The who and why of map users

As professional or enthusiastic map users, it is sometimes difficult to appreciate the way in which some people view maps. I have encountered a wide spectrum of map users who I have classified these into five types.

• The first type will not use a map at all. They do not like or understand maps and if lost will ask the nearest person for directions. If given a map, they try not to use it.

• The second type of user will use a free map if available, but will not purchase one. They may use a simple free map even if a better bought map is available, as they don’t discriminate and may find a detailed map difficult to understand.

• The third type of user will buy a map if required, but will always go for the cheapest map even if a better one is available. They may have a price limit, of say, one or two pounds. They will not spend much time looking at the map before purchase, but will be more aware of the prices on the covers. They may use some inappropriate criterion to judge the map such as which one covers the largest area of land, even if they only need the central area, and completely ignore the fact that they have chosen the one which is the smallest scale and most difficult to read.

• My fourth group are people who will look carefully at all the maps available for an area, and choose the best one for the job, regardless of price. They may buy several maps of the same area that they are visiting, especially if they have different features to recommend them.

• The last group that I recognise are those who will buy maps of areas that they are not even visiting, just for the joy of owning and looking at them. They may buy World atlases and look at places that they may never visit, or buy complete series of maps, such as Ordnance Survey.

This classification does not take into account how good a person is at reading a map or how good their sense of direction is. Someone who is particularly fond of maps may have a very poor sense of direction and depend on the map to find their way. Conversely, someone who cannot relate to maps, may have an innate sense of direction and not have as much need of them.

continued on page 7...
Editorial

Welcome to the summer edition of Maplines, one that I hope will bring you all some light relief from this season’s unsavoury weather. For those of you who have been lucky enough to taste some sunshine, no doubt on foreign shores, you should now all be rested and ready to tackle the contents of this latest edition and be sufficiently primed for the Annual Symposium, Putting the Pieces Together, this year held in sunny Chester. We do hope to see you all there, it promises to be an excellent event.

Firstly, however, I would like to introduce myself and extend my warmest regards to you all. As you may now all be aware, I am the latest edition to the editorial team at Maplines and will be working closely with Lynda and Martin to continue to bring you your dose of thought-provoking and interesting cartographic news. Please feel free to contact me with your ideas for future articles, I do hope you will find me as approachable and helpful as Lynda and Martin have proven to be.

A map is the greatest of all epic poems. Its lines and colors show the realization of great dreams. 
Gilbert H. Graevenor, Editor of National Geographic, 1903 – 954

Anyway, enough of the introductions and on with the show. In this edition, Andrew Taylor offers his experiences on the psychology of map users; we would welcome any of your views on the subject. Please feel free to contact the Editors with your replies. Other highlights include a report on OS activities with World Heritage sites, (page 4), and the guide to this year’s Symposium at Chester (see page 9) and of course all the regular features including the back page Quiz which we urge you all to enter and compete for our highly coveted prize! May I also draw your attention to pages 9 & 11, where you will find details on how to contribute to the Cartographic Journal, and I would encourage anyone who is interested in this to do so.

See you in Chester!

Adam, on behalf of Lynda, Martin & Adam
Maplines Editors

GIS is the representation of geographical reality.
Cartography is the interpretation of geographical reality.

CALL FOR ITEMS FROM THE SYMPOSIUM

The Editors need contributions from all delegates who are attending this year’s BCS Symposium in Chester. Photos, thoughts, experiences, essays, quotes etc from your time at the Symposium for December’s issue of Maplines.

All contributions welcome.

Disjointed ramblings

It’s that time of year again; the BCS Annual Symposium is set to be a great event, this year held in Chester. The preliminary program has now been circulated and bookings are already being made. As you may be aware the format is a bit different this year but before you rush to comment on the absence of this or that, the ‘university’ venue or any other aspect of the event, please take time to review its content and consider how we are trying to achieve. In this era of decreasing conference attendances and increasing awareness of costs and the perceived benefits of attending, it is vital that we address the issues facing our members and endeavour to provide a program that best suits their needs.

To this end the organisers have introduced a wide variety of workshops and there should be something for everyone in the selection. They will definitely not involve spending copious amounts of time familiarising oneself with a strange computer, often spending the first 10 minutes struggling to get the machine to mimic that of the instructor and thereby missing the crux of the instruction; spending the rest of the session wondering what everyone else is doing. Oh no, there shall be none of that. Each workshop will of course operate differently, but the aim is to provide an interactive, semi-instructional discussion forum. Some may have the feel of a Symposium talk but held in a less formal atmosphere, in smaller groups and with audience participation. So, the message is be adventurous. Sign up for all three sessions; even if your specific interests are not covered by a particular workshop, you will almost certainly uncover fascinating gems of knowledge to take away with you. But most of all be entertained.

This year there will be more time for delegates to view the exhibition. We have deliberately restructured each day of the Symposium by including more opportunities to visit the exhibition, thus allowing those who wish to sample everything on offer, and spend the whole time in a mad flurry of activity, to do so without having to miss one of the sessions. The event has been specially designed to give more prominence to the exhibition in order to enhance the experience for Corporate Members and make it worthwhile for them to spend the time and effort putting on displays for our benefit.

On that note, Corporate Members, please consider supporting the exhibition by showcasing your excellent products. And if you are an employer please promote the event to your staff. There will be much on offer in the way of practical and theoretical cartography with the added bonus of CPD points for attendees.

The event this year is running a day earlier. We have introduced a special training day for non-members as a follow up to the hugely successful Better Mapping event held in the Autumn of 2006. It was clear from those events that there remains the desire to learn the basics of good map making. With this in mind, we are providing a practical workshop demonstrating the basics of good map design. This will be aimed at those new to cartography or with little experience of mapping, running on Thursday to give delegates the opportunity to attend the opening of the Symposium itself and view the exhibition. If we can demonstrate to these delegates that the BCS is the place to be for finding out more about making better maps then we may persuade some of them to stay for the Friday and hopefully to join the Society if they like what they see.

Enough about the Symposium. What else are we doing behind the scenes? Lots and lots is the answer. First of all I’m pleased to announce we have a new Chair of Publications in Dr. Dejan Vujakovic of Canterbury Christ Church University. You may remember him as the former Editor of the Cartographic Journal, so he has the right qualifications for his new role.

Secondly, I am delighted to report that we have secured sponsors for two of the new BCS awards which were introduced last year. Stanford’s, the famous map London shop, are now the sponsors of the Printed Mapping Award, whilst Avenza, the manufacturers of MApublisher software, are the sponsors of the Electronic Mapping Award. I hope both sponsors can attend the Symposium to present the trophies as well as see the fantastic range of new products that our members have brought along to show us.

All that remains is for me to urge anyone who has not previously attended a BCS Symposium, or who has stopped attending for whatever reason, to come along and experience our revamped event. I look forward to seeing many familiar faces and to welcome new faces also.

Mary Spence MBE
BCS President
Ordnance Survey, the nation’s official mapping agency, is proud to begin highlighting Great Britain’s World Heritage sites in celebration of the country’s magnificent built and natural landscape.

There are 23 World Heritage sites in Great Britain, including Canterbury Cathedral, Hadrian’s Wall and the city of Edinburgh, all of which will now be specially highlighted on Ordnance Survey’s famous and much-loved paper maps.

The OS Landranger Maps, OS Explorer Maps, OS Travel Maps – Road and Tour will now display the whereabouts of these outstanding national assets using a new blue tourist symbol based on the World Heritage logo. It is hoped that by highlighting sites of world renowned significance – like Stonehenge in Wiltshire, and the Ironbridge Gorge in Shropshire – it will encourage people to visit and enjoy them.

David Wright, MP for Telford and Chair of the All-Party Group on World Heritage Sites, says, ‘I am delighted that Ordnance Survey has decided to raise the profile of World Heritage Sites in Great Britain, by identifying them not only on the actual map but also in a prominent position on the cover of their published OS Landranger and OS Explorer series’.

World Heritage is part of the United Nations Educational, Scientific and Cultural Organisation (UNESCO), which seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world.

Peter ter Haar, Ordnance Survey’s Director of Products, commented, ‘This is an excellent addition to our series of much-loved and admired paper maps. This country’s sites of cultural and natural heritage are an irreplaceable legacy and a source of inspiration for the thousands of people who visit them every year. I hope that by highlighting these places an even wider audience will be able to enjoy them.’

For more information, and to see the full range of Ordnance Survey’s paper map series, visit www.ordnancesurvey.co.uk/leisure.

** Editors’ Note: There are 27 World Heritage sites within the UK, including those within UK Overseas Territories across the World; however, as the national mapping agency of Great Britain, only the sites within Great Britain will appear on Ordnance Survey mapping. The full World and UK lists are available at http://whc.unesco.org/en/list and www.ukworldheritage.org.uk

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the Convention concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972.

For further information, see whc.unesco.org/
The Art of Mapping

Mapping Bury Art Gallery, Museum and Archives, 21 April – 14 July 2007

It was by pure chance that I should stumble upon this treat of an exhibition and allow myself the opportunity to challenge any preconceptions I may have regarding maps and their functions. The exhibition on show at Bury Art Gallery, ‘Mapping’, was not simply a room full of maps, rather it was an exploration by contemporary artists to extend the boundaries of mapping and to create something that might not be expected of a map.

Working from the premise that maps bridge the gap between the real world and our subsequent understanding of it, the artists deconstructed many of the processes involved in mapping to create artworks that test the mind of the map user as well as highlight how individual interpretation can influence the final product, or map. Many of you may have already seen, or at least heard of, Simon Patterson’s, The Great Underground Map; a unique interpretation of the London Underground Map, this exhibition was an exploration of ideas and creative expression similar to his.

There were many types of map on display, and to make it easier for the visitor to grasp the complexity of the exhibition, the artworks were grouped into categories, including aerial maps, unexpected maps and ideas maps. The categories themselves, though, were lucid and were by no means attempting to define each of the artworks. Viewers were encouraged to think differently about maps and how each artwork might relate to their own personal experience. This, however, was easier said than done.

There were maps to do with movement and journeys though the notable absence of any place or geographic reference helped differentiate these exhibits from a traditional map whilst reinforcing the personal experience of each artist. The geography was simply implied and as a result, I found myself striving to recognise what little spatial reference could be inferred in each of the artworks, held rigidly by my previous experiences of map reading, whereas a detachment from the basic rules of cartography would have aided my initial interpretations greatly.

Personal attachment was a notable theme throughout the exhibition and several artworks tested the recollection and experience of places by drawing maps from memory as well as mapping thoughts, dreams and processes of the brain. The combination of cartographic processes and the exploration of art and expression made for some fantastic exhibits, not least Oliver Ruelet’s, Memory Map and Claire Douglas’s, Anywhere but Here (pictured). At first glance, each of these artworks appeared to conventionally map places, though on closer inspection they represented structured ideas or aspects of the artist’s imagination.

The traditional understanding of what constitutes a map was also tested, as many artworks looked at the creation and functionality of maps in the third dimension. These exhibits moved away from the cartographic principle of real world description, and maps were made into sculptures, installations and in one instance a game. I was particularly drawn to Natasha Wakefield’s, Resin pebbles (at front cover image), and Clare Qualmann’s, Letters from the Bank, whose piece was created by cutting and rolling hundreds of bank letters to form a large map of the world.

By the time I had finished I had seen, and thought about, many visual interpretations of a map, and had asked myself many questions relating to my own experiences of the links between the real and the mapped world. It was evident that outside traditional cartographic thinking there existed varying degrees of map interpretation, and what one person may see as a map may not be the same for another.

There was simply too much to mention in this short review, but I was thoroughly grateful for the short chance I had to cast my cartographic eyes over the exhibits. My thanks go to Katherine McClung-Oakes at Bury Art Gallery and to each of the artists for their kind permission to reproduce their artwork.

Adam King

Exhibition review

It was by pure chance that I should stumble upon this treat of an exhibition...

...maps bridge the gap between the real world and our subsequent understanding of it...

© Bury Art Gallery, Museum and Archives 2007

Exhibition review

The who and why of map users, continued

continued from page 1

The criteria that people use to judge a map may not seem logical to a map specialist or enthusiast. These are some of the criteria in the order that people use to judge a map.

1 Price. Free is best.

2 The area of land covered. The larger the better, even if it extends far beyond the area needed.

3 The size of the folded map. The smaller, the better.

4 An attractive or glossy cardboard cover.

5 The number of streets named. Here are some sensible criteria that are rarely considered.

6 Level of architectural detail.

7 Scale. A large scale map will be at a disadvantage as it will cover less land area (2 above).

The only criterion from the first group that I considered.

The who and why of map users

© Maplines 2007

Cartography is a visual language. Huffman

Exhibition review

It is a pity many people have such a limited or distorted view of maps and their use as it tends to limit the diversity and range of maps produced for the general public. It is even more of a pity when these people happen to be map or book buyers who should know better, as by limiting the range of maps on the shelf, they are denying the public the chance to choose from the range of maps available.

This article is based on a discussion that I presented at the BCS Design Group Meeting at the BCS Symposium at Manchester University in September 2006.

Andrew Taylor
Amateur Cartographer and BCS Member
New Award sponsors

The BCS Awards were revamped last year to encourage new cartographic products and new techniques in cartographic production and display. As part of the changes, two new awards were introduced, alongside the John Bartholomew Award for Small Scale Mapping and the OS MasterMap Award for Better Mapping.

The two new awards for printed and electronic mapping products have now been successfully sponsored by Stanfords Map Shop, and Avenza.

Stanfords is the UK’s leading specialist retailer of maps, travel books and other travel accessories. Their flagship store in Covent Garden, London, first opened its doors in January 1901 and can justly claim to offer the world’s largest stock of maps and travel books under one roof. For more information on Stanfords please visit their website www.stanfords.co.uk.

Avenza System Inc. of Toronto, Canada, www.avenza.com, the producers of MAPublisher and Geographic Imager, cartographic and spatial imaging plugins for Adobe Creative Suite, is very pleased and proud to lend its support to this fine display of electronic mapping. ’As mapping and cartography move more and more from paper to electronic display media we are delighted to see such an exciting and well-rounded exhibition of mapping talent’, said Ted Florence, Avenza’s President. ’Best of luck to all participants and winners in this wonderful contest’, he added. For more information on Avenza please visit their website www.avenza.com.

The Stanfords Award for Printed Mapping and the Avenza Award for Electronic Mapping will be presented to the winners at the BCS Annual Symposium in Chester on Friday 7th September 2007.

Putting the pieces together

The BCS has announced a totally new concept, brand and structure for its 44th Annual Symposium. Mapping 2007: Putting the pieces together is a three-day residential conference that will be held from the 6th – 8th September at Chester University. Designed to combine topical presentations from industry experts with short, interactive workshops. The event is a must attend for those with a professional or personal interest in mapmaking and its future development. Mapping 2007 will be preceded by the Map Curators’ Workshop and will co-host An introduction to better mapmaking – a one-day cartographic workshop.

Mapping 2007: Putting the pieces together has an impressive line up of industry experts who will give inspirational presentations on a diverse range of map related topics including representatives from the Ordnance Survey of Northern Ireland, The Geoinformation Group, NAVTEQ and Scottish Natural Heritage.

Vanessa Lawrence, Director General and Chief Executive of Ordnance Survey will deliver the Helen Wallis keynote presentation on Friday 7th September, Unleashing Value Through GIS.

‘The fundamental importance of the art and science of mapmaking should not be overlooked in our increasingly technology driven world,’ commented Vanessa Lawrence. ’It is therefore essential that GI professionals have the skills, knowledge and support, delivered by events such as this, to ensure continued excellence in mapmaking.’

In addition to the full programme of presentations delegates can also choose from a range of hands-on workshops. Topics include Mapping for publication, The craft and science of generalisation, A beginners guide to creating thematic maps and A hands on GPS tutorial for GIS Data Capture. Mapping 2007: Putting the pieces together will also include all the favourite elements from four decades’ worth of symposiums; the Map Curators’ Workshop, special interest groups, commercial exhibition, Gala Dinner and Awards ceremony.

‘As a nation we have a rich history of map making that has a deserved worldwide reputation for quality,’ said Mary Spence, BCS President. ’This event is designed to give attendees the opportunity to learn about future developments and trends in mapping, debate the challenges facing cartography, gain practical experience and get involved with a friendly society that is committed to better mapmaking.’

As part of the Association for Geographic Information (AGI) Continuing Professional Development Programme (CPD) and the Royal Geographical Society with IBG (RGS-IBG) Chartered Geographer scheme, delegates at Mapping 2007: Putting the pieces together will be able to record their attendance as part of their annual training objective.

For further information visit www.cartography.org.uk/Pages/mapping_2007 or call 01223 880077.

Faith Clark

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 me at: 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

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Design adds value faster than it adds cost.
Joel Spolsky

Helen Wallis Award

The IMCoS-Helen Wallis Award for 2007 was presented to Peter Barber, Head of Map Collections at the British Library. Particular mention was made of his recent exhibition, London: a life in maps.

The award is made for a ‘cartographic contribution of great merit and wide interest to map collectors worldwide’. The full citation for this award will appear in the next issue of the IMCoS Journal.

Tony Campbell
Chair of the Award Selection Committee

Chester 2007

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25 years of The Godfrey Edition

Alan Godfrey has been celebrating 25 years of The Godfrey Edition, an anniversary that has coincided nicely with the publication of his 2,000th map.

In 2005, Alan went to the 25th anniversary of a society (not BCS!) where the celebrations were so frugal with not even a coffee, let alone champagne, that he spent the long journey home from London in a state of gloom. He vowed to celebrate his own anniversary with a great deal more élán. As a lover of bel canto opera he thought he would like to celebrate with music, good company, and lots of champagne. Friends at the record company Opera Rara pointed him in the right direction.

He started in October 2006 with a reception at a local pub: no music, but lots of friends and champagne. This was quickly followed up by the launch of the 2,000th map at his old school, Rossall.

Then the real work began. In November he sponsored a reception at London’s Coliseum Theatre with their production of Donizetti’s La Fille du Régiment. Both Derwentwater Council and the opera company, delighted at this sponsorship, gave full support to the idea, as did an enthusiastic audience, judged the best of the tour by the cast. Once again Alan booked several of his authors and friends into a local hotel, and gave them a pre-opera champagne reception at the theatre. They then joined his local guests for the opera itself, and for the reception afterwards, to which several of the singers also came.

The opportunity for the authors to meet, coupled with all the entertainment, was such a success, generating a new team spirit, that Alan is considering making opera gatherings an annual event.

But the intention had always been that the main celebration should be near to his office in Consett. So on 28th March he persuaded Swanse City Opera to visit Consett’s Empire Theatre with their production of Donizetti’s Ariodante nell’Indie. The reception was shared with Opera Rara, but Alan invited 19 guests of his own: authors, friends and family, most of whom stayed at a Holiday Inn in the town. And yes, there was plenty of champagne at the theatre. The following day Alan and friends


UK GEOForum Report

The UK GEOForum members met in the RIN offices at the RGSI on 7 June 2007. Present were representatives from the AGI, CCS, IMTA, RGS, RIN and RSPSoc. Apologies were received from BCS, GA, ICA, THS, RCS and UKCC.

There are a number of special interest groups (SIG) in the member associations. Efforts are being made to exchange information and even hold joint events where there is a mutual interest. For example, the RIN and RSPSoc have an interest in the use of UAVs, unmanned vehicles which can be used on land, at sea and in the air. In this case the common interest relates to UAVs for photogrammetry and aerial photography. Moreover, the AGI has an SIG which studies ocean colour so the three associations will be discussing their related projects.

The UK GEOForum website www.ukgeoforum.org.uk is now live. Each member association has its logo on the home page. Click on the logo to be taken to the association’s own page(s). Each association’s page can easily be edited using plain text. If the association has an RSS capability, details of news and events can be streamed from the association’s main website to their page on the UK GEOForum website. The AGI has set up theirs already; we hope other associations will follow suit in due course.

The website will be the focal point of communication. It will be possible to get details of news and events relating to all twelve member associations and learn more about their activities.

For those of you attending conferences etc, copies of the UK GEOForum flyer are available. You will note that the flyer and the website are made from the same components emphasising the UK GEOForum brand.

Several associations and their members have outreach programmes with the intention of getting their message to those still in education.

Amongst other news discussed:

GIS Day is 14 November. Several association members are considering what they might do on that day to promote ‘geography in general’.

The GI strategy paper had yet to go to the minister. That minister changed, of course, on 27 June. The OFT report had been published last December and the AGI had responded.

The Department of Communities and Local Government (DCLG) is carrying out a review of OS and its roles. The Pan-Government Agreement was also under review with the possibility of some of the data being provided by the private sector.

There is a possibility that a US GEOForum will be set up.

The next meeting will take place during the AGI Conference in Stratford upon Avon on 20 September 2007.

UK GEOForum
Corporate Page

ESRI (UK) helps Amey increase Scottish road safety

Amey's Scottish Trunk Roads Asset Management Team and ESRI (UK) have developed ORCID (Operations Room Control of Incident Database), a new user-friendly system based on ESRI GIS for recording incidents on the trunk road network that Amey manages and maintains in southern Scotland. ORCID has already helped Amey deal with over 13,000 incidents more efficiently in the last eight months.

ORCID allows a complete picture of the roadside environment where an incident is taking place to be seen. The system includes a detailed inventory such as safety fences and signs. It also has links to digital network videos and photographs, all at the touch of a button. Using this mapping, information and accurate GPS coordinates, control room staff plot an accurate position of each incident allowing Amey's Trunk Road Incident Support Service (TRISS) unit to be immediately dispatched to a precise location.

Amey has worked with ESRI (UK) to customise its ArcMap software application to allow automated, user-friendly input, and has also taken advantage of ESRI's ArcSDE server software for secure data-retrieval by multiple users. Information is then served on an ESRI ArcIMS-based intranet site to allow real-time information and historic trends to be viewed.

Amey’s Accident Investigation and Prevention Team have welcomed the system’s ability to quickly identify long-term incident patterns and cluster sites including the recognition of areas susceptible to incidents, such as accidents, flooding and barrier strikes, which would benefit from safety improvements.

ORCID has also proved to be a useful resource for Amey's Environmental Team, allowing them to identify patterns in incidents such as animal road deaths, enabling them to consider mitigation measures such as badger tunnels or deer fencing.

Amey’s project manager, Gary Nuty, said, “We recognised the need for a new system to better record incidents on the network and were keen to use our in-house GIS skills to come up with a solution. The result has been a product that we can tailor exactly to our needs that provides us with useful resource, benefiting several departments within Amey. It has been a major achievement for the company.”

“ORCID has also proven to be a useful asset for Amey, proving useful information that would benefit from safety improvements. ORCID has also been a major achievement for the company.”

Frauke Diehl, account manager, ESRI (UK) said, “Working with Amey demonstrates how GIS can help where response times and effective deployment of resources is critical, while improving efficiencies within an organisation by making the most of a company's data assets.”

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ESRI (UK) and Amey have developed ORCID (Operations Room Control of Incident Database), a new user-friendly system based on ESRI GIS for recording incidents on the trunk road network that Amey manages and maintains in southern Scotland. ORCID has already helped Amey deal with over 13,000 incidents more efficiently in the last eight months.

ORCID allows a complete picture of the roadside environment where an incident is taking place to be seen. The system includes a detailed inventory such as safety fences and signs. It also has links to digital network videos and photographs, all at the touch of a button. Using this mapping, information and accurate GPS coordinates, control room staff plot an accurate position of each incident allowing Amey's Trunk Road Incident Support Service (TRISS) unit to be immediately dispatched to a precise location.

Amey has worked with ESRI (UK) to customise its ArcMap software application to allow automated, user-friendly input, and has also taken advantage of ESRI’s ArcSDE server software for secure data-retrieval by multiple users. Information is then served on an ESRI ArcIMS-based intranet site to allow real-time information and historic trends to be viewed.

Amey’s Accident Investigation and Prevention Team have welcomed the system’s ability to quickly identify long-term incident patterns and cluster sites including the recognition of areas susceptible to incidents, such as accidents, flooding and barrier strikes, which would benefit from safety improvements.

ORCID has also proved to be a useful resource for Amey's Environmental Team, allowing them to identify patterns in incidents such as animal road deaths, enabling them to consider mitigation measures such as badger tunnels or deer fencing.

Amey’s project manager, Gary Nuty, said, “We recognised the need for a new system to better record incidents on the network and were keen to use our in-house GIS skills to come up with a solution. The result has been a product that we can tailor exactly to our needs that provides us with a useful resource, benefiting several departments within Amey. It has been a major achievement for the company.”

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Are you making the most of your membership?

The BCS continues to work extremely hard to promote our profession, reaching out to a much wider audience than ever before, creating opportunities to network, socialise and do business with other industry professionals.

The BCS Annual Symposium Mapping 2007: Putting the pieces together is just around the corner. The programme this year has a fresh look with something for everyone; a strong educational programme, as well as a commercial exhibition for Corporate Members to display and promote their products and services to the delegates.

Following on from the success of the Better Mapping Campaign we are also running a Better Mapping Training Day, designed for those with little or no experience in map making.

This definitely is an event not to be missed: take advantage and make sure your company is well represented.

Alan Grimwade
BCS Corporate Liaison Officer

Train the Nigerian Army

Tim Rideout and Mark Fairbairn, directors of the XYZ Digital Map Company, have just recently returned from a successful ten day trip to Lagos, Nigeria where they were hired by MapIT Nigeria Ltd to train 15 Nigerian army engineers, and software consultants from PPC Ltd in the use of MapInfo, MApPublisher, and Adobe Illustrator.

Of his experience training in Lagos, Tim Rideout said: “All of the students were keen and enthusiastic, despite the heat and constant power outages. This marks a major venture by the Nigerian Army into the field of digital mapping.” In 2006, XYZ undertook training in Damascus in Syria for the Ministry of Surveys in association with SyriaCom, so we are delighted to have extended our training and consultancy activities to Africa, in addition to Europe and the Middle East.

Sergio Boggio
XYZ Mapping Company

Discount on ESRI publications for all BCS members

For anyone who wants to find out about designing better maps I should like to introduce you to an excellent book written by Cynthia Brewer, a Professor in Cartography at State College, Pennsylvania, called just that – Designing Better Maps: A Guide for GIS Users. Thanks to our good friends at ESRI and Transatlantic Publishers, BCS members can now obtain a 20% discount on this and other ESRI publications. All you have to do to secure this discount is go to the website www.transatlanticpublishers.com. Applicants need to register and when you fill out your details put the company name down as BCS. This will enable them to recognise BCS members and apply the 20% discount.
BCS Report

BCS Administration Report

Have you paid your full membership subscription for 2007?
In May reminder letters were sent to all those members whose subscriptions were outstanding. At the beginning of July final reminders were sent to the 88 members who had not paid any subscription and to 73 members who had paid the old rate. The Cartographic Journal is now a quarterly publication and the Society can no longer afford to subsidise the cost of supplying it, and Maplines, to members who may not renew their membership. If you have not paid your full subscription your name will be removed from the mailing lists for The Cartographic Journal and Maplines.

The new subscription rates, which came into effect on 1 January 2007, are now:

- Corporate Member: £180.00
- Small Corporate Member: £75.00
- Ordinary Member: £35.00
- Associate Member: £15.00
- Overseas members: £15.00

Members have a choice of three methods of payment:
- Personal cheque payable to The British Cartographic Society. (For overseas members a Sterling Draft payable in London.)
- Visa/Mastercard/Delta credit card.
- Standing Order (UK bank account holders only).

Receipts will be sent out as usual but please note that your membership card will only be replaced if it has been lost or damaged.

New members: The Society has pleasure in welcoming the following new members who have joined since publication of the April 2007 edition of Maplines:

- Corporate Members: Axes Systems AG (Switzerland), Bentley Systems UK Ltd, David Lock Associates, Small Corporate Members: APIA Cartographics Ltd, The XYZ Digital Map Company. Both previously Corporate Members now taking advantage of this new category of membership. For further details of the Small Corporate category please contact BCS Administration.

UK Members:
- Mr D P Bamford, Mr C N Blair-Myers, Ms K S Butler, Ms L Choules, Mr L S Goddett, Mr C Hawkins, Dr A J Thorlow

Overseas Members:
- Mr A Hill (Australia), The National Library of Australia. Sadly I have to report the death of Mr L J Toner of Lancing in Sussex. Lawrence, who worked for Meridian Airmaps, will be remembered by those who were working in the field of aerial photography and photogrammetry in the 1960’s and 70’s.

44th Annual Event: Mapping 2007: Putting the pieces together. You may recall that last year we invited members who were not going to the 2006 Symposium in Manchester to complete a simple questionnaire. We asked three questions: ‘Do you normally attend the Symposium?’, ‘Why have you decided not to attend?’, and ‘What would make you consider attending?’ From the replies we received Training/GIS, a division of The Geoinformation Group, working with your Programme Committee has organised a new look event bringing together the best of the traditional Symposium and adding an important training element through a series of varied practical workshops. By now all members will have received an outline Programme and Booking Form for the event to be held at the University of Chester in September. Additional copies can be obtained from BCS Administration and you will find the full programme on the Society’s website.

Not wishing to sound like one of those TV travel programmes, but have you ever been to Chester? The historic City of Chester, with its 2000 years of architectural heritage and City Walls is a short walk from the University conference centre. Its Roman remains, the city walls, and River Dee and historic galleries of exclusive shops are well known tourist attractions. The city also offers a wide range of activities and venues for out-of-conference hours and evening entertainment.

Easy accessible by road and rail and from regional and international airports, Chester is centrally located, only 30 minutes from Manchester Airport and close to the main arteries of the motorway system via the M56 and M6. For more about the City of Chester visit www.visitchester.com, www.chestertourist.com and www.chester.com. For an overview of the University of Chester and its conference facilities visit www.chester.ac.uk.

See you in Chester!

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Email: admin@cartography.org.uk

Special Purchase, Map Scale Indicators: The demand for Map Scale Indicators advertised in the last issue of Maplines (and in Cartographit) has been amazing and at the time of writing we have only two left in stock. Telephone or e-mail the BCS Administration Office to reserve one of these useful tools before sending money. First come, first served! Prices, including postage and packing: £9.00 UK, £9.50 overseas via airmail.

BCS Report

Calendar

Mapping Mountains
An exhibition based on the original geological mapping of Scotland’s Northwest Highlands. The 1880s maps and field sketches document the first steps to a worldwide understanding of how mountains are formed.

7th July – 30th August 2007
Our Dynamic Earth, Edinburgh

September
Huntersman Museum & Art Gallery, Glasgow. For more info visit http://web.geis.gla.ac.uk/mappingmountains/

3rd-6th September 2007
Society of Cartographers 43rd Annual Summer School
Presentations, workshops, visits and social events. University of Portsmouth, UK. For more info visit www.port.ac.uk/special/soc/5th-8th September 2007
British Cartographic Society 44th Annual Symposium and Map Makers’ Workshop
Presentations, workshops and social events. University of Chester, UK. For more info see page 9

22nd September 2007
40th Anniversary reunion for the Diploma of Geographic Techniques University of Bedford, Puttenhide Bury College, Luton, UK. For more info contact David Cooper david@britishcarto.co.uk

2nd–3rd November 2007
New World Cartographies: Mapping America, 1500-1776 Symposium at Claverton Manor, Bath, UK. For more info and sumissiion of papers contact nick.millea@oush.ac.uk

BEIRTH CARTOGRAPHIC SOCIETY Forthcoming Council and Executive meetings


For more info contact: admin@cartography.org.uk

MAPS IN SOCIETY 2007
1st November 2007
Mapping the Realm: New Perspectives on the Gough Map of Great Britain (c.1280-c.1360).
Dr Keith Lilley, Department of Geography, Archaeology and Palaeoecology, Queen’s University Belfast.

29th November 2007
Dr Margaret Small, History, Keele University.

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 OAB 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 Lcampbell@ockendon.clara.co.uk

BRITISH CARTOGRAPHIC SOCIETY 2007
Poster Presentations

Tuesday 11th March 2008
Nick Baron
... on Soviet civil inter-war mapping

Tuesday 6th May 2008
Tom Koch
... on maps of disease

Gardner Room, Emmanuel College, St Andrew’s Street, Cambridge, CB2 3AP, UK. For more info contact Sarah Bendall on +44 (0) 1223 330476, saram.bendall@emma.cam.ac.uk or visit www.lib.cam.ac.uk/deptserv/maps/camsem.html

8th–10th November 2007
4th International Symposium on LBS and TeleCartography Hong Kong Polytechnic University, PR China. The latest developments from the fields of: Cartography; Geoinformation; Computer Sciences; Navigation; LBS; Telecommunication; Geodesy; Spatial Cognition and Geomedia Techniques. For more info visit www.lgis.polyu.edu.hk/LBS2007

8th–10th November 2007
The Sixteenth Kenneth Nebenzahl, Jr., Lectures in the History of Cartography: Ancient Perspectives: Maps and their place in Mesopotamia, Egypt, Greece and Rome The Newberry Library, Chicago, USA. For more info visit www.newberry.org/smith/nebenzahl/neb16

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Famous Couples Names Quiz

- If Batman is in Turkey, where is Robin?
- Tarzan is living on a farmstead in South Africa. Where does he need to travel to find his nearest Jane?
- Mount Abbott is to Australia as Costello is to what and where?
- Bill is to Casper, Wyoming as Ben is to..., Iran
- Add the number of Laurel and Hardys in the US and multiply by the number of North American Chaplins
- Traditionally, if Huntley dug a hole straight through the Earth he would find Palmer where?

CLUE: Answers to all these questions can be found in the Times Comprehensive Atlas and on a website, the address of which is hidden somewhere in this edition of Maplines

August Quiz prize is £100 worth of Stanfords gift vouchers