

UoS/DH/24/25/QTR3/University House Refurbishment – Wayfinding, look and feel

UNIVERSITY HOUSE REFURBISHMENT - WAYFINDING, LOOK AND FEEL

In lieu of a newly built Student Hub, currently estimated for 2030 as part of campus masterplan, the interim plan is to remodel and enhance University House to create a welcoming, vibrant, fit for purpose student space that reflects our ambition to offer an outstanding, cohesive, and inclusive offer and support for our diverse student population.

The facia of the building is tired, and signage is poor and has an “ad hoc” feel. It is not obvious to either students or colleagues what we offer in University House, despite the building offering mission critical student provision, including wellbeing and counselling services, the Students Union, and the University one stop shop, askUS.

The internal signage and look of the building are also tired and due to various changes to space use and team occupancy over the last few years, it not easy to locate or identify the various teams and services within the space.

The main reception area looks temporary. It was originally intended it to be flexible so we could hold different types of events in the space. Despite best endeavours from all teams, it has proved challenging to achieve this due to competing demands on each of the services and the operation of a bar from the building.

Rooms that are used for hybrid teams calls with students and customers need standardisation to present a professional and consistent look and feel
Better use of digital signage is needed - reducing reliance on ad hoc physical signage that can become obsolete if teams / services change

KEY BENEFITS

- Clarity about services and support can be accessed in University House
- Students/ customers can navigate their way around the building to the services and support they need
- Professional image of University and SU services presented to students
- Reflects investment in our students and their experience

KEY OBJECTIVES

We require:

- Design all signage for University House refurbishment project ensuring this reflects the key services within the building (askUS, SU, Atmosphere, UniTemps)
- Recommend which furniture, carpet, paint and colour ways should be used within the University House refurbishment to safeguard clear brand identity, and ensuring this is scalable if we were to extend face to face services to students in other University buildings (such as at Estates reception desks)

- Lead the design of the external fascia improvement as part of the University House refurbishment.

TIMELINES & DEADLINE

- All funds must be spent by end of financial year 24/25. As there will be building work happening as well as this design work, timelines will need to align to enable successful delivery - project governance currently being set up.

FINAL DELIVERABLE ASSETS

- New signage throughout University House (covering askUS, SU, Atmosphere and Uni Temps), including digital signage that can be shown in University House and across campus
- Recommendations for carpet / paint colourways that fits with overall brand and look / feel - both front of house and back-office space

Please contact Vicki Owen, with quotations and correspondence
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