

Bramble



PROPOSAL

A Bramble Map for [PROPERTY NAME]

Prepared for [CLIENT NAME] · [DATE]

INTRODUCTION

Your grounds deserve to be explored.

[PROPERTY NAME] is a place with stories in its landscape — the kind of details guests would love to discover, if only someone showed them where to look.

Bramble creates story maps for estates, gardens, and retreats. We turn your grounds into a self-guided exploration: guests scan a QR code at reception and, as they walk, stories about each spot appear on their phone. History, ecology, hidden corners, seasonal highlights — all crafted specifically for [PROPERTY NAME] and triggered by GPS as guests arrive at each point of interest.

There's no app to download, no guided tour to schedule, and no printed materials to reprint when things change. Just a rich, personal experience that makes your grounds the highlight of every stay.

Following our [discovery call / site visit / introduction via MUTUAL CONTACT], we believe a Bramble map would be an excellent fit for [PROPERTY NAME]'s [e.g. "200 acres of parkland and woodland" / "historic walled gardens and orchard walks"].

SCOPE OF WORK

What we'll build together.

We're proposing a [TIER] -tier Bramble map with approximately [NUMBER OF STORY POINTS] story points across your grounds. Here's what that includes:

Discovery Visit

A full day on your grounds with your team. We walk every path, record stories, photograph features, and map GPS coordinates for each story point.

Content Creation

Written stories, edited photography, and research for each point. Every story is crafted specifically for your landscape — no templates, no generic copy.

Map Build

Launch & Handover

A bespoke GPS-triggered story map, designed to match your brand. Tested across devices and fine-tuned for your grounds' geography.

QR code artwork, staff briefing, optional WiFi portal integration. We ensure your team is confident and guests can easily access the map.

TIMELINE

From first walk to live map.

A typical Bramble project takes 6–8 weeks from site visit to launch. Here's how it flows:

Week 1 Discovery Visit

Full-day site walk with your team. We explore the grounds, interview key staff, photograph features, and record GPS coordinates for all story points.

Week 2-3 Content Creation

We write the stories, edit photography, research history and ecology, and craft the narrative for each point. Optional: audio narration recording.

Week 4-5 Map Build & Design

GPS coordinates plotted, trigger zones configured, map designed to your brand. Story cards built with text, images, and audio.

Week 6 Client Review

Preview link shared for your review. We walk through every story point together (on-site or via screen share). 1–2 rounds of revisions included.

Week 7-8 Launch

Final revisions, QR code artwork delivered, staff briefed, WiFi portal integration (if applicable). Map goes live for guests.

DELIVERABLES

What you'll receive.

- ✓ Story map with [NUMBER OF STORY POINTS] GPS-triggered story points
- ✓ Written stories for each point (100–200 words each, second person, present tense)
- ✓ Edited photography for each story point, optimised for mobile
- ✓ GPS trigger zones calibrated to your grounds' geography
- ✓ QR code artwork for reception, room folders, and signage
- ✓ Staff briefing document and walkthrough session
- ✓ Guest WiFi portal integration (if included)

✓ Analytics dashboard showing guest engagement and usage data

✓ Seasonal refreshes as per your service tier

INVESTMENT

Pricing.

Your Bramble map is a one-time setup with an ongoing annual service. Here's the breakdown:

ITEM	DESCRIPTION	AMOUNT
Setup Fee	[TIER] tier — discovery visit, content creation, map build, launch	[SETUP FEE]
Annual Service	[SERVICE TIER] — hosting, support, [NUMBER] seasonal refreshes, analytics	[ANNUAL FEE]/year
Year One Total		[TOTAL Y1]

OPTIONAL ADD-ONS

Professional audio narration	£1,500–3,000	Multi-language support	£1,500–2,500/lang
Guest WiFi portal integration	£1,000–2,000	Custom illustration/design	Quote based

PAYMENT TERMS

How payment works.

<div>50%</div> <div>ON SIGNING</div> <div>Due upon acceptance of this proposal. Covers the discovery visit and content creation phase.</div>	<div>50%</div> <div>ON LAUNCH</div> <div>Due when the map goes live. Annual service fees begin from this date.</div>
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All prices exclude VAT. Invoices are payable within 14 days. Annual service renews automatically unless cancelled with 30 days' notice before the renewal date.

NEXT STEPS

How to get started.

- 1 Review this proposal — take your time. If anything needs adjusting, we're happy to discuss.
- 2 Accept & sign — confirm your approval below or via email to hello@bramblemaps.com.
- 3 Complete the questionnaire — we'll send a short pre-visit questionnaire to help us prepare for the site visit.
- 4 Schedule the discovery visit — we'll agree a date that works for you and your key staff.
- 5 We do the rest — from site visit to live map in 6–8 weeks. You'll review everything before it goes live.

This proposal is valid for 30 days from the date above. We'd love to get started — but there's no rush. If you have questions, we're always happy to talk.

About Bramble

Bramble creates story maps for extraordinary estates, gardens, and retreats across the United Kingdom. We believe that the best landscapes tell stories — and that every guest deserves to discover them.

Bramble is built by Ben, CTO of Cobble (cobble.london) — London's premium GPS-triggered audio walking tour platform. Over three years, Cobble has pioneered location-aware storytelling for urban streets: GPS-triggered audio, rich content at every point of interest, and seamless mobile experiences with no app required. Bramble brings that same proven technology and craft to country estates — where the stories are richer, the landscapes are grander, and the guests are already there waiting to explore.

We handle everything: the research, the writing, the photography, the technology. Your team provides the local knowledge and the stories only they can tell. Together, we build something your guests will remember.

hello@bramblemaps.com · wandernest.co.uk · Somerset, England

Name: _____
Date: _____

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