

The Impact & Value of

Ballynahinch Rugby Family Trail

Outdoor Recreation Northern Ireland conducted a New Trail Impact Survey for the Ballynahinch Rugby Family Trail in February 2021 using the Social Return on Investment methodology. The approach focused on the return on investment from the path users' perspective. Key findings are below.



Launched: **2019**

Length: **1.3km walking trail**

Annual Visits (2020): **16,119**

Funders: **DfC, SportNI and
MN&D District Council**

Social Return on Investment



£16

Positive Outcomes

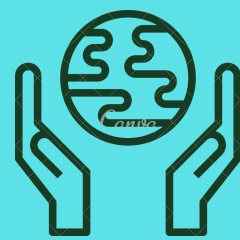
91% of visits involved physical activities

68% have better health/fitness since trail opened

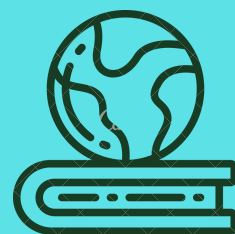
16% achieving CMO physical activity targets*



78% of users strongly agreed the trail gave them mental health and wellbeing benefits.



46% strongly agreed that the trail made them feel closer to nature



20% strongly agreed that they learnt about nature of their local heritage

The total social value generated over the lifespan (25 years) of Ballynahinch Rugby Family Trail will be **£1,312,900** across physical health, wellbeing, environmental and learning benefits. This means that **for every £1 spent to create the trail, it will generate £16 in return.****

Proximity of trail to users' homes

2%



< 300m

11%



1km

29%



2km

35%



5km

8%



10km

14%



>10km

Transport to trail



93%



6%



1%

“Exercise, relaxation and I enjoy the forest areas, chatting with a friend while walking our dogs. No traffic to avoid.”

“It's a lovely trail in the countryside with views of Slieve Croob and is great for running, walking with the family and our dog. Club members always very welcoming despite us not being members.”