

Wayfinding workshops

COMMUNITY REFERENCE PANEL

Community Reference Panel members attended focus group sessions in March to workshop ideas around wayfinding for the Tweed Valley Hospital.

The group of community members brought their diverse backgrounds to the table to reflect on how they get to where they need to go on a daily basis: whether they are visiting a new shopping centre for the first time; doing the school run; or going to a hospital for an appointment.

Wayfinding experts **Urbanite** hosted the session, and asked the Panel members to think about wayfinding, beyond signage. They explained that there are many intuitive types of wayfinding that people use every day, without realising they are doing so.

These include:

- Seeing your destination – when you can see where you are heading towards, it is easier to find your way there
- Landmarks – people create, pick and choose their own landmarks along their journey, whether it be a building, house or a tree. Landmarks can be very personal
- Colour – colour is regularly used to describe a place or a destination, such as the ‘house with the red roof’ or the ‘blue building’
- Landscape and building forms – the shape of a building and how it fits into the surrounding landscape can help guide people towards their destination
- Art and materials – artworks become landmarks and changes in material can help to differentiate between spaces.

The focus of these workshops was on wayfinding principles and key items when arriving and entering the hospital. Additional sessions will be held for internal wayfinding as design progresses.

What is wayfinding?

Wayfinding is how you get from A to B. For example, how you get from where you park your car, to the place you need to be.

Signage is only one component of wayfinding.

Being able to see your destination, landmarks, colour, landscape and art are all other, more intuitive forms of wayfinding.

Wayfinding by signage

Signage is an effective tool that can support journeys. When done right, signage can direct, identify and inform, and support other intuitive wayfinding options.



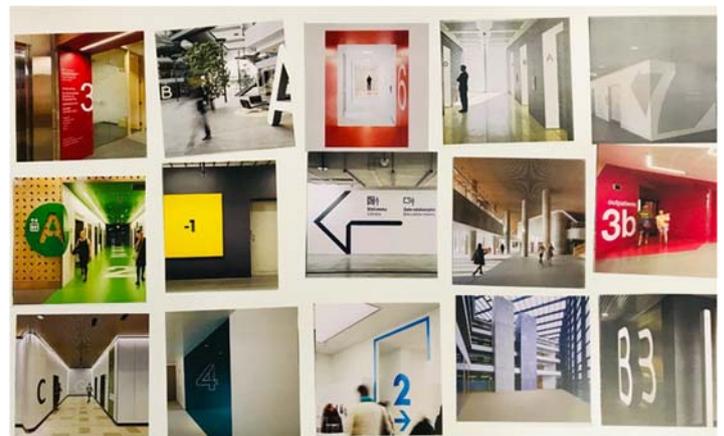
Signs that direct



Signs that identify



Signs that inform



A selection of wayfinding images that appealed to Panel members

New hospital wayfinding

The Tweed Valley Hospital has been designed to be visible from all key approaches, including Cudgen Road, Turnock Street and McPhail Avenue.

The three main set down points – the main entry, the emergency department and the specialist entry – are all visible upon entry to the site.



Urbanite walked the focus groups through some possible options for wayfinding for the Tweed Valley Hospital, including:

- Using colour and different materials to clearly identify the emergency department on the approach from the vehicle main entry
- Using canopies to guide patients and visitors from carparks to the hospital building, also creating shelter
- Using different treatments on the floors and the ceilings within the buildings to intuitively guide people from the entry doors to the lift cores
- Using colour or different materials on the lift cores to make them instantly visible and identifiable to people entering the building, no matter what direction they come from
- Using artworks and sculptures to create landmarks within the buildings and in the main entry.

As part of the workshop, Panel members were asked what they considered the biggest challenge for wayfinding at the Tweed Valley Hospital.

One Panel member suggested that getting to the hospital itself may be a challenge for some people, while other suggestions for what may be considered the biggest challenges included:

- finding a car park, and the distance to the hospital from the car park
- maintaining consistency throughout expansion and growth
- keeping it simple while ensuring that the right level of information is available.

Time was raised by a number of participants as being a top priority for wayfinding – in particular ensuring there are enough parks so people can get to their appointments on time and being aware of how long it takes to travel throughout the hospital campus to the destination.

While there was a very strong consensus from all participants that **colour** is one of the most simple and effective wayfinding tools, there was recognition from the group that each person approaches wayfinding differently, depending on what works for their personal circumstances.

The Panel members were also shown a series of three images – a **navigation kiosk**, a **sign on the wall** and **volunteers**. It was a very interesting exercise to hear from each of the members about the order in which they would use these wayfinding options, and why. There was agreement that a mix of wayfinding approaches were required to meet people's diverse needs.

When asked what their thoughts were about the best way to make the **lift cores** visible and what they should be called, there was consensus from the whole group that the use of colour was important, in conjunction with other naming mechanisms.

As a final exercise, workshop participants were shown a series of images that used **colour, signs** and **materials** in different ways, to support wayfinding. They were asked to individually select the images that resonated with them.

The outcomes from the wayfinding focus group sessions will be considered as part of developing the wayfinding strategy for the Tweed Valley Hospital.

