A certain intrigue by geo-caching. Geo-caching, a modern blend of orienteering and pub quiz, what more could you want?! We are lucky that our discipline invites and welcomes such diversity and it is great to see how others apply their talents to its various threads we read about in these pages.

The continuation of this work is now key, Lord Coe and his team talked about legacy, whereas our very own President describes it as a wonderful opportunity, which of course it is. If we can inspire more individuals to join us in great cartography, then it will be a job well done.

And as I leaf through this latest issue, it too is inspiring. Peter Vujakovic’s artwork is truly creative and stunning (p. 4-5); it is hard to imagine how much work has gone into producing the record breaking atlas (p. 6); and I am certainly intrigued by geo-caching. Geo-caching, a

From the Editors

Twenty-five years ago, to become a cartographer and work in the commercial map making business you almost certainly had to have a degree or some similar qualification. This was because the complex skills required to do the job took around three years of training in order to acquire the understanding and technical competence to make a map. Gradually a lot of the tasks involved in map production have been taken over with the use of computers and associated programmes.

Projections, grids, graticules can all be produced automatically and data can be imported, symbolised and labelled automatically too. But, and it’s a BIG but, the overarching principles of cartography still have to be applied to make a good map. A computer is only the latest cartographic tool and nothing else.

Twenty-five years ago, cartographers used to meet and talk to each other about cartography, developments and new ideas within the specialisation. Very few others were involved since it was almost impossible to be involved from a practical point of view. However, with the advent of the computer and effective, user-friendly software, the ability of others to produce some sort of a map has blossomed. As a consequence, our professional cartographers have now not only to communicate with their fellows but also it’s essential that they pass on their knowledge and skills in terms of the art of cartography to this very much wider audience. What a wonderful opportunity to promote good cartography.

So, how should we in BCS respond? Well we, together with the AGI, already run the Better Mapping events around the country (see page 11) - first one day courses at a basic level and now some one day courses at an advanced level. However, it is clear that there is more to be done. Following recent conversations with senior members of two of our National Mapping Agencies (NMA) there is an issue which needs to be resolved. All our NMAs employ people to produce maps using GIS. The issue is that many of the new entrants to the profession have little or no training in cartography and there is no standard or qualification by which they can be assessed or indeed progress in terms of their capability as a cartographer. I have already mentioned this gap in cartography training to our BCS Better Mapping team and am looking forward to hearing their thoughts on the subject. Also, it’s important that we have a dialogue with the NMAs to more clearly understand their requirements and how we might best be able to help. I think this is really exciting as it could well be another step in the rejuvenation of the art of cartography but this time nationwide.

Notes from our President

Peter Jolly
BCS President

Maplines is looking for a new Editor. Can you help? see p. 7
maplines.editors@gmail.com

Deadline for copy for the Winter 2012 edition is Tuesday 16th October 2012.

The views expressed in Maplines are those of the Editors and Contributors and not necessarily those of the BCS.

If you would like to sponsor the Maplines Quiz please contact the Editors.
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Maplines / Summer 2012 • 3
Cutting the art out of cartography!

As some readers will be aware I produced the series of cartoons entitled ‘Great minds of the past...’ for the Omnium Gatherum section of Maplines. The ‘Great minds’ that grappled with contemporary cartographic issues included Gerard Mercator, Christopher Wren and Isaac Newton (based on the famous engraving by William Blake). Others of the cartoons, of Charles Darwin and Albert Einstein, I know now grace the notice boards of friends and colleagues in several university science departments and the Medical Research Council labs in Cambridge. My final cartoon for the series – of Elizabeth I astride the tube map – has even taken on a second life as an exhibit in the London Transport Museum’s Summer Exhibition 2012 ‘Mind the Map’ (see discussion of the cartoon in Claire Dobbin’s excellent Maplines article, Spring 2012).

What readers may not be aware of is my other dabbling in the ‘dark arts’ of caricature and illustration, some of which include the use of both OS and Geological Survey maps as collage or as the backgrounds to my work. A chance conversation with Lynda Bailey at the opening of the ‘Mind the Map’ exhibition prompted me to write this short piece explaining my recent interest in working with maps as part of my own artistic practice. Maplines Senior Editor, was instrumental in getting me to produce the Omnium Gatherum cartoons and keeping me on the straight and narrow when ideas failed to materialise close to deadlines; in fact, the idea for the Elizabeth I cartoon was Lynda’s brainchild and perhaps one of the best! The cartoon satirised the removal of the River Thames from the TFL Tube Map in 2009 and its subsequent reinstatement after considerable complaint from the public, and, not least, from Boris Johnson!

The ‘Mind the Map’ exhibition, which features my last cartoon, includes a wide range of innovative art which either directly use maps as the basis of the work or is inspired by mapping. Examples inspired by maps and mapping include Susan Stockwell’s wonderful world map made from transport tickets, and Simon Patterson’s famous ‘The Great Bear’ which reworks the standard tube map by renaming the lines and adding prominent people instead of station names – with Gary Lineker famously crossing at the lines renamed ‘footballers’ (Jubilee) and ‘saints’ (Piccadilly). Another classic is David Booth’s wonderful advert for ‘The Tate Gallery by Tube’ in which the lines are shown as if squirted from tubes of oil paint! A great example of art created literally from the tube map is Jonathan Parsons’ 2004 sculpture ‘Zoned Out’. This was made by carefully cutting out London’s overland and underground lines from various maps and arranging these into an incredibly delicate 3D cascading form. Parsons particularly likes the fact that the Central line, when turned on its side in his work, looks like a drinks bottle and reminds him of various gallery openings and receptions!

My own life has been dominated by a fusion of geography, natural history, cartography and art. The link between the four areas has been fluid, but each has informed the other. Like many a small boy of the era of The Hotspur and The Victor comics (1960s and 70s) I spent long days lying on the floor surrounded by felt pens drawing detailed map-like battle scenes or aerial dog-fights. As a sixth-former, many hours were spent bent over a microscope making detailed biological drawings, as well as being encouraged by the art master to bring a dissected rat into the art class as the basis for a six-foot oil painting (he and the class came to regret this as the summer warmed up). As an undergraduate student I was handy enough with a Rotring pen to be trusted to do ‘outside work’ by the chief cartographer at the University of Newcastle upon Tyne, when the staff didn’t have the time. All the time I also drew and painted for pleasure and occasionally profit. It is only recently, however, that I have started to directly include maps in my art. While much of the art which uses maps or seeks inspiration from maps is playful, abstract and post-modern in form, my own use of maps is probably more sympathetic to older traditions as you will see from the accompanying images. I was also inspired by my involvement, as a biogeographer, in an exhibition at the Sidney Cooper Gallery, my university’s art gallery, in Canterbury. I was asked to write a short chapter for a book, Fictional Hybrids, to accompany the exhibition of the same name by the Australian artist Vera Möller. Her work involved placing small sculptures of ‘ambiguous organisms’ into real-life settings in the woods of Kent and then taking photographs which were blow-up as massive wall posters for the exhibition. This was such a novel and exciting initiative that I even took my second year biogeography class to the exhibition and ran it as a sort of exotic field-class, in which students were asked to work out what they thought were the ecologies of these fictional organisms, with surprisingly positive responses from the students.

My recent work with maps falls into two main areas. First, the use of maps as collage – to create ‘Green Men’ using old Geological Survey maps, an approach which resonates with the idea of fictional hybrids, and secondly, the more traditional use of OS maps as the back drop to animal sketches. It might be worth inserting a rider at this stage – ‘no maps were harmed in the making of these images!’ – all of the maps were damaged in some way and destined to be pulped, so I effectively rescued them and gave them a second life.

The geology maps had been used for teaching at Wye College, Kent, and had been variously ‘cut’ to remove key information as part of an undergraduate exercise. What appealed to me as a biogeographer was the visual link between the geology and topography, that created wonderful sinuous forms on the map, and the fact that if I carefully cut sections out they looked wonderfully like leaves. I have some ‘oak leaves’ scattered on my desk as I write this. I suspect they will never be used as they look so good as they are - one has as its central vein the line of the ‘Southern Railway’, running below the North Downs in Kent, which makes a neat link back to the transport theme! A series of Green Men have been produced in this manner – several inspired by the amazing self-portraits of the eighteenth century sculpture Franz Xaver Messerschmidt (you must check him out on Google Image) including the ‘Knife-grinder’ in this article. Like many people, I am fascinated by Green Men and other folk images. I have also produced a number of art works based on the medieval three-hares symbol, in which the animals chase each other in a circle and share but three ears between them. In Christianity, the three hare motif appears to be linked with the Virgin Mary, and a boss showing the three hares is often juxtaposed in churches with a boss of the Green Man, thought by some to be as representation of sinfull humanity. My own Green Men have no symbolic meaning, and are produced with no more in mind that the sheer fun of playing with this ambiguous image.

The animal drawings arise from my long term interest in natural history and landscape. The animals are chosen for their links with the specific landscape and its history. Again, the intent is pleasure in the link between the map as representation of the territory and the life of the land rather than any deeper meaning. I try to draw specific topographic elements from the map to tie the animal into the landscape; so in the hare image the hare forms a small pool, while in the badger picture, the river valley becomes a crevice which the animal is exploring and has discovered a deliciously looking ‘wall fish’.

I hope these images give an insight into my wider interest in art and cartography, a little pleasure, and you approve of my novel re-cycling of redundant and damaged maps!

Peter Vujaković, Canterbury Christ Church University, and Co-convenor, BCS Design Group.
World’s largest atlas acquired by the British Library

A report by BCS President Peter Jolly:

I was delighted to be invited to see the largest ever atlas being unveiled at the British Library where it received the official record-breaking status by Guinness World Records adjudicators before joining the Library’s world-famous map collections. The Earth Platinum atlas, one of only 31 copies in existence, measures 9ft x 9ft (1.8m x 2.7m) and required six members of Library staff to carry its 200kg weight through the doors.

The British Library also holds the Klencke atlas but the Earth Platinum atlas exceeds it by 30cm on each side. The Klencke atlas was produced as one of a handful of giant atlases in 1660, and was presented to King Charles II to mark the anniversary of Library’s collection. The Klencke Atlas provides an insight into the world of British monarchs in the seventeenth century, and what they thought was important about it, the Earth Platinum will offer a reflection of what people of 2012 felt was worth recording about their very different world. It will be an astonishing resource for researchers in ten, twenty or two hundred years’ time.

Gordon Cheers, publisher of the Earth Platinum atlas, says ‘The Klencke Atlas held at the British Library has long been the inspiration for the production of the Earth Platinum, and so to have one edition held here to be used and enjoyed by scholars and map-enthusiasts alike is a real joy. We hope that researchers will learn a great deal from this landmark publication.’

Head of Cartography and Topography at the British Library, Peter Barber OBE, who wrote the introduction to Earth Platinum, says ‘The Library’s collection of maps is one of the greatest in the World, and the maps are important not only for their use as geographical aids, but also as mirrors of the cultures in which they were created. While the Klencke Atlas provides an insight detail but still requires the cartographers’ expertise and skill to produce the final finished product. The Earth Platinum, launched by Australian publishers Millennium House, consists of 61 pages of maps and wonderful images using a photographic technique which overlays thousands of photographs into a single, seamless image. These huge images of our cities and landscapes together with the maps of continents, poles and oceans provide an important historical record for future generations of Library researchers from a range of disciplines, providing an unparalleled snapshot of the Earth as it stands in the twenty-first century. British Library experts were among those consulted as it was being prepared.

HopeSfully everyone in the BCS has heard of the London Mapping Festival and many will have taken part in events. If you haven’t then check out what it is all about at the festival website, londormappingfestival.org. The whole idea has proved a great success at bringing together the various specialisms within the wider world of mapping. With nearly 100 supporters LMF has attracted involvement from societies and institutions, commercial companies from high tech hardware manufacturers to surveying practitioners and hardware manufacturers, government departments, museums and art galleries. The idea of what is a map, means many different things to a very large number of people; it is clear the enthusiasm for mapping is growing strongly.

Recent events that have come under the LMF umbrella include the new exhibition of Tube mapping at the London Transport Museum, a geocaching event in Greenwich Park (a treasure hunt with GPS and map - see p15) and the LMF map display at Middlesex University and Hendon library.

One event I would bring to your attention is the planned ‘Survey of the Meridian’ by The Survey Association and one of their corporate partners, Topcon. This aims to run a GPS-enabled car with video capture technology (like Google Streetview) as close as possible along the Meridian. The project is part of a final chance for the mapping community to promote itself under the LMF banner with the opportunity to mingle with a host of names and invited celebrities. We have set ourselves the ambitious target of raising £50,000 for the charity. The auction is planned to start on-line in the Autumn, so even if you can’t come along, why not bid on one of the many experiences we will have available.

Thanks go to the BCS for their continued support of LMF and good luck for the 50th Anniversary of the Society in 2013 from the LMF team.

Seppie Cassettari

1. Geocaching in Greenwich Park – ‘making like the Cutty Sark’!
2. Viewing the map exhibition at Middlesex University

Volunteer Editor Needed!

We are urgently looking for a new Editor to join the Maplines team as soon as possible to enable us to continue to maintain the quality and standards of Maplines we have achieved over recent years. We would hope the new Editor would be involved in all aspects of the editorial work including any or all of the following -

- liaising with contributors
- copy editing
- identifying new sources of material for publication or new contributors
- layout work as necessary
- any other Maplines activities we find ourselves involved in at this exciting time of the development of Maplines and the BCS

We would be particularly interested in hearing from anyone who could join us in time to help with the Winter issue this October / November.

If you are interested or know anyone who would be interested please contact us at maplines.editors@gmail.com

Lynda Bailey, Senior Editor on behalf of the Maplines Editors
Symposium 2012

Mapping the Global Village

This year’s BCS Annual Symposium was held in Hook, near Basingstoke. Once again the delegate numbers were up on the previous year. A very full programme was crammed into two days, combining a good mix of speakers with thought provoking and entertaining presentations and a series of interactive workshops. Our theme this year was ‘Mapping the Global Village’, aiming to tie ourselves in with the other big event taking place in London in 2012. We had sessions on Changing Times, Transport Mapping, Art in Cartography and Mapping for the Olympics. The workshops very much linked in to these themes and provided a coherent programme for delegates, who judging by their feedback forms, responded very positively to the programme.

The icebreaker session this year was a test of cerebral dexterity rather than constructional ability with a version of Scrabble based on country names – congratulations to the winning team who amassed a very impressive 856 points!

The Gala Dinner on Thursday evening was followed by the BCS Awards Ceremony; our congratulations go to this year’s winners.

We look forward to welcoming you to Leicester in 2013.

Pete Jones
Chair, Programme Committee

GIS SIG

This year’s GIS SIG at the Symposium discussed the use of GIS in the charity and not-for-profit sector. Map Action, Birdlife, The RNLI and Global Map Aid each spent 30 minutes discussing their work and how GIS is helping to create business insight. GIS is helping to save and conserve lives, both human and animal around the world on both land and at sea.

With the current economic unrest donations to charitable organisations are falling. Every pound spent is increasingly important. GIS analysis combined with strong cartographic outputs enables charities to better understand their operational environment and how to focus their spend appropriately. Using GIS charities are able to make better informed decisions on where to invest donations in the most appropriate way and importantly justify their activities to the communities which support them.

I’d like to thank Ming Lee from MapAction, Mark Balman of Birdlife, Dan Ryan from RNLI and Doug Eamer from Global Map Aid for taking the time to speak at the SIG. The volume of questions at the end of the presentations highlighted another successful session.

If any members of the Society would like to suggest topics for future GIS SIGs or would like to present please drop Rob Sharpe a line at: rsharpe@esriuk.com

Award Winners 2012

The BCS Award
WINNER: British Geological Survey

The Stanfords Award for Printed Mapping Products 2012
WINNER: British Geological Survey

The Henry Johns Award
WINNER: Helen Jenny, Bernhard Jenny, William Cartwright, Lorenz Humi
Local terrain deformation inspired by hand-painted panoramas (Volume 48 Issue 1)

Ordinance Survey MasterMap Award
WINNER: Europa Technologies Ltd
Rendition of OS MasterMap for via Europa hosted map service

The Avenza Award for Electronic Mapping Products
WINNER: Kent County Council
Kent Habitat Maps
Highly Commended: British Geological Survey Anglesey (Ynys Môn): A Landscape Carved by Ice

The John Bartholomew Award
WINNER: no winner awarded as the HarperCollins judges did not feel that the entries received met the criteria.
Commended: Defence Geographic Centre Cultural Briefing Map - Kenya
Global Mapping Planisphere

Visit the BCS website at www.cartography.org.uk
Mapping the Global Village

Very interesting to hear about the latest developments and to look at cartography from a wide range of perspectives from experts working in different organisations.

Jeremy Brocklehurst – Office for National Statistics

An interesting event with a good variety of presentations and workshops on offer. Peoples’ passion for mapping shone through!

Charley Glynn - OS

Fun, informative and well run.

Kevin Black - UKHO

Excellent opportunity to network, discover new aspects of cartography and generally be stimulated.

Paul Gosling - DGC

"I thought the programme was exceptionally strong this year and I really enjoyed the conference! Great work!!!"

Dr Ken Field, ESRI

Lots of food for thought equally from exhibitions and talks. Good social aspect too.

Well worth coming.

Paul Kelly - Geo Mobile Gmbh

In terms of support, 54 different people have been involved in running the workshops, 18 from the Defence Geographic Centre (all of whom are BCS members), 10 BCS Members and 26 RGS Geography Ambassadors. The support from RGS has been very useful as it has allowed us to involve local Ambassadors to support the roving BCS team.

Judson from both the teacher and student feedback, it has been a great success. Most teachers say it has exceeded their expectations and has provided a challenging task for their students to undertake, building on both their geographical skills and knowledge as well as providing an excellent opportunity for team working. The student feedback continually mentions that they enjoy the team working activities, experiencing a real life scenario, working with different maps and researching on the internet. The most common ‘complaint’ is lack of maps in English, but we are now emphasising that in a real world situation you would have to work with local maps, which in the current scenario we present, are in Japanese.

We already have eight events for 2012/13 either organised or in the final stages of deciding upon a date, several of which are repeat visits to schools we went to this year, so we must be doing something right!

Mary Spence MBE
David Cooper, Honorary Doctor of Science

On 19th July 2012, David Cooper was awarded an Honorary Doctor of Science by the University of Bedfordshire for his services to Geography at Luton graduation ceremonies.

David Cooper, former Principal Lecturer and Head of Geography, was awarded an Honorary Doctor of Science at this year’s Luton graduation ceremonies. David came to Luton in 1960 and finally retired in 1995. David was the driving force in establishing the Diploma in Geography, graduates of which are affectionately known as the Dip Geogs. The Dip Geog was a hugely successful course launching the careers of many talented students. Including the integral placement year the course was seen as excellent preparation for the work place.

The graduates have also gone on to form a very active alumni group who regularly organise reunions.

The 2012 Symposium was well attended by representatives from all areas of the business of maps, with Corporate Members filling the Exhibition area there was a real opportunity to network. It was great to see such a good turn out, the largest number of exhibitors for many years. Thank you for your support. Many of our members attend related conferences and trade shows. In April a few of us could be found at the London Book Fair and in May the International Map Trade Association (IMTA) held its annual conference and trade show in Dresden that attracted businesses from around the World.

The BCS gives you the opportunity to promote your business to the wider cartographic community and in return we should do our best to promote the BCS. As the Corporate

National Land Use Map

The GeoInformation Group announces the first release of its land use reference database for the United Kingdom.

This unique and comprehensive National Land Use Map identifies the location and the extent of 26 different land use categories throughout England, Scotland, Wales and Northern Ireland. It is the only current map of its kind enabling planners and policy decision makers to consider the strategic implications of their plans in the context of a national picture.

The land use information is updated on a regular basis and includes industrial areas, retail and business parks, agricultural and natural landscapes as well as different types of urban environments. These key categories help professionals address both current and future issues such as flooding, house building and the preservation of open space all based on a single and consistent database.

The National Land Use Map, which was derived from projects in support of national utility network programmes, has been adapted for use by market sectors such as local and central government, consulting engineers and commercial property developers. It is broadly based on NLUD v4.4 classification system to ensure compatibility with databases that have been created in the past.

The database enables professionals to make informed decisions about development, taking into account both local and regional context and balancing the conflicting pressures of urban growth and rural protection.

‘The availability of a national land use database that covers the length and breadth of the United Kingdom is a powerful resource for anyone charged with managing our landscape. Not only does it offer the ability to consider the wider implication of plans but the ability to identify land use and derive statistics in a consistent and coherent manner,’ said Alun Jones, Manager Director for The GeoInformation Group.

‘For over 15 years, The GeoInformation Group has used its extensive expertise to create land use maps through digitising land use types from high resolution aerial photography but never before has a database been available at a national scale. Its value will be recognised by professional users in a wide range of market sectors’.

Data is provided in easy to use formats and users can define the area they wish to purchase.

Excellent, and thoroughly deserved award. And something that all of us who work in the subject can take pride in as well.

Tony Campbell

Maps in strange places

‘OBE. Peter Michael Barber, Head of Map Collections, British Library. For services to Cartography and Topography.’

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

Spring Quiz answers

1. Ditchley Portrait
2. Teaches
3. 1914
4. 1926
5. Museum of British Transport opened in an old bus garage in Clapham South London
6. William Rogers
The survey was open for three months online and was also available in paper form. Ten questions covered the format, time of day, time of year, cost and location of the evening; thirty eight Fellows responded to the survey.

An overwhelming 98% of respondents felt the Society should continue to run an annual Fellows’ event. The preferred time of year varied considerably: overall the most popular times being between April-June (37%) and October–December (31%); twenty eight percent of respondents didn’t mind what time of year the event took place.

The current format of the event is an invited speaker and a meal. Fellows were asked which of the four suggested formats they would prefer (Figure 1). The most popular option, (77% responses), was an invited speaker and meal. Two respondents made additional suggestions: visit a place of interest such as the House of Commons and the event should be informal.

When asked whether a sit down meal or buffet was preferable, 62% of respondents thought this was a suitable location. However nine respondents added a comment to this answer. It was suggested that the event should move around the country or be on an evening prior to the Annual Symposium to encourage more people to attend. Other suggested locations included Birmingham, Taunton, Oxford, Cambridge and Scotland.

Fellows were asked what time of day they would like the event to take place. The most popular option was ‘Evening with networking in the bar before the event’ (48%). It was suggested the event should run after another meeting e.g. Council Meeting.

Cost to attend is important to everyone. Fellows were offered four price brackets for three options: speaker only, meal only, speaker and meal. For an event which was speaker only or meal only 93% and 68% respondents respectively felt that £25-£30 was appropriate.

For a speaker and meal almost half respondents, 48%, selected £31-£45 and 31% selected £46-£60. Fellows were asked who should be invited to attend the event, whether this should be Fellows only, all BCS members or also include non-members. Although the highest return was for Fellows only, 67% of BCS members and non-members, comments suggested that non-members should be from specific groups such as sponsored guest of Fellows or Fellows of other societies or professional bodies e.g FRGS.

Fellows. With a greater number of attendees BCS Fellows may then receive a small discount to attend.

Finally we asked Fellows for additional comments and recommendations for speakers: sixteen responses gave varied answers. Several Fellows stated that they have been unable to attend recent events, due to personal reasons rather than lack of interest. For the future, general support for cartography was popular, and we should use the event to promote what we do as a society to those that have not heard of us.

So what next for the Programme Committee? The first action is to confirm this year’s event. Based on responses from this survey we are opting for 31 October in London. The event will be in the evening with an invited speaker and meal where we will do our best to achieve the price range preferred. To attract more attendees we will hold the event after another meeting, for this year this will be the AGM.

In the meantime we will map the postcodes of Fellows’ home addresses to identity other locations that we may choose for future years. We will also continue with our plan to ask for members’ feedback on other events and will work with the Convenors of the Special Interest Groups (SIGs) to ensure we cover all events we hold.

Finally, a big thank you to all respondents to the survey; we appreciate your time in completing the survey as it gives us valuable feedback to work on for the Society. We hope you agree it was quick and easy to complete and that you will encourage others to complete future surveys. Your comments count.

Pete Jones
Chair, Programme Committee

Geocaching

Geocaching is very enjoyable but physically challenging. It is an outdoor-real world navigation event using GPS devices. All the teams were required to navigate to all the compulsory and optional way points, solving the entire question at specific way points. Timings were crucial as the accumulation of points takes into account the time taken; some geo points required arrival at precise timings. Most people found the device slightly complex and it was a learning curve for all participants. The GPS device frequently lost signal in densely built up areas and required improvising and navigating directly from the system map. Working in groups was interesting but had its detriments because it required you to work at the pace of theslowest member and you had to arrive at a group decision on the majority of your outcomes; even when you disagree. Cpl Morley’s team worked very well as a team and it was interesting to see the diversity of skills being used; they even related lymphatic filariasis with the Navy infirmary (1800) as the correct answer at one of the locations.

Geocaching is slightly different to orienteering because on arriving at your way point, there are no markers but the related question gives you an indication of whether you are in the right place, then you go about solving the task. We anticipated the event would go well, the going proved otherwise. There were areas that required calculations, team work, sound geographic knowledge and a lot of thinking. For instance, when we arrived at way point 11, the instruction was to find M.SABO and extract four M.S. Sabo jokes. My group thought this must relate to a theatre and we strayed to various theatres but in the location but to no avail, until I spotted a shop around the corner tucked away from view called M. Sabo. On close inspection of the convenience shop there were adverts on the window which were not adverts, for example, ‘Parachute for sale used only once. Unopened...’ ‘One fried egg for sale, would make great book’.

Other way points included questions such as ‘What are Valencia’s coordinates?’...continued on p19
Much has been said about the need to revitalise our town centres due to popularity of out-of-town shopping, especially with The Portas Review: an independent review of the future of our high streets, 2011, by Mary Portas. She says ‘High streets must be ready to experiment, try new things, take risks and become destinations again. They need to be spaces and places that people want to be in. High streets of the future must be a hub of the community that local people are proud of and want to protect.’

Penryn, Cornwall is actively working on creating a strong business community. Tired with different organisations having difficulty promoting the town, the traders set-up a regular meeting called the Penryn Independent Traders, to do something practical.

‘The group has some great ideas, but we are not getting bogged down with too much talking about it: we are all focused on seeing action. We are focused on doing, rather than talking’ said Ed Hartgill, who runs the Number20 wine bar.

Penryn is an up and coming town; with the new development of the Tremough Campus on its town boundary, it has more people passing through Penryn than ever. And this is the main issue; people often pass through Penryn to get to the nearby town of Falmouth to shop, eat and drink. The challenge for the traders of the town was to promote Penryn as an interesting place to stop, stretch the legs and explore the town.

Penryn has much to offer as the historic town has glorious views over the Penryn river, a museum dedicated to the town and energetic walks through the Glasney Valley, two minutes’ walk from the main street. However, as most of the shops are small and independently run, the town lacks a unified image that other towns might have.

Several of the traders got together to discuss a map to promote the town. I went along on invitation from the local printer, Trevor, as the representative of Clear Mapping Company; we are actually based over the river in Falmouth. At the meeting, the brief was outlined: creating a map from scratch by the Queen's Diamond Jubilee in four weeks’ time. Usually a project of this size with 30+ independent traders, each with an equal say, would take around 6-8 weeks to complete, but I was willing to take up the challenge.

With the support from key members of the business community, each trader involved in the town was asked if they would like to get involved. The Town Council and the University were also asked to get involved and contribute to the map. The community engagement process meant that all traders were involved in the project from deciding the front cover to exploring and plotting the local walks. I worked as a project manager alongside Trevor who was the project’s main focal point in the town.

I have worked on other community projects, but nothing quite so intense as the Penryn Independent Trader’s Map. The traders were really focused on what they wanted to achieve and I’m pleased that they are pleased with the results.

The maps were printed and distributed around the town, the university and in surrounding areas. Each trader also has a ‘lollipop sign’ with their number on to promote the map on the ground. The project was completed on time and on budget for the Diamond Jubilee weekend - something to celebrate after all!

Caroline Robinson
Clear Mapping Company
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The London Mapping Festival has been going over a year and hundreds of people follow its progress on Twitter. But on those days when there has been nothing to talk about LMF has been passing on facts or interesting snippets about London.

Here are 10 questions based on those tweets. For the first set of correct answers the winner gets a copy of the LMF London in Maps book.

To enter just send your answers to maplines.editors@gmail.com

1. How much was Harry Beck paid for his original job?
   A 4 guineas; B 5 guineas; C 6 guineas

2. Angel Tube Station has Western Europe’s longest escalator. How many steps?
   A 294; B 329; C 318

3. How many UNESCO World Heritage sites does London have?
   A 6; B 4; C 2

4. How many national museums are located in London?
   A 22; B 26; C 31

5. Britain’s first supermarket opened in Earls Court in which year?
   A 1951; B 1953; C 1954

6. The first football match played under Football Association rules was in Battersea Park in which year?
   A 1862; B 1864; C 1866

7. The tallest church spire in London is St Mary’s Abbot Church in Kensington at how many feet?
   A 266; B 278; C 284

8. When was Parliament Square, Britain’s first roundabout, built?
   A 1922; B 1924; C 1926

9. How many people visited the Great Exhibition of 1851?
   A Over 6 million; B Over 8 million; C Over 10 million

10. Which king founded the first golf club in England at Blackheath?
    A James I; B James II; C Charles I

The winner of the Spring 2012 quiz is Robin Burchfield. Spring Quiz answers on p. 12.