

Client: Denbighshire County Council

Design: Bodelwyddan Park

Signage: isGroup

Bodelwyddan Park

Project Overview

IS Group was appointed to manufacture and supply a bespoke wayfinding and signage package for Bodelwyddan Park, working alongside FRA and the end client, Denbighshire County Council. FRA approached IS Group as a local supplier to the project, having worked with us for many years and recognising our extensive experience in delivering high-quality timber signage schemes.

The scheme required a carefully considered range of signs that would sit comfortably within the park environment whilst providing clear visitor information, orientation, guidance and directional signage. The package included oak timber-framed signs, powder-coated aluminium panels, smaller notice signs, railing-mounted panels and a bespoke feature marker.

The Challenge

The design intent combined natural oak timber with either engraved and infilled text for the fingerposts, or powder-coated aluminium panels featuring direct printed graphics protected with a satin lacquer finish. The signs needed to feel appropriate for a parkland setting whilst remaining robust enough to withstand long-term external use.

The project also required a supplier capable of interpreting FRA's design requirements, prototyping the key construction elements, manufacturing to a consistently high standard and providing practical installation guidance to support the on-site installation team.

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Our Approach

Prototype Development

Before moving into full production, IS Group produced prototypes for both the timber elements and the powder-coated printed panels. This allowed FRA and the client team to review the construction methods, finishes, colours, panel detailing and overall quality before approving the scheme for manufacture.

This stage was particularly important as the project combined traditional timber craftsmanship with modern sign manufacturing techniques. The oak components needed to be accurately machined and neatly finished, whilst the aluminium panels required a durable powder-coated finish, direct printed graphics and a protective satin lacquer coating.

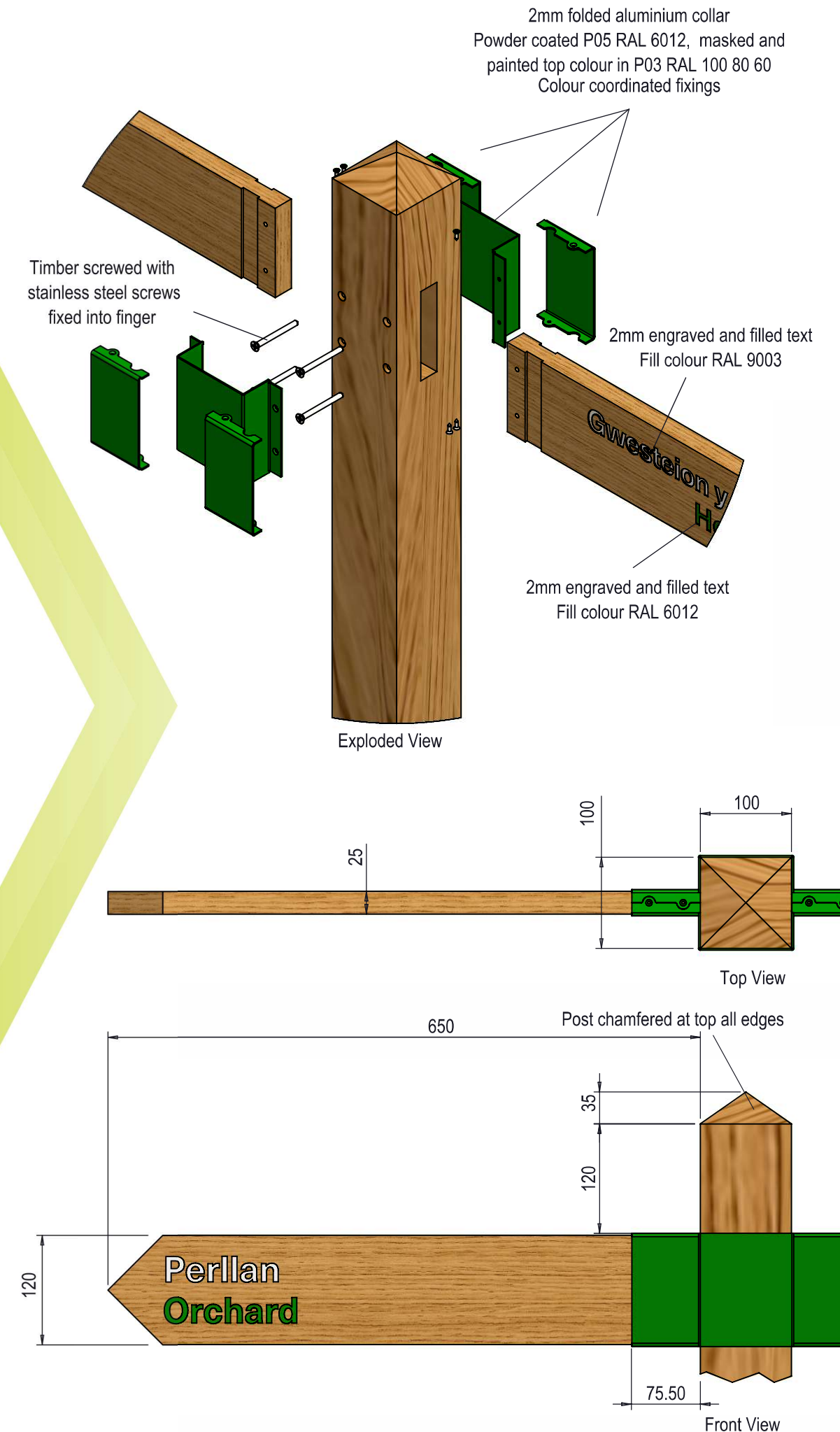
Manufacture

Following approval of the prototypes, IS Group manufactured the full signage package detailed within the project drawing pack. This comprised fingerposts, main entrance signs, post-mounted information signs, waymarkers, directional plates and a bespoke spade feature. During the manufacturing process, IS Group combined traditional timber craftsmanship with modern production techniques to create a signage system that was both visually distinctive and durable for long-term outdoor use.

A particularly unique feature of the scheme was the inclusion of bespoke three-dimensional seed and nut forms incorporated into one of the interpretation signs. These elements were produced in-house using IS Group's 3D printing capabilities before being finished and colour-matched to the design. The tactile features added an interactive element to the sign while demonstrating the flexibility of combining innovative manufacturing methods with traditional oak timber construction.

Key Manufacturing Requirements:

- Oak timber frames and timber posts.
- Machined 5° chamfers to assist water run-off.
- Chamfered internal frame edges.
- Engraved text with white infill to the fingerposts.
- 2mm aluminium face panels.
- Powder-coated panel finishes.
- Direct printed graphics to face.
- Satin lacquer protection to printed panels.
- Black wafer head fixings.
- Bitumen coating to below-ground timber sections.
- Signfix channel and clips to selected aluminium panels.
- Bespoke in-house 3D printed seed and nut forms integrated into the interpretation signage.



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Project Delivery

IS Group manufactured the signage in-house and delivered the completed signs for installation by others. Whilst IS Group was not responsible for the installation works, the team provided technical support and installation guidance to assist with successful delivery on site.

The project drawing package also included fixing and installation guidance for the various sign types, helping ensure a smooth installation process for the appointed contractors.

The Outcome

The completed signage package provided Denbighshire County Council and FRA with a high-quality, bespoke wayfinding solution specifically designed for the Bodelwyddan Park setting.

By combining natural oak timber construction with durable powder-coated aluminium panels and direct printed graphics, the scheme achieved a balance between traditional craftsmanship and long-term external performance. IS Group's experience in timber signage and public realm wayfinding enabled the project to progress smoothly from prototype approval through to manufacture, delivery and installation support, with clear communication maintained throughout.

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