

SPOKES MIDLOTHIAN MAP 2019-2020 –notes of meeting on 17 July 2019 (including comments received on first notes)

These are notes from the first meeting of the new map group, held at 2 Leven Close, Edinburgh on 17 July 2019.

Present: Katharine Taylor (KT), Andy Follis (AF), Dave du Feu (DdF), Ian Maxwell (IM), Anne Douglas (AD), Ian Paul (IP)

Apologies from: Robert Simpson (AS), David Gardiner (DG), Martin McDonnell (MMcD)

General Points:

AF has established that the Freehand files provided by TS can be converted into Illustrator. We need more people with Illustrator skills to unravel and update the multiple layers in the existing files.

AF has experimented with downloading the base mapping from Open Street maps which will remove the need to manually insert new infrastructure, such as roads and housing. This mapping shows contours, which some at the meeting felt was not the SPOKES look, while others thought that it provided useful information for users. There was some debate about the direction of arrows indicating gradients. It was suggested that we could conduct a survey of users of the maps among SPOKES members. Among other things, how users feel about contours and arrows could be elicited from the user survey? [Post meeting note: nobody has volunteered yet to devise a survey. Would there be any value in asking members some open questions, such as 'What do you like / not like about Spokes maps?', 'What specifically would you like to see changed / improved?' Or should we forget about canvassing user opinions?]

AF is to contact Open Street /Cycle Maps to inquire about the possibility of using their mapping but with a SPOKES look. This could mean that we don't need to use the Freehand/Illustrator files. Please note that this is only at the enquiry stage to identify future possibilities.

DdF recommended that DG do the graphic design work for the front and back cover of the map, and the side containing town maps and visitor information. DG would need to be supplied with the completed and approved content and photos. To enable us to plan, we need DG to confirm soon that he will be able to undertake the graphic design work around the end of 2019.

Timescale – we are aiming for publication by Spring 2020

Cost – design and production costs estimated at between £8-9 K

Spokes maps are currently stored in Jenners Depository, Murrayfield. Peter Hawkins (PH) supervises stocks.

On previous maps, Tim Smith played a key coordinating role, acting as designer, implementing the changes, liaising with other organisations on route information and more. We no longer have someone fulfilling this central, multi-faceted role, and need to work out how best to allocate the work, share information, ensure changes are implemented and checked. We also need to establish an approval process and who will be involved in that. To be developed.

Background information on the Edinburgh and Glasgow maps from Ian Maxwell and Dave du Feu:

Edinburgh map - David Gardiner designed the non-map content and cover and amended the mapping for the most recent edition (the 2017 'minor changes' update to the main 2016 edition), but that base mapping is owned by Susan Tait (0131 538 6111) and she has to be paid if we continue to use it. David G still has the files for the map, and it still uses the above base map.

There were difficulties working with the owner of the above base maps and so in (??) 2015 Ian & Peter worked with XYZ with the aim of getting our Edinburgh map onto a new base, owned by XYZ. About 75% of the work of developing new Edinburgh cycle mapping was done by XYZ Maps, using their own Edinburgh

base which was amended and overlaid with our cycling information. However, this was a slow process and it was decided to return to the previous mapping (i.e. Sue Tait's??) for the most recent edition. Ian's understanding is that XYZ were paid for all the unfinished work they did on the Edinburgh map.

One reason why it might be worth revisiting this option is that when XYZ produce the map files for the printed version the mapping is geotagged and can very easily be uploaded to the Internet for online use.

Glasgow map - XYZ successfully produced the Spokes Glasgow map 2016.

XYZ is a small company based in Dalkeith. Tim Rideout is contact at XYZ- 07766 825 937
[https://www.xyzmaps.com/.](https://www.xyzmaps.com/)

An old version of the Glasgow cycle map is still available on the Avenza site -
<https://www.avenzamaps.com/>

Printers – Victoria Litho went out of business a few years ago, but I think the most recent map was printed by a successor organisation. Very few printers are able to do the concertina fold that is used for maps, even if they can manage the size of sheet and can use waterproof and tearproof materials. Peter Hawkins has details of printers.

Distribution - Whittakers run a service registering all new publications which is used by bookshops to order supplies. We have a login to update their records. I will email Katharine that and also the details for ISBN numbers. [done]

Map distribution – this is currently problematic and needs much improvement, especially for bulk orders. If we had a distribution person this could be started on at any time, not necessarily waiting for the new Midlothian map. Note that there are substantial discounts for orders of 6 or more copies. Website info at www.spokes.org.uk/spokes-maps

- Mail order to Spokes (small orders) – working well
- Stall sales – working well
- Online sales – available on Bike Coop and Sustrans websites
- Bike shops – Peter responds to requests but we are not proactive, and many/most shops are poor at re-ordering.
- Bookshops etc – we had previously used Bookspeed to sell through bookshops etc, but they no longer do this? Ian suggests Avenza(???)
- Local shops - occasionally a Spokes member approaches local shops in their area, but such sales have been poor and we have no one to keep in contact with such potential local sales agents.
- Councils – we occasionally receive very large bulk orders (1000+) but could be more proactive – especially in advance of publication, when a large order could be combined with grant support.
- Businesses – we occasionally receive bulk orders (e.g. RBS 80 maps; one dept at Ed Uni, 20 copies). Both of these examples inspired by a Spokes member who is an employee. This shows the opportunities!

Action points are listed on the following pages.

SPOKES MIDLOTHIAN MAP 2019-2020 – ACTIONS AND TIMELINE

IMMEDIATE	WHO	DATE	DONE
All map files handed over by Tim Smith	TS	19/07/19	done
Finalise agreement with Tim	DdF	ASAP	
Further requests from AF to TS, eg, fonts	AF	02/08/19	
Survey of map users to be carried out– what do they like / not like, use / not use? Group to be consulted on questions to be asked. Someone needed to put survey together and collate results.	?	ASAP	
Contact with DG to discuss/decide on the graphics work – can he do it at suitable time (probably around the end of 2019) and what would cost be (roughly)?	DdF /KT	ASAP	
AD to forward survey form used for West Lothian map to AF for comment and agreement	AD / AF	ASAP	done
Volunteer coordinators to split survey area between them and then each coordinator ot allocate sections to individual surveyors	AD/IP/RS	Aug	
AF may be able to provide slightly larger mapping segments for volunteers after survey areas decided	AF	Aug	
Contact survey volunteers with survey areas, maps and instructions on what to look for, how to mark-up maps and submit comments	AD/IP/RS	Aug	
Survey volunteers also to be asked to take photos and provide info on visitor attractions	AD/IP/RS	Aug	
AF and KT to draft an email asking for volunteers with Illustrator experience. Forward to DdF .	KT/AF/DdF	ASAP	done
DdF to circulate request to Spokes members who have indicated they have IT and/or mapping skills	DdF	ASAP	
Identify and establish contact with relevant people in Midlothian Council and Sustrans.	KT	Aug	
DdF to contact SESTRAN and KT to contact Midlothian Council regarding the possibility of grants to cover some of the costs and/or bulk purchases of the new map. <i>DdF comment</i> – I suggest informal initial enquiry before 'working up pitch'! I am happy to do so for SEStran. Midlothian initially would be to the officer responsible for cycling, Dave Kenny is the senior, (Bogdan Handrea comes under him) – Katharine?	KT / DdF	Aug	
PH to provide names of printers that can cope with the concertina folds required for the maps. Also waterproof paper.	PH		
ISBN number – IM to provide details of how to obtain to KT	IM		done

DEVELOPMENT STAGES	WHO	DATE	DONE
Work continuing to decide on base map etc, so as to be ready to receive volunteer survey data when it is available	AF	July to ?	
Volunteers survey areas and submit reports (4 months)	Volunteers	Aug – Nov	
Survey information to be collated, made readable, and forwarded to AF. AF to distribute to other Illustrator volunteers. This may be usefully done in stages, as available, so that any early problems in surveying/revising etc are ironed out.	AD/IP/RS		
Amendments implemented in the map files by AF and others	AF +	Sept - Jan	
Standardise use of fonts – use more common ones	AF		
All text revised, updated and approved by KT and others.	KT +	Sept - Jan	
Ensure ISBN, credits, acknowledgements, etc, all up-to date	KT	Sept - Jan	
New photos to be selected, captions written by KT and others	KT +	Sept - Jan	
All files, text and photos to be provided to graphic designer	AF +	Dec / Jan ?	
Proofs of map to be reviewed and approved by KT plus others. Several drafts and review rounds expected.	KT +	Feb 2020	
Final proof approved for print	KT +	Feb/Mar 2020	
Identify and agree central storage location for digital files	DdF/AF/AD		
PRODUCTION			
Liaise with printers –order the waterproof 'paper' one month in advance of print, obtain quotes, place order.	KT/ PH?	Nov/Dec	
Order membership forms to be inserted in map, for delivery to the map printers (possibly map printers could do both)	KT	Jan/Feb	
Supply approved final artwork to printers. Graphic designer will be responsible for handing over artwork and liaising with printers on technical aspects.	Graphic designer	Jan / Feb	
Print – 1-2 weeks?		Mar 2020	
POST-PRODUCTION			
Someone needed to organise promotion and distribution of the new map (see Dave’s comments above). Another call could be put out to SPOKES members at appropriate time.			
Send copyright copies to copyright libraries	KT		