

# Better Mapping 2008

The British Cartographic Society and the Association for Geographic Information (AGI) ran a series of four *Better Mapping* seminars in July 2008 aimed at promoting better cartographic practice primarily within the GIS community. The events were designed to build on the success of the first series, with a more focussed practical instruction session in the afternoon.

of responses indicating that it met expectations. Similarly, all but one person would attend a similar event and would recommend the event. So all in all a very positive response based on the feedback forms.

In addition to the individual assessments, there were many comments made that included suggestions for ways in which



Cardiff

## Venue & Attendance

Seminars were held in Cardiff, Edinburgh, Leeds and London. Based on broad categories we reached the following audiences:

	Central Govt	Local Govt	Utilities Emergency Services and Health	Academic	Commercial	Unknown
Cardiff	14	13	5	0	8	0
Edinburgh	9	11	0	10	5	0
Leeds	17	5	3	0	8	2
London	21	21	3	3	21	5
Total	61	50	11	13	42	7

### Delegate Assessment of the Events

The programme for each seminar aimed to cover a wide range of topics relating to cartographic design, how to get the message across and some examples of what worked well and some products that were less successful at meeting their aims. The programme was based around the following topics:

- *There are good maps and there are bad maps*, Seppe Cassettari, Geoinformation Group
- *In the beginning*, Ken Atherton, The British Cartographic Society (BCS)
- *The importance of communication in map design*, Dr Ken Field, Kingston University
- *Perceived accuracy of map data in GIS*, Neil Auty, Yorkshire Water Services Ltd
- *Designing maps to be 'Fit for Purpose' – an excuse or a necessity*, Susie Jones, Royal School of Military Survey (RSMS)
- *Copyright and other issues in map making*, Peter Jones, Defence Geographic Centre (DGC)
- *The principles of map design*, Susie Jones, Royal School of Military Survey (RSMS)
- *Applying the theory with an expert*, Mary Spence MBE, Global Mapping Ltd, President BCS

The feedback from delegates was very positive, with the overall rating for all four seminars being 99.3% positive and 95%

the programme can be improved. A review of these ahead of the next series of events will enable us to design even better events, focussed fully on the areas of most concern or interest.

### Lessons Learnt

Based on the comments received, there are a number of lessons which can be learnt that we should apply to any future seminars. Chief amongst these were a desire for a more advanced session to build on the basics that had been outlined and a chance for a more hands-on practical approach, although satisfying this latter requirement for a large group may prove problematic.

### The Way Forward

Although it was a very busy schedule to attend the four presentations as speakers, it was certainly worthwhile doing to inform a broader community about BCS and cartography. There is a general consensus that it is worth doing a similar series of seminars in 2009, with the addition of an advanced seminar to the programme. We are hoping to repeat the four *Better Mapping* seminars in May 2009, subject to confirmation with AGI, with the advanced seminars probably being run in June ahead of the BCS Symposium in 2009. More details will appear in future editions of *Maplines* and on the BCS website as they become available.

Peter Jones  
Chair of Programmes



Leeds



London



Cardiff