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agi ENGAGING WITH THE OUTDOORS



AGI Cymru
Annual Conference
Tuesday 20th October 2026

AGENDA

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09:00-09:30	**Registration and Networking**
09:30-09:45	Welcome and Introduction to the AGI
09:45-10:10	The Last Mile of Geospatial Data. Why Accessibility Matters More Than Interoperability **Pascal Coulon, CGI**
10:10-10:30	**Bill Somerfield, Welsh Government**
10:30-10:55	Mapping What Matters: Using Geospatial to Connect People, Nature and Place **Hattie Gwilt Esri UK**
10:55-11:25	**Break, networking and visit our exhibitors**
11:25-11:40	Digital Pathways to the Outdoors: Connecting People, Places and Information **Phillip Ridley, 1Spatial by VertiGIS**
11:40-12:00	Measuring Childhood Access to Greenspace: Enabling Assessment of Impact via Linked Data **Jen Hampton and Beth Allen, Office of National Statistics**
12:00-12:15	Unlocking the Forest: The Wider Benefits of Wind Energy **Alice Rhodes and Russell Jordan, Trydan Gwyrdd Cymru**
12:15-13:15	**Lunch, networking and visit our exhibitors**
12:55-13:15	**Liz Fox-Tucker, Royal Geographical Society CGeog Session & Cerys Butterill and Lloyd John AGI Early Careers Network**
13:15-13:35	Tirlun Outdoors School Platform **Tom Bean, Pembrokeshire Coast National Park Authority**
13:35-13:55	Engage3D **Diana Manson, LUC**
13:55-14:10	From Desk to Domain: Unifying Office and Field Operations with iShare & QField **Andrew Smart, Astun Technology**
14:10-14:25	Exploring the Great Outdoors in Welsh **Ben Proctor, Mapio Cymru**
14:25-15:00	Group discussion
15:00-15:30	**Break, Networking and visit our Exhibitors**
15:30-15:50	Wildfire Planning **Richard Flemmings, Map Impact**
15:50-16:00	Summary and close of day
16:00 - Late	**GeoDrink sponsored by Mapio Cymru**

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Welcome from our AGI Cymru Committee

We are looking forward to welcoming you to GeoCymru 2026, the AGI Cymru Annual Conference, taking place on Tuesday 20 October 2026 at Glamorgan County Cricket Club, Sophia Gardens, Cardiff.

The conference will bring together professionals and organisations from across the public and private sectors for a programme of presentations, discussion, networking and knowledge sharing. It will explore how geographic information, mapping and geospatial technologies are supporting communities, the environment, public services and decision-making across Wales.

AGI Cymru, the Welsh national group of the Association for Geographic Information (AGI), connects individuals and organisations working with geography, mapping, spatial data and related technologies. Its community includes public bodies, local authorities, consultancies, technology companies, national parks, environmental organisations and academic institutions.

AGI Cymru is a volunteer-led group, supported by professionals who contribute their time, expertise and experience to strengthen the geospatial community in Wales. Through conferences, seminars and networking activities, it promotes collaboration, professional development and the exchange of good practice. It also provides a platform for discussing issues of particular importance to Wales, including the Welsh language, rural communities, sustainability and economic development.

As part of the wider AGI network, AGI Cymru works alongside the national groups for Scotland and Northern Ireland, as well as specialist communities focused on areas such as early careers, education and skills, earth observation, 3D and housing.

This year's programme will examine how geospatial data and digital services can help people access, understand, manage and enjoy the outdoors in Wales. Topics will include public rights of way, access to greenspace, outdoor education, linked data, renewable energy, Welsh-language mapping, 3D visualisation and wildfire planning.

Delegates will have the opportunity to hear from leading speakers, meet exhibitors and sponsors, explore new technologies, build professional connections and identify opportunities for collaboration.

We look forward to welcoming you to GeoCymru 2026.

The AGI Cymru Committee



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Our Speakers



Pascal Coulon, Vice President Consulting Expert at CGI

Pascal leads the geospatial practice and works with clients to use location data, digital services and modern technology to address complex real-world challenges. He is responsible for shaping the practice's direction, bringing together expertise in geospatial data, mapping, analytics and user-centred design to deliver practical, high-value solutions.

Pascal works across areas including land, environment, transport and public services, helping organisations turn geospatial information into clearer insight, better planning and more effective delivery. His experience includes supporting work in domains such as common land and active travel, where trusted spatial data and accessible digital tools can improve decision-making and long-term outcomes.

He is passionate about building strong teams, connecting technology with business need, and ensuring CGI's geospatial capability delivers meaningful impact for clients, communities and the wider environment.



Bill Somerfield, Senior Countryside Access & Greenspaces Manager, Welsh Government

Bill took a Countryside Management degree at Aberystwyth University in 1992, first working in the private sector before joining the Welsh Government in 2002. In the intervening 24 years he worked in varied policy areas from Biodiversity, to Marine and Fisheries, to Food, then briefly back to Biodiversity, before going to Forestry and then 3 years ago he joined the Designated Landscape and Countryside Access team as Senior Countryside Access and Green Spaces Manager. Bill oversaw NRW's management of the Wales Coast Path, deliver the Allotment Support Grant to the 22 Welsh Local Authorities, and most relevant in this context, he is lead policy official for the Public Rights of Way Digital Mapping project in Wales.



Hattie Gwilt, Head of the Nonprofit Sector at Esri UK

Hattie Gwilt works with some of the UK's most inspiring charities and not for profit organisations, helping them use ArcGIS technology to solve complex challenges and amplify their impact.

With over a decade of experience helping organisations use GIS for Good, she is passionate about connecting people, nature and communities through the power of location intelligence.

Hattie was recognised as one of Management Today's 35 Women Under 35 in 2021 and was shortlisted for a UK Tech for Good award for her work helping charities harness geospatial technology.



Phillip Ridley, Senior Business Development Manager at VertiGIS

Specialising in geospatial and location intelligence solutions that help organisations make smarter, data-driven decisions. With experience across the UK, Ireland, and Europe, he focuses on unlocking the value of location data in sectors such as public safety and environmental management.

Since joining VertiGIS in 2019, Phillip has driven significant growth and consistently exceeded targets, combining technical expertise in Geographic Information Science with strong commercial acumen.

Passionate about digital transformation, Phillip speaks on how organisations can harness geospatial data to improve insight, innovation, and real-world outcomes.

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Dr Jennifer Hampton, Acting Head of Geography at Office for National Statistics

Jennifer is leading ONS Geography in development and maintenance of core geospatial data, indexes, geographies and infrastructure that support statistical production and place-based analysis. With experience across government and academia, including a PhD from Cardiff University, she specialises in the integration of complex data to inform decision-making.



Beth Allen, Senior Data Linkage Analyst at Office for National Statistics

Beth Allen has worked at the Office for National Statistics (ONS) for five years, gaining experience across various teams working with administrative data. For the past year, she has worked at ONS a Senior Data Linkage Analyst, linking datasets for Administrative Data Research UK (ADR UK). Her role involves bringing together complex administrative data for research, with a focus on data linkage and quality, and ensuring linked datasets are accurate, useful and suitable for high-quality research and analysis.



Alice Rhodes, Technical Analyst at Trydan Gwyrdd Cymru

A Technical Analyst specialising in GIS, with over 12 years' experience across local government, consultancy and the energy sector. She has supported housing, landscape, infrastructure, and offshore and onshore renewable energy projects. In her current role at Trydan Gwyrdd Cymru, she uses spatial analysis and geospatial data to identify and assess opportunities for renewable energy development across Wales



Russell Jordan, Technical Lead at Trydan Gwyrdd Cymru

A GIS professional with over 20 years' experience in the public and private sectors. He has led geospatial data management and collaboration on several major infrastructure projects across the UK and now leads the development of Welsh Government-owned renewable energy projects at Trydan Gwyrdd Cymru.



Tom Bean, Learning and Inclusion Team Leader at Pembrokeshire Coast National Park

A Geographer and Educator playing catch up with GIS after missing the memo in 1995 about satellite images replacing theodolites and chain surveying.

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Diana Manson, Executive Director, GIS & Visualisation at LUC

Diana Manson BSc (Hons) TMLI AssocRTPI is LUC's Executive Director for GIS and Visualisation; leading a team of 40 specialists. She has a background in environmental science and brings over 20 years' experience of using GIS & Visualisation to support environmental planning. She has passion for using GIS to support sustainable planning for the future. Diana brings 'spatial thinking' to LUC's projects and has a particular interest in making information available through innovative use of interactive mapping, dashboards, StoryMaps and other digital technology. Diana has considerable experience of working on strategic or national studies involving large and complex datasets.



Andrew Smart, Account Manager at Astun Technology

Andrew Smart is an Account Manager at Astun Technology, where he supports local government organisations in adopting modern cloud and geospatial solutions. He brings 12 years of experience working directly with UK local authorities to successfully procure and implement enterprise SaaS platforms. He previously spent 9 years helping housing and asset management teams deploy repairs diagnostic solutions. Andrew specialises in public sector frameworks, contract governance, and service delivery. He focuses on bridging the gap between council operational needs and commercial SaaS models, helping authorities smoothly deploy tools like iShare Mobile with QField to streamline field operations and outdoor asset management.



Ben Proctor, Data Lead at Mapio Cymru

Ben is the data lead of Mapio Cymru: the project that aims to make mapping in Welsh no worse than mapping in English. Mapio Cymru is part funded by the Welsh Government and hosted by Data Orchard CIC.

Ben originally trained as a biologist in the early 90s and used GIS tools (on a Cardiff University mini-computer) to understand how frog spawning patterns were changing across the UK. Since then he has worked in social enterprise and public sector DDaT roles in Wales and England.

He was the Innovation Director of Data Orchard CIC until 2024. Since then he has worked as a freelance GIS and Data Analyst and trainer alongside his role as a local councillor in Herefordshire.

Ben is a longstanding advocate of Open Data. He was part of the Open Data Institute node in Wales and is a keen contributor to OpenStreetMap.



Richard Flemmings, CEO at Map Impact

Richard is a cartography graduate with a 25+ year career focusing on answering pressing environmental and climate challenges. He is a strong advocate for collaboration, with a passion for connecting geospatial technology across as much of society as possible. He founded Map Impact, delivering Earth Observation derived data products that support objective reporting of biodiversity and climate risk, and is a volunteer Director of the Association for Geographic Information, having led the recent delivery of the **AGI Foresight Report**.

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12:55-13:15 RGS Networking Session

This lunchtime session will explore how the RGS can support you through your career, as the professional body for geographers. We'll explore

- The standards set out in the Framework of Competencies underpin the Professional Pathway for early career professionals, and Chartered Geographer.
- The benefits of professional membership and accreditation throughout your career.

Use the opportunity to ask questions about the application process or how you can get involved with our extensive programme of events, case studies and outreach.



Liz Fox-Tucker, Professional and Policy Manager at the Royal Geographical Society

Liz Fox-Tucker is the Professional and Policy Manager at the Royal Geographical Society, the learned society and professional body for geography. As a professional body the team provides opportunities for knowledge exchange, networks, professional development and professional recognition through the Chartered Geographer accreditation **www.rgs.org**

With a background in environmental sciences, Liz previously held various roles at the Department for Environment, Food and Rural Affairs (Defra) starting working on farms then moving to a range of roles focused on long term environmental monitoring, including EO, indicators and monitoring programmes, always with environmental sciences and geography at the core. Liz was a founding member and Deputy Head of Government Geography Profession. She is a Chartered Geographer.



Cerys Butterill

Cerys Butterill is a GIS and Data Analyst at Avon Fire & Rescue Service and the Co-Chair of the Association for Geographic Information Early Careers Network (ECN). Her geospatial background covers emergency services, renewable energy, and healthcare mapping. In her role with the AGI ECN, she is dedicated to bridging the gap between academic education and industry expectations. She, along with the ECN committee, actively host webinars and in-person workshops to help students, graduates, and early career professionals build confidence in technical and non-technical skills and effective networking strategies.



Lloyd John, Geospatial Consultant at Ordnance Survey

Lloyd John is a Geospatial Consultant at Ordnance Survey and the Welsh Representative of the Association for Geographic Information Early Careers Network (AGI ECN). His background is focused around promoting the benefits and supporting the use of geospatial data across Wales. In his role with AGI ECN, he is committed to supporting young professionals in Wales by fostering inclusive learning communities, enabling them to build the confidence to navigate their careers. He, along with the ECN committee, actively hosts webinars and in-person workshops to help students, graduates and early career professionals develop technical and non-technical skills.

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CGI is one of the world's largest IT and business consulting services firms, helping organisations turn data into better decisions and better outcomes. Within our geospatial practice, we work with clients to unlock the value of location data, combining digital, data and mapping capabilities to solve practical real-world challenges.

Our teams support the design and delivery of geospatial solutions that help organisations understand place more clearly, plan more effectively and deliver services more efficiently. This includes bringing together geographic information systems, data platforms, analytics, user-centred design and modern cloud technologies to create tools and services that are both technically robust and easy to use.

In the UK, geospatial insight plays an increasingly important role in how organisations manage land, infrastructure, transport, environment and public services. CGI supports this through work that helps clients make better use of location intelligence in decision-making, operational delivery and long-term planning.

This includes areas such as common land, where accurate spatial information and accessible digital services can help improve understanding, stewardship and management of complex land-related information. It also includes active travel, where geospatial data can support better planning, prioritisation and investment in walking, wheeling and cycling infrastructure, helping create places that are healthier, more connected and more sustainable.

We also recognise that the value of geospatial work lies in making complex information usable for the people who need it. Whether supporting policy development, service delivery or frontline decision-making, our focus is on creating practical tools and trusted data foundations that help organisations act with greater confidence. By combining deep technical expertise with sector understanding, CGI helps clients move from data to action and from insight to measurable outcomes.

At Esri UK, we believe geography provides a powerful framework for understanding the world around us and making better decisions for people, places and the environment. As the UK's leading provider of GIS technology, we help organisations unlock the full potential of location data to address complex challenges, improve services and create more sustainable futures.

The theme of this year's conference, Engaging with the Outdoors, resonates strongly with our work. Across Wales, geography plays a central role in understanding and managing some of the nation's most valued natural assets, from its dramatic coastlines and national parks to its extensive rights of way network, forests and protected landscapes. Geospatial technology enables organisations to better connect people with these environments whilst supporting their long-term stewardship.

Modern GIS is no longer simply about mapping. It brings together authoritative data, real-time information and advanced analytics to create a richer understanding of place. From monitoring environmental change and assessing biodiversity, to improving access to outdoor spaces and supporting sustainable tourism, geospatial tools help organisations make evidence-based decisions that balance social, economic and environmental priorities.

Wales presents a particularly compelling example of how geography can support engagement with the outdoors. Public bodies, environmental organisations and local authorities are increasingly using spatial data to understand visitor behaviour, improve accessibility, plan active travel routes and identify opportunities to enhance community wellbeing through greater connection with nature. At the same time, GIS helps protect the very landscapes people come to enjoy by supporting conservation efforts, natural resource management and climate resilience initiatives.

The increasing availability of high-quality geospatial data, combined with innovations in cloud-based GIS, remote sensing, artificial intelligence and mobile data collection, is creating new opportunities to understand how people interact with the environment. These capabilities allow organisations to move from simply describing what's happening to predicting future outcomes and taking proactive action.

At Esri UK, we are proud to support a diverse community of GIS professionals, geographers, environmental specialists and public sector organisations across Wales and the wider UK. Together, we are using geography not only to better understand our world, but to help more people experience, value and protect the outdoor spaces that enrich our lives. We look forward to meeting delegates at the conference and sharing how geospatial technology can help build stronger connections between people, place and the natural environment.

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Astun Technology provides enterprise geospatial solutions that help public sector organisations manage, share and make better use of location-based information. Our iShare in the Cloud platform brings together spatial data management, browser-based GIS, public mapping and field data collection in a secure, managed environment.
This year's theme, 'Engaging with the Outdoors', hits right at the heart of what we do. Managing the outdoors requires accurate, accessible spatial insight. But the outdoors isn't managed from behind a desk, it happens out in the field.

That's where iShare Mobile with QField comes in. By connecting field teams directly to central mapping systems, it ensures that anyone working outdoors can capture and access spatial information effortlessly, even in the most remote corners of the landscape. Whether inspecting trails, tracking habitats, or updating asset data, iShare Mobile with QField bridges the gap between field work and office operations.

We're delighted to support AGI Cymru this year. Please stop by the Astun stand to say hello and discuss how we can help your front line workers keep spatial data flowing seamlessly.

ASTUN TECHNOLOGY

Trydan Gwyrdd Cymru

Trydan Gwyrdd Cymru is a renewable energy developer wholly owned by the Welsh Government, with a mission to unlock the renewable energy potential of Wales and deliver benefits to society, the environment and the economy for current and future generations.

Launched in 2024, Trydan is working with communities, stakeholders and the public on four development projects as part of its ambition to deliver 1GW of installed renewable energy generating capacity, primarily on Welsh Government-owned land, by 2040.

As a publicly owned developer, Trydan takes a long-term approach to creating value for Wales through clean energy generation, economic growth, environmental enhancement and community benefit. The organisation works across complex landscapes, balancing energy production with environmental, social and land management considerations to support responsible and sustainable development.

GIS, mapping and spatial analysis are central to this process. By bringing together environmental, technical and socio-economic datasets, Trydan identifies suitable opportunities, understands constraints and supports evidence-based decision-making throughout project development.

Through its projects, Trydan is exploring how renewable energy can deliver benefits beyond electricity generation, including supporting biodiversity, climate resilience and sustainable land management. Across Wales' forests and upland landscapes, renewable energy presents opportunities to create spaces that not only generate clean energy, but also support recreation, wellbeing and meaningful connections with the natural environment. By harnessing the power of spatial data, Trydan is helping to identify opportunities that deliver lasting benefits for people, places and nature.

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We turn location intelligence into action
Most organisations don't have a data problem. They have an action problem.
The information exists. The systems exist. The expertise exists. But too often they are disconnected. Data sits in different systems. Teams work in different ways. Processes evolve over time. What should be connected becomes fragmented. The result is that valuable geospatial insight becomes harder to find, share and act upon.

VertiGIS helps organisations close that gap.
Built on decades of geospatial innovation, including the trusted data quality and governance heritage of 1Spatial, VertiGIS helps organisations connect people, processes and geospatial data to improve how they operate, plan and serve their communities.

We transform geospatial information into business applications, workflows and operational systems that help organisations work smarter every day. Across local government, utilities, transport, telecommunications and infrastructure, organisations rely on VertiGIS to simplify complexity, connect teams and support better decision-making.

Because maps alone are not enough. The real value of geospatial data lies in what happens next.
- A stronger decision
- A faster response
- A more efficient process

A clearer understanding of what is happening and where.
With thousands of customers and millions of users worldwide, VertiGIS helps organisations unlock the full value of their GIS investment and turn location intelligence into operational impact.

As organisations embrace smarter infrastructure, automation and AI, the need for trusted, AI-ready, accessible and actionable data continues to grow.

But technology alone is not the answer. Success comes from connecting data, people and processes in ways that enable organisations to respond with confidence.

From location intelligence to operational impact.
From insight to action.

That's VertiGIS
Contact phillip.ridley@vertigis.com to learn more.

Bluesky International, a Woolpert Company, is an aerial survey and geographic data company, producing and maintaining digital aerial photography and height data across Great Britain and the Republic of Ireland. Bluesky also conducts bespoke surveys, including LiDAR, for industries such as financial services, utilities, telecoms, insurance, construction and environment.

As the UK Government's chosen supplier for aerial photography and height data through the APGB resource (Lot 1), Bluesky serves all public sector organisations.

Bluesky operates advanced aircraft and sensors, including Ultracam Eagle Mark 3s, Leica TerrainMapper 2, and Leica CityMapper 2s, enabling the collection of vertical and oblique imagery, and LiDAR data. Their innovative approach has led to the development and creation of unique products like the National Tree Map™, National Hedgerow Map™, and MetroVista™ 3D mesh models.

Bluesky was acquired by Woolpert in 2025. It has offices in the UK, US, Republic of Ireland, and production centres in India.

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europa technologies

Europa Technologies is an award-winning provider of location intelligence solutions, helping organisations transform data into actionable insight through the power of geography. For over 35 years, we've empowered clients across all sectors to make smarter, location-informed decisions.

How We Help

- **Public Sector** – Maximise the value of Ordnance Survey data under the Public Sector Geospatial Agreement (PSGA), improving efficiency and service delivery.
- **Telecoms & Fibre** – Accelerate network planning with insights into address density, multi-dwelling units, and land ownership, helping streamline deployment and access.
- **Insurance & Banking** – Improve risk assessment with precise property intelligence, including location specific flood exposure, building characteristics and basement identification.

Trusted Data, Seamless Access

As an Ordnance Survey Strategic Partner, we offer comprehensive support for the full suite of OS datasets – as both products and services. Our award-winning viaEuropa platform delivers OS data directly into your web applications, desktop GIS and mobile apps.

Uniquely, viaEuropa also supports OSNI data for Northern Ireland, providing complete UK coverage.

viaEuropa is the service of choice for organisations across the private and public sector, including the Welsh Government.

Visit our stand to see a live demonstration and discover how Europa Technologies can help you harness the power of location intelligence.

Using geographic identifiers to engage with the outdoors

From national parks and rural roads to footpaths, cycle routes and urban green spaces, understanding how people interact with the outdoors starts with good location data.

Authoritative address and street data provides an important part of that picture. UPRNs and USRNs give us consistent identifiers for properties and streets, enabling them to be linked to other geospatial information to better understand how places are accessed, connected and managed.

GeoPlace has demonstrated this in Wales, using street, address and other geospatial data to build a more complete picture of the country's unadopted road network. Elsewhere, we have used location data to explore access to greenspace and analyse footpath networks.

These examples show how the data created and maintained by local authorities can help answer practical questions about the world beyond our front doors, from who can access green space to understanding the roads and paths that connect communities with the places around them.

Good location data helps us understand not just where places are, but how we reach, use and manage them. See our thought leadership:

geoplace®

- Using location data to evaluate unadopted roads in Wales
- Where is all the greenspace?
- Analysing the footpath network for Bracknell Forest Council

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AVINEON TENSING

Avineon Tensing helps organisations get more value from their geospatial data by joining up the systems, people and processes that depend on it. As an Esri Partner and a Safe Software Value Added Reseller, we bring two of the most widely used geospatial platforms together under one roof.

We have been an Esri partner since 2001, which gives us over two decades of hands-on experience with the ArcGIS Platform. Our Esri certified professionals work across the full ArcGIS suite, from ArcGIS Online and ArcGIS Enterprise to ArcGIS Utility Network.

For FME, we are an authorised VAR, Certified Training Partner and Managed Service Provider for FME Flow Hosted. That means we cover the full spectrum, from licensing and technical support to training, coaching and fully managed cloud deployments. Our team includes some of the most highly certified FME specialists in the UK.

We work with local and national government, utilities, energy and agriculture, supporting everything from strategy and integration to day-to-day operation. Whether it's automating data flows, improving data quality or reviewing an existing FME estate, we help clients make better, faster decisions with data they can trust. We also make sure that knowledge stays with their team rather than locked in with us.

Mapio Cymru aims to make mapping in Welsh no worse than it is in English. The project is kindly hosted by Data Orchard CIC and part funded by the Welsh Government.

We aim to improve the coverage of the Welsh language in the OpenStreetMap database directly and by supporting the wider community. We work in partnership with organisations that have an interest improving the Welsh language in mapping (such as the Welsh Language Commissioner and the National Library of Wales).

We maintain the server at openstreetmap.cymru which uses data from OpenStreetMap and Wikidata to create the best set of raster tiles of Wales with Welsh-language-only labels. We support a free xyz server for small projects and supply tiles and supply data commercially to clients with larger projects (such as MySociety.Org and The Welsh Government).

Mapio Cymru

We support and encourage developers and GIS professionals to understand how to improve their use of Cymraeg in geospatial and digital services. We provide consultancy and advice to organisations interested in improving Cymraeg in mapping.

We have a long term aim of making ourselves redundant because so many suppliers will provide high-quality Welsh language support.

Find out more at mapio.cymru