



# **Invitation to Tender**

## **Development of a Signage, Wayfinding and Branding Strategy for Cyfarthfa Park**

**Prepared by The Cyfarthfa Foundation and Merthyr  
Tydfil County Borough Council**

**January 2025**

## **1.0 Background**

### **1.1 Cyfarthfa Park and Castle**

Cyfarthfa Park is a 200-year-old Historic Park and Garden of Special Historic Interest, and is registered as such by Cadw and the International Council on Monuments and Sites (ICOMOS). The Park contains the grounds of the historically important Cyfarthfa Castle.

Cyfarthfa Castle is a Grade I listed building. It was built in two parts: the original castle in 1825 and, almost a century later, school buildings were built for Cyfarthfa High School following the transfer of ownership from the Crawshay family to the Council. The ground floor of the 1825 section of the castle houses the current museum and gallery conveying the industrial history of Merthyr and displaying an art collection of more than 300 works by a wide range of artists. The Cyfarthfa High School left the building ten years ago and this part has lain empty ever since.

In October 2017, more than 60 experts and community organisations came together to brainstorm ideas for the Cyfarthfa Castle site. The event was organised by the Design Commission for Wales, with the assistance of the Welsh School of Architecture, and the outcome was the 'Crucible' report that envisaged the creation at Cyfarthfa of a national centre for industrial heritage. The report was accepted unanimously by Merthyr Tydfil Council who agreed to commission a masterplan for the area. This masterplan, created by Ian Ritchie Architects, identified over 70 potential projects, with work split into four phases across two decades. At the heart of the Ian Ritchie masterplan was to create at Cyfarthfa a people-centred museum, set in an exceptional 100-hectare park, to benefit the local community.

The Cyfarthfa Foundation was established, to turn the vision for Cyfarthfa into a deliverable plan. The Foundation is a charitable foundation, and was formed in November 2020. The Foundation is working alongside Merthyr Tydfil County Borough Council (MTCBC), who currently own the castle.

In 2021 the Welsh Government agreed to fund the development phase, and so work began on better understanding the site, and new surveys and appraisals were commissioned.

Cyfarthfa Park is an important park both locally and regionally. While the park offers an important historical context to the Castle it also offers more conventional facilities often associated with public parks.

### **1.2 Requirements**

The Cyfarthfa Foundation and Merthyr Tydfil County Borough Council are seeking to develop a new Signage, Wayfinding and Branding Strategy for Cyfarthfa Park.

We are now seeking to appoint consultants to design a full orientation solution to improve the signage and orientation in the Park. This will develop work already conducted and investigate the potential of upgrading existing signage.

## **2.0 The Brief**

### **2.1 Overview**

Feedback from park users and organisations based on the park has identified that signage around Cyfarthfa Park could be improved. We want to establish a coherent signage strategy that assists in creating a sense of place for Cyfarthfa Park, improves navigation for users and aids businesses and organisations based on the park. The Park currently features a range of signs and notice boards which have been acquired over many years. These vary in design from Victorian styled fingerposts to ad hoc road signs fastened to steel posts. The consultant's role will be to evaluate what we currently have and to formulate a signage strategy based on existing use and future developments within the park. Designs must have synergy with the wider plans for the development of Cyfarthfa.

### **2.2 Scope of Work**

The development of the strategy should pay particular attention to:

- Reinforcing the identity of Cyfarthfa Park & Castle as a unified entity celebrating its heritage.
- Investigate potential of how existing directional signage can be modified / upgraded to improve navigation.
- To designate, illustrate and promote the principal park zones, facilities, heritage, and attractions in a simple legible manner.
- The design should be inclusive, providing ideas about how to support people with additional access needs and should be fully DDA compliant.
- There should be a conscious attempt to 'design out' problems relating to vandalism, graffiti and fly posting, and to address these antisocial behaviour issues innovatively and in a visually sensitive manner.
- The Council's bi-lingual policy and how this will be included into the design.

### **2.3 Skills and Experience Required**

- Proven track record of technical skills relating to design excellence, longevity, and sustainability in the utilisation of resources (including exemplars).
- Proven track record of community, business, and public sector stakeholder consultation with given examples as to the manner in which this has been carried out in the past.
- Experience of working on heritage sites of considerable significance and preferably in the context of registered parks & gardens.
- Experience of working within Wales on relevant projects and an appreciation for Welsh culture and heritage.

### **2.4 Public Participation and Collaboration**

The contractor will be expected include stakeholder consultation, which must be carefully planned, ensuring an appropriate time schedule. As part of the consultation exercise, stakeholders including the MTCBC Parks Department, the Park Forum, Friends of Cyfarthfa Park and the local community must be involved in a meaningful way with the necessary skills and resources being made available to deliver this aspect of the study. In particular the aspirations of MTCBC must be clearly understood and reflected in the findings. Early project discussions must take place with the Planning Department and Cadw.

## 2.5 Key Contacts and Stakeholders

Jess Mahoney, CEO, The Cyfarthfa Foundation
Gemma Durham, Director of Brand and Engagement, The Cyfarthfa Foundation
Zoe Thomas, Strategic Regeneration Manager, Merthyr Tydfil Council
Andrew Taylor, Parks Department, Merthyr Tydfil Council
Craig Watkins, Planning Department, Merthyr Tydfil Council
Sue Walker, Director of Education, Merthyr Tydfil Council
Anneise Shepherd, Community Engagement Manager, The Cyfarthfa Foundation
Wren Bull, Finance Manager, The Cyfarthfa Foundation
Kelly Powell, Museums Manager, Merthyr Tydfil Council

## 2.6 Timetable

Date	Project Stage
14 January 2025	Brief issued
28 January 2025	Tender deadline
w/c 3 February 2025	Work to commence
30 April 2025	Final report deadline

## 2.7 Fee

The maximum fee available is £10,000, including expenses and travel but excluding VAT.

Please note that if you feel that this does not cover the resource required to deliver against this brief, you are invited to state this in your submission. As such, a fee proposal of more than £10,000 does not automatically preclude consideration of a bid.

Please provide a breakdown of costs (inclusive of VAT) for each item stated above in the various quantities that would normally be ordered for such items.

Note: All costs provided are to be inclusive of all costs associated with the service provision (including travel & subsistence). Any charges omitted from the Tender Response will not be considered.

As a guide, the successful consultancy should consider when submitting a fee that the total project costs for implementation of the project is to be agreed.

Quote total project costs (including expenses). Costs to be based on an all-inclusive basis – any third party suppliers to be reimbursed at cost.

### **3.0 Instructions for Applicants**

#### **3.1 Format of Applications**

In addition to the **Form of Tender** (appendix A1) your application should include:

- Statement or Cover Letter outlining your approach to the brief
- At least three examples of relevant work
- Fixed fee showing your daily rate (and those for any subconsultants), number of days spent on each task and including all fees and expenses
- A credentials document and references
- Details of Professional Indemnity and Public Liability Insurance

Completed tenders should be returned by email [info@cyfarthfafoundation.wales](mailto:info@cyfarthfafoundation.wales) by midday on 28 January 2025.

#### **3.2 Assessment Criteria**

Bids shall be assessed in terms of both innovative approach and value for money. The client does not bind itself to accept the lowest, or any, tender.

In accordance with the financial regulations of the Authority it will be a necessary requirement for consultants to adhere to a formal tendering process. The main criteria on which the decision will be based are provided below for guidance:

- Ability to meet requirements – as evidenced by a demonstrable understanding and of the brief and evidence of previous experience.
- Cost competitiveness – Bids shall be assessed in terms of both innovative approaches and value for money. The client does not bind itself to accept the lowest or any tender.
- Approach to carrying out the project – it is important that relevant parties are involved in the development and therefore methodology is an important element of assessment.
- Staging of Brief – Interim Report, Final Report.
- Ability to complete the commission – by resources available to the client team and the work programme for completing the study.

#### **3.3 Tender Returns**

##### **Insurance**

Tendering bodies will hold Professional Indemnity cover set at £2M and Public Liability at £5M.

##### **Preparation of Tender**

Tenderers are responsible for obtaining all information necessary for the preparation of their response; and all costs, expenses and liabilities incurred in connection with the preparation and submission of the Tender and attending any interviews will be borne by the Tenderer.

The Tenderer is expected to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, and character of the requirements of the Contract (in the context of and as it is described in the Specification), the extent of the materials and equipment which may be required and any other matter which may affect its Form of Tender.

### **Non-consideration of Form of Tender**

We reserve the right not to award the contract to the highest scoring, lowest priced or to any tenderer; and reserve also the right to accept any of the same in whole or in part. We may also refrain from considering any Form of Tender if it is not in accordance with the Form and Conditions of Tender, or the Tenderer does not provide all the information required or attempts to make variation or alterations to the Form of Tender, Conditions of Contract or the Brief.

### **Tenderer's Warranties**

In submitting a Tender, the Tenderer warrants that:

- it is in accordance with the format set out in this document,
- all information provided is true, complete and accurate in all respects including details of previous projects being presented as examples,
- it has full power and authority to enter into the Contract,
- it is of sound financial standing, and
- its partners, directors and employees are not aware of any circumstances that may adversely affect such financial standing in the future.

### **Confidentiality**

The Form of Tender, the Conditions of Contract, the Brief and all other documentation or information issued by us relating to the Tender shall be treated by the Tenderer as private and confidential for use only in connection with the Tender and any resulting contract and shall not be disclosed in whole or in part to any third party without our prior written consent. The documents which constitute the project and all copies thereof are and shall remain the property of the Foundation and Council (whether or not we shall have charged a fee for the supply of such documents) and must not be copied or reproduced in whole or in part and must be returned to us upon request. All information provided by tenderers as part of a tender return will be treated as confidential.

### **Freedom of Information**

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000. Tenderers should state if any information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act, and should state why they consider the information to be confidential or commercially sensitive. This will not guarantee that the information will not be disclosed, but will be examined in the list of the exemptions provided in the Act.

### **Please note:**

The tender shall be inclusive of all fees, expenses and other charges.

The appointment will be made following interview by exchange of letter.

The appointment may be terminated by the client upon the payment of all fees for works completed to that date.

All documentation and illustrative materials will pass into the ownership of the client.

It is the Tenderer's responsibility to ensure all fees, rates and prices quoted are correct. Tenderers will be required to hold these or withdraw their tender in the event of errors being identified after the submission of tenders.

If a Tenderer fails to provide fully for the requirements of the specification in the tender it must either absorb the costs of meeting the full requirements of the specification within its tendered price, or withdraw the tender.

No tender will be considered which is late, for whatever reason nor will changes be permitted after the closing date.

All tenderers shall keep their respective Forms of Tender valid and open for acceptance by us for 90 days from receipt.

### **3.4 Enquiries**

Enquiries regarding this brief should be directed to:- [info@cyfarthfafoundation.wales](mailto:info@cyfarthfafoundation.wales)

Should you have any doubt as to the complete and proper meaning of the tender documents, you must submit your questions to [info@cyfarthfafoundation.wales](mailto:info@cyfarthfafoundation.wales) in writing or via e-mail within the first seven days. Replies to the questions raised will then be circulated to all other competing tenderers.

### **3.5 List of Designations pertaining to the site**

- Merthyr Tydfil Historic Landscape – Registered Landscape of Outstanding Historic Interest in Wales
- Cyfarthfa Park – Grade II\* Registered Park and Garden of Special Historic Interest in Wales
- Cyfarthfa Conservation Area – Designated Conservation Area under s.69 of the Planning (Listed Buildings and Conservation Areas) Act 1990
- Cyfarthfa Castle – Grade I Listed Building
- Gatepiers and railings at entrance to Cyfarthfa Park – Grade II Listed Structure
- Park walls flanking railings at Cyfarthfa Park – Grade II Listed Structure

### **3.6 Background Documents**

Cyfarthfa Park Signage Strategy 2010

Cyfarthfa Masterplan: [www.ritchie.studio/projects/cyfarthfa-plan](http://www.ritchie.studio/projects/cyfarthfa-plan)





<b>Tenderer to provide responses. Some are pass/ fail</b>	
Name of firm or company	
Postal address	
Registered address (if applicable)	
Company number (if applicable)	
Please indicate if you are: a sole trader, partnership, Public or Private Limited Company or other type of organisation	
Main contact	
Contact telephone number	
Contact email address	
Please indicate your level of Employer's Liability Insurance, the policy number and expiry date*	
Please indicate your level of Public Indemnity Insurance, the policy number and expiry date	
Please indicate your level of Professional Indemnity Insurance, the policy number and expiry date	
Signature of authorised person	
Name of authorised person	
Capacity in which signed	

\*If you do not have any of these insurances please indicate if you will purchase them if awarded the contract. If they are not applicable e.g. you are not an employer please indicate this.