



STIDWELL BRIDLE TRAIL CONSTRUCTION

Maher Brampton Associates' involvement included:

- ◇ Field work to define a series of interlinked trail routes
- ◇ Preparation of a detailed Trail Development Plan
- ◇ Project management of the construction of the Trail
- ◇ Much of the actual trail construction, which involved clearing kilometres of overhanging vegetation, digging hundreds of holes for signs and post-and-rail fences and erecting a swathe of signage both on the trail and on roads which cross the route
- ◇ Arranging a wide range of contractors from bobcat operators to giant stump-grinders and suppliers from sign-makers to timber merchants
- ◇ Consulting with local horse riders leading to a number of valuable 'spot improvements'
- ◇ Preparation of a trail map/brochure based on the best of dozens - if not hundreds - collected all over the world in the last decade
- ◇ Distribution of the brochure to 1500 households in the outer semi-rural areas and at counter-top dispensers in 9 equestrian-related outlets around Albany
- ◇ Preparation of a maintenance plan, complete with detailed works schedule and check-list
- ◇ Undertaking the grant acquittal process on behalf of the City of Albany.

Client:



The Stidwell Bridle Trail features a number of safe crossing points of busy, narrow roads - complete with a high level of warning and promotional signage.

The success of the development of this trail provides valuable pointers to those seeking to emulate its success:

- ® Prepare a detailed development plan
- ® Ensure your funding situation is clear
- ® Professional assistance is a good investment
- ® There is no substitute for experience
- ® Listen to your clientele
- ® Finish strongly - maintenance plans and quality brochures are essential
- ® Above all, keep your eyes on the prize.

The Stidwell Bridle Trail is undoubtedly WA's best equestrian trail. Why? It has:

- *In excess of 30 km of safe single-use (largely) sandy surfaced trail routes*
- *3 linked circuits of between 7 and 12 km, forming a 'giant circuit' of almost 25 km*
- *Vehicle exclusion gates preserving the best of the trails for horse riders only*
- *Off-road riding routes where previously riders were forced to share dangerous country roads*
- *Quality interpretation, both on the trail and in the 5000 brochures printed*
- *In excess of 150 directional markers, 30 on-trail distance signs, 26 "Bridle Trail Crossing Ahead" signs, and 16 promotional road-side signs*
- *Trailhead at the Equestrian Centre - a focal point for equestrian activities*
- *Purpose-built picnic shelter on Werillup Hill, with hitching rails, water tank & trough - and stunning views over the harbour, town and hinterland*
- *Strong publicity through local media and brochure distribution*