

case study

delivering to education

University of Kent

Location: Canterbury & Chatham

Designer: Mödel

Project Description

Mödel has worked with the University of Kent for the last five years, during this period we have undertaken a large number of projects for the University.

In July 2013, we were asked by the University to undertake a complete wayfinding audit of the Park Wood student accommodation area at the Canterbury campus and compile a new strategy to improve the student and visitor experience.

Park Wood is a complex area of the University's campus; students, visitors, works vehicles and public transport all require access and the rural nature of this part of the site means that there are a large number of pedestrian pathways between buildings as well as a spine path to the main campus that all require signing.

The overall project goal was to ensure site users could navigate their way in and out of the site, to the main campus, public transport pick up points and other services located within Park Wood.

Timescales

The client required the project to be completed prior to the commencement of the new academic year. The total project time was 14 weeks and all deadlines were adhered to.

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Project Stages

Stage 1 - Audit (1 week)

Our wayfinding team conducted a site audit to assess the requirements throughout the site, this was relatively complex due to the high level of users requiring access.

Stage 2 - Design & Development (2 weeks)

Our wayfinding team worked with our design team to develop a strategy that encompassed vehicular directional, pedestrian fingerposts and site mapping at key locations.

Stage 3 - Client Consultation (4 weeks)

The wayfinding team and the project manager met with the client to conduct a “walk through” and agree final sign locations and manufacturing drawings. Once agreed, the client confirmed the package and manufacture commenced.

Stage 4 - Manufacture & Delivery (6 weeks)

The product manufacture was overseen by the project manager, quality assessments were carried out throughout the process and prior to products being delivered to site.

The project manager was responsible for complete oversight of the project, including:

- Liaising with client team.
- Delivery schedule.
- Quality control - both prior to delivery and during installation.
- Provision of Risk Assessments & Method Statements (RAMS).
- Installation programme.
- Client handover and any potential snagging.

In Summary

The project was highly successful and the client was very happy with the overall result and the beneficial impact the signage has had on both students and visitors.

Added value has also been realised the increase in the number of site users who now walk to the main campus and use the public transport provided, this in turn has helped to reduce the level of traffic across the site.

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