Web 2.0 – the impact on maps
From the Editors

Welcome to the Spring edition of Maplines, filled to the brim with maps and geographical articles and titbits for your delight. So much so, in fact, that there is hardly room to tell you about the treats we have.

I’m sure you’ve all mused about the growth of the Internet. Whether you hate it or love it, the Internet is a professional fact of life with which we all need to deal. Our main article leads us through the wide-ranging impact of Web 2.0 technology.

For a bit of fun why not give our Quiz, sponsored by Martin through ML Design, a go! I consider myself a bit of a London building expert but I’m having a bit of trouble...see if you can do better!

And finally to ensure you get out and about a bit this Spring, we feature two fabulous exhibitions at the British Library and Cambridge University (see below and p14).

If you have any views on cartography or snippets for Omnium, please contact us, we’d love to hear from you.

Lynda on behalf of Lynda, Adam, Martin and Mark Maplines Editors

Notes from our President

Change is inevitable; we experience it permeating every aspect of our working lives while the pace of it appears to be ever increasing. The drivers for change are all around us and include technology, customer expectations for speed and efficiency gains, and globalisation amongst many other pressures on us to simply do better.

It was many of these pressures that drove us to initiate the recent review of the Society from which the recommendation to reduce the size of Council and restructure its responsibilities emanated. The November EGM voted in favour of these recommendations and following a snow driven cancellation in the New Year, the restructured Council met for the first time in late January. I believe that this change has given us a more manageable, flexible and sustainable governance group that can support the Society, not only in its aim to promote better mapping, but also to work towards understanding what that really means to the new technologies and its user communities in these fast developing and ever changing geopolitical industries.

The wider Society is also changing. From a collectively owned map producers we are developing into a much wider community of map makers and map users who share a common theme; the need to effectively and efficiently communicate information or ideas through geospatial data. Within that common theme there are a myriad of specific interests that can sometimes be grouped to study a subject or research and develop solutions. The Society uses Special Interest Groups (SIGs) for just that purpose; we have some ongoing successful examples. However, there is a tendency to think that a SIG needs to be a long-term commitment or have a long-term aim. Instead, they could be used in a much more dynamic way, bringing interested parties together to undertake a short project; this is another change that Council would really like to encourage. If you have an idea for such a SIG (or indeed a long term SIG!) speak to a Council member; we can help in establishing the group and supporting it towards a successful outcome.

Potentially, the most significant change impacting on the geospatial industry for some considerable time, could follow the Government’s launch of a public consultation on making available certain Ordnance Survey datasets for free and without restriction on re-use. The proposals, set in the context of the broad long-term strategic options for Ordnance Survey, are primarily aimed at underpinning the Making Public Data Public initiative which will result in greater access to government data that is hoped will lead to improved decision-making and create innovation. Whatever the outcome, it will affect many of our members to some degree. By the time you read this the consultation period will have closed. I hope that as many of you as possible commented on the proposals that could re-define the geographic industry landscape.

The UKGeoForum 2010 Lecture, ‘The Future of Mapping’ by Vanessa Lawrence CB, Director General and Chief Executive, Ordnance Survey, was hosted by the RICS in January (see page 16). I understand that people were turned away at reception as the lecture hall had exceeded capacity. I know Vanessa is always worth listening to but I’m sure that the just described consultation had no small part in attracting such large numbers on a wet Thursday evening in London. I guess many were hoping to hear some inside information on any possible outcomes. If so, they would have been disappointed; referring to the consultation Vanessa could only strongly recommend that everyone in the hall should consider carefully and comment on the far-reaching proposals.

As I move closer to what could be my retirement year in Ordnance Survey, I tend to think, not only about the changes around me now, but about the change I’ve seen over the last 40 years. The curve of technological change has been algorithmic; I can’t comprehend what our industry will look like in another 10 years let alone 40. Hmmm, I think I have a germ of an idea for the President’s address at this year’s Symposium.

On that note I hope to see as many of you as possible in Nottingham over 9 – 11 June but, as ever, feel free to contact me by email.

Bob Lilley
BCS President
bob.lilley@ordnancesurvey.co.uk
Web 2.0 user/producer and changes to map publishing

With the advancement of Web 2.0 technology computers are now being used differently, illustrating a shift from the conventional map publishing model. Crawford (2008) suggests that as computing power becomes more affordable and software becomes more powerful, the creative potential of the user goes home - at relatively low cost - has soared. Such mass amateurisation means a narrowing of the conventional and amateur production methods.

Amateur map producers now have greater access to geographical information and base maps can be sourced from conventional providers, such as the Ordnance Survey’s Ordnance Online, which provides free data for non-commercial experimentation and from non-conventional sources, such as Nokia Maps or OpenStreetMap, the organisation providing free data and maps that are produced by individuals who collaborate to provide a free geospatial resource.

However, the use of Web2.0 as a means for providing geographical information presents other problems for cartography.

Who owns geospatial data?

There has been a movement of data repositories from just government resources to private industry with the likes of Google and MicroSoft purchasing massive amounts of geospatial data and often providing it for free. The model of data collection, storage and distribution has changed. But, will this continue to be the case? Will future access of data incur a fee?

Data Integrity

Data from public sector repositories is usually properly collected, maintained and updated by responsible authorities. For example the Ordnance Survey states, ‘we make an average of 5,000 changes every working day to our base map data of Great Britain’. These government or quasi-government sources of information have been trusted as custodians of geographical information and the actual payment for this service comes from the public purse, from user payments and royalties. But how is the quality/integrity of data assured by commercial or collaborative data provision resources?

The OpenStreetMap organisation incorporates a number of quality checks in its data collection to delivery system. It actively encourages users to check the quality of their data and to make changes if necessary (Clowes, 2009). A quality statement from Google Related to their maps could not be found at the time of writing, however, the title of a presentation by Google’s Ed Panos at the 6th International Symposium on Spatial Data Quality in July 2009, ‘When Good Enough, is Good Enough’ data quality requirements of the growth’, indicates that Google are conscious about data quality issues and its maps. However, one Google user thinks differently, ‘I’ve been using Google Maps for years and I’ve noticed a significant decrease in quality in the past several months...’ I live in New York, not exactly an obscure place, and the road I live on is not even on the map anymore!!! It certainly was last year. The data is nothing perfect, and I assume mapping is hard, but why is Google Maps, overall, worse than it was last year? I think the usability of the interface has gone up, and there are some nice new features, but what’s the point, if the actual maps and routes aren’t good?’ (Google Maps Help support forum, posted 23 January 2009).

This is an area of major concern and much debate. If users do not trust maps and geographical data delivered via the Web per se, then they may not trust data delivered from any source, including reputable and traditional information providers.

Product Maintenance

Linked closely to the previous topic is the issue of data maintenance. We assume that traditional data custodians maintain their data to acceptable standards. But, what of the ‘new producers’? This issue also relates to user confidence in the data supplied or the map generated from non-traditional data repositories.

Data protection

Data ‘Scraping’ is the process whereby Web page source code is interrogated automatically and data intended to be protected or proprietary or restricted is extracted and a new data file created, thereby bypassing payment or authorisation for the data from the owners.

This is of great concern to organisations and individuals who generate Web maps and do not wish to have their data copied in this way. Added to this problem is that of attribution. If data can be scraped and another mapping product generated from this data, it would be possible for another product to be generated and published with no reference whatsoever to the original data source or provider.

Social mapping movements

There are a number of social collaborative organisations that make their data and maps available for free. Through a network of Web-connected amateurs and professionals data is collected, placed in repositories and published. These organisations can either be viewed to be competing or collaborating with traditional suppliers of geographical information.

User Privacy

With the massive growth of information that is geotagged and the ability to transmit and receive maps and data via mobile devices, there is now a trade-off for providers and users between information accessibility and privacy. Such devices are nearly always on the user and can be continually tracked by a service provider. This issue is perhaps one of the sleeping problems of mobile geographical information services that might cause problems in the future and limit the success of maps delivered via this medium.

Another privacy problem has arisen with data capture for Google StreetView.

map publishing

When collecting street imagery people as well as inanimate objects are also photographed. Contributors to the Blog site Boing Boing were asked if they would be concerned if the CIA were also collecting such information in public places. In some instances individuals have contacted Google to request that their image or property be removed from the site. In response, Google StreetView has blurred the faces captured in imagery, as well as other identifying items.

One interesting sideline is that some street signage, like Kentucky Fried Chicken’s advertising that includes an image of Col. Sanders (the founder of the company), has had the facial feature blurred as well. Google StreetView© said that this was done because he is ‘a real person’ (The Telegraph, 2009).

Cartographic involvement

There are now new players in geospatial data provision whose primary focus is not mapping or cartography. For example, TeleAtlas and Delphi are companies that have been acquired by TomTom and Navteq was acquired by Nokia. Enhancing consumer electronics with geographical information is a powerful advertising and merchandising tool and as these companies do not have cartography as their main focus there exists the need for geographical cartographic community to seek ways of collaborating.

Quality Assurance

The quality of published maps on the Web was adjudged by speed of delivery, circulation figures and screen resolution. Users were still seen as consumers and not collaborators in geographical knowledge acquisition. The use of Web 2.0 as a means for providing geographical information presents different problems for assuring quality such as those surrounding ‘self-constructed’ Web 2.0 products. For conventional cartographic products these assurances are provided by cartography but new methods would need to be developed for assuring quality and informing users of the sources of conglomerate products.

Crowdsourcing

The concept of making data freely available for problem-solving or by ‘harvesting’ information from Web users has been termed ‘crowdsourcing’. In an article in Wired magazine Howe (2006) outlined the opportunities the Web has given to companies regarding their methods of information. Companies can now outsource work in masses and workers can be physically located anywhere, as long as they are connected to the Internet.

This type of methodology for problem-solving has been called ‘The wisdom of the crowds’ by James Surowiecki (2004). He says ‘As a crowd, rather than a pair, and the average is quite close to the truth’.

This approach was formalised somewhat in 2001 when the pharmaceutical company Eli Lilly funded InnoCentive that invites researchers from outside the company to address the company’s research. Later, companies like Boeong, DuPont, and Procter & Gamble also used InnoCentive to put their research questions to ‘the crowd’.

A similar application is Amazon’s Web-accessed Mechanical Turk which invites individuals to make interpretations of imagery. Here these ‘HITs’ (human intelligence tasks) require little time and input to complete. The fee for completing these tasks is also modest.

In terms of mapping and the provision of data in a different manner, Google’s Ed Panos had this to say: ‘we should not forget that they are simple and cheap approaches to providing greater levels of information to the citizen by allowing the citizen to carry out the analysis themselves...For anyone delivering the citizen services of the future here is an important lesson - you have to be the citizens’ and they must feel true ownership of it.’ (Panons, quoted in The Guardian, 2007).

A mapping application developed at University College London’s Centre for Advanced Spatial Analysis (CASA) undertook a project that used crowdsourcing to map Anti-Social Behaviour in East Anglia, UK (Crooks et al., 2009). They wanted to map things like ‘peoples perceptions on: fear of household burglary, quality of local schools, who would you vote for?’ (CASA, 2009). They developed an application called Map-It which combined the idea of YouTube and their software GMapCreator to produce thematic maps. A pilot study was undertaken to generate a ‘mood map’ of the credit crunch for the United Kingdom. This was done with the UK’s BBC Radio 4 ‘top show (Hudson-Smith et al., forthcoming).

In Conclusion

Web 2.0 offers the potential for providing geographical information in a collaborative, shared manner. Already the impact of maps via Web 2.0 has been felt by the ever-growing number of maps being published as collaborative products via mash-ups.

For the cartographic community this presents both opportunities and issues that need to be addressed if the potential of Web 2.0 is to be responsibly exploited. It is hoped that they might be further explored.

The above text is based on: Cartwright, W., 2009, ‘Moving from map and geospatial information provision with the Web to collaborative publishing using Web 2.0’, proceedings of Geographenstag 2009 – German Geography Society Conference, Vienna, Austria, August, 2009. William Cartwright RMIT University william.cartwright@rmit.edu.au

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A UK delegate’s view

Santiago was a bit of a revelation to me. I had visited South America before, most recently a couple of visits to La Paz in Bolivia. Santiago has quite a different feel — much more that of a modern cosmopolitan Mediterranean city, at least in the downtown area and the area of the city where the conference was hosted. Lots of high rise offices and modern apartment blocks. People on the streets were generally well dressed, with no army of little old women on street corners all selling the same selection of cigarette lighters, tissues and chewing gum! A very efficient metro system made getting around the city easy, although public transport information could have been more readily available; lots of buses and bus stops, but no maps, not even simple route diagrams or timetables, despite large display cases at many stops (a bit of a hobby horse of mine).

The conference facilities in the Military School were good, if a little less conveniently organised than a dedicated conference centre. The grounds and the overall ambience were impressive and certainly even the first approaching the venue the main facade, an extremely large Chilean flag and the military presence made it all very imposing. The courtyard in the centre of the complex was an ideal location for the reception on the first evening. There were the usual issues of small audiences in large halls and large audiences in small rooms — a conference organiser’s nightmare. It is difficult to see how this could be easily resolved without elastic rooms or enforced pre-booking, but it was only occasionally an issue. The sessions were organised with military precision, timings generally being strictly adhered to (although not always). This certainly facilitates moving from one session to another to pick up potentially interesting talks, but the layout of the school could make this difficult to achieve. On the first day some of the lecture rooms with the room at full capacity. It still remains that there are delegates who are unsure or have decided to attend commission meetings, which, if they are allowed to attend commission meetings, or if they are closed events.

Two sessions were organised for National Delegates (that’s me for the UK). In these ICA delegates were invited to present their vision of how the ICA should develop in the short to medium term and in the second the National Delegates got the opportunity to provide feedback on both this vision and the organisation of the conference. From a UK perspective, the view is that the Executive is heading in the right direction and trying to achieve appropriate improvements in the organisation and its procedures. National delegates were asked to provide further feedback after the conference, so I hope this has been done and will stimulate further discussion at the next ICA executive meeting.

The venue for the international map exhibition was on a very long corridor, which gave an immediate impression of the extent of the exhibition, but was not ideal for browsing or discussing what was on show. Its location did mean that you passed it many times, so you did not feel a need to rush around and try to absorb everything in one visit. Atlases were displayed in an adjacent passageway with attendant security guards, which reduced the problem that quickly dwindled previous exhibitions of prize exhibits. There are issues about the most appropriate way of dealing with electronic submissions to the exhibition.

As I finish writing this, we have just had news of a major earthquake in Chile. The areas I visited were not significantly affected directly, but there is no doubt there will be an impact on the whole country. The Chileans struck me as being an organised and resourceful nation and the size and natural wealth in terms of agriculture and minerals will perhaps make it easier for them to recover than some other parts of the World. I regret not having the opportunity to explore more of the country, but once things return to normal I would certain entertain another visit.
Symposium

BCS 2010 – Talking with Maps

Village Hotel and Conference Centre, near Nottingham, 9th to Friday 11th June, 2010

This year’s inspiring agenda has something for everyone. There is a broad spectrum of presentations from the cartographic industry combined with an interesting mix of workshops looking at the latest technologies and geographical data, in a full and challenging timetable.

Talking with Maps begins with a major new departure for the BCS. We will be running a schools’ session concentrating on the role of cartography within the curriculum to support environmental challenges. This session, sponsored by ESRI UK, will include practical exercises focused on disaster response mapping.

Invitations have been offered to local schools in the Nottinghamshire, Derbyshire and Leicestershire area. Wednesday afternoon will be devoted to Special Interest Group Sessions, with the GIS and Design Group already confirmed. The Exhibition will open with a Reception in the evening. The evening continues with our traditional Quiz offering the delegates the opportunity to showcase their cartographic, geographical and general knowledge.

The Symposium begins on Thursday morning with Thematic Mapping. This session will discuss various ways of representing information on maps including topics as diverse as the remnants of war to winter sports. The following icebreaker session will give everyone the opportunity to network and display their creative side. The first workshop session will offer a wide choice of topics to cater for everyone from those very new to cartography to the experienced practitioner. The workshops follow a range of formats from practical exercises led by Ordnance Survey and XYZ Mapping to a lively debate on some of the frequently asked questions on map design.

The afternoon session, Cartographic Representation, encompasses the topics of accuracy, precision, generalisation and interpretation. Local speakers from Nottingham University and the British Geological Survey will be involved in this session. The evening will see our traditional Gala Dinner and BCS Awards ceremony. The standard of entries for the awards has been consistently high over the last few years and we look forward to seeing who will carry off the coveted BCS Award, from among the various categories. This will be followed by a Ceilidh giving everyone the opportunity to show why they should be a candidate for Strictly Come Dancing as a John Sergeant or a Mark Rampaksh.

Friday opens with our third session Maps in the Media. With presentations covering newspapers, television and the Internet, we will explore how maps are used to illustrate news items both accurately and not so reliably. A second workshop session follows, where you can choose to advance your cartographic skills or see the latest cartographic software.

The final session builds on a theme from the AGI Conference in 2009, Visualisation of Place. We have an excellent range of speakers from both the academic and commercial worlds to give us a broad perspective on the issues. The afternoon closes with another new addition to the programme, a cartographic surgery led by Mary Spence, building on the Success of the Design Special Interest Group workshop last year. It includes an invitation for practitioners to bring along projects they are working on to get a positive critique and perhaps some suggestions on making them even better.

Football fans will have the opportunity to catch the opening games of the FIFA World Cup in South Africa in full wide screen glory.

For those staying on, we offer the opportunity on Saturday morning to visit the immersive 3D Visualisation Facility at the British Geological Survey’s Keyworth HQ. This is one of the UK’s finest geoscience visualisation resources, heavily used by BGS scientists, and is invaluable in helping to communicate BGS research to other geoscientists as well as commercial clients.

Talking with Maps offers a wide range of topics that will provide something for everyone. We have taken on board a lot of the comments we received after the 2009 Symposium and this year will be even bigger and even better. So you have the programme; all we need now to make 2010 a resounding success is you! Just don’t forget to book your place before 7th May to receive the early bird discount that retains 2009 prices.

We look forward to seeing you in June.

BCS Programme Committee

Attenborough Nature Reserve

For those of you who are attending the Annual Symposium in Nottingham this year, I would like to recommend an attraction situated close by. Within easy walking distance (less than 1 mile) from the Symposium hotel is the Attenborough Nature Reserve. Consisting of over 140 hectares of reclaimed gravel pits along the flood plain of the River Trent, the site became a nature reserve in 1966 and went on to become a Site of Special Scientific Interest in 1982, due to the varied type of water birds that visit each year.

A walk around the main lake would take about 35-50 minutes and around the whole reserve would take well over an hour and a half as it is a big place. There are fairly flat and wide gravel paths to all parts of the reserve.

I would thoroughly recommend a visit even if it is just to walk off the tensions of the day or perhaps an over-indulgence at dinner. It is a place I have visited many times and on each occasion I have welcomed the peacefulness and tranquility of its surroundings. There is also a state of the art eco-friendly Visitors Centre that is surrounded by water; it has a small cafe where drinks and snacks can be purchased. Entry to the reserve is free and access is daily from 7am to dusk.

Roger Hore
BCS Administrator

BCS SYMPOSIUM 2011

The BCS Symposium will be held at Shrigley Hall Hotel, Golf & Country Club from 8th to 11th June. The hotel is situated 15 miles south of Manchester on the edge of the Peak District. The Symposium accommodation in the Tilden Suite is a former church offering unique surroundings. For those of you who like to get an idea of what Shrigley has to offer, their website can be found at www.barcelohotels.co.uk/hotels/northern-england/barcelo-shrigley-hall-hotel-cheshire/. The fact that there is a golf course on site may give us the opportunity to run the inaugural BCS Open Championship!

For any member of the Programme Committee, please get in touch with any member of the Programme Committee via the BCS website.
David Irvine – Travelling Cartographer

David is now in India. Visit his blog below and read of his travels in the sub-continent so far. He is currently resting in Goa, preparing himself for his ascent into the Himalayas. There are many beautiful photos to see on the blog and you get a sense of how beautiful our planet is. Follow his travels in every issue of Maplines or on his blog on: http://davetrekks.blogspot.com

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The Lost Rivers of London #6

Westbourne: flowing from Hampstead through Hyde Park onto Sloane Square and thence into the Thames, the River Westbourne has left its mark on London toponymy, mainly by the other names it has been called through the centuries: Kilburn, Baywater, Serpentine, Bourne, Westburn Brook, Ranelagh and Ranelagh Sewer. Kilburn and Baywater nowadays are well-known areas in London. The Serpentine, formed in 1730 to beautify Hyde Park, was fed with the Westbourne’s waters until 1834, by which time it had become too polluted. Another area owing its name to this stream is Knightsbridge – named after a bridge over the Westbourne. It has been driven underground since the 1850s, when the area it flows through was gobbled up by an expanding London. An original part of the pipes it still runs through can be seen above the platform of Sloane Square tube station. At low tide, its mouth can be seen some 300 yards west of Chelsea Bridge.

Courtesy of www.strangemaps.wordpress.com

Vernacular place names research project

Dr. Florian Twaroch and colleagues at Cardiff University are working on an Ordnance Survey research project about vernacular place names in Great Britain. The research aims to collect and represent informal place names to improve information systems that are currently only based on administrative place names.

They have launched a website at www.yourplacenames.com with a postcode survey on informal place names in Great Britain. Could I request anyone who is interested in maps and place names to please consider taking part in the survey. The more people participate the better results for the research. Your help in this is greatly appreciated.

Dr Suchith Anand
University of Nottingham

Notes from the Carto-Guru

Thinking about your target audience

The best maps work because they’re well designed and the map maker has thought about the purpose of the map and the target audience. The term ‘fit for purpose’ is often used, meaning that the map should show what is required in the clearest possible way. A map well designed for one purpose may not work when used in a different application or for a different purpose.

The purpose and target audience will affect your map’s design. If the map is illustrating an explanatory text, the map’s contents should reflect the text. Maps which stand alone (such as a sheet map) may need more legend information or an explanation of its contents through thought and careful analysis.

Consider why you’re making the map: what is its purpose? what information should it communicate? where will it appear, in what format and at what size? Map design and content needs to be right for the medium of delivery – webpage/mobile device cartography is quite different from a product destined for paper publication.

Tailor your design to the level of knowledge of your audience, given that an audience familiar with the subject will understand more complex symbols and less legend information. If it’s for the ‘general public’ aim your map at the most important readers, or the largest group, since you can’t satisfy everyone. Novices or younger audiences need fewer and simpler symbols rather than larger ones.

When the map is folded to its minimum size either of the sections facing outwards can still be quickly unfolded and refolded, allowing immediate magnification or miniaturisation.

Since the map can be folded to keep any two of the sections on the outside, you can decide which section is visible for quick consultation.

For more info on this great little map visit: www.the.zoomablemap.com

Zoomable map on paper!

map2 is a pocket-size map which allows you to quickly find what you need without wrestling against a kingsize map.

map2 removes the need to unfold unnecessary parts or the entire map.

map2 lets you zoom into greater detail.

In a single folding action chosen parts of a smaller scale map can be unfolded to give an enlarged and more detailed view of that same area underneath.

The historic King’s Road

If you should find yourself walking down the King’s Road, London SW3 away from Sloane Square, by the old Duke of York’s barracks you will come across an interesting piece of commemorative cartography in the pavement. Set into the pavement here is a reproduction of an historic survey of the King’s Road when it was indeed the King’s private road. A small yet beautiful reminder of the rich heritage that is all around us in this great metropolis.

Alan Godfrey receives New Year’s honour

Alan Godfrey, a successful publisher of old maps, was made an MBE in this year’s Queen’s New Year’s Honours awards. Mr Godfrey, a lifelong lover of maps, made it his profession in 1981, when he began publishing Old Ordnance Survey maps, no longer covered by copyright. The Tyneside-born former actor and school music and drama teacher, has now researched and produced 2,300 maps, covering the UK, and begins preparation of his first German pre-war maps, this year.

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The metropolis.

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IMTA (EAME) Bayonne, France

Bayonne was founded as a Roman fortified town at the junction of the Nive and Adour rivers. The venue for the conference was impressive and along with the hospitality extended to all by our hosts gave the perfect setting for the show.

French Air Traffic Control did its best to disrupt the show. Exhibitors and delegates were delayed, arriving at different times and using all modes of transport available and unfortunately in many cases travel was not possible and cancellations were inevitable. Adjustments were made to the programme; we lost two speakers and ESRI cancelled their workshop, but the golf tournament organisers managed to adapt to the situation.

With Wednesday almost written off by the travel chaos, Thursday was really the first opportunity for many to meet and greet both new and old friends and business associates. A short walk crossing over the river from the hotel to the Congress Centre and the morning kicked off with the new keynote speaker Philippe de Maeyer, ICA giving a talk on the cartographic production process, ‘Modelling the flow: how, for whom and by whom’.

The show consisted of 16 stands and the event was truly international with 79 delegates in attendance, from 16 countries from around the world. Delegates were taken around the exhibition as a group and each exhibitor was given the opportunity to introduce themselves and their company. By all reports some good business was done.

Three more seminars were held on the first day. The first by Ajay Mathur, Michelin gave a fascinating talk on Michelin Maps and Guides - 100 years and counting. Peter Davis, World Mapman Solutions, Australia gave a passionate talk on customer relations marketing, its purpose, where it can make it work for you. Sophie LaFort from the Tourist Authority in Bayonne was invited to talk us about the history, architecture and hidden treasures of Bayonne. Delegates were also invited to take a guided tour of the town on the Saturday morning.

The Conference and Trade Show was a big event for the town and was heavily publicised in the local newspaper with a press conference being held prior to the show. Several visitors came along to the Trade Show which was opened to the public on Friday. This was well received by all those exhibiting.

The retailers got themselves together to organise a retail forum in the afternoon that was well represented. A note here for all publishers, we had 10 independent retailers at the show from five different continents asking for you!!

The Trade Show finished, but the event was far from over as we made our way to the Annual Dinner. Here we were treated to an evening of wonderful hospitality, food and entertainment. The winners of the Best Map Awards were announced (see list) and the presentation took place during the evening.

The conference also saw a change in Presidents for the IMTA EAME region with Jon Bygate (Automobile Association) taking over from Keith Ferries (Cook, Hammond and Kel) for the next two years.

Numbers were down; economic downturn and a French air traffic control strike all conspired against us. However, once again the IMTA Conference and Trade Show provided an excellent forum for the cartographic world to network, do business, and socialise in a beautiful and unique setting.

Peter Jolly Corporate Liaison Officer pjolly@esriuk.com

As I’m sure you are aware the BCS Annual Symposium, ‘Talking with Maps’ takes place from 9-11 June at Village Nottingham just off the M1 motorway. Once again we will be seeking sponsors for the event. We have decided to have Platinum, Gold and Silver sponsors as last year and keep the sponsorship at the same level, that being £3000, £2000 and £1000 respectively. For this Corporate members will be entitled to a free exhibition space, your organisation’s logo will be in the Symposium programme, on menus and on the BCS website.

Also, you may have a pull-up banner in reception or the seminar room, make contributions to the delegate bags and sponsors will be named in the conference report published in Maplines. It will also be possible to sponsor a particular activity such as receptions, drinks at the Gala Dinner and the Cocktail Party.

We already have one platinum sponsor, Victoria Litho, so many thanks to ‘The Wilsons’ for setting the trend!

This is a great opportunity to advertise your organisation’s activities for a very modest cost. Hope to see you there.

Peter Jolly Corporate Liaison Officer pjolly@esriuk.com

BEST MAP AWARDs RESULTS

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XYZ Products win Three IMTA Awards

The People's Map of London received a Silver Award in the Best Digital Product category, while XYZ’s publishing co-division partners AGT Geocentre won a Silver Award for the World Wall Map in Russian in the Best Wall Map category and Millennium House won the Gold Award for Best Atlas at the International Map Trade Association (IMTA) Gala Awards Dinner.

The People’s Map received the highly commended silver award for its 1:12,000 scale mapping of Central London which was launched in November 2009. Covering over 400 sq km stretching from Richmond Park in the South West to Epping Forest in the North East the mapping was derived from high resolution aerial photography captured by Getmapping. A number of businesses and private individuals used the simple online editing tools to create the mapping. All data was then verified and rendered by mapping experts XYZ prior to publication. The AGT Geocentre World Wall Map is in a Russian language version of the Global Mapping World Political 1:30m map that was created by XYZ. The Europe map section of the Millennium House World Atlas was created by XYZ from the XYZ World 1:1m database.

For more information on the People's map visit: www.peoplesmap.com

Visit the BCS website at www.cartography.org.uk

Visit the BCS website at www.cartography.org.uk
Cambridge Spies

Cambridge University Library has shone a light on the shadowy world of espionage – using recently declassified documents and ‘top secret’ material from its own archives.

The free exhibition, Under Covers: Documenting Spies, examines the art of espionage from Biblical times to the Cold War era.

It draws on personal archives, printed books, official publicity material, popular journals and specialist photographs and maps, mostly from the University Library’s own collections, to illustrate a few of the ways in which spies have been documented through the centuries.

Exhibits range from a 12th-century manuscript recounting the story of King Alfred the Great entering a Danish kingdom disguised as a harpist to a 17th-century layer of a 12th-century manuscript recounting the story of King Alfred the Great entering a Danish manuscript recounting the story of King Alfred the Great entering a Danish

and quartered at Tyburn for his part in the plot.


Intelligence historian Dr Nicholas Hiley, who has lent rare material from his own collections for inclusion in the exhibition, said: ‘A library might seem a strange place for an exhibition of secret service, given its association with guns, fast cars, and high-tech gadgetry.’

‘But the one thing that both espionage and counter-espionage have depended upon for centuries is paper – for agent reports, ciphers and codes; for maps and plans; for reports on suspects and advice to government; and for the hundreds of thousands of files on which secret service depends. Paper has also been the basis of the spy novels, memoirs, and histories which have revealed that secret world to a wider public. In fact, libraries and archives are the best place from which to survey the long history of spies and spying.’

Under Covers: Documenting Spies runs from January 19 to July 3, 2010. Entry to the exhibition is free. Opening times are Monday-Friday, 9am-6pm, Saturday 9am-4.30pm, Sunday closed.

How can I conduct the controversies on which the management of our finances depends, unless at least I have the same knowledge of secret state affairs freely accessible to the officials of the Admiralty? The words ‘monstrous’ and ‘intolerable’ leap readily to mind.

A 1985 Soviet map of East Anglia shows English towns and cities in Cyrillic script. Maps of this sort were produced by the Soviet military for more than 50 years before, during, and after the Cold War. Classified as secret, these maps were unknown outside the Soviet military until the break-up of the USSR - when they became available on the open market.

The Atterbury Plot papers from the personal archive of Sir Robert Walpole are among the jewels of the exhibition. The plot aimed to restore the Stuart monarchy in Britain between the Jacobite rebellions of 1715 and 1745. One of these is a deposition of William Squire concerning the arrest of Christopher Layer on September 18, 1722. Layer was later hanged, drawn and quartered at Tyburn for his part in the plot.


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The Future of Mapping

The UKCC support the view that there could be better strategic planning of these and stricter guidelines for commissioning. In the first meeting the Executive presented their thoughts on how the Association should develop in the short to medium term. At the second meeting National delegates had an opportunity to provide their thoughts on current issues facing the Association. Unfortunately there was not time in this second meeting to discuss any of the wide range of issues raised. David Fairbairn (Secretary General) compiled a list of the points and asked that delegates report to the Executive document and the other points within a month of the meeting. Responses will be discussed at the next Executive meeting and will help the Executive form a plan of action.

The list of issues raised was discussed by the UK Cartography Committee at its meeting in December. What follows is an extract of some of the comments that were received and the UKCC’s response; currently we await feedback from the Executive. I would welcome any comments from BCS members, particularly those who have attended recent conferences or who are involved in commissions or working groups.

A future of mapping

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BCS Administration Report

Subscriptions for 2010

Subscriptions are now due!*
- Corporate Members: £180.00
- Small Corporate Members: £75.00
- Contact BCS Administration for details
- Fellow: £50.00
- Ordinary Member: £35.00
- Associate Member: £15.00
- Optional airmail supplement for Overseas members: £15.00

Renewals forms were enclosed with the December 2009 edition of Maplines (or from BCS Administration). Members have a choice of four methods of payment:
- Online at www.cartography.org.uk.
- Click on ‘About the Society’ and follow the links ‘Join the Society’ and ‘Join or Renew now’. Select your membership category, click on ‘Renew membership’ and follow the instructions.
- Personal cheque payable to The British Cartographic Society (Or for overseas members a Sterling Draft payable in London).
- Visa/Mastercard/Delta credit card.

You can do this over the phone to the Admin Office.

Standing Order (UK bank account holders only): In May reminder letters will be sent to all those members whose subscriptions are still outstanding and, if payment has not been received by 1 July 2010, their subscriptions will be renewed. Receipts will be sent out as soon as possible.

During 2009 85 new members joined the Society with 18 resignations and 1 death. At the end of the year 63 members were removed from our mailing list for non-payment of subscriptions and we lost contact with six members who changed addresses. At the time of writing (late February) three of the 63 suspended members have now paid in full and since 1 January 2009 we have welcomed 12 new members.

New members: The Society has pleasure in welcoming the following new members who have joined since publication of the Winter 2009 edition of Maplines.

Corporate Members:
- Europa Technologies Ltd, Informal Ltd, Momentum Sign Consultants.

UK Members:
- Mr. N.J. Archer, Mr. R. Baxter, Mr. L. Butler, Mr. M. Delin, Mrs. V.M. Miskimmon MBE, Lt Col H.M. Nash, Mrs. D. Rhodes, Mr. C. Stuche, Mr. M.D. West.

Overseas Members:
- Mr. J.G. Drent, Mr. D. Elder, Ms C.M. Farr, Dr. E. Heere, Mr. R. Mulenga, UK Associate Members:
- Mr. S. Castledine, Mr. A.D. Cooper, Mr. C. Davies, Mr. J.X. Monteiro, Mr. L. Parker.

Fellows: At its meeting in January, Council was pleased to award Fellowship status to Mr. R. Breslin FBCart.S and Mr. S. Lambe FBCart.S.

If you would like to apply to become a Fellow of the Society please contact BCS Administration.

BCS Council: You will find enclosed in this issue of Maplines a form for nominating members to the BCS Council. The Society’s governing body and it is vital for the Society that it consists of a fair representation of the membership so that it can clearly reflect the diversity of the Society. The Society’s President and Vice President are keen to get new Council members on board to help achieve the strategic objectives and to strengthen the Society. Council must be a dynamic body where lively debate on how to take the Society forward can take place. Please consider carefully what role you could play within the Society, and whether you would wish to stand for election to Council this year. Meetings are held three times a year in London with an additional meeting at each Symposium. Expenses are paid for attendance at meetings and to cover other costs resulting directly from Society business. The next election will take place at the AGM in November. If you wish to stand, please find two members who are willing to propose and second you, and ensure the enclosed form is completed and returned to the address on the form by 1 July 2010. Forms can be mailed or faxed. If you want more information about what it might involve, or if you wish to stand but need help in contacting other members to nominate you, please contact me at BCS Administration.

And finally..... As this is my first full report as your Administrator I would like to thank all those members for whose welcoming words of kindness, patience and advice over the past few months have been most appreciated. I am still in almost daily contact with my beard (a keen(?) over the complexities of my role but the light at the end of the tunnel is beginning to get brighter. For those GIS enthusiasts I probably upset with my remarks about the instructions on ‘Renew membership’ and ‘Join or Renew now’. Select ‘Renew membership’ and follow the links ‘Join the Society’ and ‘Join or Renew now’, make a note of your membership number, you will need it to enter the Members’ Area on the Society’s website.

Membership: At the end of 2009 our membership figures stood at:
- Figures at 31 Dec 2009 are in italics
- Corporate Members 62
- Honorary Members 9
- Fellows (incl Overseas) 111
- UK Members 335
- Overseas Members 52
- Associate Members 41
- Making a total of 580

BCS Administration Report

Calendars

Maplines / Spring 2010 • 19

Visit the BCS website at www.cartography.org.uk

Visit the BCS website at www.cartography.org.uk

Calendar

9 - 11 June 2010

BCS Annual Symposium:

Talking with Maps

Village Hotel, Nottingham, UK

For further info see pages 8-9

15 – 19 June 2010

17th Conference of the LIBER Groupe des Cartothécaires

Tallinn, Estonia

For further info and bookings see

www.nlb.ee/gpc

1 – 3 September 2010

Governance and the Geoweb

Royal Geographical Society Annual International Conference, London

For further info and bookings see

www.rgs.org/AC2010

9 – 10 September 2010

Beyond the Neat Line: BCS Map Curators’ Group Workshop 2010

Workshop covering topics such as marginia, metadata, production methods and helping users access maps via new technologies.

Cambridge University, Cambridge, UK

For further info contact Anne Taylor, aemt2@cam.ac.uk

9 – 11 September 2010

Oxford Seminars in Cartography

30 April – 19 September 2010

Magnificent Maps: Power, Propaganda and Art

British Library, London, UK

For further info see p2 or visit

www.bl.uk/magnificentmaps

Editors’ Choice

30 April – 19 September 2010

Oxford Seminars in Cartography

13 May 2010

The Corpus Christi Collection: a set of Dutch and English manuscript sea charts of South East Asia and the East Indies from around 1660-1670

Sjoerd de Meer, Maritime Museum, Rotterdam. Seminar runs from 5.00pm to 6.30pm at the University of Oxford Centre for the Environment, South Parks Road, Oxford, OX1 3QY

The Oxford Seminars in Cartography are supported by the Friends of TOSCA, ESRI (UK) Ltd, Oxford Cartographers, and the School of Geography and the Environment.

For more info contact nick.millea@ouls.ox.ac.uk

tel: 01865 287119

Cambridge Seminars in the History of Cartography 2010

4 May 2010

About the History of the Ordnance Survey

Rachel Hewitt, University of Glamorgan Details are also available at www.lib.cam.ac.uk/depserv/maps/camsem0910.html

All seminars will be held at 5.30pm in Emmanuel College, St Andrew’s Street, Cambridge, England CB2 3AP in either the Harrods Room or the Gardner Room.

For more info contact sarah.bendall@emma.can.ac.uk

tel: 01223 330476

Editors’ Choice

Publicise your events on this page. Send your information through to the Editors. See page 2.
Quiz

Identify these nine famous London buildings

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 

The prize for this Quiz is an A3 print of your choice from the Look!England print collection on the following link: www.lookengland.com/print_gallery.php

Quiz sponsored by:

Look!England is our photographic service which includes an on-line image library of up to 10,000 images. These images are available for use in print or on-line. We are also able to shoot images to order, just call us to discuss what you need.

020-8778 4429
mldesign@btclick.com
www.ml-design.co.uk
www.lookengland.com

Congratulations to our Winter Quiz winner, Donald Grassie. Your prize is on its way!