

# Hospitals Transformation Programme: Wayfinding for new healthcare facilities

5 June 2025



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TRANSFORMATION  
PROGRAMME



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ACCESS



A GREAT PLACE  
TO WORK

# Why are we here?



## The brief

As part of the Hospitals Transformation Programme (HTP) we have an opportunity to develop signage and wayfinding as part of the new building at Royal Shrewsbury Hospital. We will feed this into the Trusts wider signage and wayfinding strategy, with the hope of it being implemented across both our hospital sites in the future.

We want you, our stakeholders, to tell us what is important when it comes to visiting our hospitals, how this could be improved, and get your input on our plans.

*NOTE- the HTP funding only covers basic signage. To implement any more developed solutions will require additional charitable funding to implement. HTP will not be implementing wider Trust wayfinding strategy, but principles could be adopted by the team leading this work.*

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# Why are we here?

## The agenda

1. Review current wayfinding in SaTH Hospitals
2. Recap previous focus group output on wayfinding
3. Feedback on plans to date
4. Ongoing engagement

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# Charitable Support



Building modern healthcare facilities is challenging. While the clinical model is fully funded, hospitals must adapt to the changing healthcare needs of their communities. Our partner charities strive to enhance the experience of all people using our services, with particular focus on some exciting developments – a Cancer Centre at PRH for Telford patients, a Respiratory Centre at PRH for all our patients in Shropshire, Telford & Wrekin and mid Wales.

Our fundraising campaign supports three key areas within our new building:

Supporting future opportunities to expand services at both hospitals, including plans for a new cancer treatment centre and a respiratory centre at PRH.

Creating a positive environment for healing involves more than just treating ailments. Calm Spaces or community artwork can help foster a positive atmosphere for patients and their loved ones.

Developing community spaces within the hospital or its grounds, such as sky gardens for the new Children's Ward or Critical Care Unit, and a community garden.



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4



HOSPITAL TRANSFORMATION PROGRAMME

# Current Wayfinding



The Shrewsbury and  
Telford Hospital  
NHS Trust



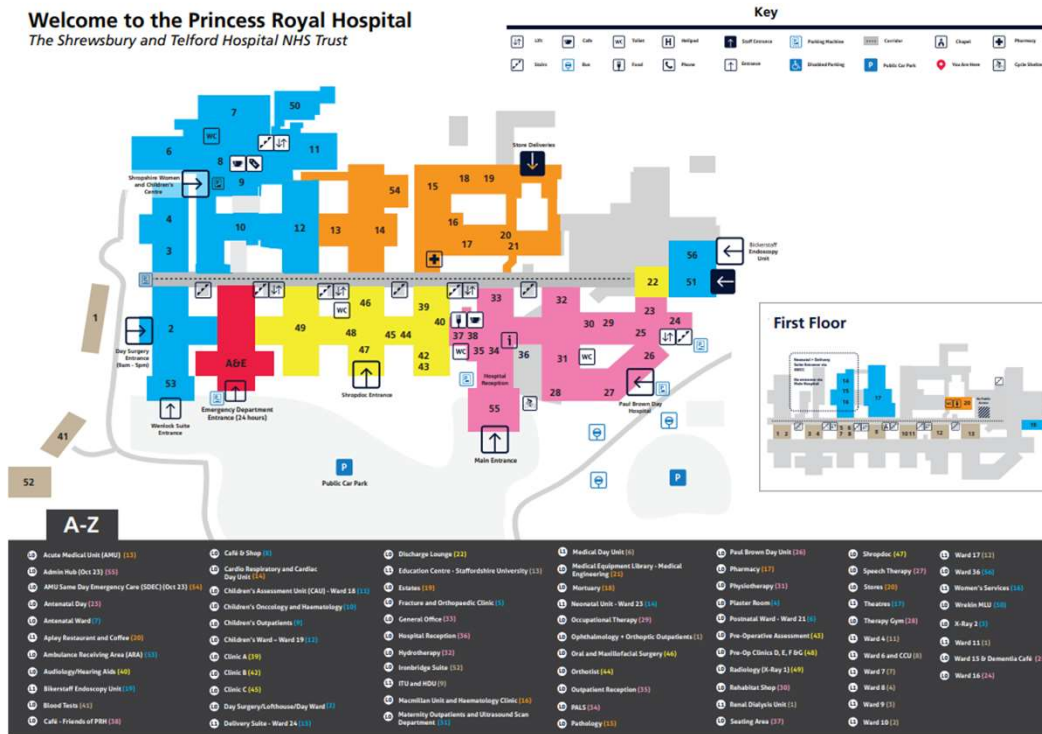
Integrated  
Care System  
Shropshire, Telford and Wrekin



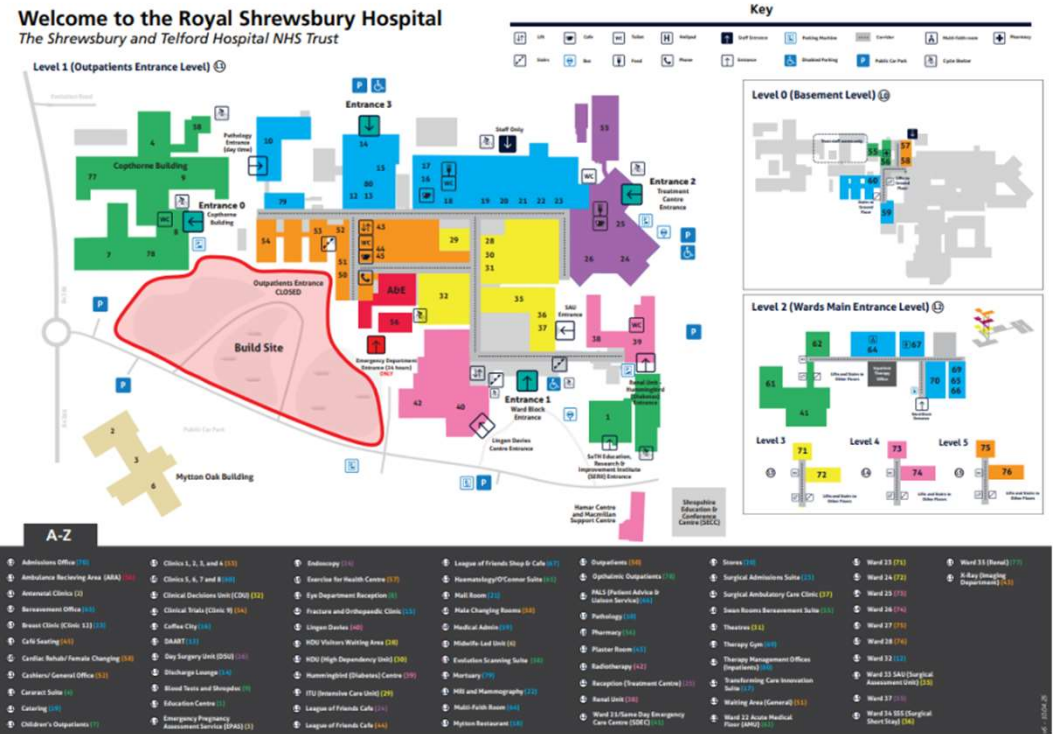
## Current wayfinding at our hospitals



**Welcome to the Princess Royal Hospital**  
The Shrewsbury and Telford Hospital NHS Trust



**Welcome to the Royal Shrewsbury Hospital**  
The Shrewsbury and Telford Hospital NHS Trust



**Site maps of our hospitals which are on display within the hospitals and on our website.**



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## IMPROVED OUTCOMES



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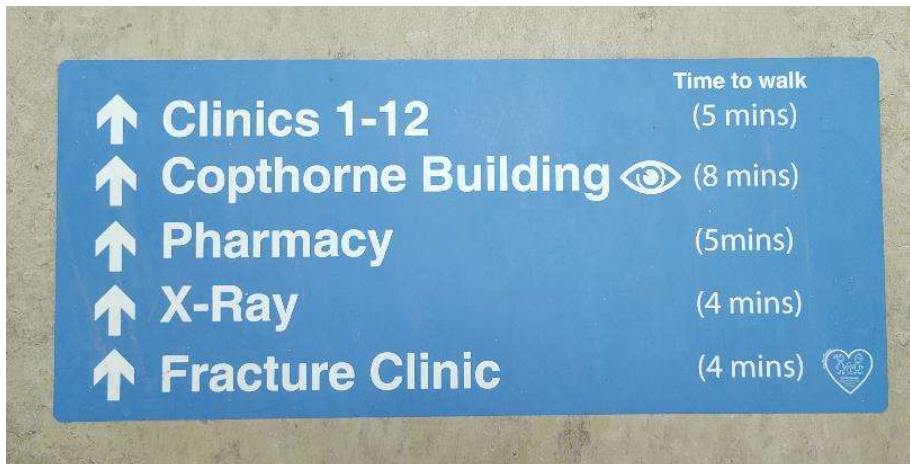


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# Current signage at our hospitals

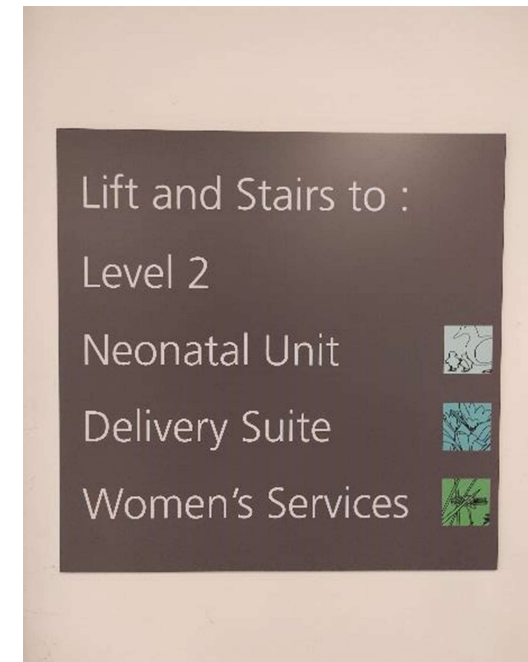
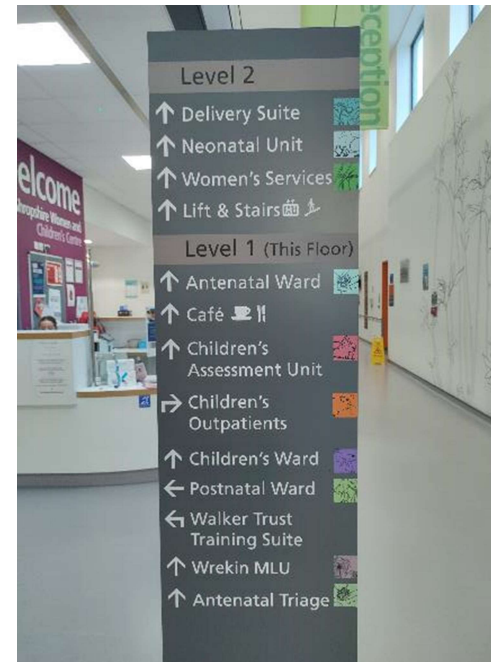


The majority of signs in both hospitals utilise a basic white on blue scheme, applied in a variety of ways.





# Current signage – W&C Centre



External  
directory establishes  
colours and motifs

Use of colour and  
artwork supplement  
directory on entry

Frequently recurring  
directories reassure  
along journey

Smaller directories  
continue to use  
colour/motif scheme



# Current signage – W&C Centre



Colour clearly marks different areas, supported by large version of motif from directories, even from the end of a long corridor



Recessed doorway is highlighted using colour and motif, confirming this as a public access door



# What you've said so far

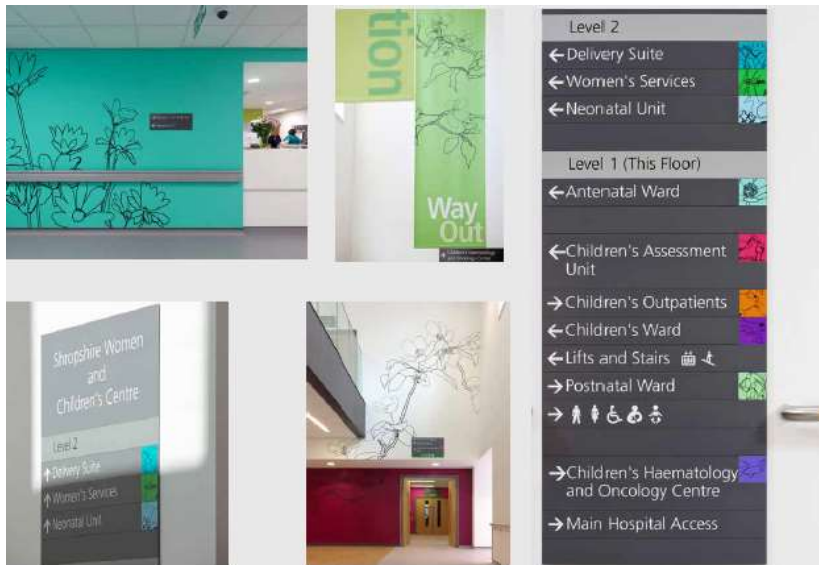


The Shrewsbury and  
Telford Hospital  
NHS Trust



Integrated  
Care System  
Shropshire, Telford and Wrekin

## The process so far...



### Case Study: Shropshire Women's and Children's – Art in Site

In collaboration with Art in Site, we have developed alongside:

- MEC & SAC Focus Groups
- W&C Focus Groups
- Neurodiversity Focus Group
- Dementia Focus Group
- Rachel Jones, Royal National Institute of Blind People
- Karen Breese, Dementia Care Clinical Specialist
- The Sterling University's "The Environments for Ageing and Dementia Design Assessment Tool (EADDAT), Tier 2 (The Care Environment).

*"Wayfinding is not just signs."*

Department of Health: "Effective Wayfinding and Designing Systems Guidance for Healthcare Facilities"



## Concept & Colour

Using colours inspired by nature,  
incorporating a biophilic design concept

- Biophilia – this word is used to describe how humans have a strong bond with the natural world
- Biophilic Design – this means using natural textures and colours in the built environment
- It has been shown to improve mental and physical health, and reduce stress
- We created a colour palette inspired by the Shropshire Hills AONB



# Wayfinding & Colour Logic

## Using colour as a supplementary tool for wayfinding

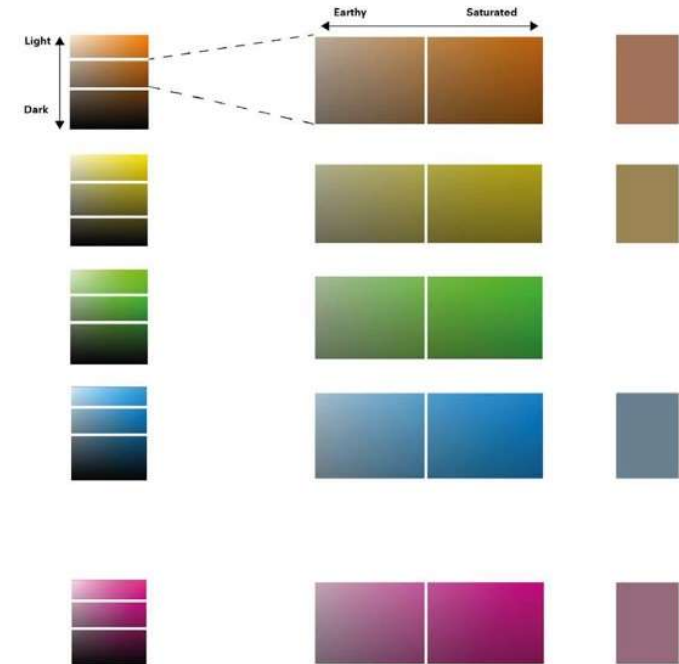
We arrived at 4 ‘floor identity colours’ for signs and feature walls via:

- Step 1 – Colours that are clearly different to each other
- Step 2 - Dark colour backgrounds for white text
- Step 3 - Colours from an earthy palette, referencing nature and local landscapes
- Step 4 - Colour selection

### 1. Choosing colours with clear differentiation

	<b>RED</b> Used in hospitals to signal emergencies. We are proposing to use it as the text colour on a white background to direct service users to the Emergency Department and Urgent Treatment
	<b>ORANGE</b> Needs to be a dark enough tone for white text to be easily readable but light enough to contrast tonally with the main signage colour
	<b>YELLOW</b> Needs to be a dark enough tone for white text to be easily readable but light enough to contrast tonally with the main signage colour
	<b>GREEN</b> Needs to contrast tonally with the main signage colour (dark green/grey)
	<b>BLUE</b> A cool colour; it needs to contrast tonally with NHS blue
	<b>INDIGO</b> A close colour to NHS blue. We are looking for alternatives to NHS blue to create a warmer environment
	<b>VIOLET</b> To create enough contrast to indigo (NHS blue), we are looking at colours within the red to violet range (pink)

### 2. Choosing colours that accommodate white text whilst providing contrast to the main signage colour



### 3. Choosing colours from an earthy palette making reference to the themes of nature found within the art strategy

### 4. Colour selection

## Additional sub-department colour combinations

Example diagram of how the colour palette can be applied to departments



\*all department names are indicative only, to be tested with the public, to ensure the names are easily understandable



## Example Application of Colour

Example area – Acute Medical Assessment

Department colour to bulkhead above staff base

Department colour around double doors

Flooring colour change around furniture

Complimentary colours on vinyl upholstery



\*please note colours shown on screen will vary to real life

## Example Application of Colour

Complimentary wall colour  
from the overall palette

Departmental colours on vinyl  
upholstery

Neutral floor colour

Example area – Maternity Inpatient Single Bedroom

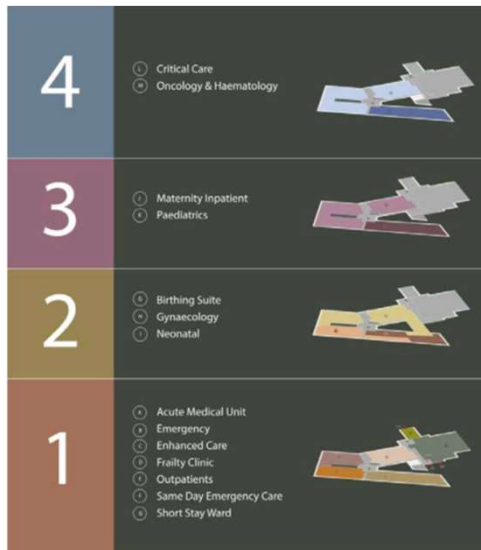


\*please note colours shown on screen will vary to real life

## Types of Signs

Examples of how signs could look, designed by specialists Art in Site

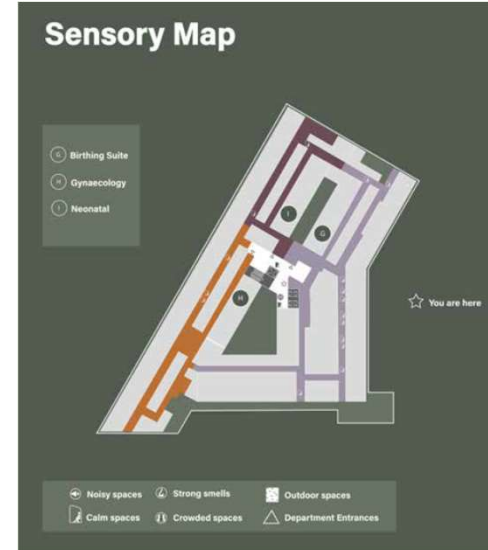
\*samples of all sign types could be installed in situ for review, before final orders



Floor Directory 1



Floor Directory 2



Sensory maps



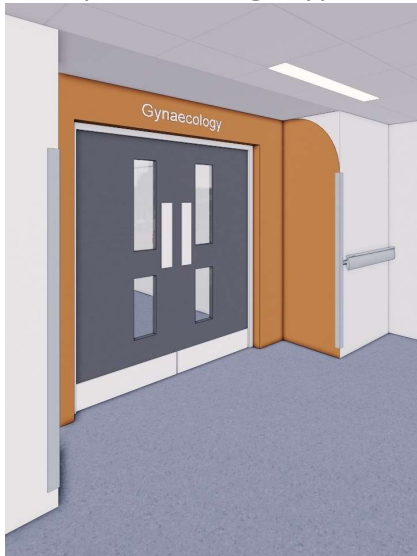
Sub-directory



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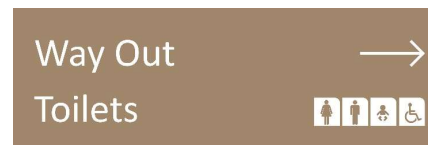
\*samples of all sign types could be installed in situ for review, before final orders



Colourful door thresholds



Level numbers



Directional Signs



Corner junctions

## Artwork Themes

Wall Graphics – to be developed by specialist and charitably funded

Previous idea – Tree motif



Alternative motif ideas – Inspired by Shropshire Hills



Footpaths & Greenery



Hilltops & Sky



Foothills & moorland plants



Hills & Trees

# Listening to your views



The Shrewsbury and  
Telford Hospital  
NHS Trust



Integrated  
Care System  
Shropshire, Telford and Wrekin



# Aesthetic preferences

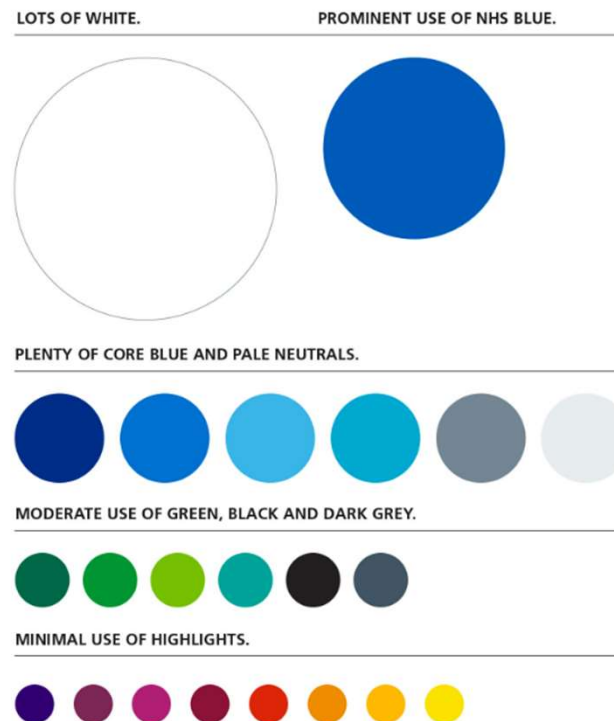
- Must meet accessibility standards
- Good contrast levels
- Acceptable font size for user scenario

Floor Directory	
<b>G</b>	→ Paddington Ward ← Victoria Ward
<b>LG</b>	↙ Embankment Ward ↘ Richmond Ward
<b>B</b>	Workshops Operational Management

Ground Floor	
→	Paddington Ward
←	Victoria Ward
Stairs to Lower Ground Floor	
↙	Richmond Ward

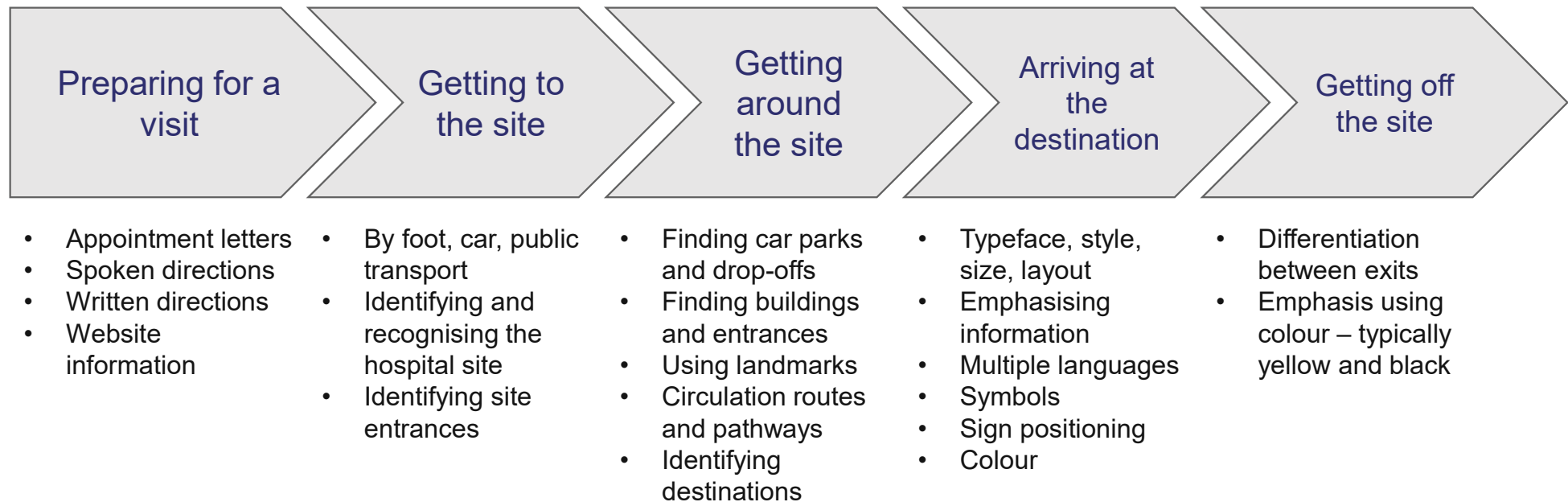
## NHS brand guidelines



## Proposed colours from our experts

<b>4</b>	<ul style="list-style-type: none"> <li>① Critical Care</li> <li>② Oncology &amp; Haematology</li> </ul>	
<b>3</b>	<ul style="list-style-type: none"> <li>① Maternity Inpatient</li> <li>② Paediatrics</li> </ul>	
<b>2</b>	<ul style="list-style-type: none"> <li>① Birthing Suite</li> <li>② Gynaecology</li> <li>③ Neonatal</li> </ul>	
<b>1</b>	<ul style="list-style-type: none"> <li>① Acute Medical Unit</li> <li>② Emergency</li> <li>③ Enhanced Care</li> <li>④ Frailty Clinic</li> <li>⑤ Outpatients</li> <li>⑥ Same Day Emergency Care</li> <li>⑦ Short Stay Ward</li> </ul>	

# User journey



# Expectations and experiences

- Think about past visits to large buildings or new places — what helped you find your way easily? What made it difficult?
- What are your expectations for signage and wayfinding in a new hospital? What should it definitely include?
- Can you describe a time when you got lost or confused in a hospital? What could have helped you?



# Your priorities

- What do you think are the **most important** things signs and maps should communicate in a hospital?
- When you're trying to find your way, what do you prefer:
  - Text-based directions?
  - Maps?
  - Symbols or pictograms such as makaton?
  - Color-coded paths?
  - Any other forms of signage or wayfinding?





# Navigational needs

- If you were visiting a loved one, how would you want to be guided from the entrance to their room?
- What would help you feel more confident navigating on your own?
- What kind of information do you expect at key decision points (like lifts, hallway intersections, or entrances)?

## Inclusivity and Accessibility

- What should the hospital consider to make signage easier for people with vision, language, or cognitive challenges?
- Have you seen any signage in other places that felt especially inclusive or easy to follow?



# Ongoing Engagement

# Public Focus Groups

We have been holding quarterly focus groups as well as one-offs covering specific topics, through which our communities have provided guidance on many aspects of the programme.

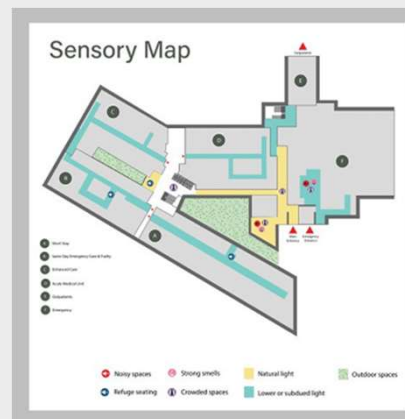
Focus Group output includes:

- A **redesigned front entrance**
- A **sensory map**, **sensory room**, and **calm spaces** for neurodiverse patients
- Plans for **dementia clocks** and **dementia friendly signage**
- Design guidance including **colour palettes**, **appropriate seating**, and **details such as USB charging ports**

## Upcoming Focus group sessions

Women & Childrens - 2nd September, 10am-12noon

Medicine, Emergency Care, Surgery, Anaesthetics, Critical Care, and Cancer – 4<sup>th</sup> September, 10am-12noon



## Other upcoming presentations

- Shropshire Association of Local Councils – 10<sup>th</sup> June, 18:30-19:30
- Monthly Update - 25<sup>th</sup> June, 10:00-12:00, MS Teams
- About Health – 29<sup>th</sup> July, 18:30-19:30, MS Teams



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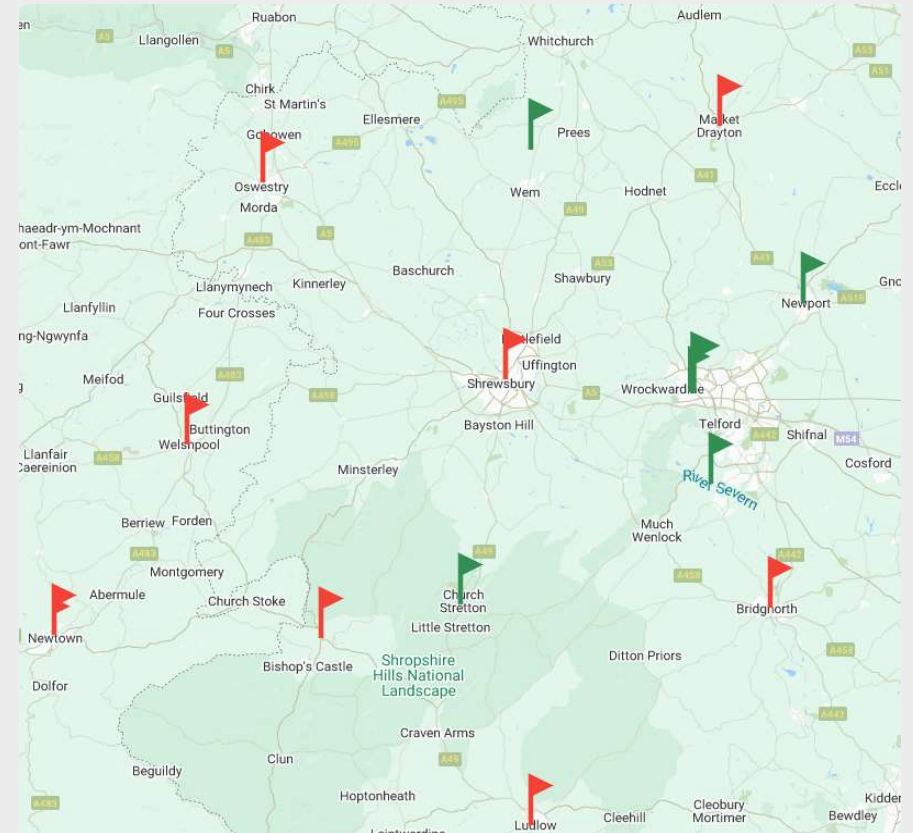
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# Engagement in the Community



We will be holding informational public drop-ins through 2025 and beyond, with upcoming dates below. We are always looking for opportunities to share information, if there is an event you think we should be attending, please email [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net)

- Oswestry Outdoor Market – 6<sup>th</sup> June, 10:00-13:00
- Shrewsbury Library – 13<sup>th</sup> June, 10:00-14:00
- Welshpool Market (town centre) – 16<sup>th</sup> June, 10:00-14:00
- Ludlow Market (Buttercross) – 23<sup>rd</sup> June, 10:00-14:00
- Bridgnorth Market – 11<sup>th</sup> July, 10:00-14:00
- Newtown Market – 15<sup>th</sup> July, 10:00-13:00
- Market Drayton Indoor Market – 17<sup>th</sup> September, 10:00-13:00
- Lydham Friday Market – 3<sup>rd</sup> October, 10:00-13:00
- Newtown Market – 14<sup>th</sup> October, TBC



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# Your feedback and questions

After this session, we will

- Send you a copy of this presentation with a short write up of our discussions
- Send you a short survey to help collate some of your ideas and feedback to inform our plans
- Keep you updated on our progress and share ideas with you



# Thank you for joining us...



- If you sign up to become a community member [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net) we will keep you updated on how you can get involved and updated on the programme through our monthly update.
- Any further questions, please email: [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net)



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