



**British
Geological
Survey**

Crowds first, rocks second

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Throughout its history, the BGS has catered for the geological tourist by publishing maps, reports and guides, particularly the **British Regional Geology** and the **Classical Areas of British Geology** series.

Following the 1993 White Paper on Science, Engineering and Technology, which stressed the importance of the public understanding of science, the BGS has launched a series of popular publications, mostly under the *Earthwise* trademark, aimed at the educational, tourist and leisure markets.

Holiday Geology Guides, colourful laminated and folded A3 brochures, were produced by W Gibbons for *Lyme Regis* and *Beer and Seaton*. After purchasing the title in 1994, the BGS has produced further guides for SW England, the most popular UK tourist destination. Thus appeared *Land's End, St Ives to Cape Cornwall*, and *Lulworth Cove*, to be followed soon by *Mount's Bay, Mining in west Cornwall, Dartmoor and Isle of Wight*.

Guides are now being produced for famous London tourist 'honeypots' despite there being no rock outcrops: *Trafalgar Square* is printed and *St Paul's*



Artwork: Norman Fahy; photo: Getty Images.

The River Thames converts to the 85 million year old Chalk sea to attract the tourists to buy the Westminster guide.

and *Westminster* are in press. These use cutaway artworks to focus on the geology of the building and ornamental stones and the underground geology, along with watercolours which depict the appearance of the site in the geological past. Work has also started on *Stonehenge* in co-operation with English Heritage. Some of the **Fossil Focus** series of guides have tourist potential at famous fossil sites such as *Lyme Regis* and *Whitby*. The subseries **Holiday Geology – Heritage in Stone** started with a tour of the stones of *Nottingham*. There is also a **City Poster** of *Nottingham* illustrating its geology and another on the spectacular geology of *Edinburgh*.

The traditional geological map is indecipherable to the man in the street, but the **Holiday Geology Map** clears away all the geological and topographic lines and symbols and presents a 3-D satellite image draped with geological colours for the tourist who wants to understand the landscape. *Isle of Wight* is printed, whilst *Lake District* and *North York Moors* are in preparation.

In conjunction with Scottish Natural Heritage, the BGS has produced five colourful booklets in the **Landscape Fashioned by Geology** series for the areas of *Cairngorms, Edinburgh, Loch Lomond–Stirling, Orkney & Shetland,*

and *Skye*, with more in the pipeline. The BGS also launched the **Holiday Geology Guidebook Landscape for Leisure** series with *West Cornwall*. Other BGS *Earthwise* books with great tourist potential are those illustrated with Richard Bell's watercolours: *Yorkshire Rock – a journey through time* (published) and *Whisky on the rocks – origins of the water of life* (in preparation).

Holiday Geology guides <i>Folded A3 card</i>£1.95
Discovering Geology Fossil Focus guides <i>Folded A3 card</i>£1.95
Holiday Geology Heritage in Stone guides <i>Folded A3 card</i>£1.95
City posters <i>A1 size</i>£3.95
Holiday Geology maps <i>Folded A3 card</i>£1.95
Holiday Geology guidebooks <i>MDO size</i>£4.95
Scottish National Heritage/BGS books <i>2/3 A4 size</i>£1.50
Earthwise books <i>2/3 A4 size</i>£6.50

*These publications are available from the Sales Desk, BGS, Keyworth.
Tel: 0115 936 3241, Fax: 0115 936 3488,
e-mail: sales@bgs.ac.uk.*

In addition they may be obtained from the sales points at BGS Edinburgh, the London Information Office and selected booksellers.