Branding Cartography: a personal view

The BCS is looking to create a new brand image that will promote cartography in general and the BCS in particular. Before a new branding can be presented, there needs to be a clear understanding of what comprises the function of both cartography and the BCS.

During recent Council discussions, a facet of cartography’s identity problem came to light. There is a growing body of opinion that states, ‘because there are thousands of people out there making maps, therefore, there are probably more cartographers today than there have ever been. I’m not sure this is a good place to start. In fact this may be the very crux of the identity crisis that has engulfed cartography in recent years, resulting in the inexorable decline in BCS membership. I’ll outline what I think about this in a moment or two, but first let me say something about our present situation’.

The philosophy expressed above, is grounded in a quite natural response to the threats perceived by our profession, to the predications of other disciplines. The first part of the knee-jerk reaction was the response to DTP taking away the cartographic craft. The skills of a lifetime and a whole chapter of cartographic history were wiped out in an instant. For many, it took a while to come to terms with the new technology on which the future was written, but most made it in the end. However, in the process, some of the stuffing was knocked out of the cartographic profession. There was a complete failure to see that the core had remained intact, even if some of the cladding had been knocked off. Before we could start putting the stuffing back in, we were hit by the second wave of technology, which, like the second wave of the tsunami, was far more devastating than the first: the arrival of true GIS. One wave had taken our craft and the second had taken the whole of our collection, storage and manipulation of geographic information. I’m afraid cartography just rolled over and died.

It was around this time that the ‘many map makers equals many cartographers’ philosophy outlined above began to emerge. It was believed that the swamping of cartography as a discipline had a hidden benefit, in that almost everyone who could make a map was now a cartographer, in name at least. Instead of clipping cartography’s wings, they had, in fact, been allowed to spread. This is not only patently untrue, but for the sake of the cartographic profession, I don’t want it to be true! If there is ever to be a future where we can fanfare cartography against other disciplines, or if we are ever to seek the support and the funding of commercial and statutory agencies to further the promotion of our industry, then we must rise above the notion of map-makers.

We need to do away with the false notion that cartography covers everything, and actually look to see what, if anything it does cover. The problem was perfectly illustrated by W.S. Gilbert in *The Gondoliers* when he postulated the creation of an egalitarian utopia, ‘When everyone is somebody, then no one’s anybody’. Everyone can’t be a cartographer, and very few of these ‘map-makers’ would ever dream of calling themselves such, so why do we?

Continued on page 4...
Editorial

By the time you read this many of you will have had your way on summer holidays and now you are all rested and tanned, having read your list of summer books and turned the garden into a haven of tranquillity. So we hope you will be looking forward to joining us all in Manchester for the Annual Symposium. With that in mind do turn to the guide to Manchester supplied on pages 8 and 9 to whet the appetite. Maplines Editors will be at Manchester. Why not catch us for a chat and tell us what you think of Maplines and what you’d like to see included.

Our sister publication, The Cartographic Journal is looking for reviewers and for papers to be submitted. If this is of interest you will find details on page 6. Alan Collinson has been busy recently. You will find the fruits of his labours on page 10 and 11 on behalf of the Design Group as well as his personal view on branding cartography, our feature article this issue. Do you agree or disagree with his views, we’d love to hear from you. For those of you who are interested in cartographic design there is a further treat in store as the Design Group take their wares to a wider audience via a major new BCS event in Glasgow on 17th November. Make a note for your diary as it promises to be a ground-breaking seminar profiling some of the UK’s and BCS’s leading cartographers. Early details for this are on page 7.

See you at the Symposium.  

Lynda, Martin and Sheena

And it’s goodbye from me...

This is the last President’s piece from me! Just a few days away from retiring by in a whirl of meetings, plans and debate. I believe we have made some significant strides to achieving the goals the Society set itself nearly four years ago. When Harborough took over the reins she will be actively pushing forward further.

It has been a great privilege and honour to serve as your President, I hope that I have laid the shoes of the many notable previous incumbents of the post to your satisfaction.

This is a time of change. We have seen major upheavals in nearly all parts of the geographical community, not least in the world of mapping. I am more convinced than ever that the role of the map remains as important as it ever was. In fact I am sure its significance in communication is more important; it is just the way we create maps and they way they look that is changing.

The challenge for all is to make sure that the core competencies cartographers bring to the wider discipline of geography are not diminished in the rush to embrace technologies, and that we embrace these technologies, developing new ways of making maps.

A key role that the BCS has started to develop, but continues to pursue vigorously, is that of reaching out beyond the mapmakers to the wider world of map users. It is part of our charitable aims; something we need to put more effort into if we are to ensure high quality mapping is a part of the geo-spatial industry of the future.

You will be aware we are planning four one-day seminar events around the country in the autumn. These will include talks on all the basic aspects of maps and map-making, as well as an exhibition for our corporate members. I hope as many of our corporate members as possible will attend or contribute in some way. This is a chance show our skills and experience.

I hope that you as members will come along, it is free. But more importantly, circulate the details around the office, to friends or within other societies. Let’s get people coming along who use maps but really would benefit from understanding more about how they are put together and how they can better use maps in their GIS or planning systems.

My final role will be to chair the AGM in September. Prior to that there will be an EGM where we can announce the results of the membership rise for an inspection in subscriptions. This is always a thorny issue, and one the Society has shied away from in the past.

The last increase was in January 1993. The Society has done extremely well to continue with all its activities, increasing its cash assets over that period without an increase in subs, but it is now time to do so. For the first time since we introduced a formal budget process, your Council have agreed a budget for 06–07 that will make a small (£200) loss next year if we do not increase the subscriptions.

The subject invokes lengthy debate; everyone has a view on how to pitch the rates after such a long period. Council was certain there should be a change, but there were as many suggestions of what the rates should be and when we should make the change, as there were members at Council.

In the end, the following is being recommended. 

- Ordinary Member .............. £35
- Fellow ..................................£50
- Associate .............................£15
- Corporate ............................ £380
- Small Corporate ....................£75

The last category is a new one to accommodate the large increase in recent years of small companies, with less than 10 staff involved in cartography.

I have prepared a set of notes on the debate, all the main points for and against the numbers proposed, and why the Council agreed the position it has taken. You will receive these at the Symposium. If you are unsure of the EGM but you can also see them on the BCS website or get a copy from Ken. If you want to contribute thoughts, concerns or suggestions before the EGM, I will do my best to reflect the full range of views at the meeting. Send all your emails to me at seppe@cassettari.org before the 30th August.

Finally, my thanks to everyone who has contributed, in whatever way, to the running of the Society over the past two years. Without your efforts and commitment the BCS would not be what it is today.

President

The challenge for us all is to make sure that the core competencies cartographers bring to the wider discipline of geography are not diminished in the rush to embrace new technologies.

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

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MEMBER’S OFFER

Sea Charts of the British Isles: A Voyage of Discovery Around Britain & Ireland’s Coastline, by John Blake. Foreword by the Lord Boyce GCB, OBIE, DL. Published by Conway in November 2006 as a full colour illustrated hardback, £20.

BCS members can order a copy of Sea Charts of the British Isles for only £18.00 including free p&p in the UK. Call 0870 787 1813 and quote reference CH878

Sea Charts of the British Isles

For landmen, the coastlines of the British Isles have always held a fascination. Charts of the ports and harbours were drawn out of necessity – to guide trade, to review defence, and even to define ownership. Sea Charts of the British Isles takes the reader on a circumnavigation, exploring, through the chart, the multitude of sea ports, fishing and commercial harbours, naval bases and dockyards, and seaside havens that have supported local life.

This highly visual collection of beautiful charts contains a wealth of information about Britain and Ireland’s maritime history and the story of charting and surveying. Discover how mainland Britain and the outlying islands adquired their distinctive shapes, and learn about the history of the carting of these ‘sceptred isles’ (as Shakespeare referred to them).

Split into seven chapters covering:

- The charting of the British Isles.
- London and the Thames Estuary.
- The South Coast.
- The West Coast and Wales.
- Ireland.
- Scotland.
- The East Coast.

Charts have been taken from such prominent archives as the Admiralty Library, Portsmouth, The UK Hydrographic Office, the British Library, the National Archives and the National Maritime Museum, and include the great names in British chartmaking, such as Captain Greeneville Collins, Lewis Morris, Professor Murdoch Mackenzie, Gracee Spence and William Bligh.

Through the stories of chartmakers and publishers, coastal defence and trade, these charts highlight the rich historical and cultural diversity that exists around the British Isles.

About the author

John Blake spent twelve years in the Royal Navy, including in the role of navigator. In recent years he has developed his intellectual licensing company Classics Licensing which was contracted in 1995 to represent the archives of the UK Hydrographic Office, the largest collection of maritime cartography in the world. He is a keen maritime historian and writes and lectures internationally on the subject.

The Cartographic Society 2006

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Deadline for copy for the December 2006 edition is Tuesday 10 October

The challenge for us all is to make sure that the core competencies cartographers bring to the wider discipline of geography are not diminished in the rush to embrace new technologies.

Fellow ............................................................£50
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Corporate .................................................... £380
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BCS President
Branding Cartography:

All cartographers are map-makers, but not all map-makers are cartographers!

Cartographers understand their sources. Map-makers do not!

Cartographers are GIS and graphics literate. Map-makers are not!

Cartographers are geographic data visualisers. Map-makers are not!

Cartographers inject clear messages into geographic information. Map-makers do not!

...continued from page 1

There are two issues here: the cartographic profession and The British Cartographic Society. The first needs to distinguish and separate itself from other disciplines, whilst the second needs to broaden its appeal to far more than just the cartographic profession. The problem is how to brand a profession and an organisation, both of which have little or no idea of what defines them.

However, despite the desperate situation in which our profession as a whole finds itself, there is a way out. Drawing on a re-emerging cartographic identity, the BCS, and its sister professional body, The Society of Cartographers, need to brand cartography in such a way it retains the cartographic professional whilst at the same time encouraging all map-makers, whether they have little or no idea of what defines them, to identify with it. This is not quite the contradiction in my argument that it seems. The actions taken by the cartographic profession to protect its identity, should not preclude the BCS from encouraging membership from as wide a range of map makers, map artists and graphic designers as possible. In tandem with this thrust we must also look at the public perception of both the cartographer and the BCS/SOC.

Part of any branding exercise should be the means to identify the societies as independent conduits of cartographic awareness. They have a shared responsibility to explain what sort of maps there are, the different types of people who make them, the degree of reliability that can be put on any map product for a specific purpose, highlighting how maps are used in other professions and in daily life and especially an appreciation of how maps can deceive.

A third element of our search for a reinvigorated cartography, and consequently profession, should be to review our membership policy. We need a public face which shows the sort of people who become members of the society: Professional cartographers, (preferably examples under the age of 70 with some element of photogenic attraction), allied professionals, map curators, military historians, GIS technicians and software manufacturers, students and children, and most importantly, the general public. We also need some radical rethink of our membership fees. Let’s try student membership for £5 and children’s membership for £1. Naturally we will have to rethink the kinds of brochures and other publications we provide to attract these groups.

And the last element in all this, for now at any rate, is to look at the education and training of future cartographers. The long term future of our profession depends on it. Colleges and universities are unable and unwilling to offer full cartographic qualifications because of the relatively small numbers of students. Mapping organisations are equally unwilling and so we must propose our own solutions.

If the cartographic companies and institutions in the UK can be convinced that they need cartographers, then, the case that in the future they will have to pay some of the cost of that training and education themselves, must be forcefully put to them. The major cartographic institutions in the UK, (national, statutory and commercial), must design and sponsor a course or courses in cartography. This would naturally be best placed in one or more of the colleges and universities which currently have the academic staff capable of undertaking the task, or at establishments such as the School of Military Survey, one of the last surviving UK sources of professional cartographic education and training. Sponsorship has permeated all our lives, so I see no reason why we shouldn’t include it in cartography.

These points, and many others that will come up in future discussions, must become the focus of our society if we are to raise the profile of our profession and stem the tide of declining membership. Hopefully it may be dead, but it won’t lie down, (as my old auntie Florrie used to say).

Alan Collinson FBCart.S.
The Cartographic Journal

Be a Reviewer

Reviews of new maps, atlases, software and textbooks of cartography and related fields are an important part of the Journal, providing guidance and valuable opinions to our international readership. If you would like to be added to our database of reviewers or have a particular item in mind you would like to review, send an e-mail to: alexanderjameskent@yahoo.co.uk or write to:

Alexander Kent, Assistant Editor – The Cartographic Journal, Department of Geographical and Life Sciences, Canterbury Christ Church University, North Holmes Road, Canterbury, Kent CT1 1QU

You should include your full contact details and area of interest or specialisation. Reviews are normally around 800-1200 words in length, depending on the item. Upon publication in The Cartographic Journal, reviewers are free to keep or donate the item reviewed.

Call For Papers

The Cartographic Journal (first published in 1964) is an established journal of record and comment containing authoritative articles and international papers on all aspects of cartography and related technologies (e.g., GIS, remote sensing, and global positioning systems). In addition to peer-reviewed ‘refereed papers’, authors are encouraged to submit material for the ‘Observations’ section for shorter papers, which includes progress reports on specific projects, technical notes, and essays exploring historical aspects and discussing relevant issues.

Authors may submit papers (including illustrations, tables, double-spaced A4 copies plus an electronic copy (on DVD, CD, or via e-mail) to the Editor:

Dr Kenneth Field, Senior Lecturer in GIS, School of Earth Sciences & Geography, Kingston University, Penrhn Road, Kingston upon Thames, Surrey KT1 2EE
E-mail: kenneth.field@kingston.ac.uk

All electronic manuscripts should be submitted in either MAC or IBM compatible Word or Word Perfect file formats. Illustrations should be in TIFF or EPS formats where possible, and ideally, images should be at 300 dpi resolution.

Papers may also be submitted to one of our Regional Editors, for further information, see the inside cover of a recent issue of the Journal, or visit www.maney.co.uk/journals/notes/carto

NATIONAL MAP CENTRE MEMBER’S DISCOUNT

We are delighted to announce that National Map Centre, Caiston Street, London SW1 has agreed to offer BCS members a 10% discount on purchases from their store. The scheme will commence on 1st September 2006. Members will have to produce their current membership card in store as proof of belonging to BCS to qualify for the discount.

AGI2006 – Better Business by Design

Representatives from Google Earth and Microsoft Virtual Earth are among the speakers who will be exploring the value of geographic information to business and government at AGI2006, the UK’s largest annual event for the professional geographic community. As it is widely accepted that geographic information (GI) touches every aspect of life, this annual event has established a reputation as a significant platform for visitors from many market sectors. This integrated conference, which is organised by the Association for Geographic Information (AGI), will be held from the 12th – 14th September at the Business Design Centre Islington in London.

This year’s conference theme, ‘Better Business by Design’, addresses the role of GI within business, exploring the growing importance of ‘where’ to individuals, business and government. The three-day conference programme provides those with a professional interest in GI the opportunity to share and exchange opinion and experiences. The programme includes world class plenary speakers from Google, Microsoft and Oracle together with respected players from the world of GI including representatives from central government, business and technology.

‘This years event will be vibrant, dynamic and exciting.’ Said Sallie White, Conference Chair AGI2006. “AGI2006 will provide an unbeatable opportunity to make a direct contribution to important debates, meet and network with other practitioners and learn from your peers and industry experts.”

Attendees at AGI2006 can also gain free entry to the UK’s largest GI focused trade exhibition. With over 50 exhibitors from the UK, Europe and beyond, visitors to the show floor will experience the latest technology and can explore its application for their individual requirements. At the centre of the exhibition floor will be an independent Solutions Centre. Managed by Training 4 GIS and staffed by industry specialists the AGI2006 Solutions Centre offers free educational workshops validated by the AGI Continuing Professional Development programme and supported by the Chartered Geographer scheme.

Also new for this years event is an extended programme of social and networking opportunities including a champagne opening reception sponsored by the Ordnance Survey, a ‘Rock n Roll’ themed party and ‘Bon Voyage’ event organised by the AGI.

For further information visit: www.agi.org.uk

News

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News
Manchester is a fascinating city, it is a city of firsts...the birthplace of the Industrial Revolution, the first computer and commercial railway to name a few.

Manchester is known as the ‘original modern’ city. It has earned a reputation as a revolutionary, innovative and entrepreneurial city, leading in the development of the modern world, establishing the saying, ‘what Manchester does today, the world does tomorrow’.

First Commercial Canal

Opened in 1761, The Bridgewater Canal was the first man-made waterway in Britain. This instant commercial success invoked ‘canal mania’. In Manchester today the existing network of canals are now home to uber chic apartments, restaurants and bars. Take a break from the bustle of the city to experience the beautiful, tranquil canal-side culture of Castlefield.

First Commercial Railway

The Duke of Wellington opened the Liverpool to Manchester Railway in 1830, this moment in history began the railway revolution. The site of the first railway station celebrated its 175 year anniversary in 2005 and is based at the fascinating Museum of Science and Industry in Manchester.

Votes for Women

In 1867 Lydia Becker founded the National Society for Women’s Suffrage. The Women’s Social and Political Union, the body eventually went militant and was later christened the Suffragettes, founded by Emmeline Pankhurst in 1903. Emmeline dedicated her life to the campaign for women’s votes. Visit the Pankhurst Centre, previously the home of Emmeline. This museum displays the work and struggle of women suffragettes, as well as reflecting everyday domestic life in the Pankhurst parlour.

Birthplace of Vegetarianism

Inspired by the sermons of Rev. William Cowherd, the vegetarian movement began in 1809 in Salford Bible Christian Church. The Altrincham-based Vegetarian Society holds events all year round, visit www.vegsoc.org for more information.

Manchester is now a culinary city with a burgeoning restaurant scene offering a multitude of cuisines.

First Computer

In 1948 at Manchester University, the first computer to have a stored programme and memory was developed by Professors Tom Kilburn and Fred Williams. Nicknamed ‘The Baby’ it has made the computer what it is today. A replica can be seen at the Museum of Science and Industry in Manchester.

Professional Football League

Manchester is a city synonymous with football. It is home to four premiership football teams and the world’s most famous, Manchester United. Manchester is where the first professional football league was set up in 1888 at the Royal Hotel, Piccadilly. Enjoy the stadia and museum tours of the UK’s most successful football region or visit the National Football Museum in Preston.

The Manchester Busy Bee. Adopted by Manchester in the 19th Century, to symbolise the industrious nature of the city and its people, the logo can be found dotted around the city on much of Manchester’s street furniture. The bee is also depicted in the Manchester coat of arms and can be seen as a part of the mosaic floor in Manchester Town Hall.

Keep an eye out and see if you can spot this great symbol of Manchester.
The Visualisation of Terrain

Visualisation, in the cartographic sense, is a computing method in which computer graphics and image processing are used in data intensive applications to transform the symbolic into the geometrical, thereby allowing the reader to observe the results. Visualisation permits the researcher to quickly produce several images with a number of combinations of variables from multiple data sets.

The strength of visualisation lies in the development of ideas, not necessarily the presentation of them in the traditional cartographic sense. Visualisation is a means of communicating cartographic information in ways that would not be possible in traditional cartography with the same effectiveness or efficiency.

If you were parachuted into a landscape that you had never seen before, would you recognise it? The principle of Terrain Visualisation is to assist in the recognition of unknown landscapes.

Imagine the Matterhorn
Can you recognise it?
Why can you recognise it?
Have you been there?
What of those who have not, how can they recognise it?

Now recreate that image in your mind.
Hold that image and slowly turn it round in your head.
How far can you turn it?
Part way round, or all of the way round?

Where did we get the information from if we have never been there and we have never seen videos of a fly past? What is our brain doing to turn an image that does not exist in our memory?

This is VISUALISING, bringing together what you know, from maps, photographs and even written descriptions, and then interpolating unknowns into a 3D moving image inside your mind. Not a bad trick for a mere human.

But something else is engaging here besides the simple act of creating images in the mind.
The concept of terrain visualisation does not necessarily need to involve sight in the normal sense of the word. Visual stimuli are used merely to create the mental image that we can use to sense our environment by other means. There is more here than just creating an afterimage in our mind which is used to perceive and recognise terrain we have never visited, and the accuracy of that perception will depend on the accuracy of the original stimulants. But other more powerful stimulants are at work.

The moment we begin to turn an image in our minds eye we automatically engage an important element in the human personality.

People absorb as much from emotion as they do from abstract symbols. This is recognised in almost all other design media, but is given no recognition in cartography. Indeed the natural reaction of those who deal with maps is to devalue the notion as soon as it is mentioned.

Many of you may have subconscious done so just now, even though the way you instantly engaged an emotional response suggested the opposite was true.

Most people buy cars because of emotion rather than mechanics or price, and by doing so they make a statement about themselves.

Maps should be truthful representations of the earth, but can also give a message, and it is our emotion which reads that message. It is the message which gives a map meaning.

THE HIDDEN MEANING BEHIND MAPS

The whole purpose of mapping is to add meaning to geographic data. This is constructivism. From various stimuli the human mind constitutes to give meaning, the aesthetic and meaningful effect of form, shape, texture and colour. It is all about how we represent things.

To give something meaning is a specifically human trait. Only humans ascribe meaning to events and circumstances. Often, however, in ordinary life, people tend to ascribe different meanings to the same event. An unusual bright light appears in the sky and some see it as a spacecraft from an alien world and prepare to be abducted. An astronomer sees a new comet and deduces a new variant in the origins of our solar system.

Armagedonists see it as a portent of the end of the world, whilst others see it as heralding the birth of a special child. Then someone comes along and wipes the speck of dust from the windshield!!! The cartographer’s role is to order geographic information so that only valid meanings can be drawn. Visualisation is the most powerful tool at human disposal for making clear what data means, because it introduces the human perspective.

THE HUMAN PERSPECTIVE

Human perception, is the key to understanding maps. Our perception interprets the human perspective of the universe. In the final analysis it is how we see things that really matters to us.

From our perspective, mountains are big, very big, so big as to dwarf our whole appreciation of landscape. In our reality we look up to mountains, so why then in the cartographic world do we draw maps where we can only look down on them. This does not fit with human perception about mountains.

When was the last time we parachuted into a landscape and saw it littered with tree symbols. Why can’t a tree look like a tree? A real tree with leaves! With birds sitting in the branches if we want!

One of the unique facets of Terrain Visualisation as opposed to conventional map products is the ability to create 3D graphic representations of the real thing. The nearer our cartography matches how we perceive reality, the more efficient will be our cartographic communication, and its resultant understanding.

The image is the message.

TERRAIN VISUALISATION

Landscape Generation, and the resultant Terrain Visualisations bring to the cartographer tools of enormous power, altering not only the style and look of maps but the way they are made. Our experience with these maps shows that they not only to provide information about a geographical location, but also have the power to make you remember them for the rest of your life.

Alan Collinson

A DAY WITH THE ARMY

On the March 16 this year the Design Group held it’s meeting at the home of the Royal School of Military Survey, Denison Barracks, Henritage, Newbury in Berkshire. There was a roughly even split between us civilians and the military staff who attended.

Alan Collinson and Susie Jones were our co-presenters. Alan’s talk, above, was very well received, lots of colourful slides always help! We also heard about Landsat 7 ‘On Earth’ images which can be accessed on-line. They are copyright free and available to download...interesting!

Irene Tucker gave a fascinating description of a project she is working on to map all the language families in the world. Sounded like a mammoth but worthwhile project.

Coming together with like-minded folk to hear about our chosen subject is always interesting and worthwhile. I would like to encourage more of you to attend Design Group meetings.

Design Group
Welcome to my final contribution to Page 12 as Corporate Liaison for BCS. In September I move from page 12 to page 3 (whew) and I must remember to supply a portrait photo before those Maplines editors start chasing me with that ubiquitous camera – I don’t trust them one bit!

It has been challenging at times being the first corporate rep and I hope it has been worthwhile for the members. We are on the verge of introducing a new category of membership in the form of ‘small corporate’ if the proposal gets approval at the EGM in September. This will mean that a host of small and micro businesses will no longer have the excuse of not joining us because it costs too much. So let them beware – we will be visiting all those who said they would join if the fees were reduced.

This recruitment drive will coincide with the initiative to raise the awareness of Cartography through the educational seminars described elsewhere. Let’s hope that we can offer sufficient benefit to delegates attending such events that we encourage lots of new companies to become part of BCS and broaden the range of companies in our midst, making it all the more interesting for existing members.

Thank you all for your support over the years. I trust that you will be equally supportive of my successor who will no doubt be gentle with you at first. But don’t relax too much – it won’t be long before you are being pestered again for contributions from Maplines...

Mary Spence
Corporate Liaison

By the time you read this you should have received an Invitation from our President to participate in the ‘Better Mapping Campaign’ seminars to be held in London, Cardiff, Liverpool and Edinburgh later this year.

There are two aspects to these seminars – an educational side with presentations from ten speakers to promote cartography as a vital element in our GIS driven world, as well as an opportunity for Corporate Members to take part in a small trade exhibition.

This will be a wonderful opportunity for Corporate Members to showcase their skills to a wider audience and I urge you to seriously consider whether you could make a presentation on an aspect of cartography, its development, modern techniques and applications. Alternatively, you can participate in the event by taking one of the stands in the trade exhibition alongside the talks or submitting an A1 poster and promotional material for the display section. There are lots of ways to join in and with over 300 delegates from a wide range of commercial, academic and government organisations it should prove a most worthwhile event.

We are also working on the preparation of a small booklet on the basics of Cartography and Design to be published in support of the seminars. Your prompt assistance would be much appreciated when the call comes round for you to supply images of your products to illustrate the diverse range of quality maps that BCS Corporate Members continually produce.

The challenge is to formulate a consistent, national strategy that supports regional strategies and other GI initiatives, taking in a wide range of stakeholder views. The GI Panel - a group of senior individuals representing key interest groups that provide medium- to long-term advice on GI issues of national importance - has agreed that if a member had an issue that could be supported by other members of the GeoForum then the GeoForum would take up the cudgels. UK GeoForum members also attended a Workshop on 23 June at Ordnance Survey(UK) to discuss the establishment of UK GI Strategy. This event ties in well with our efforts to create consistency at the national level.

The UK GeoForum was represented at the Workshop and we’ll keep you all in the picture.

Mary Spence
Corporate Liaison

ORDNANCE SURVEY

Congratulations to cartographers Nick Moss, Gavin Cliff and Mark Gales who have helped the Automobile Association win a Special Achievement Award from ESRI. This has been awarded in recognition of the AA’s outstanding work done in the field of GIS. ESRI will be presenting the awards on 9th August at San Diego Convention Centre.

David Irvine

NEW CEO

Mike Robinson has been appointed Chief Executive of the UKHO from July 19, succeeding Dr Wyn Williams, who retires after five years in the post.

For the past nine years, Mike has been at the head of international businesses that employ lead-edge technology in their marketing, investment and portfolio management activities. He joins the UKHO from the HBOS Group.

‘Mike’s selection underlines the importance attached to the challenge that UKHO faces in the digital marketplace, both by the Ministry of Defence and by the UKHO Board’, said David Palmer, chairman of UKHO

UK GEOFORUM

Members of the UK GeoForum met at the offices of the Royal Institute of Navigation in London on 6 June. Representatives from the AGI, BARSC, BCS, IMTA, RGI, RIN and RSPOsc were present and apologies were received from the GA, HS(UK), ICA, RICS and UKCC.

The updated events calendar is now on the Forum’s website hosted by the RIN at www.ukgeoforum.org.uk At present, there is only a single page listing the main events of the member organisations so it was agreed that the website needed to be developed and a specification has been drawn up including membership list with links to members’ websites with contact details, events both past and forthcoming, current issues and a discussion forum. It is hoped that the cost of setting up the website will be shared amongst the member organisations many of whom have already indicated they are willing to contribute.

Following the success of the Annual Lecture on 25th January 2006 when David Spackman spoke about the work of MapAction it was decided that there would be a 2007 event. This will take place at the RICS again in January 2007 and the speaker will be Dr David Williams, the new Director General of the British National Space Centre.

On the subject of future cooperation it was agreed that if a member had an issue that could be supported by other members of the GeoForum then the GeoForum would take up the cudgels. UK GeoForum members also attended a Workshop on 23 June at Ordnance Survey(UK) to discuss the establishment of UK GI Strategy. This event ties in well with our efforts to create consistency at the national level.

Two other points of interest: first the concept of ‘Creative Commons’ which is a form of copyright which has an international dimension, see www.creativecommons.org.uk to find out what it’s all about. Second, www.opensourcemap.org where you can deposit digital geographic data you have collected using GPS and which is then available to all. This facility may only apply to the UK at the moment but the concept could be followed in any country.

Peter Jolly
UK GeoForum

UK GEOGRAPHIC INFORMATION STRATEGY MOVES AHEAD

Plans to encourage more effective use of digital geographic information (GI) across business and public services have taken a significant step forward today, with the commissioning of a team of consultants to assist the GI Panel to create a UK-wide GI strategy.

The challenge is to formulate a consistent, national strategy that supports regional strategies and other GI initiatives, taking in a wide range of stakeholder views. The GI Panel - a group of senior individuals representing key interest groups that provide medium- to long-term advice on GI issues of national importance - has awarded the contract to the consultancy Know Edge Ltd following an S-CAT procurement process. Robin McLaren, Director of Know Edge Ltd www.knowedge.com says: ‘There are different strategies and initiatives at varying stages of evolution across the country, but without direction at the UK level there is a risk of divergence in key areas. There is a need for greater consistency and cohesion so that the benefits of GI can be shared and exploited more readily.’

Panel chair Vanessa Lawrence, Ordnance Survey’s Director General and Chief Executive, says: ‘A UK strategy has the potential to bring substantial benefits for the public and the private sector in helping to develop, implement and monitor evidence-based policies which are based on place or ‘where something happens’. Businesses’ applications and public web technologies can also contribute to greater consistency at the national level.

Developing a UK strategy is a key part of delivering the aims of the GI Panel.

Among the main aspects of the strategy set by the GI Panel is the need to enable significant economic, social and environmental benefits in both the short and longer terms. It should also reflect EU information requirements, be compatible with the UK’s public- and private-sector cultures, and create a model for voluntary participation and cooperation. The strategy is to focus on the uses and applications of data rather than on the data itself.

UNITED KINGDOM HYDROGRAPHIC OFFICE CELEBRATING WORLD HYDROGRAPHY DAY


The dinner was hosted by UKHO Chief Executive, Dr Wyn Williams who announced the launch of the Alexander Parkinson Award, as a symbol of recognition for outstanding dedication and contribution to World Hydrography. The award will become an extremely prestigious award in this sector. Simultaneous events were also held in Monaco hosted by the IHO and on HMS Scott, currently in Boston USA, to jointly celebrate World Hydrography Day.

Raymond Burke
BCS Administration Report

Subscriptions for 2006. Membership renewal reminders were sent out in May to all those members who had not paid annual subscriptions and I am pleased to say that at the time of writing this report there were only 77 members who had still to pay. Final reminders will be sent out in November and the names of all those members who have not paid by 31 December will be removed from the up-to-date mailing list. Subscriptions must be up-to-date to ensure continuing benefits of membership. Members have a choice of three methods of payment: Personal cheque payable to The British Cartographic Society. (Or for overseas members a Sterling Draft payable in London). Visa/Mastercard credit card, accepted providing that the standard card and cardholder details are included. Standing Order (contact the Administration Office for a form).

New members: The Society has pleasure in welcoming the following new members who have joined since publication of the April 2006 edition of Mapsline.

UK Members:
- Mrs K Becker, Mr G Broom, Mr M Griffin, Mrs V Dore, Mrs A A Klani, Mr G L Martin, Mrs J Mill-Hving, Mrs A S Heathers.

Overseas Members:
- Prof J T Bovill (Canada), Ms N Conrin (Ireland), Mr A Hinsperger (Canada), Mr M Johnston (Canada).

UK Associate Members:
- Mr M Foster, Miss R A Holiday.

Fellows:
At the meeting of Council held in June Fellowship status was awarded to Mr K O Eke (Nigeria) and Mrs I T Tucker. Have you considered applying to become a Fellow of The British Cartographic Society? There are currently 127 Society Fellows entitled to use the post-nominal designation FBCart.S. For further information contact the BCS Administrative Office.

Gift Aid: Since Gift Aid started back in 2001 we have been able to claim back over £14,000 in tax relief. To date 330 members have signed up for Gift Aid, this represents 84% of our UK Ordinary membership. To you all I say a big ‘THANK YOU!’ But if you are a UK taxpayer and you think your subscription would qualify for Gift Aid tax relief write or e-mail the BCS Administration Office using the words: ‘I am a UK taxpayer. I would like the Society to treat all membership subscriptions I have made from 6 April 2000 as Gift Aid donations until I notify you otherwise.’

If you are unsure whether your subscriptions qualify for Gift Aid call the BCS Administration Office. Can’t remember if you have signed? Don’t worry, sign again and I will sort it out here in the office. Remember, Gift Aid doesn’t cost you a penny!

43rd Annual Symposium: All members should have received a Programme and Booking Form for the Annual Symposium to be held at the University of Manchester in September; Additional copies can be obtained from BCS Administration and you will find the full programme on the Society’s website. The Programme contained a questionnaire which we would appreciate if you would complete and return. There are only two questions so it shouldn’t take more than five minutes to complete. UK members even have the benefit of a reply paid envelope. See you in Manchester!

Special Purchase. Map Scale Indicators: The Map Scale Indicator is a tool for calculating map scales and is particularly useful for map cataloguing or other types of descriptive uses. It is printed on a fourril translucent, stable base, and measures approximately 83 x 390 mm. The MSA can be used to calculate scales in miles, feet, kilometres, and degrees of latitude, generally from bar scales or grids on maps. Please note, these essential aids are no longer available from Memorial University of Newfoundland’s Department of Geography. Prices, including postage and packing, are: £8.50 UK, £9.50 overseas via airmail.

Payment for all sales items can be made by cheque (payable to The British Cartographic Society) or by credit card (provide the standard card and cardholder details). Invoices can be provided on request. All enquiries and orders to me at the BCS Administration Office, address below.

Finally...Are you on the move? Please inform the Administration Office. At the moment we have lost contact with eleven members who are on the current membership list.

Bibliographic Society
5th – 8th September 2006
Society of Cartographers Summer School
Keble University, Staffordshire, UK. For further information and registration either visit: www.esci.keele.ac.uk/soc/index.html or contact: Andrew Lawrence, Conference bookings, soc_conference@esci.keele.ac.uk
Tel: +44 (0)1782 583628
Fax: 01782 715261

5th – 8th September 2006
Fitzwilliam College, University of Cambridge, UK. For more info contact: Bernard Devereux, bj1@cam.ac.uk
Patsy Wilson-Smith, admin@ufm.cam.ac.uk

5th – 9th September 2006
Mapping the World: Medieval and Early Modern Cartography – International and Interdisciplinary Conference
Johann Wolfgang Goethe – Universität, Frankfurt am Main, Germany. For further info contact: http://web.uni-frankfurt.de /ZFN/saw/cfcl/english.doc

BCS 43rd Annual Symposium and Map Curators Workshop
University of Manchester, UK
For more info contact: Bob.Lilley@ordnancesurvey.co.uk
For further details see the BCS website.

MAPS AND SOCIETY
The Warburg Institute • Sixteenth Series: 2006-2007
Lectures in the history of cartography convened by Catherine Delano Smith (Institute of Historical Research) and Tony Campbell (formerly Map Library, British Library). Meetings are held on selected Thursdays at The Warburg Institute, University of London, Woburn Square, London WC1H 0AB, at 5.00 pm. Admission is free. Meetings are followed by refreshments. All are most welcome. Enquiries: +44 (0) 20 8346 5112 Dr Delano Smith or t.campbell@ockendon.clara.co.uk
For details of forthcoming talks from October to January see www.maphistory.info/warburgorg.html. For a comprehensive list of talks and meetings in the history of cartography, see John Docktor’s ‘Calendar’ http://home.earthlink.net/~docctor/index.htm

BCS Design Group presents
The Map Designers at the Lighthouse, Glasgow, UK
One day seminar for all those interested in map design. For more info contact: Lynda Bailey, lynda.bailey@bcsg.co.uk

More details on page 7

17th November 2006
The 2006 International Map Trade Association International Global Conference. Singapore. A comprehensive multi-stream presentation and workshop program featuring presenters from around the world sharing their knowledge and experience in all facets and aspects of our industry.

25th January 2007
UK GeoForum Lecture
Dr David Williams, new director general of the British National Space Centre. RCS, 1715 for 1800. For more info see page 13.

5th – 7th March 2007
Conversations with maps: world views in early modern Europe
The Sandars Lectures given by Sarah Tyacke, former Chief Executive of The National Archives and previously Director of Special Collections at the British Library. Cambridge University Library, Cambridge, UK. 5pm. For further details: www.lib.cam.ac.uk/maps/sadars2007

August 2006
Mapsline
14 • August 2006 • Mapsline
For a comprehensive list of talks and meetings in the history of cartography, see John Docktor’s ‘Calendar’ http://home.earthlink.net/~docctor/index.htm

BCS Administration Report

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

Visit the BCS website at www.cartography.org.uk
### Maplines Quiz

**Send your entries to:** Lynda Bailey  
**Maplines Quiz**  
**E213, FCO, King Charles St, London SW1A 2AH**  
or by email to lynda.bailey@fco.gov.uk  
**Closing date for entries is 3 October 2006**  

**Congratulations to our April winner,**  
**Jenny Hodson DGC, MoD**

**April’s answer:** **BRAVO**

**Sponsored by ESRI(UK)**

<table>
<thead>
<tr>
<th>Quiz Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>1. ‘Oh Canada’ is the national anthem of which country?</td>
<td></td>
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<tr>
<td>2. All seeing in a capital city.</td>
<td></td>
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<tr>
<td>3. A small island country capital and old aeroplane.</td>
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<tr>
<td>4. How would you cross the ‘Mintra Line’</td>
<td></td>
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<td>5. What range of mountains has a name that means ‘abode of snow’?</td>
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<tr>
<td>6. One of the largest states in the USA takes its name from its mountainous nature. Which state?</td>
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<td>7. Why is Scotland Yard so called?</td>
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<td>8. Which road is known as ‘Telford’s Highway’?</td>
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<tr>
<td>9. ‘Yo Heave Ho’ is the chorus of a famous river song, Into which sea, does the river which features in the title, drain?</td>
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<td>10. Which industrial product is associated with Clermont-Ferrand?</td>
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<tr>
<td>11. What is the name of the warm sea current that flows northwards along the east coast of Japan?</td>
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<td>12. Who is regarded as the ‘Father’ of GIS</td>
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**PRIZE**  
**£100 worth of Stanfords vouchers**