

BRAMBLE

Service Agreement

This agreement is a template framework. We recommend both parties seek independent legal advice before signing.

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Parties

This agreement is entered into between:

The Provider	Sohus LTD trading as Bramble 365 Camden Road, Flat 6, London, N7 0SH Company No: 09369062 VAT No: 481765264 Email: hello@bramblemaps.com
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The Client	[CLIENT NAME] [CLIENT ADDRESS] [POSTCODE] Email: [CLIENT EMAIL]
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Together referred to as "the Parties".

This agreement takes effect on the date both Parties have signed below (the "Effective Date").

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Scope of Work

Bramble will create a bespoke story map for the Client's property, as detailed in the project proposal appended to or referenced within this agreement (the "Scope").

The deliverables shall include, unless otherwise specified in the Scope:

- A story map comprising **[X]** story points across the Client's grounds
- Written story content for each story point, including research, writing, and editorial review
- GPS configuration and trigger setup for each story point
- Photography (as agreed — estate-provided, Bramble-captured, or a combination)
- Audio narration (if included in the agreed Scope)
- QR code materials for guest access (digital artwork for print production by the Client)
- Staff briefing and launch support

Any work beyond the agreed Scope will be quoted separately and must be approved by the Client in writing before commencement.

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Timeline

The estimated timeline from site visit to launch is **[X]** weeks, subject to the following phases:

Phase	Description	Duration
Discovery & Site Visit	On-site walk, interviews, GPS mapping, photography	1-2 days
Content Creation	Story writing, photo editing, audio production	3-5 days
Map Build	GPS configuration, design, branding, QR codes	2-3 days
Review & Revisions	Client review, feedback, up to two rounds of revisions	As required
Launch	Go-live, staff briefing, QR code handover	1 day

Delays caused by the Client — including late feedback, restricted access, or unavailability of key personnel — shall extend the timeline accordingly. Bramble will notify the Client promptly of any impact to the schedule.

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Fees & Payment

4.1 Setup Fee

A one-off setup fee of **£[X]** (plus VAT if applicable), payable as follows:

- **50%** due on signing of this agreement
- **50%** due on launch of the story map

4.2 Annual Service Fee

An annual service fee of **£[X]** per year (plus VAT if applicable), covering hosting, technical support, and seasonal content refreshes as specified in the Scope.

The first annual period begins on the launch date. Thereafter, the fee is invoiced annually in advance.

4.3 Add-Ons

Additional services (including but not limited to professional audio narration, multi-language support, and guest WiFi portal integration) will be priced separately and agreed in writing before work commences.

4.4 Payment Terms

All invoices are payable within **14 days** of the invoice date. Payment should be made by bank transfer to the account details specified on the invoice.

4.5 VAT

All fees quoted are exclusive of VAT. VAT at the prevailing rate (currently 20%) will be added to all invoices. Sohus LTD VAT registration number: **481765264**.

4.6 Late Payment

Where payment is not received by the due date, Bramble reserves the right to charge interest at a rate of 4% per annum above the Bank of England base rate, calculated daily from the due date until the date of payment, in

accordance with the Late Payment of Commercial Debts (Interest) Act 1998.

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Client Responsibilities

The Client shall:

- a. Provide reasonable access to the property grounds for Bramble to conduct the site visit, GPS mapping, and on-site testing.
- b. Make relevant staff available for interviews and guided walk-throughs during the site visit (including, where possible, estate managers, head gardeners, and other knowledgeable personnel).
- c. Provide existing photography, brand guidelines, historical materials, and other relevant content as reasonably available.
- d. Review each deliverable and provide consolidated feedback within **10 business days** of receipt.
- e. Ensure the factual accuracy of all estate-specific information supplied to Bramble for inclusion in the story map.

Where the Client does not provide feedback within the stated period, Bramble may proceed on the basis that the deliverable is approved.

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Intellectual Property

6.1 Story Map Content

All written stories, audio narration, and map design created by Bramble in the course of this project shall remain Bramble's intellectual property until payment has been received in full. Upon full payment, ownership of this content shall transfer to joint ownership between the Parties.

6.2 Portfolio & Marketing Licence

The Client grants Bramble a perpetual, non-exclusive licence to use the completed work in Bramble's portfolio, case studies, marketing materials, and website. The Client may request that such use be anonymised, and Bramble will honour any such request within a reasonable timeframe.

6.3 Photography

Photographs provided by the Client remain the Client's intellectual property. Photographs taken by Bramble (or commissioned by Bramble on the Client's behalf) are Bramble's intellectual property, with a licence granted to the Client for use within their story map and related promotional materials.

6.4 Technical Framework

Bramble retains the right to reuse its technical framework, templates, methodologies, and processes across other clients and projects. Nothing in this agreement restricts Bramble from providing similar services to other properties.

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Confidentiality

Each Party agrees to keep confidential any non-public information disclosed by the other Party in connection with this agreement. This obligation does not apply to information that:

- a. Is or becomes publicly available through no fault of the receiving Party;
- b. Was already known to the receiving Party prior to disclosure;
- c. Is independently developed by the receiving Party without reference to the confidential information; or
- d. Is required to be disclosed by law or regulatory authority.

This confidentiality obligation survives termination of this agreement for a period of **two (2) years**.

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Data & Privacy

Where the story map collects usage data (such as which story points are visited and session duration), this data is collected on an **anonymous and aggregated** basis only. No personally identifiable guest data is collected, stored, or processed by Bramble.

Bramble complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. A summary of usage analytics may be shared with the Client as part of the ongoing service.

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Term & Renewal

9.1 Initial Term

This agreement has an initial term of **12 months**, commencing on the launch date of the story map.

9.2 Renewal

The agreement will automatically renew for successive 12-month periods unless either Party provides written notice of non-renewal at least **60 days** before the end of the current term.

9.3 Setup Fee

The setup fee is non-refundable once the site visit has taken place.

9.4 Annual Service Cancellation

The annual service may be cancelled by either Party with **60 days'** written notice. No pro-rata refund will be issued for any partial year remaining at the point of cancellation.

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Termination

10.1 Termination for Breach

Either Party may terminate this agreement by giving **30 days'** written notice if the other Party commits a material breach of this agreement and fails to remedy that breach within **14 days** of receiving written notice specifying the breach.

10.2 Consequences of Termination

On termination of this agreement:

- a. Bramble shall provide the Client with all content files (written stories, photographs, audio files) created under this agreement, in a standard, usable format.
- b. Map hosting and GPS services shall cease **30 days** after the effective date of termination.
- c. Any outstanding invoices remain payable in full.

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Limitation of Liability

Bramble's total liability under or in connection with this agreement shall not exceed the total fees paid by the Client to Bramble in the **12 months** preceding the event giving rise to the claim.

Neither Party shall be liable to the other for any indirect, consequential, or incidental loss or damage, including (without limitation) loss of profit, loss of revenue, loss of data, or loss of business opportunity, howsoever arising.

Nothing in this agreement limits or excludes liability for death or personal injury caused by negligence, fraud, or any other liability that cannot be limited or excluded under English law.

12**General**

12.1 Governing Law

This agreement shall be governed by and construed in accordance with the laws of England and Wales.

12.2 Dispute Resolution

The Parties shall attempt to resolve any dispute arising under this agreement through good-faith negotiation. If a dispute cannot be resolved within 30 days, either Party may refer the matter to the courts of England and Wales.

12.3 Entire Agreement

This agreement, together with any Scope or proposal appended to it, constitutes the entire agreement between the Parties and supersedes all prior discussions, representations, and agreements relating to its subject matter.

12.4 Amendments

No amendment or variation to this agreement shall be effective unless made in writing and signed by both Parties.

12.5 Notices

All notices under this agreement shall be in writing and sent to the addresses or email addresses specified in Section 1, or such other address as either Party may notify in writing from time to time.

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Signatures

By signing below, both Parties confirm they have read, understood, and agree to the terms set out in this agreement.

The Provider
— Sohus LTD
t/a Bramble

NAME

TITLE

SIGNATURE

DATE

The Client —
[CLIENT
NAME]

NAME

TITLE

SIGNATURE

DATE