

BRILLIANT TRAILS



INNOVATIVE VISITOR EXPERIENCES

Providing services in trail
development, community tourism
and digital solutions.

Meet the Team



In addition to our team of installers and customer service representatives we are proud to have the following team members of staff at our disposal:

CEO- Allan Hamilton

With over 17 years in the world of trail design, Allan is responsible for leading our team. From concept to installation he is always on hand to help and guide.

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Learn about your surrounding area, such as the wildlife, fauna and flora and eco-systems.
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Using our latest technology we can create fun and attractive maps for your area.



Alison Kirkpatrick Digital Designer

Alison is responsible for managing the design process, from initial client discussion to final delivery.



Amy Abraham Illustrative Designer

Amy is responsible for all illustrative ideas and concepts, her great imagination and creative flair helps bring her trails to life.



Lois McClenaghan Graphic Designer

Lois will guide your creative expectations into reality. With a strong eye for detail she will ensure your bespoke trail gets the Brilliant Trails touch.



On the cover

Galgrom Castle Fairy Trail.



4

Farm Diversification

Find out ways to generate more income to your farm, with our help we can use marketing tools to make the most out of your farm land.



5

Sustainable Investment

Let us help you bring more revenue into your area, we will create the magic while you reap the rewards.



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Health Benefits of Sensory Trails

Sensory experiences like this are fun and beneficial to health and child development. When you combine the benefits of being in nature with sensory activities, the rewards are enhanced. Here are the top 5 benefits of taking learning and play outdoors:

Who are we?

Our award winning and innovative approach to trail design has been widely recognised within the tourism industry throughout the UK and Ireland.



Our focus and passion is in creating unique and innovative products that offer fun and educational experiences for visitors across a wide range of sectors. Our unique solutions promote exploration and discovery, creating interest and engagement for visitors.

Our passion is to create unique and innovative products that provide fun and educational experiences for visitors, whilst generating income for local businesses through mutually beneficial partnerships.

Allan Hamilton

Allan Hamilton
CEO

A Profitable Option for Farm Diversification

Farms are abundant in more ways than one. Farmland can provide profitable crops, scenic landscapes, untouched land and a great deal of opportunity. Traditionally, farms make money by growing and selling agricultural products or raising animals. This can be a successful model, but there is a great deal of risk when it is your sole source of income.

Many farmers and estate owners are pursuing additional revenue sources by drawing in more visitors to their property. From tractor rides to hay mazes, an increasing amount of farms are opening their land to the public and earning a great deal of profit as a result.

There are various options to create additional income streams like turning a farmhouse into a bed and breakfast, holding educational seminars or selling new ready-made products. One of the easiest and most cost-effective ways to diversify your farm is through a well-designed trail.



Adding an Attractive Trail to Your Farm

A well-designed trail will attract families to your farm and open up your property to visitors and profits with interactive pieces and learning opportunities. This can be done at a relatively low cost and leaves you with the option to quickly pivot again in the future, unlike other projects like a B&B or on-site restaurant.

Further, a trail will maintain the integrity of your land, allowing others to enjoy the natural beauty of your property. As a result, it provides you with the most significant return on investment.

There are different ways in which you can increase revenue through your trail. You can sell tickets and charge a fee to enjoy the trail, or you can make the trail free to enjoy but have a stand or shop on site that sells local goods and items from your farm. At Brilliant Trails, we are experienced in farm diversification. Recently we worked with Uncle Henry's Farm and created a Family Fairy Trail that preserved the land, incorporated the current property theme and provided plenty of areas to explore, such as the Troll Headquarters and Fairy Classroom.

You can also find a mystical trail at Churchfields Farm. Our team of design experts enhanced their gorgeous woodland property with a fairy trail that has been a huge success! Tickets sold out during their first week of opening.

We will work with you, understand your goals and draw up a design to exceed your wildest expectations, whether that includes a fairy garden or secret woodland fort. Farm diversification ventures can range from small-scale enhancements to much larger operations. You need to ask yourself how much time and financial resources you want to put into your new experience and target outcome.

Those in agriculture are finding it increasingly challenging to increase profits due to a vastly changing industry. A well-designed trail will increase visitors, business and profits and put a smile on the face of the many people who visit.



You can't work on 15 problems at the same time, let us take the strain.

Brilliant Trails

Potential Profit

Sustainable Investment

Investing 23K in a trail can help you reach big financial goals or provide additional funding to the estate to help with repairs or running costs. To grow your money, you need to put it in place to earn a high rate of return.

Churchfields Farm & Ice Cream

Year 1 return 45k
Year 2 return 89k

Churchfields Farm & Ice Cream opened; the team have moved away from high-density farming to operating an attraction, running events and converting farm buildings for public use. Using a local designer, Churchfields has invested in additional products for each season, increasing dwell time on-site and spending in the cafe and shop.

*Additional income includes events***

Uncle Henry's Farm

Year 1 return 42k
Year 2 return 110k

Since opening in 2017, the Fairy Trail has been enchanting visitors of all ages; the trail has gone from a local attraction to a must-see location and part of the county's event calendar. Each year the team invest in new routes, interactive sensory points and stories for the trail guide. Events had been the primary income for the site; since Covid-19, more families have used the site as a family day out.





Interpretive Signage

Let our interactive sites and apps help guide you through each map with fun and ease of use.

Interactive Walks

Eco Trails

Thurston Manor, Scotland

What is an Eco Trail?

Trails are a vital ingredient in preserving open space and encouraging public interest in habitat and natural landscapes in many places. In England, trails are essential in safeguarding public access to stream corridors and the coast.

Eco Trails



Assessment

Our team of professionals will survey your land and the best possible paths to make your bespoke trails. This is an all round service where we can guide and innovate the assessment process.



Design

We offer a bespoke product tailored to your vision and ideas, as well as providing expert consultancy to deliver the best quality of work and service.



Install

Our highly trained construction team completes a full trail install within days. We work to a tight schedule making sure everything is of a high standard.



Make stuff happen

Oh, the places you'll go with the help of a map! Maps support spatial thinking by helping children visualise where objects, places, cities, and countries are in relation to one another. Spatial thinking has been linked to greater success in math and science. Children who develop spatial solid thinking skills will be at an advantage in our global and technological society. As we start shaping their education and preparing them for the future, map reading skills help children gain proficiency in the principles of geography. Maps inspire you to think outside your world, expand your horizons, and take a look at the places you want to go to.



We can install multiple trails on one site: Here at Stormont, Belfast they have a woodland, bug safari, history and environmental trails.

Pollinator Trials

A pollinator trail is a corridor of native plants that connects different areas of habitat, providing nutrition and homes for pollinators and helping them to disperse into new areas.

Outdoor Classroom

Around the country, many primary schools and nurseries are looking beyond a traditional classroom and exploring the option of an external shelter placed within the natural environment since they provide plenty of benefits to the school, the children and the staff.

Outdoor classrooms are becoming more and more popular as they provide primary schools and nurseries with functional, covered spaces for outdoor learning, socialisation and play all within the current grounds. Taking children into a fresh, new environment, where they are surrounded by nature, is the perfect way to increase participation in lessons and is ideal for increasing their involvement in tasks.



Every child is born blessed with a vivid imagination.

Walt Disney



The natural environment is perfect for children to relax and refocus as they listen to nature and self-regulate away from the busy classroom. Once children have finished their outdoor lesson and have headed back inside, they feel calm and ready to face their next task, increasing their concentration and motivation for learning back inside the classroom, too!

Alongside this, while in a different and calm environment, children will be more cooperative as they listen to what's being asked of them and complete the activity set.

SCHOOLS OUT

More than a phone

Get in touch with nature, let your imaginations run wild. Be educated while having fun with family and friends.

Nature Weaving

Nature weaving is a great way to teach children about different plants and to encourage creativity.

WOODEN BENCH

Nonwoven spruce matted and ground mounted.

Sensory TRAILS

Fairy Tree

THE FAIRIES
SAY
HELLO

Bonjour Hola
Ciao
Kia ora Mihaio
Konnichiwa
Merhaba Guten
Aloha



Sensory Trails

Do you believe?

Why not lose yourself in the land of
of enchantment...



Our well designed fairy trails will
transport visitors to a place of mystery
and enchantment. The hand-crafted
sculptures and displays create a
feeling of wonderment as you meander
through the beautiful gardens. Our
toadstools and carvings may make you
feel small, but it's all part of the magic.

Enjoy watching children looking out for the mischievous sprites and pretty fairies that live on the grounds! Our trails are designed around each estate as circular walks that takes about an hour to complete. Once visitors have completed the trail, our guidebook would direct them in a visit to the shop or cafe.



Joanne Pollard

"Working with Brilliant Trails to come up with a 1.8km interactive Fairy Trail for our 22 acres was a wonderful experience, collaboration was not only enjoyable but a smooth process."

Malahide Castle, Dublin



FARM
FUN

Creating business



Trails are a popular way of taking groups of children around farms and other outdoor locations.

Self-guided trails have many advantages because each group takes itself around the site without the help of additional staff. We can design many different types of self-guided trails, which can be prepared for families or groups to use.

These include Farming, Biodiversity, Environmental, and Sensory, to name a few. The trails can also be presented in many different ways to suit different audiences.

Trails designed to test the senses are prevalent and easy to create around the farm, ensuring that typical day to day work can be completed with ease.



Our team is ready to answer any of your queries, creation and innovation is only a phone call away.

"We didn't realise we were making memories, we just knew we were having fun."

AA Milne
Winnie the Pooh





Community Projects

Live longer

Studies have shown that being outside for even 20mins a day can reduce stress, can boost creativity, lower blood pressure and fight against anxiety and depression. So go on, get out and stretch those legs - I want to see happy faces!

Get healthy in your community

↓ Belfast Mela 2022, Culture Trail for education of different cultures.



Walking through a natural environment is more effective than simply taking a stroll through the city. While any walking certainly has physical health benefits, wandering through nature has the addition of mental health benefits. Walking in a countryside environment offers increased mental benefits over walking through built-up areas. In addition, walking seems to reduce the effect of the part of your brain that brings about bad moods.

You don't need to be suffering from mental health issues to receive a walk-induced boost for the brain. Research shows that people who spend more time in nature, and less time with technology, are up to 50% more creative when it comes to problem-solving tasks.

Moreover, regular walkers have a better memory than those who don't go out into nature that often. Everyday closeness to nature can even restore cognitive functions, like memory and focus.



Belfast City Council Trails: Queens Canopy Jubilee Trail educating on tree species and bug life in local park areas in Belfast.



Unplug from the world

Walking provides a welcome break from the feeling of always being 'switched on'. We're constantly staring at screens and checking our phones, always plugged into the network of the world.

Wandering where there is no WiFi can help relieve the effects of the mental fatigue that technology inevitably brings.

Holiday Parks



Verdant Testimonial

"From concept to installation, Brilliant Trails have fulfilled our brief of implementing fun and informative 'Discovery Trails' on 9 Verdant Leisure parks. With a focus on the local flora and fauna of each park, the team at Brilliant Trails produced a strong visual concept, true to brand and engaging for our guests. Working closely with our parks, the process of installation was smooth, responding to feedback quickly and efficiently. The accompanying trail activity booklets are full of storytelling, crafts and challenges. We've had a positive response to the trails, with many happy guests receiving their completion certificates!"

Do you want to keep your visitors entertained?
Have you a nature themed product onsite?

SOLUTION

Single or multiple site/park: we can develop, design & install a plug and play trail which is catered around your brand and the environmental message.



This year we installed 9 sites with an environmental trail to add extra activities for all the family. Our team can take your information and transform your site from concept to delivery, we work hard to make everything bespoke to your needs and requirements. We love a challenge!

We make holidays a bit more fun...

A family holiday is bound to be a fun experience for you and your children, but it can be so much more than that. If done properly, your next trip could be an educational one, helping your kids learn and develop without sacrificing any of their enjoyment. And there are clear benefits to doing so.

Holidays with children are great fun, but they can also be educational. Whether you take your child to visit a famous art gallery, an old monument or simply let them absorb another culture, you will be increasing their experience of different things. Introducing this kind of variety into a child's life can be a real boost to their creativity and imagination.

Go explore and learn...

Are you someone that likes to know the inside story about the places that you are visiting? Maybe you like to take a stroll on your own and would appreciate a handy guide to tell you about the things you are walking past. Our detailed maps and discovery games are made for you and they will guide you and inform you as you go.



Educating the mind without educating the heart is no education at all.

Aristotle

Marker solutions: bright colours to attract all ages and interesting fun facts - everyday a school day!



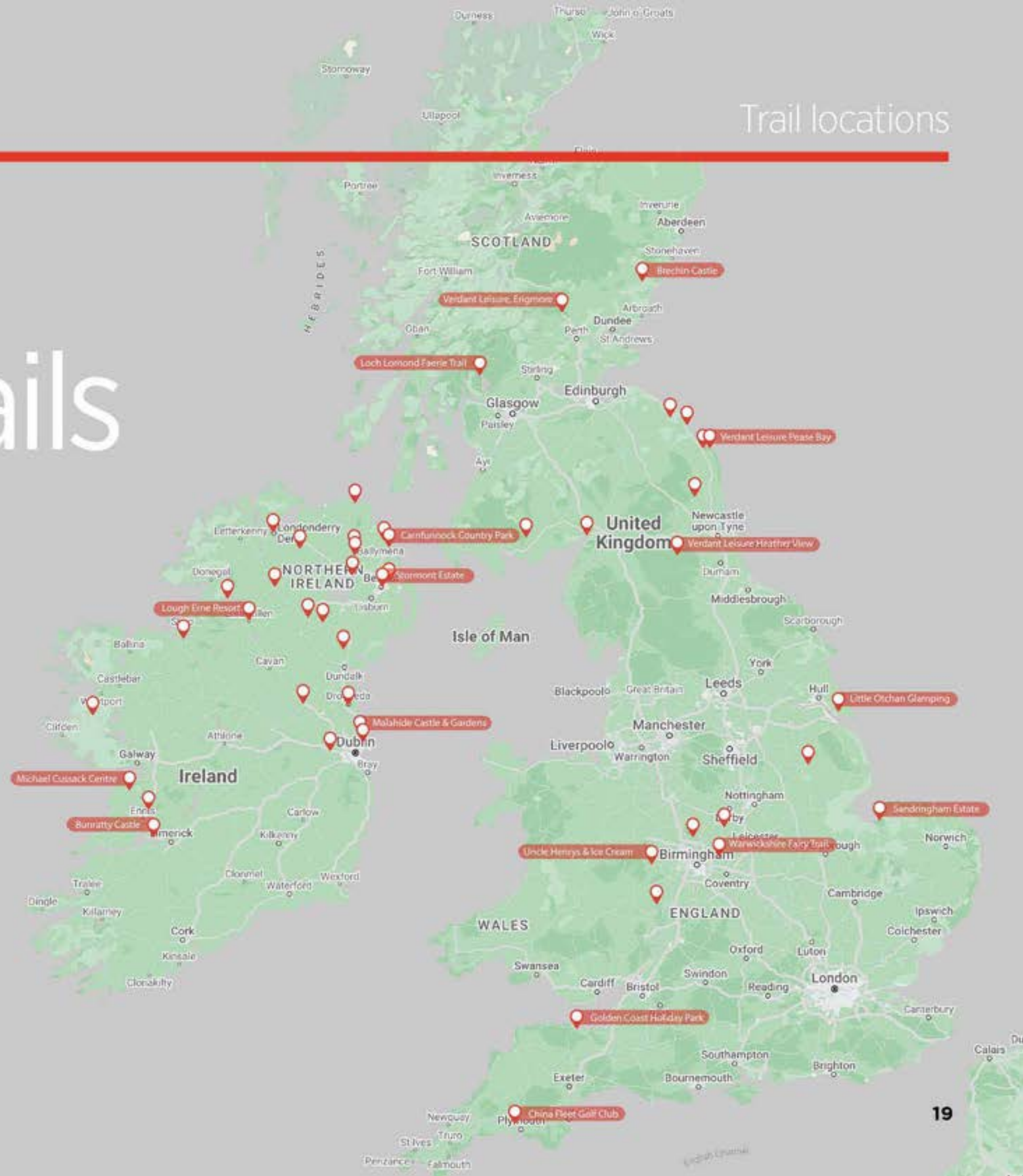
OUR Brilliant Trails

We are fortunate to have worked with a broad range of clients across a number of key sectors throughout the UK and Ireland.

Brilliant Trails is a full service company, providing a complete visitor experience solution from concept to implementation no matter where in the UK or Ireland you are.



These are the areas where you'll see and experience our wonderful trails for all the family...



Our services



Brilliant Trails is a full service company, providing a complete visitor experience solution from concept to implementation.



Bespoke Trail Design

We work with clients to deliver the true potential of their property, location or story, creating connections with their visitors through engaging and immersive experiences.



Community Trail

We empower local communities with urban experiences focussed on showcasing their culture and heritage, attracting inward visitors and creating sustainable support for local economies.



Mapping

Whether enhancing an existing map or starting from scratch. We Offer 3D vector or illustrative maps to suit your site. Whatever you need our in house team of experienced map designers can help create a map that's perfect for your needs.



Digital Products

We offer full range of digital services to support and enhance our core products including websites, booking systems, our Tourist Wise mobile app platform, social media support and digital marketing.

5 Benefits of Sensory Trails

Do you stop and **smell the roses**? The quote may be a tad cliché, but there is a great deal of truth to it. In this busy modern world, with phones and tablets an arm's length away, we rarely take time to appreciate what's around us and connect in a shared experience. Spending time outdoors and exploring woodlands with all your senses is a great mindfulness practise for you and your family.

You **see** a fairy house and a bug hotel where you let imaginations run wild.

You **smell** the damp wood, leaves and forest floor. You **hear** the wind blow through the treetops and chimes clanging together in the distance. Your child **touches** the brass handle of a mysterious door and pushes it open, leading your family to new unexplored territory.

Sensory experiences like this are fun and beneficial to health and child development. When you combine the benefits of being in nature with sensory activities, the rewards are enhanced. Here are the top 5 benefits of taking learning and play outdoors:



Sensory Experiences

1 Walking through a lush green forest or a wild woodland field can **improve memory and learning**. Research has found that children that play in natural environments (e.g. a forest) have better cognitive skills, decision-making abilities and manual dexterity.

2 Although they may not express it the same way, children can experience stress and anxiety just as much as adults. Exploring nature with all your senses can **reduce stress, anxiety and even lower blood pressure**.

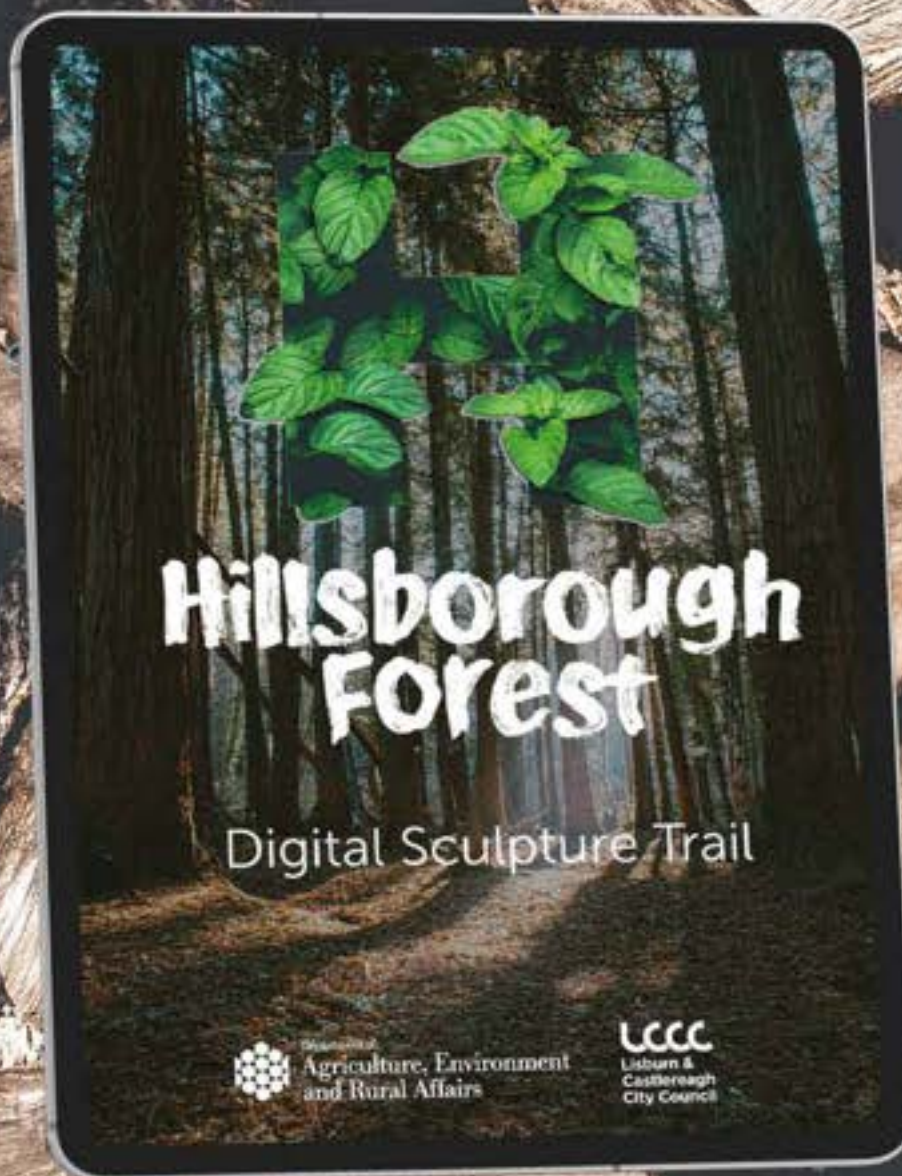
Brilliant Trails takes the natural sensory and mystical qualities of the outdoors and enhances them. Through kid-friendly maps, puzzles and challenges as well as sculptures, figures, and fairy houses, we help you and your family play, discover and explore nature. The great outdoors has so much to offer and a multitude of benefits. I suggest the next time you have the opportunity, you and your family should take some time to stop and smell the roses on an exciting wilderness trail.

3 It benefits our **physical health**. An increasing amount of research is looking at the positive impact nature has on our physical health. A study conducted in Tokyo at Nippon Medical School found that time spent in the forest increased NK cell activity which plays a role in cancer prevention.

4 Enhanced sensory trails will **improve creativity and a sense of exploration**. Children are naturally more inclined to explore with their senses - it's why we often see little ones bring new items to their mouths. Having a trail with plenty of opportunities to let their imagination run wild will stimulate their brain and further cognitive development.

5 It's fun for the **whole family**. With a range of different challenges and experiences, from scavenger hunts to bug safaris to mystical fairylands, your family can have fun exploring a new area and completing unique activities and puzzles together.

Digital Solutions



Digital Services



At Brilliant Trails, we develop innovative digital products which enhance your visitor's experience. We will work with you to ensure your product is suitable for your needs and tailored to your specifications.



Scan the QR to view Killyleagh Heritage Trail web based App.

Brilliant Trails has a fully-featured, self-managed tourism mobile application within the tourism sector.

Our solutions are generating thousands of visitors to single locations and areas to create experiences for tourists and to create revenue for tourism in the area. Our clients are experiencing an unrivalled return on investment times of just three months.

Websites

At Brilliant Trails, we are consistently working towards harnessing new technology. We can now integrate iBeacons into our trails to trigger a range of content, including location maps and rich media content.

Mobile Apps

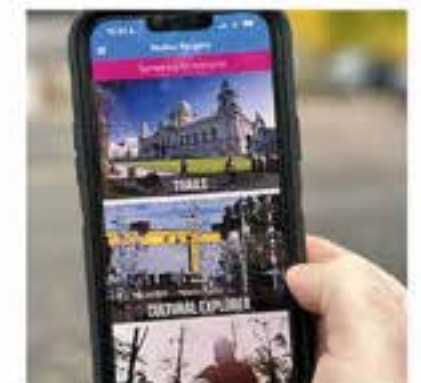
We can design a user-friendly mobile app for your trail, which includes a detailed description of your trail route and points of local interest and significance.

i-Beacons

At Brilliant Trails, we are consistently working towards harnessing new technology. We can now integrate iBeacons into our trails to trigger a range of content, including location maps and rich media content.

Augmented Reality

Augmented reality. We can incorporate augmented reality into any of our trail routes to provide computer-generated virtual content. This will enrich the user experience and provide access to a lot more information, including audio or video clips.



Pimp My Maps

GPS can get you from point A to point B, but it does a poor job of helping you visualize where you are with everything else.

Maps support spatial thinking by assisting children in imagining where objects, places, buildings, and features are about one another. Maps give visitors a glimpse into the size of the estate and what routes and rules they

should follow. Maps inspire you to think outside your world, expand your horizons, and take a look at the places you want to go to. We always ensure that sites have a bespoke, scaled, and well-designed map for visitors to follow.



Downpatrick School Trail



Cairn Wood, Forest Park



Elmfield Private Estate Trail

Recent Projects



LUSS ESTATES SCOTLAND

We're very excited about the launch of Luss Estates newly designed trail for 2021: this year is bigger and better than ever before. An entirely new section of woodland magic. This year, we introduced the new Mushroom Woods, the Faerie Hut, Faerie School and Teacher, and the biggest wooden throne in the UK!!



MALAHIDE CASTLE

Malahide Castle is home to the beautiful Botanic Gardens and West Lawn in County Dublin, Ireland and the perfect setting for a fairy trail. This magical trail allows the whole family to explore the enchanting woodland and has proven a tremendous success.



CARNFUNNOCK

Carnfunnock Country Park is an excellent educational location for all ages. This year in addition to the current three trails, we launched a new adventure nature trail. A self guided treasure hunt through the woodlands including trolls, rope swings and magical fairy gardens.



STORMONT ESTATE

The site of Northern Ireland's main government buildings, a stunning location surrounded by beautiful woodlands. In addition to the existing trails we've installed this year we launched the Bug Safari trail along the newly refurbished boardwalk featuring larger than life versions of local insects.

Get in Touch



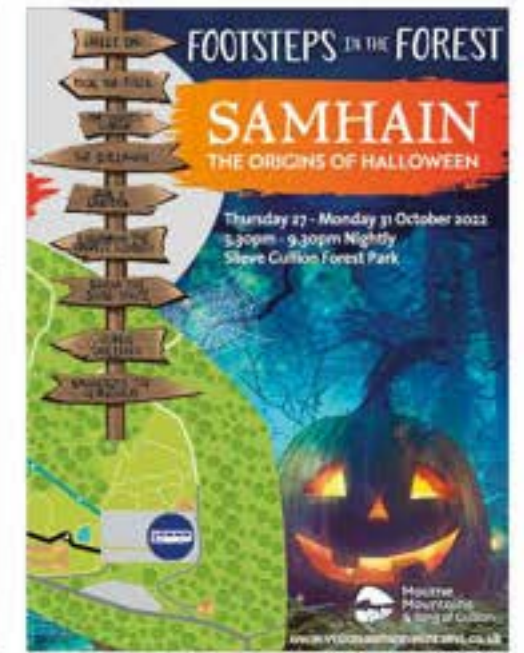
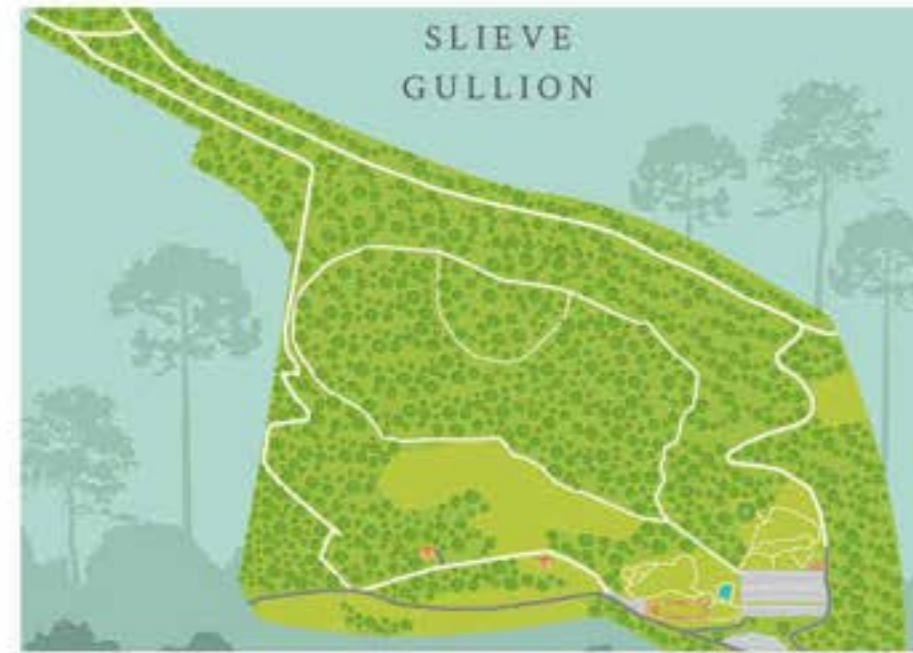
Get in touch

shout@brillianttrails.com

Brilliant Trails HQ

Our team is ready to answer any of your queries, creation and innovation is only a phone call away.







REVOLUTIONISING THE WAY PEOPLE
INTERACT WITH LOCATIONS,
CREATING SUSTAINABLE
AND HIGHLY PROFITABLE
VISITOR EXPERIENCES FOR
LAND OWNERS AND
PROPERTY OWNERS.

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