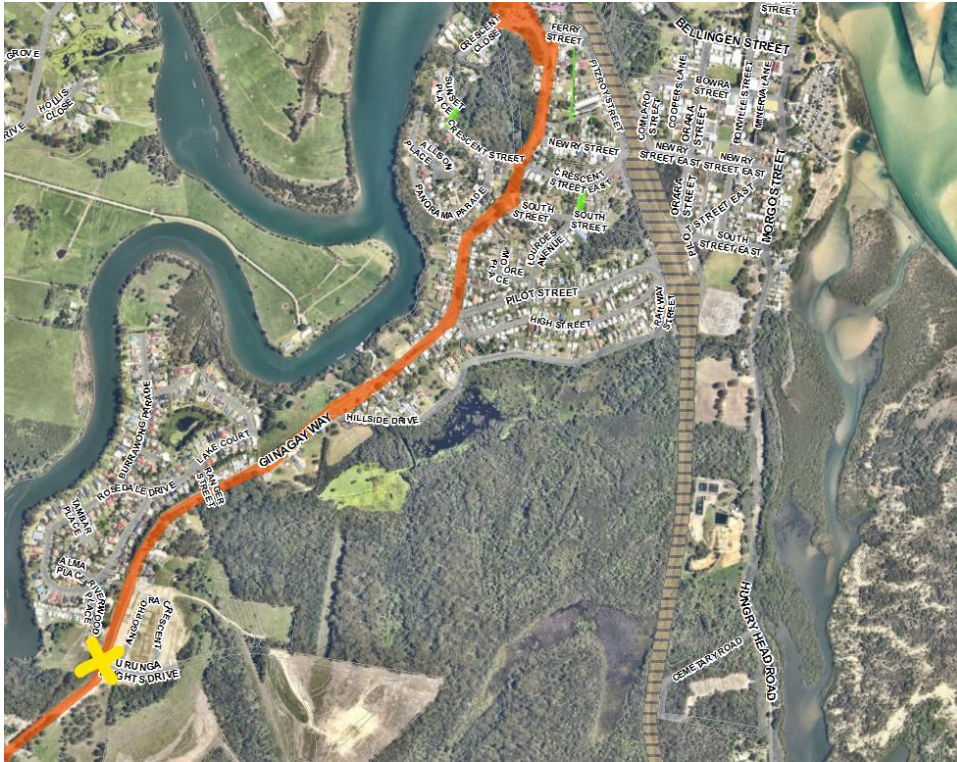
Urunga entry statements

Figure 7. Urunga Entry Statements - proposed location 1

Figure 8. Urunga Entry Statements - proposed location 2

Expected delivery of the project

- By end of June 2024

Details on the following criteria are sought from you. Please include as much detail as possible:

Item	Criteria Description
1.	Price (lump sum, GST included)
2.	Understanding of the scope: how will you approach the task.
3.	Previous experience: showcase your past work that demonstrates your creativity and proficiency.
4.	Project program: outline key dates and expected deliverables.
5.	Capacity to deliver on time and on budget: we value reliability and professionalism.

PART D – CONDITIONS OF CONTRACT

Council's Standards PO conditions are proposed to be used for this engagement.

Note:

The successful contractor and its subcontractor(s) (if any) will be required to effect and maintain insurance policies in the following sums:

(1) Insurance cover for the statutory and common law liability for death or injury to persons employed by the contractor; and

(2) Professional Indemnity Insurance in the sum of between $5 million - $10 million in respect of any one occurrence and for an unlimited number of claims