Vale of Glamorgan Council
Request for Quotation

Title of Contract: Llantwit Major Railway Station Gateway Wayfinding Pilot Project

Closing date and time for receipt of quotations: 17th November, 2026

Oct 2026

Introduction

You are invited to quote for the provision of the goods, services or works detailed below. Your quotation must be received by the date and time specified. Quotations received after the deadline may not be considered. Any queries relating to this request for quotation are to be sent by electronic means via www.sell2wales.gov.wales

Submission instructions

Your quotation will be submitted by electronic means by the date and time specified via the www.sell2wales.gov.wales portal. If you require any further assistance, including technical advice on the uploading of information please use the Sell2Wales help desk on 0800 222 9004.

Quotations received after the deadline may not be considered. The Vale of Glamorgan Council and we accept no responsibility for the late delivery of quotations.

Please ensure that you sign the document, failure to do so will make your "Request for Quotation" invalid.

Quotations may be submitted in Welsh and will be treated no less favourably than a quotation in English.

If a supplier requires a copy of the quotation document in Welsh please contact the originating Officer.

Request for Information/Queries

If you have any questions or require any clarifications, these must be communicated electronically via the Sell2Wales portal. **Please note that telephone enquiries will not be accepted.**

All questions and answers will be distributed anonymously to all suppliers. The Council will attempt to answer any queries or provide any information deemed reasonable within the time available.

Confidential Details

The supplier (whether the quotation is accepted or not) and all other recipients of the quotation document (whether they submit a quotation or not) shall treat the details of the documents as private and confidential. Any quotation received in response to this enquiry shall be treated likewise by the Vale of Glamorgan Council, except where requested in compliance with the Freedom of Information Act 2000.

Prices and costing

The submission of this quotation will be deemed to be an undertaking that the offer includes for all costs and expenses for the activities/work specified.

The Supplier shall be deemed to have checked for and removed all errors from the quotation prior to submission. If the Council suspects that there has been an error in the Commercial Schedule, the Council reserves the right to seek such clarification as it considers necessary from that supplier only.

Where quotations appear to be abnormally low in relation to the supplies or services the Council shall require suppliers to explain the price or costs proposed in the quotation. The Council may reject the quotation where the evidence supplied does not satisfactorily account for the low level of price or costs proposed.

The quotation (including price) should remain valid for a minimum period of 90 days.

Awarding of contract

The Vale of Glamorgan Council will make the decision to award the contract based on the Award Criteria set out in this document.

The Council is not bound to accept any quotation.

No quotation shall be deemed to have been accepted unless such acceptance has been notified to the supplier in writing.

The contract will be awarded until 24th March 2027

Payment Terms

Subject to satisfactory service the payment terms will follow the Vale of Glamorgan Council payment terms which are net 30 days payable by BACS (alternative payment methods are available upon request).

All prices are to be stated in sterling exclusive of Value Added Tax.

Expenses and Losses in Quotation

The Vale of Glamorgan Council will not be responsible for or pay for expenses or losses that may be incurred by a supplier in the preparation of this quotation exercise, or subsequent interviews relating to the appointment of a preferred provider for this service.

Terms and Conditions

The contract will be governed by the Council's Standard Terms and Conditions.

Insurance

It is a condition of the contract that if successful you must have insurance at the following levels:

- Employers Liability - £10,000,000 (it is a legal requirement for business to have a minimum £5,000,000 level of cover, however Sole Traders are exempt)
- Public Liability - £5,000,000

Failure to evidence that these insurances are in place at the point of award will result in the immediate termination of the contract / framework. Failure to maintain the required insurance through the life of the framework / contract will also result in immediate termination of the contract / framework.

Please upload copies of the insurance certificates into the attachment area.

Economic & Financial Standing

The Council will undertake a credit check before the winning bidder is selected.

Specification

The successful candidate will be selected on their ability to meet the following specification:

1. SCOPE
The Vale of Glamorgan Council ("the Council") is seeking to appoint a suitably qualified and experienced multidisciplinary consultancy team to develop a gateway wayfinding intervention for Llantwit Major Railway Station, together with an accompanying place identity and wayfinding framework capable of informing future wayfinding improvements throughout the wider town. The commission forms part of the delivery of the adopted Llantwit Major Placemaking Plan and seeks to improve the arrival experience for visitors arriving by rail whilst establishing a consistent design language, signage family and wayfinding principles that may be applied to future projects across Llantwit Major. The principal focus of this commission is Llantwit Major Railway Station, which represents one of the town's most important arrival points. The Council wishes to create a welcoming, distinctive and memorable sense of arrival through the introduction of gateway signage, visitor orientation mapping, heritage interpretation and place identity features. The station intervention should act as the first phase of a wider town-wide wayfinding programme and establish the design principles for future implementation elsewhere in Llantwit Major. Llantwit Major is one of Wales' most historically significant settlements and contains a rich collection of heritage, cultural, environmental and community assets. Despite these strengths, there is currently no cohesive wayfinding system or unified signage family that effectively connects and promotes the town's key destinations, including the Town Centre, Old Town, Railway Station, Well-being Hub, schools, community facilities, Heritage Coast and visitor attractions. The successful consultant shall establish a coordinated and distinctive wayfinding design framework capable of informing future interventions across the town whilst developing detailed proposals for a railway station gateway intervention which can act as the first phase of implementation. The Railway Station Gateway Scheme should be regarded as a pilot and demonstrator project. The design language, materials palette, signage family and place identity principles developed through the station intervention shall be capable of replication and adaptation at locations throughout Llantwit Major, forming the basis of a coherent town-wide wayfinding system.

The commission shall deliver:

1. A physical installation of a wayfinding gateway feature at Llantwit Major Railway Station, which should include;
   - A visitor orientation map and station arrival information, supporting visitors to orientate themselves and understand key places of interest within the town;
   - Heritage and destination interpretation appropriate to the station setting;

2. Early concept ideas that can be carried through to a future phase two programme for the rest of the town, these should include;

- A place identity and signage design framework;
- A wayfinding hierarchy identifying key destinations and categories of information;
- An illustrative family of signage and interpretation products;
- High-level recommendations for future town-wide roll-out.

The outputs shall provide the Council with a practical and deliverable railway station gateway scheme whilst establishing a design framework to guide future wayfinding investment elsewhere in Llantwit Major.

2. BACKGROUND INFORMATION

In 2023, the Council's Cabinet approved the authority becoming a signatory to the Placemaking Wales Charter. This commitment enabled the Council to secure Welsh Government funding to prepare the Llantwit Major Placemaking Plan, which was completed in 2025.

In 2026, the Council was awarded funding by the Welsh Government to improve wayfinding, visitor orientation and gateway experiences within Llantwit Major, commencing with a pilot intervention at Llantwit Major Railway Station.

The Council's successful bid was led by the Council in partnership with Llantwit Major Town Council:

- The Llantwit Major Placemaking Plan
- Participate Vale – Placemaking Llantwit Major

The Llantwit Major Placemaking Plan identified a number of opportunities to improve connectivity, legibility, town gateways, public realm quality and visitor experience throughout the town.

The Plan recognised that while much of the town's existing signage is attractive and reflects the historic character of Llantwit Major, there are opportunities to improve navigation and connections between key destinations including:

- The Railway Station;
- The Town Centre;
- The Old Town;
- The Well-being Hub;
- Educational facilities;
- Community facilities; and
- The Heritage Coast.

The Plan identified opportunities to improve wayfinding, interpretation, arrival points and gateway experiences throughout the town and highlighted the importance of creating a stronger and more recognisable sense of place. Discussions with Welsh Government have subsequently identified the opportunity to utilise this commission to establish both a strategic framework and a deliverable pilot project. In particular, Llantwit Major Railway Station has been identified as a priority gateway location where targeted intervention could significantly improve visitor orientation and first impressions of the town.

The Council therefore wishes to establish a town-wide framework for wayfinding, place identity and interpretation whilst developing a detailed pilot scheme for implementation at the railway station.

Community engagement undertaken through the Placemaking Plan also identified concerns regarding connectivity and awareness of local destinations. Consultation responses highlighted the need for improved navigation, stronger promotion of local attractions and clearer links between key destinations.

The commission should therefore seek to improve legibility, strengthen local identity and create a more coherent experience for residents and visitors alike.

3. REQUIREMENTS

The Council requires an experienced multidisciplinary consultancy team with expertise in:

- Placemaking;
- Wayfinding;
- Urban Design;
- Public Realm Design;
- Graphic Design;
- Place Branding;
- Heritage Interpretation;
- Visitor Experience;

- Landscape Design; and
- Stakeholder Engagement.

The commission shall establish a coherent, attractive and locally distinctive approach to wayfinding at Llantwit Major Railway Station whilst developing principles capable of future application elsewhere in the town.

The study shall:

- Improve connectivity between key destinations;
- Strengthen gateway locations and arrival points;
- Improve legibility and ease of navigation;
- Encourage walking and active travel;
- Promote sustainable movement and reduced car dependency;
- Strengthen local identity and sense of place;
- Celebrate heritage, culture and landscape assets;
- Improve visitor orientation and experience;
- Enhance accessibility and inclusivity;
- Support local economic vitality and tourism;
- Reduce unnecessary street clutter through a coordinated approach to signage; and
- Establish a framework capable of supporting future investment and funding opportunities.

Task 1 – Baseline Review and Analysis

The consultant shall:

- Review the Llantwit Major Placemaking Plan and other relevant documents;
- Undertake a focused review of existing wayfinding provision within the station and principal pedestrian routes connecting the station with key destinations;
- Review existing place identity, interpretation and mapping;
- Identify opportunities to improve the visitor arrival experience at the railway station;
- Identify key destinations to be incorporated within the wayfinding hierarchy.

Task 2 – Inception Workshop Requirement and engage with Transport for Wales

- The successful consultant shall facilitate a focused stakeholder engagement exercise to inform the railway station gateway scheme and future wayfinding principles; and

- Engagement with Transport for Wales (where appropriate) shall form part of the commission to ensure proposals are practical, deliverable and compatible with ongoing station operations and future station improvements.

Task 3 – Destination Hierarchy and Wayfinding Principles

The consultant shall prepare a high-level destination hierarchy and set of wayfinding principles to inform future wayfinding interventions throughout Llantwit Major:

- Destination hierarchy;
- Key visitor routes;
- Wayfinding principles;
- Mapping approach
- Accessibility considerations; and
- Recommendations for future town-wide application

Task 4 – Place Identity and Design Framework

The consultant shall develop a distinctive and recognisable design framework for future implementation across Llantwit Major.

The Design Framework shall be sufficiently detailed to enable future procurement of signage and interpretation infrastructure without requiring a complete redesign exercise.

This shall include:

Brand and Identity Framework:

- Place branding principles;
- Graphic language;
- Typography and font recommendations;
- Colour palette;
- Visual identity principles; and
- All proposals shall be developed in accordance with Welsh Language Standards and best practice principles for bilingual wayfinding and interpretation design.

Materials and Product Palette:

- Recommended material palette;
- Construction and durability considerations;
- Maintenance requirements; and
- Sustainability considerations.

Signage Family

The consultant shall prepare illustrative concept designs for a family of wayfinding products that could be utilised throughout Llantwit Major in the future.

Detailed design development is only expected for elements associated with the railway station gateway scheme.

The proposals shall include:

- Gateway signage;
- Orientation mapping panels;
- Pedestrian wayfinding signs;
- Heritage interpretation panels; and
- Visitor information signage.

Task 5 – Railway Station Gateway Intervention (Primary Commission Output)

This task represents the primary output of the commission:

The proposals shall:

- Arrival experience assessment;
- Concept options appraisal;
- Preferred gateway concept;
- Visitor orientation mapping;
- Heritage interpretation opportunities;
- Welcome and directional signage;
- Materials palette;
- Location plans;
- Visualisations;
- Outline specifications;
- Preliminary cost estimates;
- Delivery recommendations; and
- Consultants should identify any approvals, consents, licences or third-party permissions likely to be required to facilitate future implementation of the preferred station gateway scheme

Required Outputs

The successful consultant shall provide:

- Railway Station physical wayfinding gateway intervention, in the form of the installation of physical signage;
- Visitor Orientation and Mapping Plan;
- Place Identity and Design Framework;
- Wayfinding Hierarchy and Design Principles;
- Illustrative Signage Family;
- Station Gateway Visualisations;
- Outline Cost Estimate for Delivery of the Station Scheme; and
- Executive Summary.

The final outputs shall provide the Council with both:

- A physical wayfinding gateway intervention at Llantwit Major Railway Station;
- A place identity, signage and wayfinding design framework capable of supporting future phased implementation across Llantwit Major.

4. DELIVERING A POSITIVE WELL-BEING IMPACT

The Council actively promotes social value, sustainability and community wellbeing:

Tenderers should demonstrate how they will maximise social value through delivery of the commission, including:

- Use of local suppliers where appropriate;
- Skills sharing and knowledge transfer;
- Engagement with local stakeholders;
- Support for sustainable outcomes; and
- Wider community benefits.

5. CONTRACT MANAGEMENT AND REVIEW

The successful consultant shall appoint a Project Director and Project Manager Bidders should note that that the maximum amount available for this project is £20k. The Council reserves the right not to award where submissions are assesses as providing insufficient value for money

The Council is seeking a proportionate and deliverable response aligned with the available budget and does not expect detailed design development beyond the railway station environment.

Tenderers should note that the available budget is intended primarily to support the development of the Railway Station Gateway Scheme and associated design framework. Whilst consideration should be given to future application throughout the town, detailed design development beyond the station environment is not anticipated within the scope of this commission.

Alternatively, you can upload a separate document in the attachment area.

Procurement Timetable

This timetable is indicative only. The Council reserves the right to change it at its discretion

Stage	Date
Issue of RFQ	27, October 2026

Clarification Deadline	10. November, 2026
RFQ Submission Deadline	17, November 2026
Evaluation Period	20, November 2026
Contract Award	23, November 2026
Contract Commencement	23, November 2026
Final Completion	21, March 2027

Award Criteria

All quotations will be evaluated and awarded on the basis of the most economically advantageous offer, not lowest cost, assesses on the following award criteria:

CRITERIA	WEIGHTING %
Quality	100%
	100%

The scoring methodology to be used for the evaluation of responses can be found in the attachment area.

QUALITY	Quality will be measured against the following criteria which have been weighted according to relative importance as follows:	CRITERIA SCORE
Q1	Understanding the Brief	25%
Q2	Methodology and Delivery Approach	40%
Q3	Relevant Experience and Previous Projects	20%
Q4	Project Team and Key Personnel	10%
Q5	Community Wellbeing Benefits	5%

PRIVATE & CONFIDENTIAL

SUPPLIER RESPONSE

Suppliers shall evidence within the spaces provided below **specific** responses to the above questions:

Q1 - Understanding the Brief (25%)

Demonstrate your understanding of the project objectives, opportunities and challenges

Q2 - Methodology and Delivery Approach (40%)

Describe your proposed methodology, programme and stakeholder engagement approach

Q3 – Relevant Experience (20%)

Provide examples of comparable wayfinding, placemaking, branding or public realm projects

Q4 – Project Team (10%)

Provide details of the proposed project team and relevant experience

Q5 – Community Wellbeing Benefits (5%)

Describe the social value and community benefits that will be delivered through this commission.

PRICING SCHEDULE – Please note the maximum amount available is £20k and the evaluation will be based upon 100% quality. Any bids over £20k will not be considered.

Description	**Price (£) excluding VAT (Including all reasonable expenses)**

Company Name …….

Address ……

……

Oct 2026

Contact name …….

Tel …….

Email …….

DUNs Registration Number……

I certify that this offer provides an accurate cost for provision of the goods or service requested in this quotation, all associated costs in providing this offer, and any subsequent pre-contract meetings.

I confirm that this offer remains open for a period of 90 days

Signed ……

Position ……

Date …….

Please return the response to:

Responsible Officer: Alec Shand