



BRILLIANT TRAILS

TRAIL SOLUTIONS





EXPLORE

SOLVE

DISCOVER



ABOUT US

At Brilliant Trails, we are driven by a passion for creating innovative, bespoke experiences that inspire, educate, and entertain. Our unique trail products invite visitors to explore, solve, and discover—turning every journey into an engaging adventure. These experiences not only captivate audiences but also support local economies by generating revenue through strategic, mutually beneficial partnerships.

Proudly based in County Antrim, Brilliant Trails is an award-winning company recognised across the UK and Ireland for our groundbreaking work in outdoor design and trail innovation. With over a decade of experience in the tourism sector, we continue to set the standard for immersive, interactive visitor experiences.

Our expertise spans three core areas:

- Trail Development

- Community Tourism

- Interactive Mobile Applications

What makes us different? Our fully bespoke solutions—tailored specifically to your business, your audience, and your location. Every Brilliant Trails project is designed to maximise visitor engagement through creative storytelling, clever interactivity, and intuitive design.

From concept to completion, our dedicated team of creatives will work closely with you to unlock the full potential of your site. Whether it's for heritage centres, community initiatives, or tourist attractions, our goal is to deliver trails that encourage people to explore their surroundings, solve clues, and discover stories that bring places to life.



**SCAN THE QR
CODE TO VISIT OUR
WEBSITE!**

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MEET THE TEAM

At Brilliant Trails, we are driven by a passion for creating innovative, bespoke experiences that inspire, educate, and entertain. Our unique trail products invite visitors to explore, solve, and discover—turning every journey into an engaging adventure. These experiences not only captivate audiences but also support local economies by generating revenue through strategic, mutually beneficial partnerships.



ALLAN - TRAIL DESIGNER



LOIS - GRAPHIC DESIGNER



AMY - ILLUSTRATIVE DESIGNER



HEIDI - TRAIL TESTER



HARPER - TRAIL TESTER

WHY CHOOSE BRILLIANT TRAILS?

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All of our work is completed in-house by our experienced designers and carefully installed by our hardworking installation team. This ensures the highest quality, consistency, and attention to detail at every stage.

We take pride in offering services and products that work within your budget while delivering maximum impact for your site. With a warm, family-friendly approach, we make every project feel collaborative and welcoming.

Our goal is simple: to make the outdoors more accessible, enjoyable, and inspiring for everyone. We want people to learn something new, connect with nature, and explore the world around them. These values are at the heart of everything we do — ensuring your project not only meets expectations but exceeds them.



TRAIL DESIGN

When planning a trail, we carefully consider wildlife, natural landscapes, and geological features to ensure each design blends seamlessly with its environment. By making use of existing paths where possible, we minimise the need for extensive construction and reduce our ecological footprint.

Our in-house installation team, with years of hands-on experience, brings each design to life with precision and care. They know the best approach to ensure your trail is safe, durable, and enjoyable for all visitors.

But our work doesn't stop once the trail is complete. We're passionate about ensuring trails remain welcoming, accessible, and well cared for. That's why we provide ongoing maintenance — from repairing damage to clearing debris — helping protect your investment and encouraging visitors to return again and again.





PROCESS OF DESIGN

STEP 1:

Site visit with Allan

Every project begins with a visit from Allan, our trail expert. Allan will walk the site with you, identify key locations, and share insights on what will work best. This is where we gather your ideas, budget, and overall vision for the trail.

STEP 2:

Creative concepts from Amy & Lois

Our talented designers, Amy and Lois, will then develop bespoke concepts and mock-ups tailored to your site. You'll receive a detailed proposal and quote designed to meet your budget while maximising impact.

STEP 3:

Design & development

Once you approve the proposal, we dive into the exciting creative stage. Our team works on illustrations, content writing, and designs. You'll receive your first proof for feedback, and Allan may revisit the site to confirm exact locations for each point.

STEP 4:

Refinement & final approval

After some back-and-forth with Amy and Lois, and once you are completely happy with the designs, everything is prepared for production. The artwork is then sent to print, and the installation date is confirmed.

STEP 5:

Installation & launch

Our skilled team installs your new trail with care and precision. Once complete, your trail is ready to welcome visitors, delivering a unique experience that educates, entertains, and inspires

TYPES OF TRAILS

At Brilliant Trails, we design and deliver a wide range of trails — from fairy hideaways and heritage walks to sensory gardens, nature trails, and farm experiences. Each trail is carefully tailored to your audience, ensuring it sparks curiosity, learning, and discovery.

Fairy trails

Magical and imaginative, fairy trails invite children (and adults too) to step into a world of wonder, encouraging creativity and storytelling at every stop.

Heritage trails

These trails bring history to life, connecting visitors with the past through engaging stories, landmarks, and interpretation that make learning fun and memorable.

Sensory gardens and trails

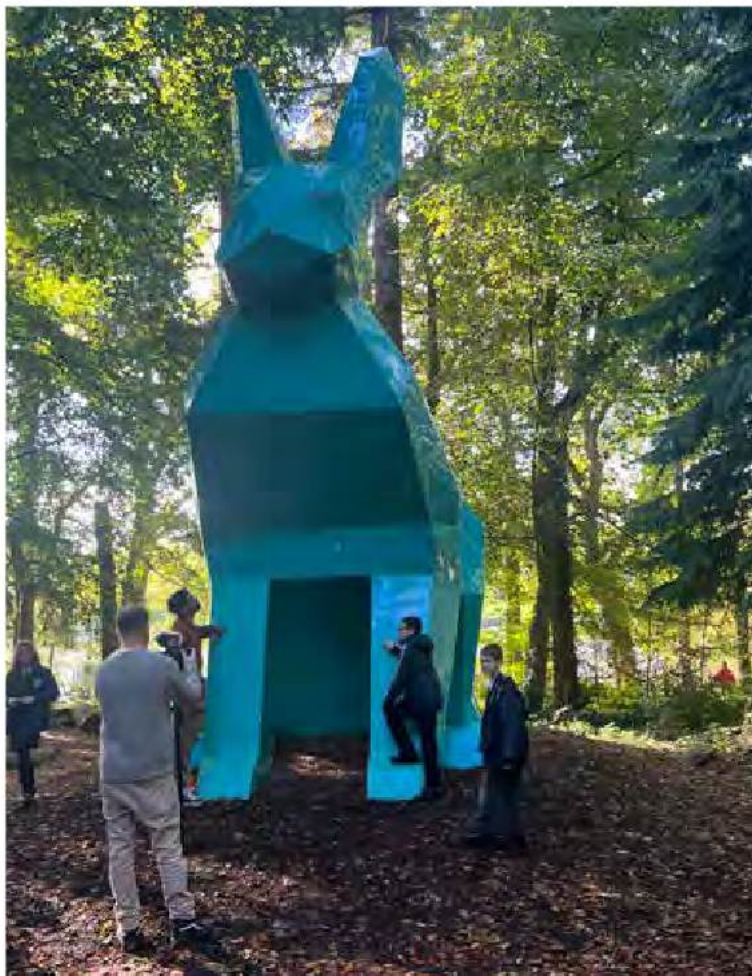
Designed to awaken the senses, these trails encourage exploration through touch, sound, sight, and smell — blending play, relaxation, and outdoor learning for all ages.

Nature trails

Nature trails celebrate the beauty of the world around us. Visitors learn about a wide range of topics, including bugs, trees, animals, flowers, and much more. They encourage people to get outdoors, connect with nature, and gain knowledge about what's all around them.

Farm trails

Farm trails are ideal for farmers who want to welcome visitors onto their land and showcase their vital role in the food chain. These trails can include animals for families to meet and learn from, or educate visitors on how a working farm operates on a day-to-day basis.



FARM TRAILS

Farm trails have proven to be one of our most successful trail types, offering farmers an excellent way to diversify, welcome the public onto their land, and generate an additional source of income.

Our trails are fully adaptable, meaning they can change with the seasons and naturally fit into the daily rhythm of farm life. A flower-themed trail can run through sunflower fields in summer, while springtime offers the chance to create a lambing trail to introduce families to new life on the farm. During the winter months, farms can be transformed into festive destinations with a Christmas trail, complete with activities and even a visit from Santa.

This flexibility not only encourages visitors to return throughout the year but also highlights the vital role farmers play in food production. Along the way, trails can educate visitors about the hard work that goes into farming and the importance of buying local and supporting our farmers.

With farm trails, you don't just create an attraction, you create a meaningful connection between your land, your community, and your livelihood.





RECENT CUSTOMER COMMENTS

Working with Brilliant Trails on the Ben and Bella project was an excellent experience from start to finish. Their team demonstrated exceptional creativity, professionalism, and attention to detail throughout the entire process. They took the time to understand the project's goals and delivered an engaging, high-quality trail that perfectly captured the spirit of the Ben and Bella theme. Communication was always clear and efficient, and they were proactive in finding solutions and ensuring every element was completed to the highest standard. Overall, Brilliant Trails were a pleasure to collaborate with and played a key role in the project's success.

Bex Foscett
- Bedford Creative Arts

RECENTLY WORKED WITH BEDFORD CREATIVE ARTS

Brilliant Trails partnered with Bedford Creative Arts to design and install four themed trails across local parks and the central library, inspired by the much-loved Ben and Bella children's book series.

Working closely with the publisher, we ensured all illustrations, wording, and fonts stayed true to the original brand guidelines. Each trail featured eight oval markers on wooden stumps, guiding visitors through parts of the stories. At the end, families could complete a brass rubbing to reveal an image from the books.

Our experienced installation team played a key role in shaping the visitor journey. They carefully sited the trails to start and finish around park cafés, helping boost footfall not only in the parks themselves but also in the coffee shops. Every post was hand-dug to minimise disruption to the ground, and installed with great care to ensure they were safe, secure, and durable in busy public spaces. Since installation, no issues of vandalism have been reported.

At Brilliant Trails, we stand by our work. If vandalism ever does occur, our policy is simple: contact us straight away, and we'll have a team member on-site within a couple of days to put it right. By fixing problems quickly, we deter repeat damage and keep trails looking their best.

Visitors can follow the trails using either a workbooklet or a web-based app, making the experience interactive and flexible. The trails have been a huge success, increasing both footfall and time spent in each park. By spreading them across different sites, families were encouraged to explore the whole city and visit the central library to enjoy even more Ben and Bella adventures.

Bedford Creative Arts praised the project, saying we were "a pleasure to work with throughout" and that Brilliant Trails went "above and beyond" in bringing their vision to life.



GROW YOUR LAND INTO A DESTINATION

At Brilliant Trails, we provide a unique opportunity for farmers and landowners to turn their land into exciting, profitable attractions. Our services enhance the visual appeal of your property while boosting its profitability and visitor engagement.

Our bespoke trails are designed to attract families, schools, and tourists, encouraging them to explore, learn, and spend time on your site.

With our carefully designed trails, visitors are naturally guided past cafés, shops, and play areas, increasing foot traffic and boosting on-site revenue. Many clients have found success generating new income through small entry fees, workbook sales, or ticketed events. Even modest charges can lead to a steady, reliable income throughout the year, providing a promising financial outlook.

Our trails are also designed for flexibility, allowing you to refresh them with the changing seasons—such as lambing or wildlife trails in spring, sunflower walks in summer, harvest or pumpkin adventures in autumn, and magical Christmas trails in winter. This adaptability keeps your attraction fresh and encourages visitors to return time and again.

Every project is fully designed, produced, and installed by our in-house team, using durable materials and quality craftsmanship to ensure the longevity of your investment.

HOW YOUR TRAIL WILL WORK

One of the biggest questions we hear is: how does a trail actually work, and how does it benefit me? A trail is a fantastic way to bring people onto your land, park, or attraction. All you need is a small area to walk — we can transform almost any space into a trail experience.

THE BENEFITS FOR YOU:

Trails attract new visitors and encourage repeat visits.

You can generate income by charging a small fee for access or for a workbooklet to complete the trail. Even a couple of pounds quickly adds up when families return again and again.

Trails can be designed to guide visitors past your existing facilities, such as play parks, car parks, cafés, or gift shops, boosting sales and profits. Finishing a trail beside a café, for example, encourages visitors to relax with a coffee and treat after their adventure.

HOW VISITORS COMPLETE YOUR TRAIL:

Every trail begins at a trailhead, featuring a clear map, simple instructions, and safety information.

Visitors follow the map to discover a series of twelve markers positioned around your site.

Each marker provides something engaging — from a fun fact or story to an activity or puzzle.

With their workbooklet, visitors answer a question at each stop, collecting a letter from every answer.

At the end, the letters combine into a secret word or code — unlocking a magical ending, whether that's saving a fairy from trolls or blasting a spaceship into space.





ENHANCE YOUR TRAIL

To make your trail even more engaging and to encourage repeat visits, we offer a range of enhancements that bring the experience to life.

WORKBOOKLETS/WORKSHEETS

Provide visitors with an interactive workbooklet, filled with activities, puzzles, and stories that keep them busy as they explore. These make the trail more rewarding while offering a keepsake to take home.

DIGITAL TRAILS

Prefer to go digital? We can create a web-based app that allows visitors to scan QR codes along the trail, unlocking questions, stories, and activities directly on their phones.

SCULPTURES

Our talented chainsaw carvers create dramatic wooden sculptures — from animals to mythical creatures. Sculptures add a real “wow” factor, inviting visitors to stop, interact, sit and even climb on them!

SEASONAL FLEXIBILITY

All of our trails are designed to be adaptable. With removable markers, you can easily swap in a new set we’ve designed for you, creating a completely fresh experience. This flexibility allows you to update trails seasonally, ensuring there’s always something new to bring visitors back again and again.

OUR BRILLIANT TRAILS

At Brilliant Trails, we've been privileged to design and deliver trails for a wide variety of clients across the UK, Ireland, and even as far as America. The map alongside highlights just a few of the many trails you can visit.

If you're considering a trial for your own site, why not explore one of our completed projects to see first-hand the creativity, quality, and impact we can bring?

We work with councils, schools, private landowners, and farmers, tailoring each trail to suit the site, audience, and budget. Trails are not only a fantastic way to engage visitors but also an excellent opportunity to generate additional income for your location.

RECENT CUSTOMER COMMENTS

"The Brilliant Trails team have been great partners, as together we planned and developed an entirely new folklore sculpture trail, Witch Corner. The sculptures Allan and his team created and placed along the trail are amazing – visitors love them, young and old. The children's activity trail, the digital design, and the app, with its audio tour and mapping functions, bring the trail stories to life imaginatively, creating an experience that families simply love. It's been huge fun working with Brilliant Trails on Witch Corner."

GILES INGRAM

- CHIEF EXECUTIVE OF ABBOTSFORD





KEY

1. Brechin Castle
2. Erigmore Leisure Park
3. Loch Lomand Faerie Trail
4. Pease Bay Holiday Park (Verdant Leisure)
5. Abbotsford
6. Warkworth Castle
7. Galloway Fairy Trail
8. Belsay Hall, Castle & Gardens
9. Chesters Roman Fort
10. Birdoswald Roman Fort
11. Heather View Holiday Park (Verdant Leisure)
12. Whitby Abbey
13. Mount Grace Priory, House and Gardens
14. Scarborough Castle
15. Brodsworth Hall
16. Uncle Henry's
17. Bolsover Castle
18. Beeston Castle
19. Sandringham Estate
20. Stokesay Castle
21. Broadwater Mill Park
22. Kenilworth Castle
23. Witley Court
24. Bedford Park
25. Russell Park
26. Audley End
27. Framlingham Castle
28. Goodrich Castle
29. Audley End House and Gardens
30. Kenwood House
31. Bibury Trout Farm
32. Marble Hill House
33. Eltham Palace
34. Home of Charles Darwin - Down House
35. Old Sarum
36. Golden Coast Holiday Park (Verdant Leisure)
37. Pendennis Castle
38. China Fleet Country Club
39. Osborne
40. Carisbrooke Castle
41. Battle Abbey
42. Dover Castle
43. Walmer Castle
44. Ulster University
45. Peace Project
46. Broughsane Interpretive trail
47. Mid and East Antrim Council
48. Antrim Castle Garden
49. Magheramorne Estate
50. Lough Erne Resort
51. Gortin Glen Forest
52. Fairview Primary School
53. Stormont Estate
54. Lugan Park
55. Solitude Park
56. Elmgrove Primary School and Nursery
57. St. Patrick's College Dungannon
58. Guess How Much I love You - Lisburn
59. St Teresa's Primary School
60. Armagh Observatory and Planetarium
61. Oxford Island Nature Reserve
62. Sligo Park Hotel Trail
63. Michael Cusack Centre
64. Mounaghan Way Trail assessment
65. Drogheda Town Trail
66. Newbridge House and Gardens
67. Malahide Castle & Gardens
68. Newbridge House
69. Bunratty Castle & Folk Park
70. Craggaunowen Castle & Crannóg
71. Corcregan fairy trail
72. Avoca Fairy Trail

WOODEN SCULPTURES

At Brilliant Trails, our talented creative team designs and crafts bespoke chainsaw carvings that transform trails into truly magical experiences. Sculptures are a fantastic add-on, adding play, storytelling, and memorable moments for visitors of all ages.

From small carved birds hidden in trees to discover, to giant fairy wings for photo stops, the possibilities are endless. Imagine a life-size shipwreck to climb through in search of treasure, or magical doors that lead children into an enchanted kingdom.

Sculptures not only enhance play and imagination but also help tell the story of your trail. Crafted from natural wood, they blend beautifully into any setting and create features that visitors love to photograph, share, and remember.

We work closely with your budget and vision to design the perfect set of sculptures, ensuring your trail is as unique and engaging as possible.





MAP DESIGN

At Brilliant Trails, we understand the importance of a well-designed map. It's often the very first thing visitors see at the start of our trails, and it sets the tone for the entire experience.

Our designers make sure no map is ever dull. Each one is created to be engaging, visually appealing, and easy to follow, drawing visitors in right from the beginning.

A good map does more than guide — it encourages people to develop navigational skills, explore independently, and decide their own path. This sense of discovery is all part of the adventure.

We offer a wide range of map styles to suit your needs, including:

2D and 3D maps

Illustrative maps with creative storytelling elements

Complex site maps for large-scale attractions

Simple event maps for quick and easy navigation





ACCESSIBILITY AWARE

At Brilliant Trails, every visitor should feel included. That's why accessibility is built into everything we do.

Braille maps are a fantastic addition to any site, helping ensure trails are welcoming for all. These maps feature larger layouts, bright flat colours, and bold text for easy readability.

To guarantee durability, we produce them on zinc, making them long-lasting, weather-resistant, and virtually impossible to damage.

Accessible maps not only improve the visitor experience but also demonstrate your commitment to inclusivity, making your site a place where everyone feels valued and welcome.



DIGITAL DESIGN

At Brilliant Trails, we specialise in creating digital solutions that enhance trails and reduce the need for paper-based materials.

Going digital makes your trail more self-led, allowing visitors to enjoy the whole experience without staff supervision, saving you money and giving you more time. We offer a wide range of digital products, including:

- Web-based quiz apps

- Mobile apps

- Augmented Reality (AR) experiences

Visitors can easily access all of these through simple QR codes placed along the trail. Digital design not only adds a modern, interactive layer to your trail but also keeps visitors engaged, informed, and excited to explore at their own pace.

WEB-BASED QUIZ APP

Our web-based quiz apps are a simple, effective way to enhance any trail. They load quickly, use little data, and can be updated instantly.

The app guides visitors along the trail with interactive questions, providing valuable insights such as the number of trail completions, drop-off points, and feedback on the experience.

Fun for visitors, insightful for you, a win-win addition to any trail.

MOBILE APPS

Our mobile apps are a fantastic way to make your site modern, accessible, and engaging. They can include detailed quizzes, site information, games, puzzles, AR features, videos, translations, and much more. The possibilities are endless.

AR EXPERIENCES

AR is an exciting add-on to your mobile app that brings your site to life and lets visitors' imaginations run wild. It immerses people directly in the experience, making their visit even more memorable.

Through AR, we can integrate audio and video clips to tell stories, share information, and add layers of detail in fun and creative ways. With AR translation, your app also becomes multilingual and fully accessible — making your trail welcoming to visitors from around the world.

RECENTLY WORKED ON GUESS HOW MUCH I LOVE YOU TRAIL

Brilliant Trails partnered with Lisburn & Castlereagh Council to create a town trail celebrating the much-loved children's book *Guess How Much I Love You* and its Lisburn-born author.

With permission to use the book's original illustrations, we worked closely with the publishing team to ensure every design detail followed brand guidelines. The trail featured brass-rubbing plaques that formed a picture from the story, alongside carved wooden hares, benches, and sculptures of the iconic characters.

A dedicated mobile app added another layer, guiding visitors with questions, audio readings, and local business offers.

The trail has been a huge success, boosting footfall, involving the community, and adding colour and vibrancy to Lisburn's public spaces.



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OUT MORE AND
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THE APP!**





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RECENTLY WORKED WITH HILLSBOROUGH FOREST

Hillsborough Forest approached Brilliant Trails with a challenge. Local artists had installed a series of sculptures, but visitors often struggled to understand their meaning. The team aimed to improve the visitor experience without introducing additional physical signage that could disrupt the forest's natural beauty.

Our solution was to design and develop a multilingual mobile app, powered by Augmented Reality (AR). The app translates content into multiple languages, includes audio and video with subtitles for accessibility, and uses AR trigger points to bring each sculpture to life.

To make the sculptures engaging for younger visitors, we created imaginative stories and interactive features around each piece. Families could point their phones at a sculpture and watch it transform with animations, sound, and narrative — making the forest experience truly immersive.

The app has been a great success. Staff at Hillsborough Forest report that visitors now interact more deeply with the sculptures, spend longer in the forest, and return more frequently. The project has not only improved engagement but also increased overall visitor numbers, proving the power of digital storytelling in outdoor spaces.

RECENTLY WORKED WITH ARMAGH OBSERVATORY & PLANTRIUM

Brilliant Trails partnered with Armagh Observatory and Planetarium to transform an underused outdoor space into an engaging learning experience that connected nature with space exploration.

We proposed and designed two themed trails:

Children's trail – following the story of Cosmo the Dog who gets lost in space. This fun, story-driven route included a workbooklet and a mobile app with AR trigger points, allowing children to unlock videos, games, and stories as they explored.

Educational trail – aimed at older visitors, this trail focused on factual content about space. Through the app, visitors could scan markers to dive deeper into astronomy with accessible multimedia content.

To enhance the children's trail further, we installed large hand-carved wooden sculptures, including a weather bench, owls gazing through a telescope, giant animal nebulas, and a life-size astronaut — perfect for photo opportunities and social media sharing.

The result was a space that had previously gone unused, now becoming a vibrant, interactive part of the visitor journey. Armagh Observatory and Planetarium were delighted with the project, praising how Brilliant Trails managed the process from start to finish. We have since been invited back to deliver further projects, reflecting their confidence in our creativity, quality, and professionalism.



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GRAPHIC DESIGN

At Brilliant Trails, our design services go far beyond trail creation. We provide complete support for your site signage, banners, leaflets, social posts, brochures, branding, content writing, and bespoke illustrations. The list is endless.

Our in-house illustrator can create unique, personalised artwork that adds character and storytelling to your signage. Every design is tailored to your brand, ensuring consistency and a professional finish across all materials.

For new sites, we also offer full branding support, from logo design to complete brand guidelines, giving you the tools to maintain a clear, consistent identity as your site grows.

With a focus on detail, creativity, and accessibility, our design team ensures your site is not only well-signed and easy to navigate but also visually engaging and memorable for every visitor.





TRAIL IN A BOX

We're excited to launch our brand-new product, Trail in a Box — a flexible, portable trail solution perfect for sites that want the freedom to move and adapt their trails throughout the year.

Designed with convenience in mind, Trail in a Box allows you to:

- Change routes easily by moving posts to new locations
- Swap out markers whenever you like
- Update worksheets and activities to keep your Trail fresh

Each box includes:

- 12 durable metal frames, which connects to a wooden post
- 12 themed markers (choose from nature, wildlife, history, storytelling, and more)
- A digital worksheet template with editable assets, tailored to your site

Your box arrives ready to use — build, install, and go. Additional markers can be ordered anytime, letting you refresh your Trail as often as you wish.

Trail in a Box has already been tested with great success. For example, at Coleraine University Disc Golf, the system allows posts to be moved as the course layout changes, while also giving groundskeepers the flexibility to remove posts quickly for grass cutting. It's a practical, efficient, and cost-effective solution that works for everyone.

SENSORY GARDENS

At Brilliant Trails, we design and install sensory gardens that are accessible, inclusive, and imaginative spaces for everyone to enjoy. These gardens offer a place to relax, reflect, and let creativity and curiosity run free.

Sensory gardens have become especially popular in schools and council parks, where they provide opportunities for play, learning, and wellbeing. Every detail is designed to awaken the senses:

Sound: textured pathways that crunch and musical instruments to play

Sight: bright rainbow arches, mirrors and sculptures

Smell: planters filled with fragrant herbs and flowers

Touch: wooden sculptures, bridges, and varied textures to explore

We also love to include storytelling features, such as carved benches and chairs, that invite children to sit, listen, and enjoy outdoor learning in a magical setting.

Sensory gardens are about more than design; they are about creating meaningful spaces where people can connect with nature, use all their senses, and find joy in the little details.





RECENTLY WORKED WITH ELMGROVE PRIMARY SCHOOL

Brilliant Trails partnered with Elmgrove Primary School to enhance the playground at their new school building, creating spaces that inspire play, teamwork, and outdoor learning.

We designed and installed a sensory garden, where children can explore through sight, sound, touch, and smell. Features include hand-carved wooden sculptures, fragrant flowers, a storytelling chair, and a wooden bridge — all encouraging pupils to engage their senses and imaginations.

To support learning, we created a dedicated outdoor classroom, giving teachers and pupils the chance to step outside the traditional classroom setting and connect lessons with the world around them.

We also installed natural wooden play equipment, including balancing structures designed to promote teamwork, cooperation, and problem-solving through play.

The school was delighted with the transformation, saying pupils now have a space where imagination runs wild, learning feels fresh, and concentration improves thanks to time outdoors. Children can enjoy both play and education while benefiting from fresh air, creativity, and teamwork.



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