

Sheetlines

The journal of THE CHARLES CLOSE SOCIETY for the Study of Ordnance Survey Maps

"Visit to FWT"

John Davies

Sheetlines, 84 (April 2009), pp.46-47

Stable URL: http://www.charlesclosesociety.org/files/FWT.pdf

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Published by THE CHARLES CLOSE SOCIETY for the Study of Ordnance Survey Maps www.CharlesCloseSociety.org

The Charles Close Society was founded in 1980 to bring together all those with an interest in the maps and history of the Ordnance Survey of Great Britain and its counterparts in the island of Ireland. The Society takes its name from Colonel Sir Charles Arden-Close, OS Director General from 1911 to 1922, and initiator of many of the maps now sought after by collectors.

The Society publishes a wide range of books and booklets on historic OS map series and its journal, *Sheetlines*, is recognised internationally for its specialist articles on Ordnance Survey-related topics.

Visit to FWT

John Davies

The challenge facing cartographers at FWT is how to convey a vast amount of detailed information in an easily understood format. FWT, one of the leading suppliers of mapping to bus and rail companies and local authorities, strive to produce maps of complex networks such that the travelling public is reassured and encouraged to make use of public transport.

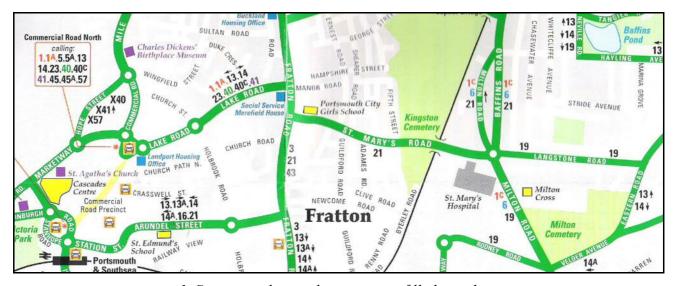
They have developed four main styles, as illustrated here, which can be tailored to suit local requirements. Each of the styles has advantages and disadvantages: FWT often combine them in a single map to provide greatest clarity of service provision in an area. The coverage of a map may vary between a small local area, a town or city, a county or even a larger region, each demanding different solutions. FWT will normally recommend the most appropriate design for the particular map and budget, unless the client has an existing house-style or preferences.

Clients include the major transport groups First, Arriva and Stagecoach and local authorities such as Devon, Bristol, TfL, Centro and many others. Some clients have OS licences under which FWT can make use of *MasterMap* as a base; in other cases out-of-copyright mapping is used.

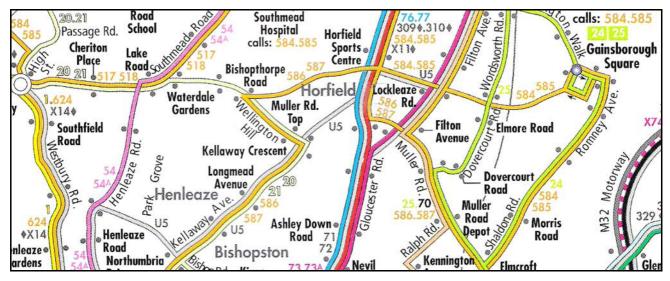
FWT services include cartography; typesetting, such as production of timetables and posters; digital services including developing interactive mapping and managing websites, and editorial services. As well as transport maps the company produces a variety of items such as tourist maps, cycle maps, street maps for estate agents, and a series of illustrated 3D 'Wayfinders' for Islington council. Their website www.fwt.co.uk gives more information.

FWT was founded in 1973 and is part of the Cook, Hammond and Kell Group, which also includes National Map Centre retail shops. The office at Highgate, north London has about 35 employees, using for the most part Freehand and Quark Xpress software, and Apple Macintosh computers.

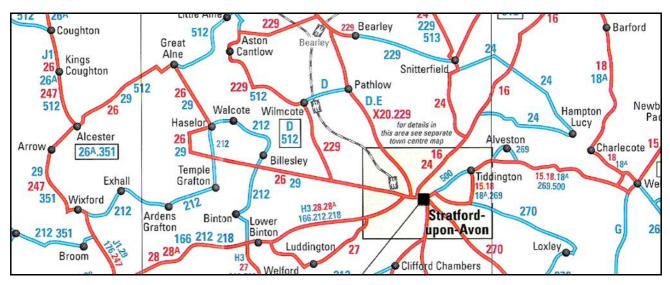
Our thanks to editor Phil Tyler and cartographer Ashley Lawrence (both, incidentally CCS members) and to digital cartographer Mark Knowler for their hospitality and for showing us behind the scenes at FWT.



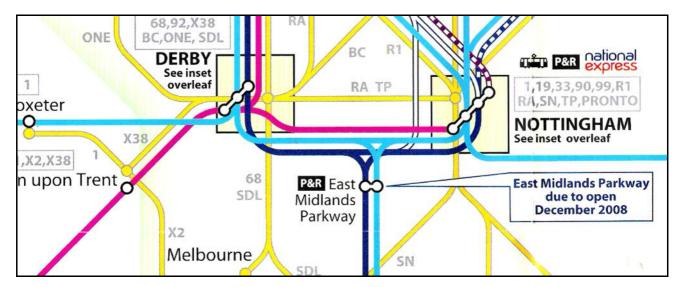
1. Street map having bus routes in-filled in colour



2. Each service shown in a different coloured line, making it simple to trace a route



3. Services shown geographically as lines of a single colour



4. Diagram in the style of a 'tube map'. All images © FWT