



Turn your grounds into stories worth exploring.

Bramble creates story maps that guide guests through your landscape. As they walk, stories about each spot appear on their phone — history, ecology, hidden corners — triggered by where they are. No app. No guided tour. Just discovery.

The Problem We Solve

Most guests see a fraction of your grounds. They stick to the main path and miss everything else — not because they don't care, but because nobody showed them where to look. Printed maps go in bins. Interpretation boards weather and date. Guided tours don't scale. Bramble gives every guest a personal, self-guided exploration that makes your landscape the highlight of their stay.

HOW IT WORKS

STEP ONE

We Walk

Together, we explore your grounds and choose the moments that matter.

STEP TWO

We Shape

We craft stories with photos, text, and audio — tailored to your landscape.

STEP THREE

Guests Explore

A QR code at reception. Guests scan, and the map guides them.

WHO IT'S FOR

- Country estates & luxury hotels
- Wellness retreats
- Historic gardens & visitor attractions
- National Trust & heritage properties
- Wedding & events venues with grounds

WHAT'S INCLUDED

- On-site discovery visit & walk
- Written stories for each point
- Professional photography
- GPS-triggered story map
- QR code materials for reception
- Staff briefing & launch support
- Ongoing seasonal updates



Your grounds already tell a story. Most guests just need someone to show them where to look.

BUILT BY THE TEAM BEHIND COBBLE (COBBLE.LONDON) — LONDON'S PREMIUM GPS-TRIGGERED WALKING TOUR PLATFORM. THREE YEARS OF PROVEN TECHNOLOGY, NOW BROUGHT TO COUNTRY ESTATES.

Bramble 🐸

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Everything we deliver.

From the first site visit to a live map your guests can use — we handle every step.

Discovery Visit

We walk your grounds with your team, identifying the moments that matter. We record stories, photograph every feature, and map GPS coordinates.

Content Creation

Rich written stories, edited photography, and optional audio narration — all crafted specifically for your landscape and brand.

Story Map Build

A GPS-triggered story map, designed to match your brand. Stories appear as guests walk. Works on any mobile browser — no app needed.

Launch & Handover

QR code materials, staff briefing, optional WiFi portal integration. We make sure your team is confident and your guests can find it.

Seasonal Updates

Your grounds change. So does the map. Refreshed stories, new photos, and updated routes throughout the year.

Analytics & Insights

Which stories do guests love most? Where do they spend time? We share quarterly insights to help you understand your grounds better.

Investment

Setup from **£5,000** (one-time) with an annual service from **£3,000/year**. Includes hosting, technical support, and seasonal refreshes. For context — that's less than a single interpretation board project, and your map never goes out of date.

Proven Technology

Bramble is built by the team behind **Cobble** (cobble.london) — London's premium GPS-triggered audio walking tour platform. Three years of building location-aware storytelling for city streets, now applied to the landscapes that deserve it most.

Let's explore your grounds together.

We'd love to hear about your property and share a few ideas.

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