

ADMAPS LTD. MINERAL TRAMWAYS MAP

ENVIRONMENTAL GROWTH

INTRODUCTION

Admaps Ltd. are one of the leading suppliers of tourist information maps in Cornwall. They have been trading since 2012 and currently publish 13 different guides of Cornwall. Each year over 350,000 copies of their maps are printed and distributed across the county.

With Tevi support Admaps identified a project that would contribute to Cornwall's Environmental Growth Strategy, by raising the profile of the Mineral Tramways trails situated within and around the towns of Camborne and Redruth. This unique 37.5-mile network of free access, fairly level trails offers people of all ages the opportunity to enjoy quality green space and connect with their surroundings and cultural heritage. It was agreed that past maps of this area lacked detail, relied on grants to fund the publication and only lasted as long as the funding was available. The new Mineral Tramways map was planned to be a long term, stable business proposition supported by client advertising.



GRANT AWARDED

£2,598.00

Used for the
creation of base map
and associated content

IMPACT SUMMARY

The funding support that Tevi provided for this project has resulted in a long term business opportunity for Admaps encouraging the local community and visitors to the area to explore and value the natural environment along the mineral tramways. By encouraging visitation to this valuable green space, it is expected to contribute to a significant positive impact on the physical and mental wellbeing of the local community, whilst improving their understanding of the plants and wildlife that live and thrive alongside the trails.

The project is also expected to raise awareness of the trail network amongst younger generations as maps will be made available to all schools in the area. As well as raising awareness of the natural environment and wildlife of Cornwall this project has the additional benefit of increasing awareness of Cornwall's unique mining heritage by encouraging people of all ages and abilities to access the Mineral Tramways.

BUSINESS ASSISTANCE

"The funding support and advice provided by Tevi has helped us to develop new business revenues that further promote the environmental assets that Cornwall has to offer to local residents and tourists alike".

*Jonathan Cooksley
(Director)*

