SANCTUARY CARE - NATIONWIDE SIGNAGE REBRAND

COMMUNICATIONS
DESIGN
PRINT

The Brief: Sanctuary are a not-for-profit housing association providing homes and care across England and Scotland to over 250,000 people. They build affordable homes and sustainable communities where people want to live.

They run 102 Care Homes through their subsidiary Sanctuary Care. In 2021 as part of a rebrand their care homes required new external signage to be supplied and fitted within an 8-week deadline. Their care homes are located within 11 regions across England and Scotland.

Sanctuary Care
enriching lives

Challenge

- To survey the 102 sites and provide site imagery to the Marketing Department.
- To provide quotations.
- To provide artwork and proofing services.
- To plan installations. Risk assessments and method statements being provided where appropriate to ensure a safe working environment and minimisation of risk.
- Project manage installations.
- Maintain close liaison with Sanctuary HQ and the Managers at the care homes where work was being carried out.
- To provide Scheme Manager sign off sheets to Sanctuary HQ as verification upon completion of each site along the way.



Web: cdp.co.uk
Tel: 0151 724 7000

Stephen Gibson
Contact
Mobile:
07415 646609
Email:
stephen.gibson@cdp.co.uk

Solution

As a nationwide project we collaborated with specialist signage partner Motion Graphix who we have worked with on all of our nationwide and regional projects since 2015. Motion Graphix survey, design, manufacture and install bespoke signage and vehicle graphics.

Given the scope and geography of the project we met with Sanctuary's Care Homes Marketing Department and the team at Motion Graphix. Sanctuary advised their regional priorities for the work and we considered the planning and management of the project as a whole, for the regions and for the individual sites.

We felt that our priorities were to be adhering to timescales, ensuring effective channels of communication and guaranteeing our quality of production and overall service delivery. With this in mind we established four teams:

- Survey
- Production
- Installation
- Customer Care



Survey

Precise surveys were completed. Dimensions, imagery and safe working assessments were provided for quotation. Using these surveys Motion Graphix secured a £25,000 saving on the re-brand project.

Production

- Design: Working closely with Sanctuary Care Homes Marketing Department we ensured all signage was on-brand and met their high standards.
- Artwork and Proofs were provided for sign off or amendment. As we were working by region this was completed on a rolling programme to meet the installation schedules for each region.
- 300 signs were manufactured using high quality exterior grade signage materials and manufacturing capacity increased to ensure the project completed on schedule.

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CDP Tel: 0151 724 7000

Stephen Gibson Mobile: 07415 646609
Email: stephen.gibson@cdp.co.uk







Customer Care

To coordinate a project of this scale we worked closely with the Sanctuary Care Marketing Team to keep them up to date on our progress and they in turn, kept us advised of the preparedness of each care home.

We introduced ourselves to the managers and staff at the care homes to ensure good communication throughout our time at each location. We also requested the care home manager provide us with feedback on our service and a list of anything they were unsure about, and to notify us of any snags that they would like us to fix.

Two members of our installation team would then re-visit the premises and correct any snags or make any other requested changes.

Sanctuary Care Vehicle Graphics

Fifty Sanctuary Care vehicles also received new livery.

They required cut vinyl printed panels to be applied to the front, rear sides and rear doors.

These fade and water resistant, high resolution panels were supplied and applied by our team of specialists in an agreed rota across the regions.

We coordinated the delivery of vehicles to our UK based sites where the old livery was stripped and the vehicles cleaned and prepared ready for the application of the new graphics. The new livery was applied by our team of specialists and images taken and provided to the Sanctuary Marketing Team to confirm completion across the regions.

CDP

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