



MAGIC

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The logo for MAGIC, with 'MAG' in blue and 'ic' in orange, set against a blue background featuring a landscape with a stone wall and people walking.

MAGIC

MAGIC

- What is MAGIC?
- How did MAGIC develop?
- What datasets does MAGIC hold?
- What are the plans for the future?

What is MAGIC?

- **Multi-Agency...**
 - Partnership Project
- **...Geographic Information...**
 - All data has spatial element
- **...for the Countryside**
 - All partners concerned with rural policy and services



MAGIC Partners

- Department for Environment, Food and Rural Affairs (DEFRA)
- Department for Communities and Local Government (DCLG)
- Countryside Agency – Landscape, Access & Recreation
- English Heritage
- English Nature
- Environment Agency
- Forestry Commission
- Rural Development Service

Drivers for MAGIC

- Common interest in rural policy and service
- Drive for evidence-based policy
- Need for joined-up, definitive and consistent information
- No established method of data exchange

The logo for MAGIC, with 'MAG' in blue and 'ic' in orange, set against a blue background of a landscape with rocks and a field.

MAGIC

How is MAGIC delivered?

- Delivered via a website:
www.magic.gov.uk
- Main method of information delivery is via an interactive map
- MAGIC initially created for partners, but accessible to all on the Internet
- Formal launch – July 2002

MAGIC

[About Magic](#) [Contact Us](#) [Online Resources](#) [Help](#) [What's New](#) [Site Map](#)

Autumn at Westonbirt Arboretum
© Forestry Commission



Interactive
Map



Map
Tutorial



Dataset Info
and
Download



Static
Maps



Training
Manual



Work in
Progress

MAGIC

The first web-based interactive map to bring together geographic information on key environmental schemes and designations in one place

Spotlight

Updates

The next update to datasets and the interactive map will be carried out on **Tuesday 22 November 2005**. The interactive map will be unavailable between **5pm and 8pm** on this day to allow this update to take place.

Biosphere Reserves

The Biosphere Reserves dataset has been added to MAGIC. Other datasets which have been updated this month can be found on the [What's New](#) page.

MAGIC

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Interactive Map

New user of MAGIC?[Demonstration Map](#)[Map Tutorial](#)

Last Update: 13 July 2005

[Updates to Interactive Map](#)

Note: Each dataset in MAGIC has its own version date which can be viewed in the [dataset information](#).

Step 1. What data do you wish to view? The MAGIC datasets (layers) have been arranged into 7 different map topics. You can select to view one of these map topics, or design your own from the list of layers available.

[What's In This Topic?](#)

Step 2. Where do you want to go? Note: Certain data layers will not appear at all map scales - click for [more information](#).

- Postcode Place County Government Region
 Full Grid Ref - x,y Grid Ref - AB12(3)45(6) England

[Open Map](#)

To ensure you load the most recent version of the Interactive Map (13 July), press CTRL and F5 together (Internet Explorer) or CTRL and R (Netscape) when the map begins to open. You should only need to do this once.

Note: The supported web browsers for the interactive map are Internet Explorer 4.0 or higher and Netscape Navigator 4.6 or higher. Your screen resolution should be set at 800x600 pixels or higher.

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Select topic:

Select topic:

Design my Own Topic

Administrative Areas

Habitat Inventories

Joint Character Areas

Land Classifications

Rural Designations - Other

Rural Designations - Statutory

Rural Land-based Schemes

[What's In This Topic?](#)

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Government Region

12(3)45(6) England

[Open Map](#)

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Note: National Datasets will take longer to load

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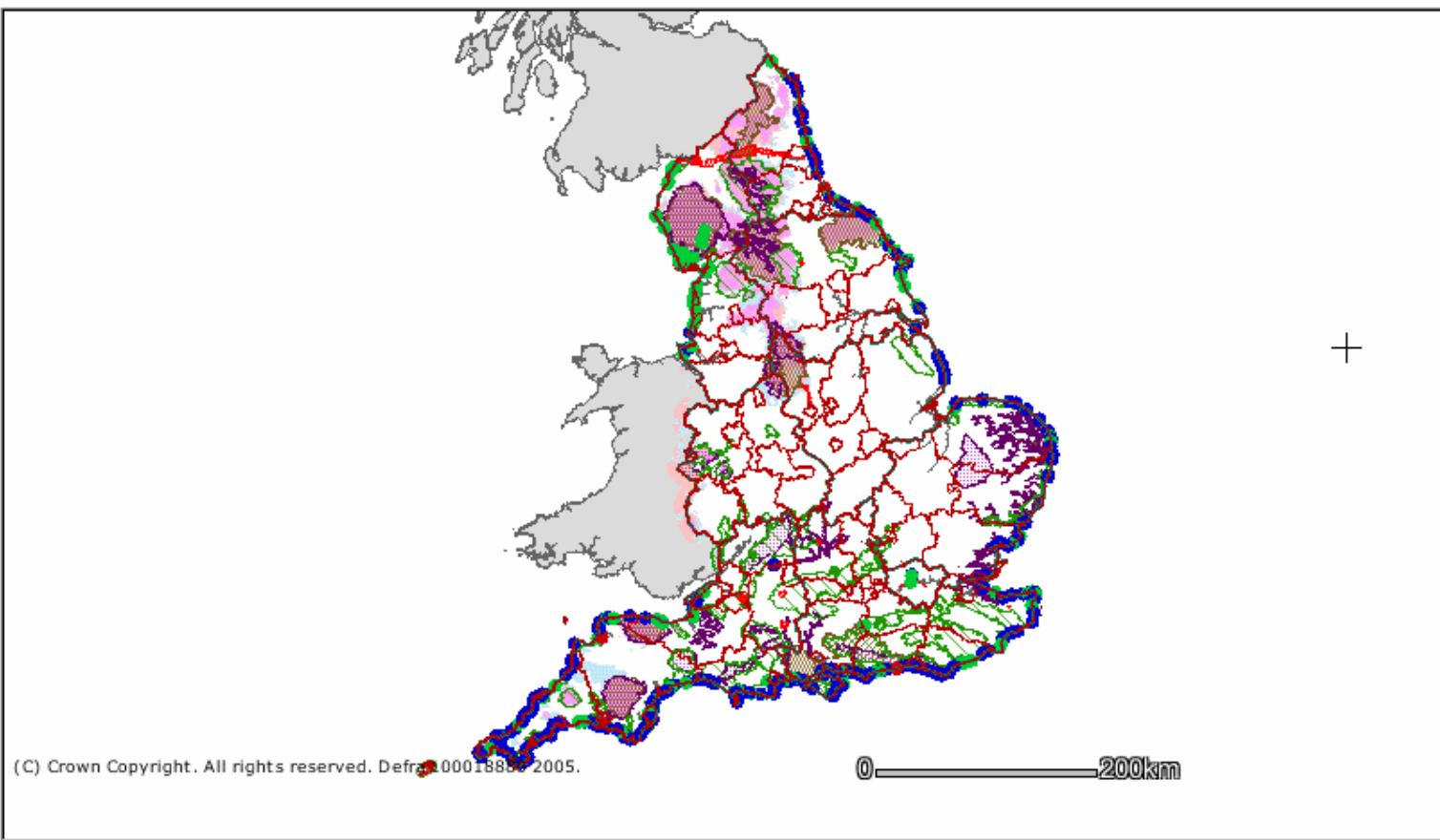
MAGIC

[Site Map](#) [Close](#)

[Search Options](#) [Map Tools](#) [Change Map Topic](#)



[Reload Map](#)



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0 ————— 200km



Scale: 1: [Go](#)

- Counties and Unitary Authorities
- NUTS1 (Government Office Regions)
- Bathing Waters Directive**
 - Not Classified
 - Closed
 - Fail
 - Guideline
 - Imperative
- Protected Wreck Sites
- World Heritage Sites
- Areas of Outstanding Natural Beauty
- Environmentally Sensitive Areas
- National Parks (proposed)
- National Parks
- Moorland Line
- Less Favoured Areas
- Severely Disadvantaged
- Disadvantaged

[\(Layers Missing? - Help\)](#)

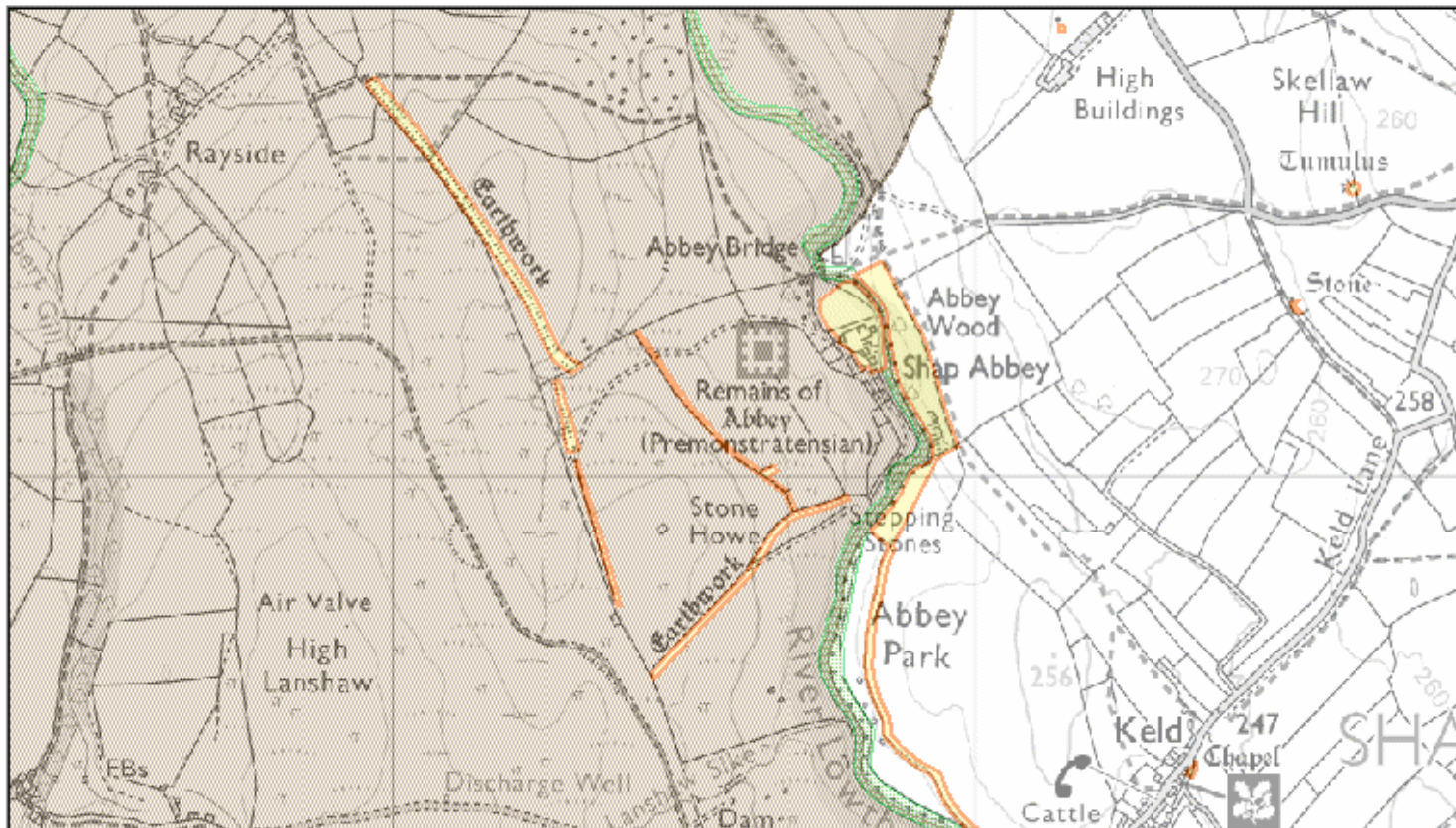
Search Options

Map Tools







Change Map Topic



Reload Map



List of Layers

-  Scheduled Monuments
-  Local Nature Reserves
-  National Nature Reserves
-  Sites of Special Scientific Interest
-  Areas of Outstanding Natural Beauty
-  National Parks

(Layers Missing? - Help)



Scale: 1:12398

Go

Use of MAGIC

- Use has steadily risen over time
 - Average of 350 daily user sessions following launch in 2002
 - Risen to an average of 2500 daily user sessions for 2004
 - In April 2006, average of 3,402 daily user sessions and more than 24,000 maps are produced each day
- Average 250 dataset downloads per month

Data Collation

- Data from Partners + other organisations
- Metadata required for all datasets
- MAGIC Data Standard
- Data capture exercise including:
 - National Parks
 - Scheduled Monuments
 - Local Nature Reserves

MAGIC Data

- Originally England only, but now some data for marine, Scotland & Wales
- Data includes
 - Designations
 - Environmental interests
 - Land Classification
 - Coastal & Marine Resource Atlas

So what next?

- Expansion of scope continues
- Development of SPIRE
- Review of technology
 - Conform with e-GIF and OpenGIS
- Continue to explore new links with other organisations and facilities