

The Impact & Value of Bunkers Hill, Castlewellan

Outdoor Recreation Northern Ireland conducted a New Trail Impact Survey for Bunkers Hill 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: **2014**

Length: **2km walk and cycle trail**

Annual Visits (2020): **29,815**

Funders: **DAERA, NIEA and
MN&D District Council**

Social Return on Investment



£16

The total social value generated over the lifespan (25 years) of Bunkers Hill will be **£1,934,980** 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.****

Positive Outcomes



82% of visits involved physical activities

62% have better health/fitness since trail opened

10% achieving CMO physical activity targets*



64% of users strongly agreed the trail gave them mental health and wellbeing benefits.



40% strongly agreed that the trail made them feel closer to nature



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

Proximity of trail to users' homes

31%



< 300m

32%



1km

16%



2km

12%



5km

5%



10km

4%



>10km

Transport to trail



68%



30%



1%

“Great way to get a walk in with my son before the school day. Great to walk out of school and straight up in the afternoon.”

“I find walking around the trail is a great stress reliever. It gets my children outdoors and amongst nature and it allows me to clear my head and appreciate our beautiful surroundings.”