



HARVEY Maps

Why we do what we do

Adam King | May 2025

We get asked these questions **ALL THE TIME ...**

1. Do people still use paper maps?
2. What makes your maps different to Ordnance Survey maps?
3. Why do you bother making maps when it's already all been mapped before?!

The **FOUNDERS**

ROBIN HARVEY MBE

SUSAN HARVEY MBE



Why was HARVEY Maps established?

- Founded in **1977**
- Initial focus was on the sport of **orienteering**
- First contract was the **Karrimor International Mountain Marathon (KIMM)** now the OMM
- Maps were seen as a **success**

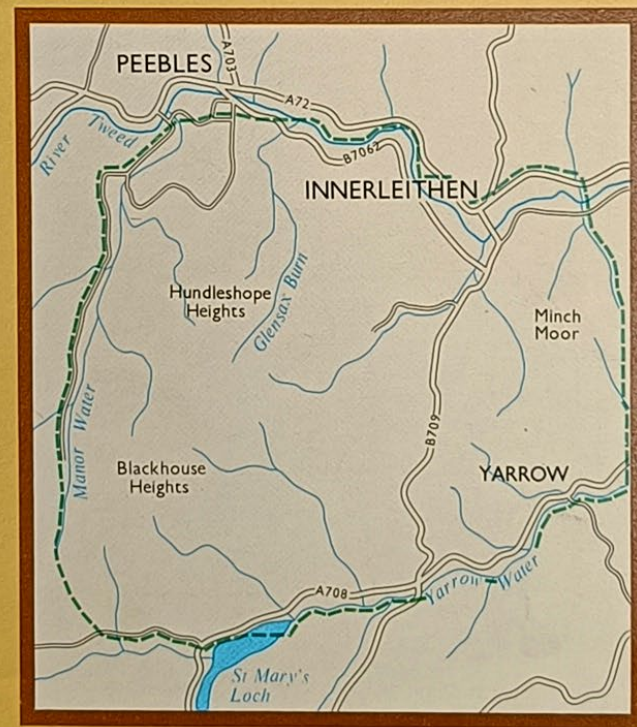
The KIMM

1978 event map

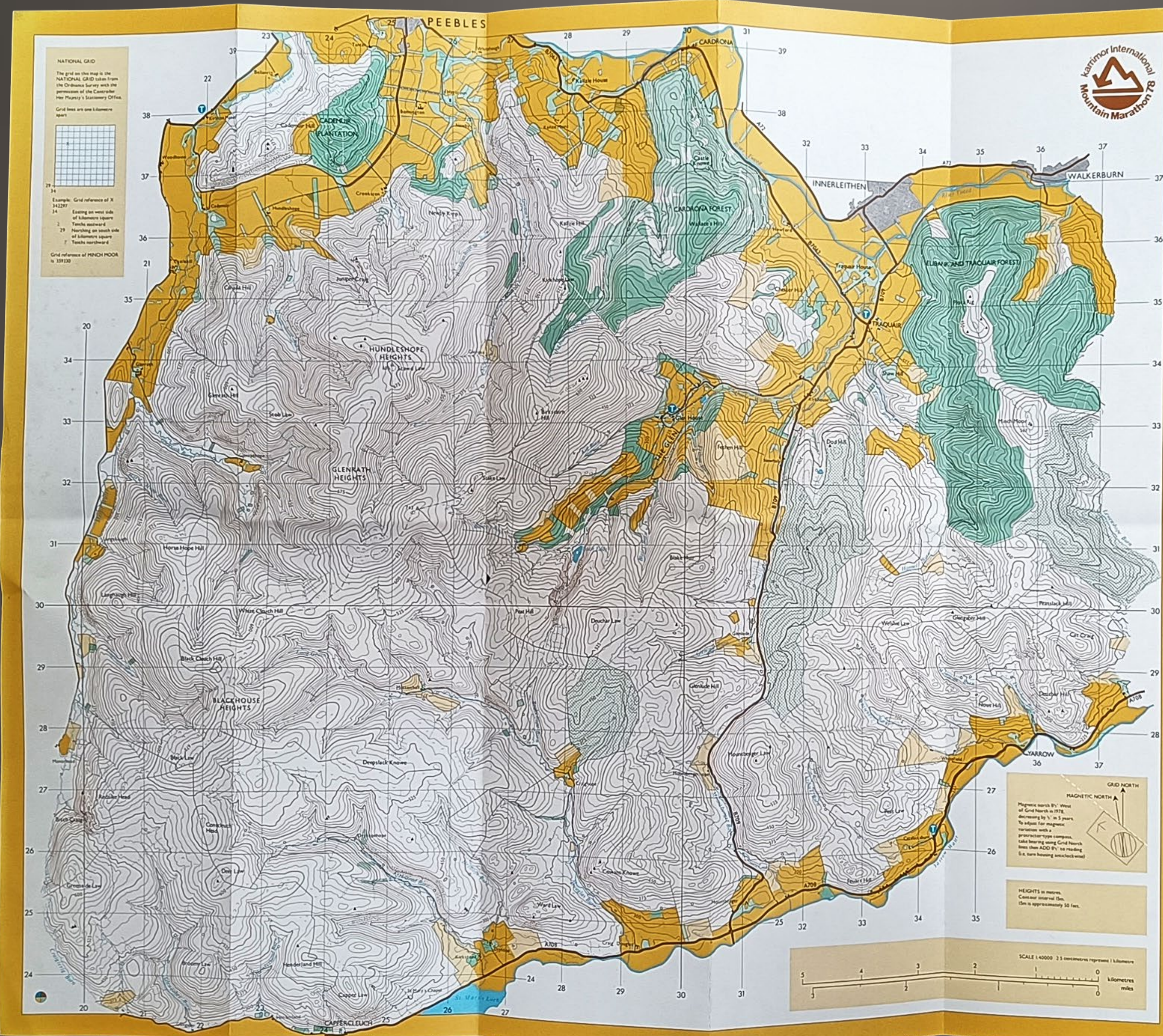
MOUNTAIN RECREATION SERIES
karrimor International MM map

GLENSAX and MINCH MOOR

1:40,000



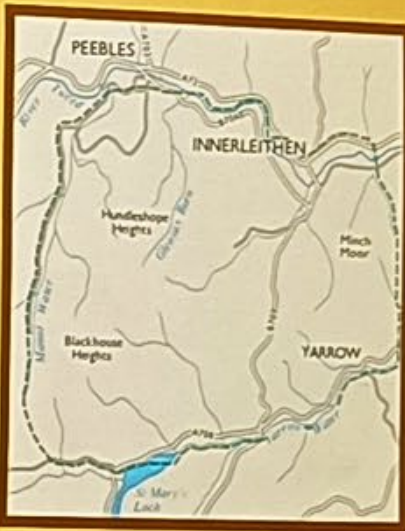
HARVEY MAP SERVICES



MOUNTAIN RECREATION SERIES
karrimor International MM map

GLENSAX and MINCH MOOR

1:40,000



HARVEY MAP SERVICES

	Major road		Loch
	Minor road		Burn
	Track/footpath		Stream
	Fence		Seasonal watercourse
	Wall		Bridge
	Road wall		Spring
	Built-up area		Place name
	Building		Marsh
	Ancient building		P.O. Telephone Box
	Steep-sided hill		P.O. Telephone Box

The representation of a road, track or path is no evidence of right of way.
If in doubt, ask owner's permission before crossing land.
Follow the COUNTRY CODE in all cases.

Remember that hills can be dangerous. Keep an eye on the weather.
Know first aid and symptoms of exposure. Leave a note of route.
Take good clothing and equipment.

karrimor
International Ltd

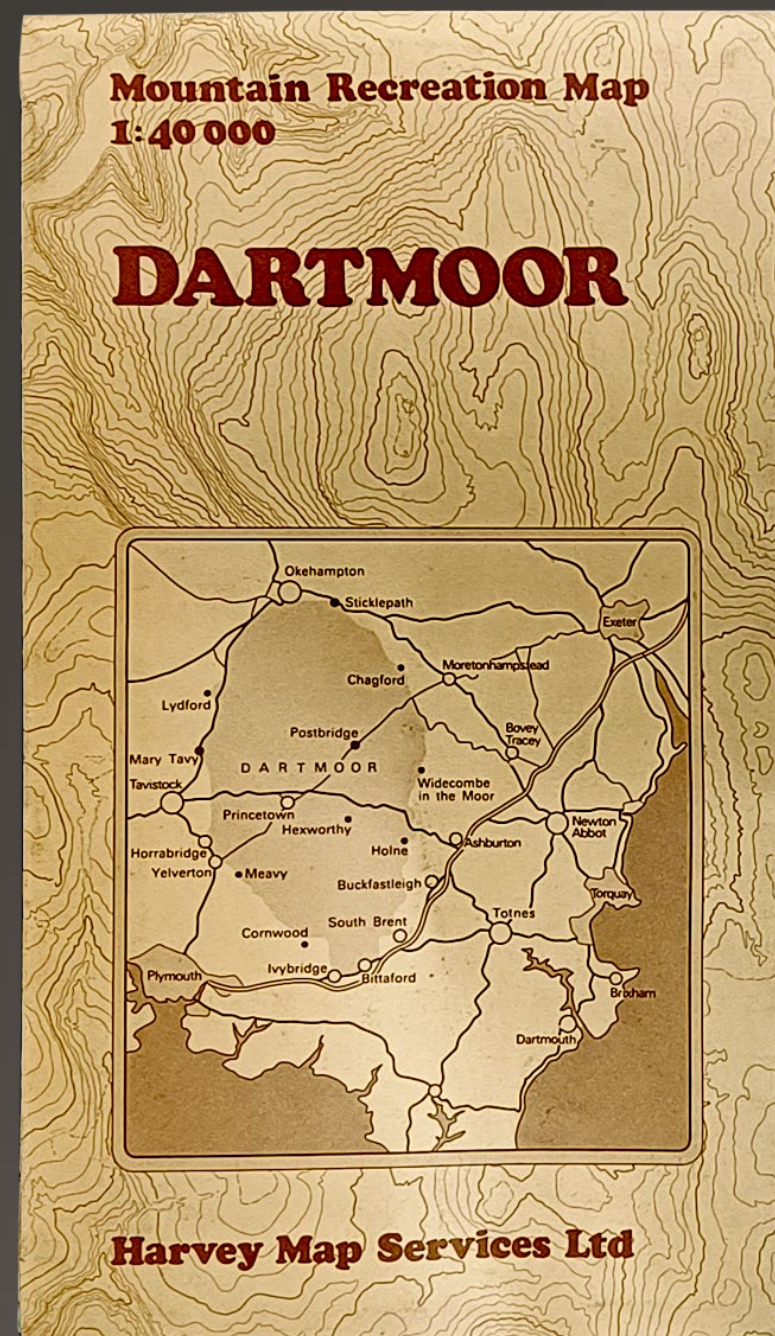
Map produced for the 1978 Karrimor International 2-day Mountain Marathon. Compiled and
published from original photogrammetric and field surveys 1973 by Harvey Map Services Ltd.
Caledonian Press, Dunblane. 0756 822484. Printed JALP Aberdeen. Copyright 1978 1979.

The PHILOSOPHY

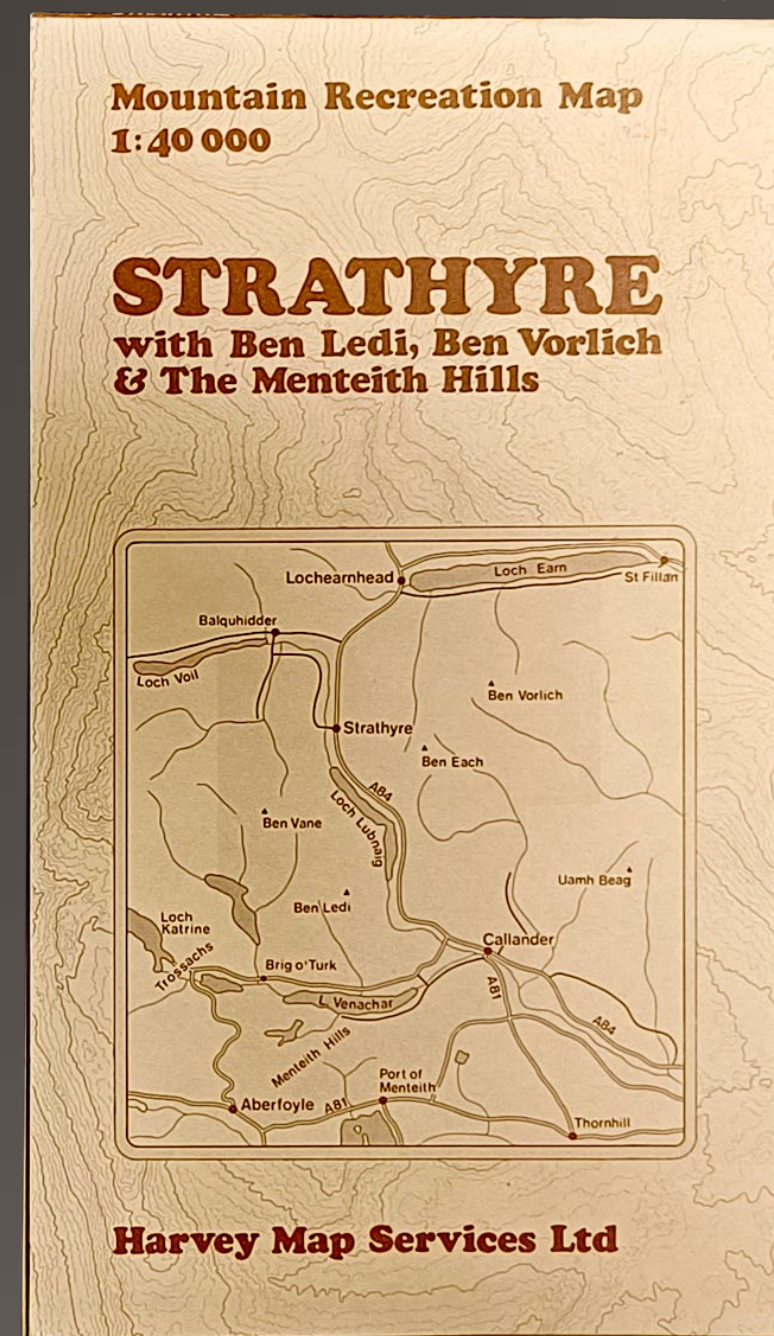
- Focus on creating maps **designed specifically for use in the outdoors**
 - Each map should be **clear and easy to read** – an aid, not a challenge
 - The maps should be **waterproof**
 - They must be **tough and lightweight**
- The mapping should be **detailed and accurate**
 - **Original data** is drawn from photogrammetric air surveys
 - Focus only on the **features walkers need** the most
 - The data is **field checked** before publication
- Focus on **key outdoor areas** in the UK and Ireland
 - **sensible sheet coverage**
 - Mountain ranges, National Parks, National Landscapes
 - Long Distance Trails

The 1980's

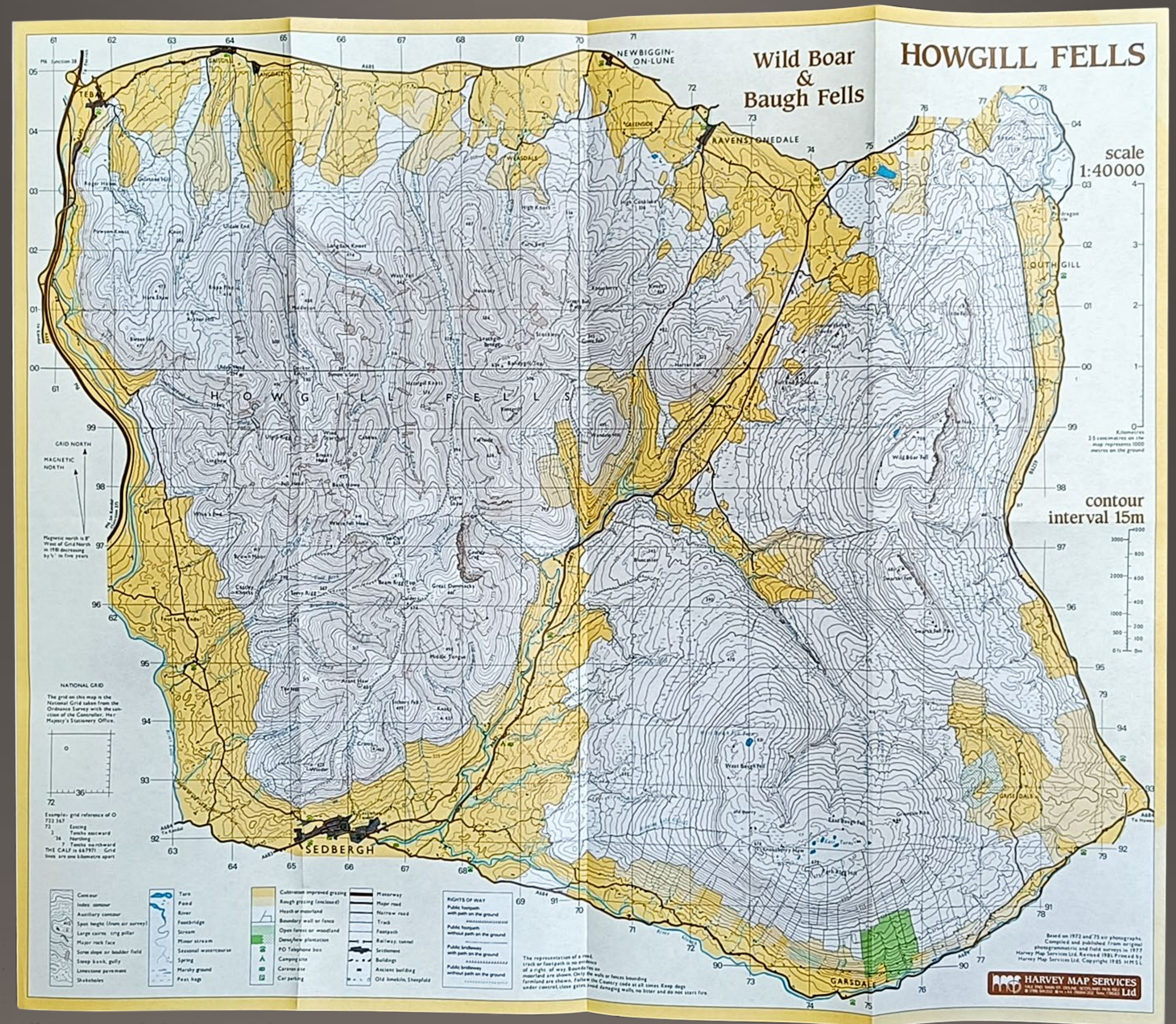
- The early Mountain Recreation Map series



1981



1983



Howgill Fells Mountain Recreation Map 1981

Establishing HARVEY Maps

- Was it possible to make a living from making topographic maps in the UK?
- Was there room for an independent mapmaker in the UK?
 - The Ordnance Survey (OS) are a respected, trusted, household name
- Unique cartographic position in the UK
 - HARVEY Maps creates its own original mapping
 - Not tied to the Ordnance Survey

So. Why do we do what we do?

Why **HARVEY** Maps

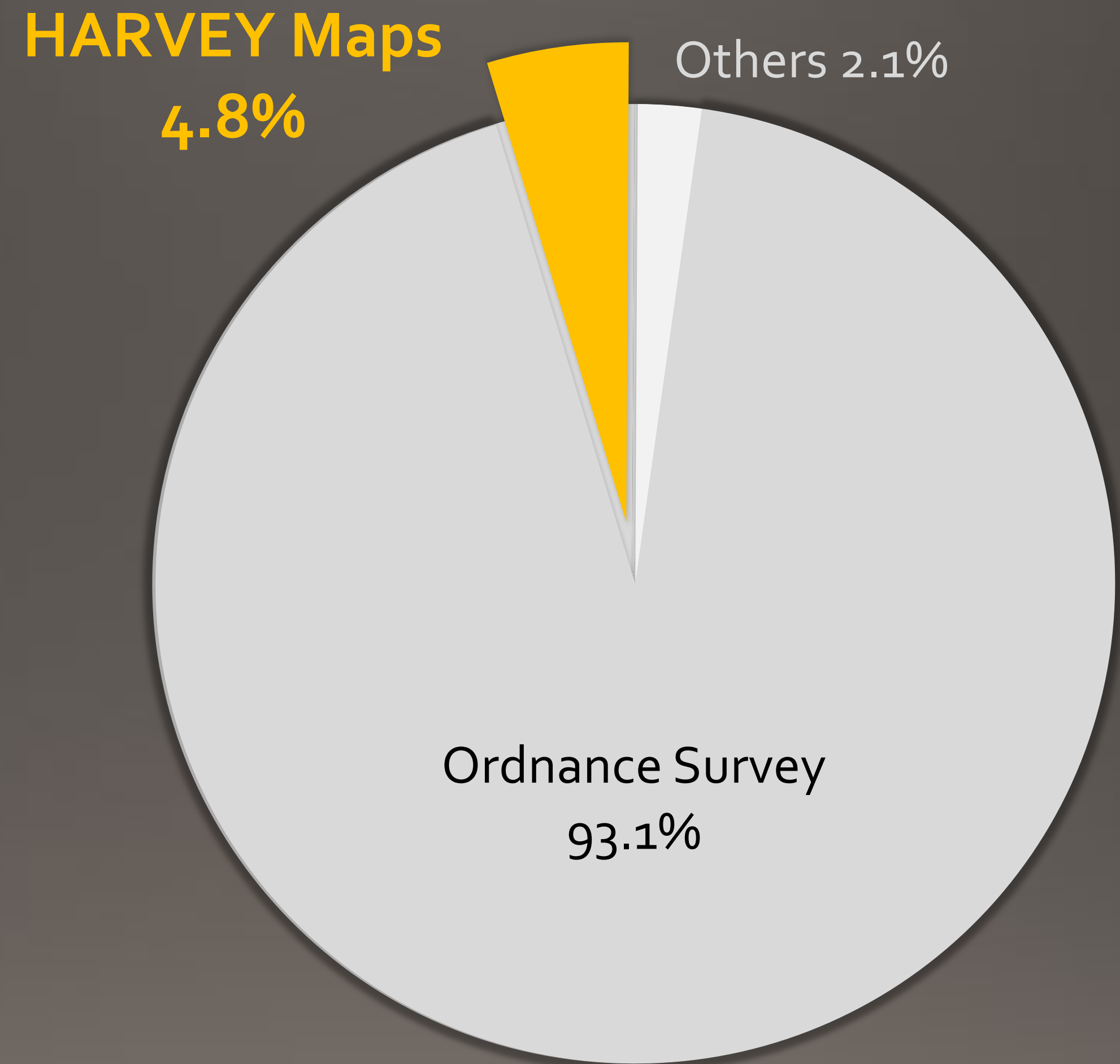
- We give the consumer choice
- Our mapping is designed specifically for the outdoors
- Every line, polygon and point is drawn, not computer generated
- Focus on the features that are needed “detail without the noise”
- “Made by walkers, for walkers”



The here and **NOW**

- Built an excellent reputation
- Loyal and returning customers
- 250+ titles
- Mapping available digitally
- Growing market share
 - Up from 4.4% in 2023
- Nearly 50 years of independent, original mapping

UK walking maps **market share** 2024



Source: Nielsen BookScan Travel Publishing Year Book 2025

EMPLOYEE owned

In 2017, HARVEY Maps became an employee-owned business.

This means ...



... dedicated staff!

The FUTURE

- Make bespoke, high-quality mapping
- Embrace technology, innovate and minimise our environmental impact
- Collaborate, partner and learn

... and continue to do what we do



thank you

