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DEVELOPMENT**

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The theme of this issue of *The Archaeologist* is adding value to development – a big topic and one which is difficult to really get to grips with in a few short articles. One of our major opportunities in archaeology is creating an interest and buzz about the historic environment, and we know from visitor numbers, TV shows and even films that for consumers, archaeology can be a real attraction. You would think, therefore, that archaeology must have real potential to add something unique, exciting and important to some developments. We have seen some recent exposure of commercial projects (Richard III and ULAS, for example), and it is probably safe to say that where the archaeological evidence points to a big story, the client will generally see some benefit from the media exposure. Beyond PR, there is a long list of benefits that the presence of archaeology at a site might bring, and we have some examples are included in this issue. Tim Malim outlines how to capitalise on unexpected results, Chris Scott explains the benefits of getting local schools involved in projects and Brendon Wilkins provides a guide on how to get the best of new media. Paul Burtenshaw sets the ball rolling by talking about some of the issues he had found while undertaking his PhD research exploring value in heritage. Staying within the same theme of value, providing a good quality service to both clients and stakeholders is something we all strive to achieve. Kate Geary has been working with various practitioners to help bring together a series of *Good practice guides* to work alongside our new *Standard and guidance for archaeological advice* (which is available on our website). Doug Rocks-Macqueen presents a revealing look into the world of pay and inflation, with both good and bad news for those working across the sector. Following the recent success of Cambridge Archaeological Unit at the

British Archaeological Awards, I caught up with the Much Farm project team for an interview exploring the success of the project and understanding what was key to that success. The recognition by BAA was probably a value-added benefit which nobody could predict at the outset of the project, but one which was very much appreciated by both the archaeological team and the client. Value-added is very much on our agenda for the next year, and with the development of our new client guide, *Archaeology+*, we will be looking to add to our list of examples of sites which have benefited from archaeological works. If you have anything you think we should include, please get in touch with me at amanda.forster@archaeologists.net.



Amanda Forster



Notes to contributors

Themes and deadlines

Spring: CPD in the real world; what's the deal with training and professional development?
 deadline: 1 February 2013

Contributions are always welcome. Please get in touch if you would like to discuss ideas for articles, opinion pieces or interviews. Our Spring 2013 issue will include a feature article on 'CPD in the real world' (TA87). We would be interested to hear from anyone with positive and negative experiences of training and maintaining their CPD. If you would like to include something for this theme, or can provide a short article, the following guidelines will apply. Articles should be between 1000 and 1500 words, and sent as an email attachment including captions and credits for illustrations. Illustrations are important in any article, and should be provided as separate files in high resolution (at least 300dpi) and jpg, tif or pdf format. TA is made digitally available through our website and if this raises copyright issues with any authors, artists or photographers please notify the editor. Copyright of content and illustrations remains with the author, that of the final design with IFA (who will make it available on its website). Authors are responsible for obtaining reproduction rights and for providing the editor with appropriate captions and credits. Opinions expressed in the *Archaeologist* are those of the authors, and are not necessarily those of the IFA.

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Archaeology+

Value added and plus benefits; what can you do to make archaeology go viral?

Amanda Forster

Despite the apparent success of archaeology to ignite public interest and imagination, we remain a profession which lacks confidence – which is perhaps understandable. The economic downturn has had a deep impact on the profession, with commercial companies suffering job losses and closure. This downturn is now affecting local government provision of archaeological advice, with the national tightening of belts stretching resources to the max and resulting (again) in job losses and closures. Those who enjoy employment do so knowing they are low paid in comparison to similar professions, and with the rising cost of living that pay gap will become more and more difficult to manage. With the recent closure of the Institute for Archaeology and Antiquity at the University of Birmingham, it is evident that the academic sector is also under threat. Although I suspect we don't need to bang on about it all the time, this is the reality for most people working in archaeology today. So, why are we talking about adding value to developer-funded projects at a time when we are feeling pretty undervalued as a profession?

The reason most archaeologists continue to work in the heritage sector is because they are passionate about it. It is a profession which means something to those who practice it, and it something we feel has worth beyond monetary value. Archaeology is something most people seem genuinely interested in – with icons like Indiana Jones and Lara Croft, the discipline certainly hasn't suffered from lack of exposure. Visitor numbers to archaeological open days and visits to see particular exhibits all form part of a heritage tourism industry which – according to HLF – contributed £7.4 billion to the UK economy in 2010 (measured as gross domestic product, GDP, see

HLF 2010). In the UK, the British public (up to 2.5 million of them) have tuned in to discover what lies beneath the turf at over 1000 locations with Channel Four's long-running *Time Team* series (though admittedly this has recently been scrapped for new format archaeological programmes (see *The Guardian* 20/10/2012)). Archaeology is interesting, exciting and has the power to engage communities and to draw them together. Excavations have the potential to provide a positive outcome in development projects – archaeologists have the opportunity to find out about a community's heritage, and to help people understand the landscapes they are living in. The investigation of an archaeological site on peoples' own doorsteps has the potential to be of great interest to local communities, and should be something developers are keen to capitalise on. But how many archaeological evaluations and excavations have you been involved in where the client demanded greater community engagement?

Time Team did a commendable job of pulling in expertise from commercial as well as academic spheres, but what do the public really understand professional archaeologists to be? Perhaps, rather than being undervalued, we are simply not understood. Over the next 12 months, the IFA will be working on the perception of our profession – from the public's understanding of archaeology, through to gaining professional parity with those we work alongside – and many of our current initiatives are directed at raising the profile of our profession and increasing understanding of what we do. These initiatives will need to address a wide and diverse audience targeting the stakeholders in archaeology (developers, community members, academics), and will provide our members with the tools they need to demonstrate their own professional acumen (Chartership being top of the agenda). We are also keen to highlight the initiatives of our members and Registered Organisations in ensuring that their own archaeological projects are valued by both the communities they serve and the clients who ultimately pay for the work. And this is where you can help.

The Southport Report (2011) highlighted the need to increase archaeology's understanding in the development sector, making a better case to developers (and planners) and developing further the products it provides. The report saw a

'Time Team did a commendable job of pulling in expertise from commercial as well as academic spheres, but what do the public really understand professional archaeologists to be? Perhaps, rather than being undervalued, we are simply not understood.'

need to reposition the historic environment as a 'value-creating contributor to design, public relations and marketing' (see paragraph 3.5.8, p24). IfA has a role to play in this, and our plans for the next year will (we hope) contribute to a wider appreciation of the historic environment and its value to social and economic aspects of society. Practitioners also have a key role to play in providing those value added benefits which will help provide developers with a greater appreciation of the opportunities that archaeological remains could present. This article puts the spotlight on three organisations that have provided added value to archaeological projects, demonstrating that with thoughtful planning, innovative execution and taking opportunities as they arise, value can be added to everyday archaeological projects.

One of our initiatives over the coming year (*Archaeology+*) includes the development of a document aimed at clients and stakeholders of

Understanding the value of archaeology

Paul Burtenshaw

Whether archaeology is regarded as an asset providing positive benefits to planning projects, or viewed as something to be mitigated and dealt with, an assessment of its value will need to be made. Put simply, the decision of what stays, what is investigated and to what extent, is one which is based on value - what is of most use to people today and in the future? The benefits of preserving and utilising the archaeological record for the public are well-known and wide-ranging – including (among others) intangible ideas of nostalgia and identity, the pursuit of knowledge and education and more fundamental issues of social impact and economy.

However, the term value is itself troublesome and one with dual meaning. On one hand it can mean financial cost or, on the other, the principles and standards of behaviour which we live by which may seem the antithesis of morales price-tags (see Miller 2008 for discussion). The science of value is usually the preserve of economics – examining how utility (in all senses, not just financial) can be gained from the best allocation of available resources. Value

archaeological projects. If you have projects which you feel show archaeology in its best light to both communities and clients, please get in touch. *Archaeology+* will provide a guide for all users of archaeology and we hope will help promote a better understanding of the importance of archaeology and archaeologists. It is noticeable that in the articles that follow, one of the missing aspects is value-added by the presence or association of archaeological remains within the completed development site. If you have any examples of residential, retail or office premises which make use of heritage assets, or have resulted in increased value (such as higher purchase or rental rates), I would be keen to hear from you.

Before we present some examples of adding value to archaeological projects, Paul Burtenshaw considers what value actually means in archaeological projects. Paul has been researching ideas surrounding, and use of, the economic value of archaeology, and shares some thoughts below.

assessments are usually left to the market for most products, but the public good (or common-pool resource) nature of archaeology means that 'price' cannot be an accurate reflection of importance for people. This causes problems when trying to assess values of archaeology against other goods whose value is more easily expressed in the universal language of money.

As the market cannot regulate the use of a resource such as archaeology, other institutions and frameworks must step in. Professional archaeologists will be familiar with the range of legislation and guidelines designed to protect and aid the management of archaeological resources. Often guidelines attempt to list the qualities of archaeological resources or set criteria for eligibility for protection of resources. In the UK and USA, legal protection (specifically the statutory schedule and listing criteria) often depends on the resource as a source of information, while for UNESCO, it is uniqueness and quality that provides the categorisation of sites of Outstanding Universal Value. Planning legalisation demands a slightly different perspective again; the most recent development in English planning – the National Planning Policy Framework – uses the term *sustainable development* as the key driver in planning decisions (2012). Different situations call for an emphasis on different values and properties, and those putting in the resources which offer protection or management will undoubtedly have different goals.

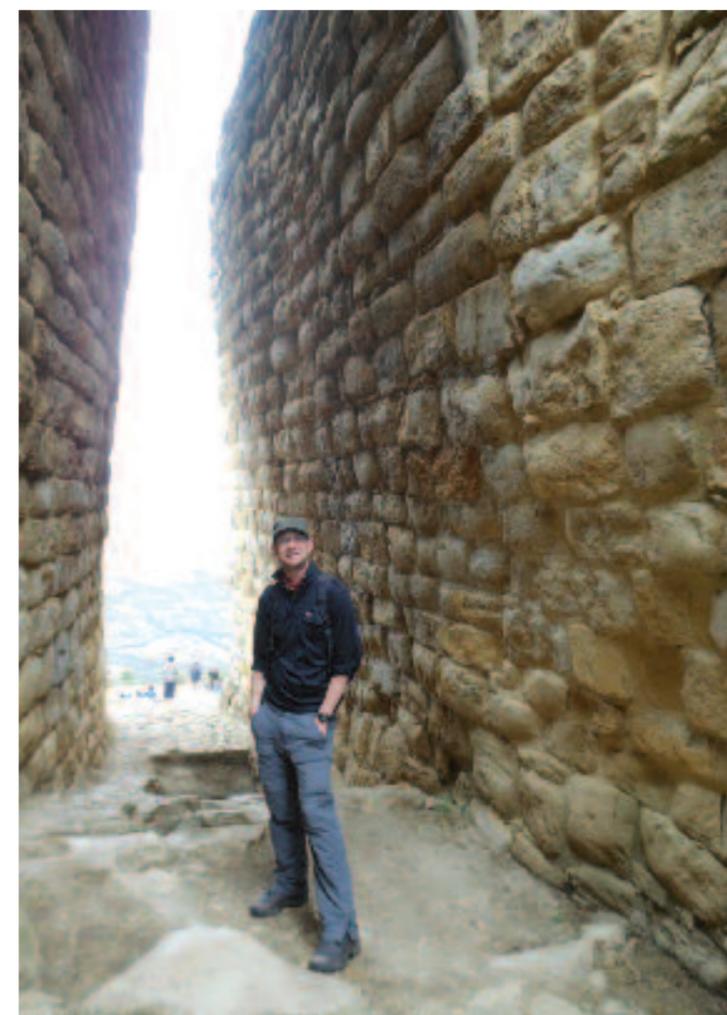
Cultural economists have offered another perspective on how to approach the value of cultural resources, including heritage. Borrowing heavily from the economics of natural resources (which cultural resources can be loosely equated to in many respects), cultural economists have developed methodologies which focus on the behaviours of people considered to 'reveal' value or have used survey methods that ask the public to 'state' their individual preferences and values around certain cultural resources (Contingent Valuation or Choice Modelling) (McLoughlin et al 2006 for summary). The basis for this approach is the assumption that public value for resources can then be quantified allowing the value of cultural resources to be measured against other criteria such as cost, which could facilitate policy development. While cultural economists remain confident that these methods can be used successfully in understanding value in the heritage sector, they have not yet been widely implemented although see the recent review of techniques undertaken by the Arts Council (2012), in part due to both fundamental difficulties with the methodologies but also of how economics is viewed in archaeology.

My own research focuses on the economic value of archaeology and in how the concept of value is thought about and discussed within the heritage sector. Archaeology can contribute to economies (through activities like employment, tourism and regeneration), and can have economic measures applied to it. Over the past few years UK heritage organisations have been keen to produce figures demonstrating the economic performance of the historic environment (NIEA 2012, Heritage Lottery Fund 2010, English Heritage 2010, Ecotec 2008). Figures like this can get a mixed reaction in archaeology. On one hand the results celebrate the valuable contribution that the sector makes to the economy; on the other there is concern that economic value may detract from other views of 'what really matters'. Carman (2005) has described how archaeologists often view economics as a 'dismal science' while others have described the feeling of the involvement of economics in cultural matters as the 'unacceptable soiling of the aesthetically sublime with the commercially mundane' (Graham et al 2000:129). Is this rift insurmountable?

Archaeology can be many things to many people – there is no ranking in which motivations for value are better than others. The different ways of approaching value outlined above have both pros and cons, and the different stakeholders in any given project will have different views and use different language when

they discuss the value of archaeology. What should be remembered is that by attempting to find a way to capture why archaeology is (or isn't) important, stakeholders and archaeologists alike have something in common. The task for archaeologists when dealing with the interests of others (and with the decisions others make) is in understanding the factors which drive different groups. However we decide to discuss value as a profession, it is important that archaeologists find effective ways to articulate, demonstrate and communicate the value of the past to the public, clients and other stakeholders in ways which are accessible and understandable to everyone.

'Archaeology can be many things to many people – there is no ranking in which motivations for value are better than others.'



Paul Burtenshaw is a current PhD researcher at the Institute of Archaeology UCL. His research examines how archaeology thinks about and measures the economic value of heritage. His case studies include economic impact and value assessments in Scotland and Jordan. Paul has previously worked in heritage tourism and is group leader of the UCL Archaeology and Development Research Network.

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PR and media coverage

The prehistoric road that went global; excavations at Sharpstone Hill, Shropshire

Tim Malim discusses how to get the best out of the unexpected...

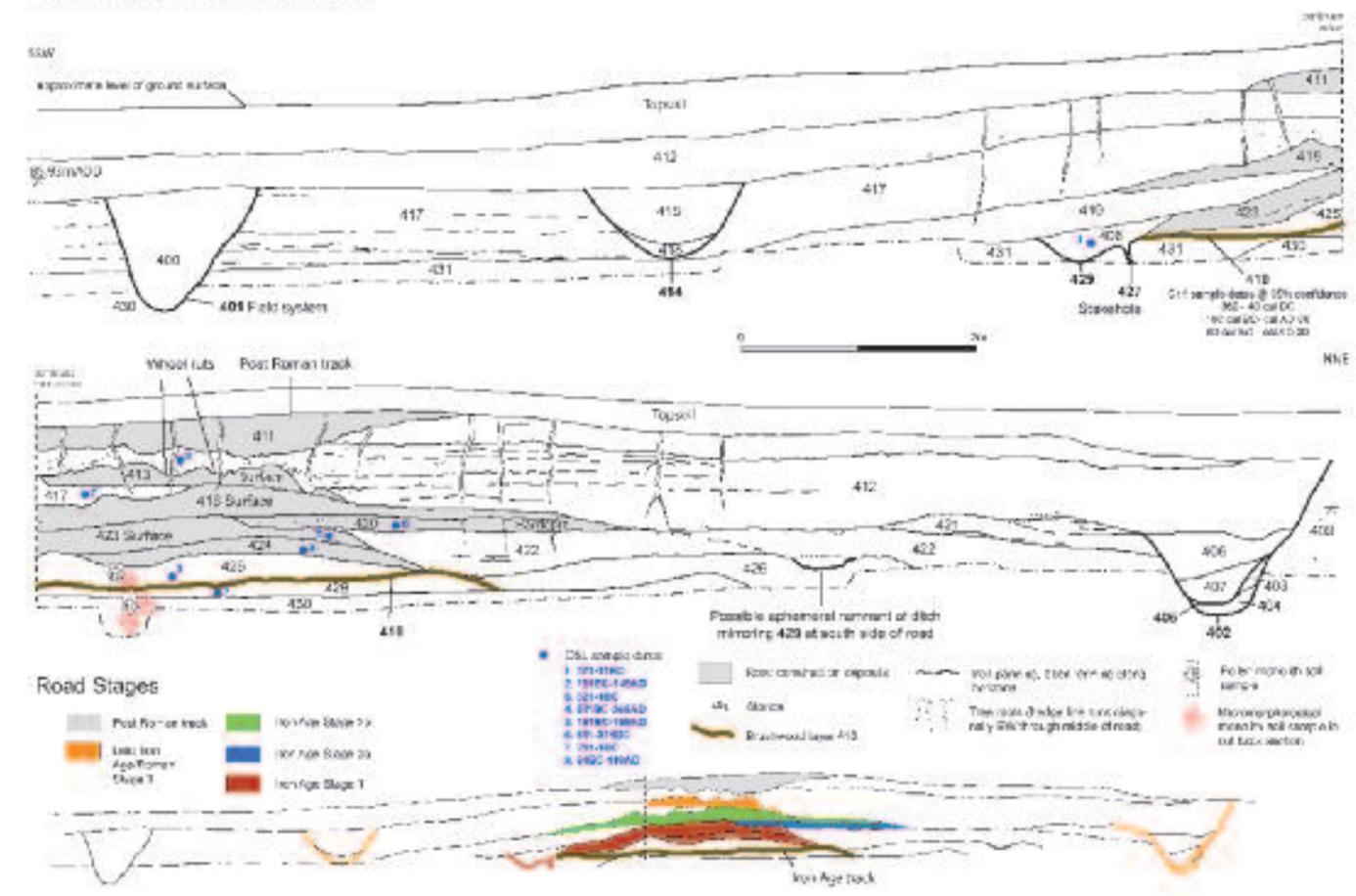


The deepest section through the road with brushwood (elder) foundation © SLR Consulting

Sometimes it is the unexpected results which give archaeological projects something to shout about. While you may not be able to build the unexpected into your project design from the outset, how you react could make all the difference to the project, and could provide an added value for the client.

In 2009 SLR designed and implemented a strategy for what was supposed to be a routine programme of mitigation work for enlargement of a quarry. A Roman road had been identified on the HER as running through the area, and this was to be investigated and recorded before its destruction as part of the quarry expansion. Although large amounts of colluvium had to be machined away to uncover parts of the road, the surviving parts showed a feature that included all the characteristics of a classic Roman road: a cambered surface of hard-packed cobbles c 4 – 5m wide, set into a silty foundation, with roadside ditches defining a zone c 17m wide. Preservation was so good that three to four phases of road construction could be seen, over 1m thick, with wheel ruts and wear and tear to the cobbling, and at the base a foundation of round-wood branches. In my opinion however, this road did not seem to fit

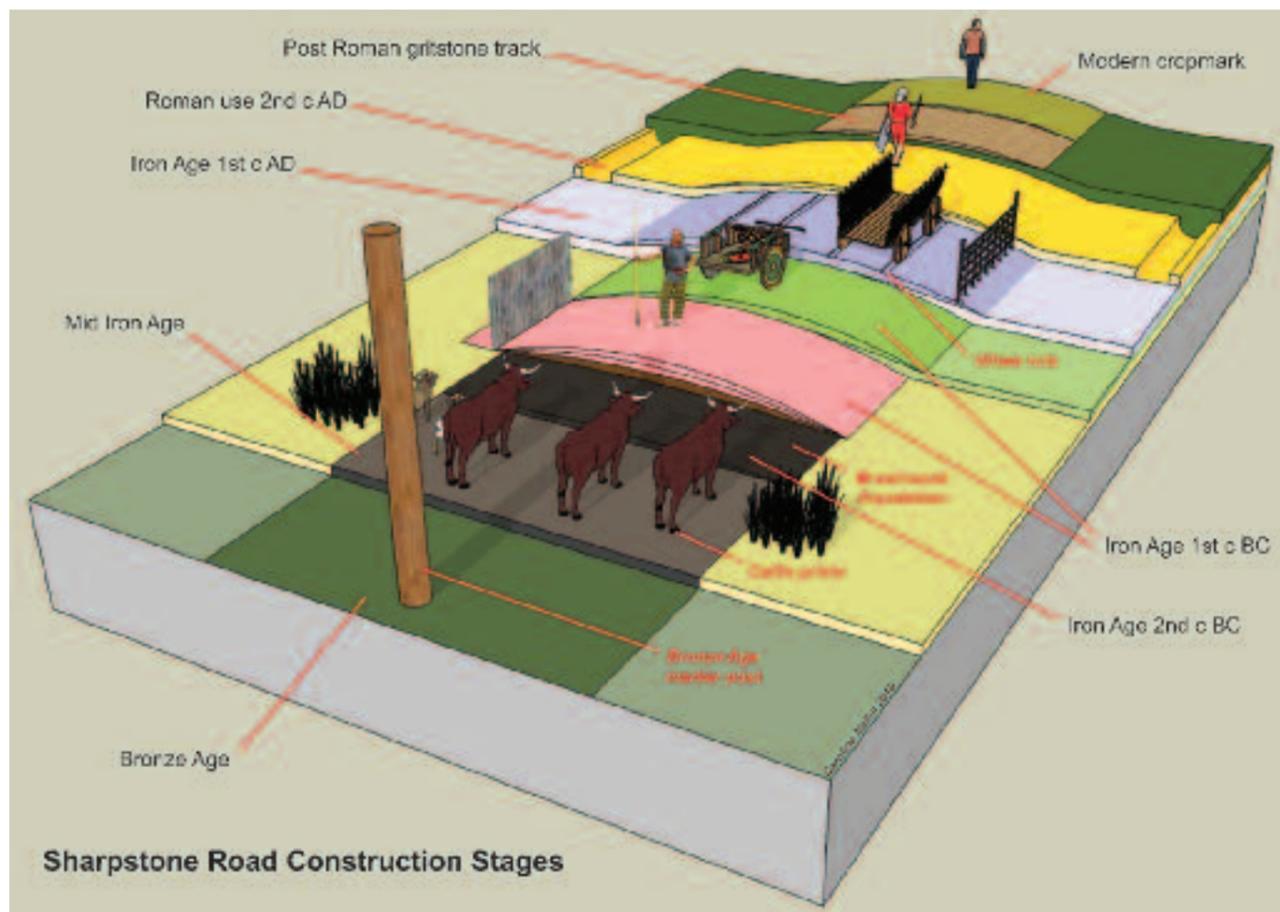
Section through Roman Road Area 4



An interpretative section drawing with C14 and OSL dates © SLR Consulting



A general view of the site showing three phases of road construction © SLR Consulting



A reconstruction sequence © Caroline Malim

'Wide coverage of the site was seen in the British press, and filming was undertaken at the quarry ... the interview was watched by 35 million households across the world.'

the logic of the Roman road system which involved an unnecessary southerly detour from Watling Street's westward projection, to instead cross the Severn at Wroxeter, in order to continue northwestwards through Sharpstone Hill, and then west again towards Wales. Having had success with OSL to date Wat's Dyke, I decided to employ the same approach with the road, taking multiple samples at key points throughout the profile of the four phases of construction, and to get three radiocarbon dates from the brushwood foundation. This sequence of dates demonstrated construction of the road was Iron Age, dating from the 2nd century BC, and that the all weather surface was engineered for vehicular traffic, and built with river stones imported from the Severn c 3km away. Soil micromorphological studies and palaeoenvironmental assessment of samples from the road make-up and its foundations showed that the route had probably originated as a droveway, perhaps in the Bronze Age, within a landscape relatively clear of woodland.

These results were totally unexpected and the first evidence for Iron Age engineering of an all-year-

round road in a rural location. It raised questions as to whether the preconceptions that straight, cambered and metalled roads should be Roman in date was still justified, as the Romans often adapted existing routes when they constructed their roads. It also posed questions as to who would have constructed this road and for what purpose, during the late Iron Age. There must have been involvement of some central authority, presumably with permission to build across various land ownerships, and with available engineering skills to project manage and direct the construction and later maintenance of the road. The road is aligned south-eastwards towards The Wrekin, the tribal centre for the Cornovii in one direction, and towards Wales and the route through Snowdonia in the other (now the A5), so the possibility of the need for a heavy goods route exchanging minerals from the Welsh hills with the rich agricultural lands of the Shropshire Plain is a possible reason for the road's existence.

The importance of these discoveries was reported in PAST and *British Archaeology* and subsequently picked up by David Keys who wrote an article for the national press with the keen endorsement of Tarmac's

PR team. A frenzy of media interest followed and the story was translated into newspapers all around the world. Wide coverage of the site was seen in the British press, and filming was undertaken at the quarry where Tarmac managers and archaeologists were interviewed by the BBC and by Revealing History, who sell their work to CNN. The interview was watched by 35 million households across the world.

The PR benefits of national and international media coverage borne out of applied archaeological investigation within the scope of a standard piece of

mitigation recording to discharge a planning condition was fully appreciated by the client. The team at Tarmac also noted the connection between the archaeological evidence and the current use of the site. The area in which the 2000 year old road construction was recorded on Sharpstone Hill is now a source of gritstone, used on modern roads for grip in wet weather and previously exported to Dubai for construction of the Formula One race track. Tarmac funded a full colour publication in the Transactions of the Shropshire Archaeological and Historical Society, Volume 85, in 2011.



Tim Malim MifA 1826

Tim Malim is the Technical Discipline Manager for Archaeology and Heritage at SLR Consulting, with over 30 years of archaeological experience following graduation from the Institute of Archaeology. Tim is an FSA and a MifA, a specialist on Fenland archaeology and was head of the Cambridgeshire Archaeological Field Unit for 12 years and has worked in Europe, South America and Sri Lanka. Tim's research interests include prehistoric and Anglo-Saxon periods.

Knowledge and education

Quarries for kids! Lanton quarry capacity building project

Chris Scott explains how getting local schoolchildren involved in a local quarry has benefited both the developer and the historic environment.

Adding value to developments through historic environment works can be achieved in a variety of ways, for example community engagement, education and outreach can help developers achieve their corporate and social responsibility objectives. A recent example of this approach to community engagement is the Lanton Quarry Capacity Building Project. Archaeological Research Services have been working with Tarmac Ltd on their Lanton Quarry site in Northumberland since 2003. Recently, by securing joint funding from both English Heritage and Tarmac Ltd, we worked with Tarmac to devise and deliver a capacity building and education project. This project involved working with local schoolchildren and students from Newcastle University, both on-site and in the classroom. The feedback generated from this engagement fed into the creation of a teachers pack and website based on the significant multi-period

archaeology found on the site, which is also available for other schools to use. Since the close of the project one of the partner schools involved in the project has been inspired to submit a lottery bid themselves to undertake their own local heritage project.

As part of the Lanton Quarry Capacity Building Project seven different schools in Northumberland had a pre-visit, a site visit to the quarry and a post-visit in the classroom from Archaeological Research Services Ltd staff. The pre-visit introduced the children to the archaeological process and the importance of their local historic environment. On site, children were given a group talk, a tour round the quarry and a demonstration of how to dig a test pit before they were allowed to dig their own to search the topsoil for archaeological artefacts (typically early prehistoric flints). This work was required as part of the normal planning process and provided an added value to the archaeological works undertaken at the site. The post-visits followed up the site visit and consolidated what the children learned about their local historic environment and why conserving and understanding it is so important.

In total, the project involved over 400 children from the local area across the seven partner schools. In addition, it helped to develop partnerships and



Chris Scott delivers the site welcome for Norham and Cornhill First Schools.
© Archaeological Research Services Ltd



Children from Norham and Cornhill First Schools on site © Archaeological Research Services Ltd

modern life, as well as an opportunity to find out about one of the largest industries in Northumberland. School visits to the Quarry have also allowed the opportunity to get close to the quarrying process and understand how and why it impacts on the historic environment, and how this allows the opportunity for archaeological discovery, as well as providing a challenge to Tarmac Ltd, English Heritage, the Council and others to manage, conserve and appreciate the historic environment. In particular, schools have followed up their experience independently by undertaking artwork and craft with the children, and by developing discussion and storytelling sessions.

The project has created tangible goodwill towards archaeology, the historic environment, Tarmac and English Heritage. It is clear from the teachers' comments and those of the children involved that the project continues to foster and enhance appreciation for, and understanding of, the need to conserve the historic environment. Further to this, most of the teachers have expressed their pleasure at finding out more about the historic and archaeological content of the Project, mentioning particularly the desire they have to carry this information forward and use it in future teaching. This, and the positive comments with regard to the delivery methods used, provided a good basis for developing and road testing the downloadable schools pack (<http://www.archaeologicalresearchservices.com/school-zone>).

The benefits of this kind of project are clearly visible in this example of a developer engaging with their local communities through participation in archaeology. As a developer, Tarmac Ltd was able to engender better understanding of its activities in the communities which surround its sites, creating improved community relations, as well as contributing towards its corporate and social responsibility targets. For the communities involved in the Project, benefits have included a better understanding of their historic local archaeology and history, as well as links with a large local business, which can allow future partnership working to the benefit of all concerned.

Feedback from English Heritage on completion of the Project summed it up:

I just wanted to say how impressed I've been with the project ... I consider it to be a great example of how funding can be successfully used to build capacity ... and it's clear that the participating children, teachers and students thoroughly enjoyed themselves and learnt a great deal from taking part.
Alex Markham, English Heritage

student learning with Newcastle University's Department of Archaeology and the International Centre for Cultural and Heritage Studies.

'The benefits of this kind of project are clearly visible in this example of a developer engaging with their local communities through participation in archaeology.'

All of the schools have stressed the positive aspects of the hands-on activity opportunities afforded by the project, as well as the obvious pleasure the children gained from taking part. All of the children who visited the quarry have had a diverse learning experience focused on the interaction between the minerals industry, the management of land and the historic environment. The first part of school visits involved an introduction to the quarry at Lanton, covering what the quarry produces and how these mineral products feature in everyday life, from roads to houses and concrete to the Queen's gravel driveway. This experience was intended to introduce the children to the need for active management of the historic environment, the role of minerals companies and quarrying to much of

Chris Scott BA MA MifA 7362
Senior Project Manager
Chris is a project manager at Archaeological Research Services Ltd and has managed many community engagement projects, both for Archaeological Research Services Ltd and, previously, for Beamish, The North of England open Air Museum. As well as being an experienced field archaeologist Chris has had extensive experience of the

development and delivery of educational activities, family activities, training and learning resources and interpretational aids for the National Trust, Beamish Museum and Tyne and Wear Museums. Chris has an MA in Heritage Education and Interpretation and a background of community work involving local communities with their heritage at sites across northern England. Chris was formerly Curator of Industry at Beamish Museum.



Communication
Cracking castles and mega moats; adding value and social media

Brendon Wilkins reports on recent moves by Rubicon Heritage Services to build audience participation and engagement in development-led and community archaeology projects using social media tools.

In the wider cultural sector, artists, actors, novelists and musicians are working hard to build new audiences for their work, driving innovation at the interface between culture, technology and entrepreneurship. Archaeology has yet to embrace this new landscape, having thus far retained a focus on traditional offline methods of audience engagement such as books, museum displays, open days and lectures. Whilst we still get more than our fair share of coverage in print media and factual programming, the recent axing of Time Team (and the underlying reasons for its demise) should be cause for concern. Like the familiar faces of those well-loved presenters, archaeology's natural constituency is ageing, and we must find new ways to excite interest in our discipline or risk dropping off everyone's list of priorities.

Social media – defined as interactive web technologies allowing on-line communities to communicate, participate and share user-generated content – has been argued as a cost-effective way for archaeologists to add value and reach new audiences. Social networks are usually free to join and use, offsetting this cost by generating revenue through targeted advertising. A plethora of blogs, Facebook pages, Twitter accounts, photographic archives, smart-phone apps and interactive websites have sprung up using these services, as archaeologists and museums begin to explore their potential. But what are the implications of exposing the inner workings of our profession to all takers? And how will we know if we are successful in

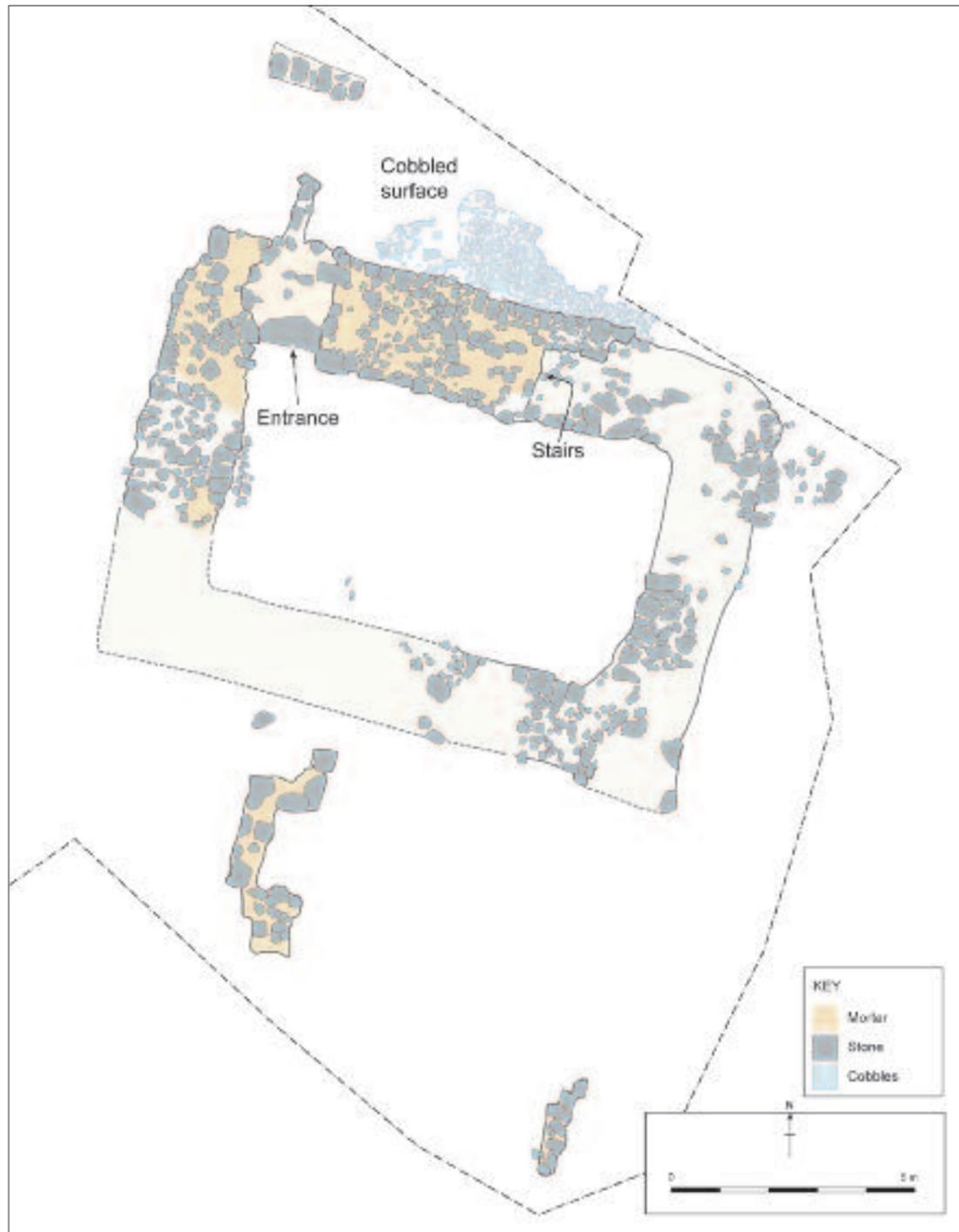
reaching new audience, rather than just reaching the same traditional audiences in new ways?

Caherduggan Castle
Rubicon Heritage Services has been experimenting with social media for several years now. We have established internal guidelines and procedures that allow us to add value to developments by significantly raising their public profile, without jeopardising the confidentiality of our clients or sensitivity of the planning process. At Caherduggan Castle, a medieval moated site excavated in advance of the R581 New Twopothouse to Doneraile Road scheme, we were able to take advantage of this to good effect.

The Doneraile project was a phased programme of evaluation and excavation undertaken on behalf of Cork County Council. The depth, nature and extent of any potential archaeology were comprehensively evaluated with a centre-line trench running from start

Caherduggan Castle being recorded by archaeologists from Rubicon (Rubicon Heritage)





Plan of Caherduggan Castle (Rubicon Heritage)

to finish along the entire road corridor. Once these results were thoroughly assessed and the position of further excavation areas agreed, we were asked by our client to design an outreach programme that addressed the Council's heritage priority to engage primary and secondary school students.

The programme at Doneraile was intended to build interest and excitement that would then culminate in an open-day for schools at the end of the project. Taking our cues from 'Archaeology in the Classroom'

– a recent initiative in Ireland to provide guidance for teachers and engaging material for students to learn about the archaeology in their local area – we developed a special site blog for the project. Carefully pitching the tone and content of our blog while linking to web resources for those who wanted to learn more, we ensured that all updates would be relayed and amplified through our social media channels.

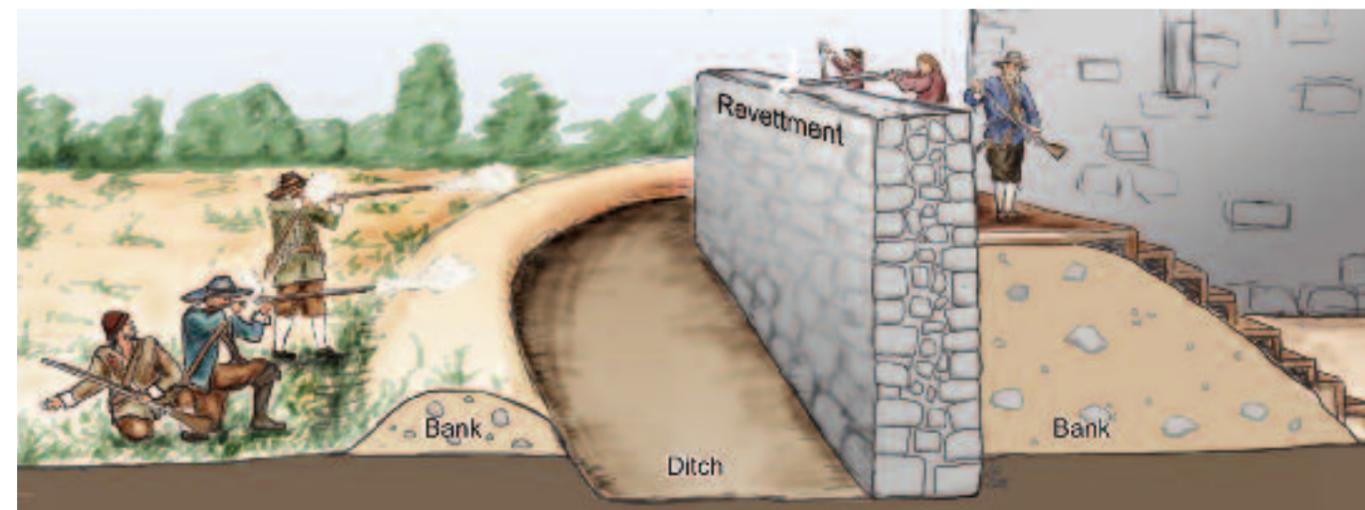
With a workable lead time and a clear brief, we



(above) Photographing Caherduggan Castle from the air using a remote control helicopter (Rubicon Heritage)



(left) Excavation of the moat in progress, with the remains of the revetment wall visible (Rubicon Heritage)



How the moat and wall, or 'revetment' may have been used in the 17th century before it went out of use (Sara Nylund)



Find of the dig – The medieval leather belt just after its discovery in the well (Rubicon Heritage)



Find of the week – Medieval die from the Caherduggan Castle well (Rubicon Heritage)



(left) A detail shot showing the stunning condition of the medieval belt, replete with hinged heraldic motifs (John Nicholl)



(below) The other side of the belt with the second buckle and full view of the hinged Heraldic motifs (John Nicholl)

‘Taking our cues from ‘Archaeology in the Classroom’ – we developed a special site blog for the project.’

avoided the most common social media mistake made by heritage projects: an ill-defined sense of purpose, confounded by underestimating the time investment needed to succeed. After an initial flurry of activity, many blogs wither on the branch – their authors becoming disenchanted by a lack of following or busy with the ‘real’ work of excavation.

In resourcing terms, it is helpful to think about a successful social media campaign as equivalent to excavating a complex trench. Just as the fieldwork at Doneraile was planned with meticulous attention to detail, a social media plan was also developed to coordinate all on-line activities, ensuring that purpose and momentum was maintained throughout.

With posts scheduled throughout the four-week excavation, this allowed us to structure content with an equal mix of day-to-day description spiced with regular features like ‘find of the day.’ When, towards the end of the project, we came to excavate a unique set of finds from a water-logged well, the momentum of anticipation and excitement we had already built took on a life of its own. We discovered a complete leather horse harness decorated with heraldic shields, possibly one of the finest secular medieval leather objects from medieval Ireland ever excavated, and close to the bottom an exquisite gaming die in almost perfect condition. With each day improving on the previous day’s finds, it was clear from website visitor statistics and increasing comments that we had built an engaged online audience eager to find out more.

Evaluating success

By sharing information freely amongst personal networks, the inbuilt potential for stories to go viral has seen archaeology capture the public imagination, catapulting stories such as the recent hunt for Richard III’s remains to the top of the international news agenda. In light of such developments, the Southport Group’s ambitious vision for a revival of public participation in archaeology seems well within our grasp. Given that archaeological work is paid for in the public interest, the question of public benefit – and how we converting technical knowledge into published and accessible information/knowledge – is ever present. Arguing for ‘a network of staffed resource centres linked to local authority Historic Environment Records, around which public and professionals alike can coalesce to explore and research the past of their locale’ sounds extremely positive. But this doesn’t sit well in a climate of austerity where all investment is scrutinised. Could social media be a creative solution, achieving the same results without costly investment in bricks and mortar?

Cyber-utopians certainly think so, but there are an equally large number of researchers urging caution, with one of the main critiques of social media in archaeology rounding on the quality of engagement and access. How representative of the wider population are those who do use social media, and how can ‘liking’ a Facebook story ever compare – in learning terms – to actually visiting an archaeological site? Rubicon tried to overcome this issue by linking our social media campaigns with analytics software (like Google Analytics) to establish where the audience is geographically located, how long they stay, and how they were referred to the site in the first place. By providing a calibrated list of what posts are working and not working, popularity can be



John Walsh of Bere Island Projects introduces the information meeting at Bere Island Heritage Centre for Rubicon Heritage (Rubicon Heritage)

quantified with an alarming precision, ensuring that campaign aims (such as raising local awareness) can be fine-tuned on the go.

Safe Haven: The Bere island Archaeology Project

Rubicon has successfully used this approach to channel interest in community archaeology projects, building an on-line interest that leads to off-line participation in the fieldwork itself. Working in partnership with Bere Island Projects Ltd, and financially supported by The Heritage Council, Rubicon developed a community research initiative to explore the west Cork islands rich heritage. From the Napoleonic era onwards the island was a key defensive location for the Royal Navy, principally a result of the safe anchorage ‘Berehaven’ offered. In addition to some of the most impressive extant 19th- and 20th- century military archaeological remains in Ireland, a large number of prehistoric and early medieval sites also survive.

The long-term goal of the Bere Island Archaeology Project is to explore the entire history of human habitation on the island, providing local volunteers with the skills and training they need to ensure the long-term conservation of their heritage. By creating a stand-alone blog documenting the rich heritage of the island, the web site can become a hub for locals interested in taking part in fieldwork. Whilst much of our networking was undertaken at community meetings and gatherings, we used the website to publish our method, techniques and results whilst still in the field, and soon after find ourselves discussing those updates with our ‘readers’ in the local tavern. Even in isolated communities that don’t fit a demographic typically associated with social media, these tools can be used to great effect to add value and build participation in a measurable way.



Ardagh Martello Tower, Bere Island. This was 'Tower No.4' in the Napoleonic Defensive Network (Rubicon Heritage)

In the early years of social media, archaeologists used email discussion lists and forums to form closed communities (or echo-chambers, in internet parlance, as participants often find their own opinions constantly *echoed* back to them, reinforcing their individual belief systems). Many of these are still active, but have come to be replaced by much more open platforms that interface directly with the general public – and crucially, engage people not already predisposed or active in archaeology. These tools are a gift to archaeologists eager to encourage communities to give the clear message to local authorities that our work, and the infrastructure that supports it, is valued and must be properly supported. It is essential that we learn to use these communication channels, creating advocates for archaeology in society by giving something back that enriches all our lives.

Links

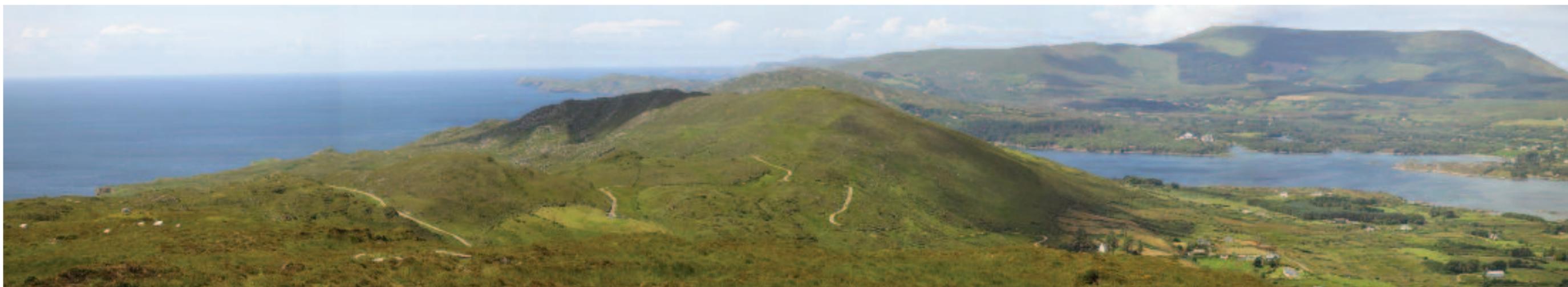
Caherduggen Castle: www.rubiconheritage.com

Bere Island: <http://www.bereislandheritage.com/>



Brendon Wilkins MA MIAI MifA 4494

Brendon Wilkins is Operations Director for Rubicon Heritage, whom he joined earlier this year. He has over ten years' experience directing, and managing large, complex sites in the UK and Ireland – usually in advance of major construction projects, such as motorways, pipelines, and railways. With a consistent research and publication record, he has lectured internationally on wetland archaeology, Irish archaeology, and new advances in excavation methodology. Brendon has been a member of IfA Council since November 2012.



Panorama of Bere Island looking west from Knockanallig. This looks towards the mainland and the open sea (Brian MacDomhnaill)



Panorama of Bere Island looking east from Knockanallig. This is looking up Bantry Bay (Brian MacDomhnaill)

IS IT GETTING BETTER? *Pay and Inflation*

Doug Rocks-Macqueen

We are fast approaching over two decades of detailed information on pay for archaeologists in the United Kingdom e.g. Aitchison & Anderson 1995; Tuner 1996, 1997, 1998, 1999; Malcolm 2000, 2001; Drummond-Murray 2002, 2003, 2004, 2005, 2006, 2007, 2008; Rocks-Macqueen 2011, 2012. This data shows that in the last two decades there has been a steady increase in pay for archaeologists, though some positions have done better than others. Yet, it is not uncommon to hear an archaeologist state; 'I made more as a digger in the 1990s than I do now because of inflation' or a version of that statement. This article investigates the effects of inflation on pay rates for archaeologists, and provides a tool which you can use to look at your own personal situation.

There are two measures of inflation in the United Kingdom, the Retail Price Index (RPI) and the Consumer Price Index (CPI). The CPI calculates inflation based on the average price increase for a basket of 600 different goods and services. In the middle of each month, information on prices of these 600 commodities are collected from 120,000 different retailing outlets. By contrast, RPI is based on the *Living costs and food survey* which samples approximately 6,000 responding households per year. The households are visited by an interviewer and information is collected about income and regular expenditure, such as household bills and mortgage payments. A set of weights are then calculated, based on the relative importance of the items in the average family budget, and applied to each item to get an overall rate. The difference between how the CPI and RPI calculates the price of a good tends to result in slightly different calculations of inflation.

Wages from the *Jobs in British Archaeology* articles were used to determine the increase in wages for different positions (see past issues of the JBA for definitions of what each position is). These data were compared against the annual inflation rates for CPI and RPI in Table 1 which was obtained from the Office of National Statistics Data Selector

<http://www.ons.gov.uk/ons/datasets-and-tables/data-selector.html?dataset=mm23> (Office of National Statistics data selector). The results showed that some years were better than others for archaeologists and that some positions did better than others. A better way to visualise these results is to look at them not by the individual year, but by the difference between current average advertised wages and wages if they had followed inflation forward from a given year (Table 2). For example if you started as an excavator in 1994 you would have started, on average, with £8,741 annual wage. If wages had followed inflation you would now make between £12,500–14,275. Actual pay (calculated as an average of advertised wage) is now currently £16,600. This is a gain of £2–4,000 over inflation for this position during that time. However, if you had started as a field officer in 2008 you should currently make around £23,200–23,400 (assuming pay follows inflation), but the actual average advertised pay is £21,800, roughly a loss of £1,500 in wages.

Some decades have been kinder to an archaeologist's purchasing power than others. Those archaeologists that started in the 1990s and early 2000s have made significant gains in pay. Those who have started archaeology in more recent years have seen inflation, severely in some cases, hurt their purchasing power. This also assumes that someone does not move up the ladder of job opportunities for higher pay. These numbers are based on either consumption by an average UK family or using a general set of goods that individuals may or may not buy. It would probably be safe to say that most field archaeologists do not live by similar means, or use the same amount of goods and services, as the average British family. The graphs illustrate a different look at inflation based on only a few select goods and services (Graphs 1 and 2). Looking at individual goods and services in comparison with wages, highlights a very different picture (Table 3).

We see a general trend of those starting in the 1990s doing better against inflation than more recent entrants into excavator positions. More importantly the figures show the great variability between different goods and services. Overall, wages have been good compared to clothing and footwear, but poor against food and alcohol. This raises the question, what do field archaeologists spend their wages on? The current inflation figures are based on the average British family, but that may not be

Table 1: Wages for the position of excavator, supervisor and field officer since 1994, showing inflation rates (at the bottom) and the percentage gains or losses (of the average wage) from year to year

Position	1994	1995	1996	1997	1998	1999
Excavator	£8,741	£8,597	£10,024	£9,880	£10,314	£11,311
+/- inflation		-2%	17%	-1%	4%	10%
Supervisor	£10,766	£11,911	£11,645	£12,029	£12,732	£12,700
+/- inflation		11%	-2%	3%	6%	0%
Field Officer	£13,637	£13,616	£12,813	£13,484	£14,274	£13,788
+/- inflation		0%	-6%	5%	6%	-3%
CPI for that year	2.00%	2.60%	2.50%	1.80%	1.60%	1.30%
RPI for that year	2.40%	3.50%	2.40%	3.10%	3.40%	1.50%

Position	2000	2001	2002	2003	2004	2005
Excavator	£12,024	£12,378	£13,232	£12,903	£13,710	£14,179
+/- inflation	6%	3%	7%	-2%	6%	3%
Supervisor	£12,868	£12,741	£14,806	£14,765		£15,900
+/- inflation	1%	-1%	16%	0%		
Field Officer	£15,518	£15,572	£18,489	£16,592	£16,563	£17,598
+/- inflation	13%	0%	19%	-10%	0%	6%
CPI for that year	0.80%	1.20%	1.30%	1.40%	1.30%	2.10%
RPI for that year	3%	1.80%	1.70%	2.90%	3%	2.80%

Position	2006	2007	2008	2009	2010	2011
Excavator	£14,294	£15,078	£15,299	£16,032	£16,744	£16,612
+/- inflation	1%	5%	1%	5%	4%	-1%
Supervisor	£15,879	£17,037	£18,715	£18,926	£19,016	£19,517
+/- inflation	0%	7%	10%	1%	0%	3%
Field Officer	£18,593	£19,928	£21,200	£22,548	£22,160	£21,792
+/- inflation	6%	7%	6%	6%	-2%	-2%
CPI for that year	2.30%	2.30%	3.60%	2.20%	3.30%	4.50%
RPI for that year	3.20%	4.30%	4%	-0.50%	4.60%	5.20%

Table 2: How much better off are we today? This table shows how much above or below inflation wages are (expressed in monetary terms) depending on the year of initial appointment. For example, if you started as an Excavator in 1994, you may have earned in the region of £8,741 (see Table 1). If you are still working the same role today, you actually get paid £2-4000 above the accumulated inflation rate depending on whether you use the CPI or RPI rate

Year started	Excavator		Supervisor		Field Officer	
	CPI	RPI	CPI	RPI	CPI	RPI
1994	£4,127.09	£2,337.33	£4,139.75	£1,935.36	£2,314.05	-£478.19
1995	£4,491.10	£3,047.25	£2,935.45	£723.27	£2,836.88	£308.04
1996	£2,997.74	£1,166.36	£3,701.15	£1,573.62	£4,389.81	£2,048.89
1997	£3,430.58	£1,845.99	£3,468.49	£1,539.24	£3,802.29	£1,639.69
1998	£3,068.26	£1,704.23	£2,798.08	£1,114.27	£3,048.21	£1,160.48
1999	£1,949.66	£504.78	£3,054.12	£1,431.80	£3,918.75	£2,157.46
2000	£1,149.11	-£111.84	£2,968.73	£1,726.29	£1,835.82	£337.52
2001	£882.62	-£198.67	£3,326.34	£2,213.34	£2,003.84	£643.53
2002	£13.18	-£1,058.10	£943.69	-£255.03	-£1,401.44	-£2,898.34
2003	£649.37	-£133.14	£1,250.84	£355.41	£1,265.62	£259.38
2004	-£131.33	-£662.22			£1,564.45	£923.08
2005	-£347.93	-£766.55	£498.53	£29.10	£742.50	£222.94
2006	-£101.09	-£364.26	£950.67	£658.32	£52.36	-£289.96
2007	-£621.40	-£557.10	£44.56	£117.21	-£984.71	-£899.73
2008	-£266.68	-£139.03	-£1,130.39	-£974.23	-£1,596.99	-£1,420.10
2009	-£694.69	-£1,029.88	-£912.98	-£1,308.66	-£2,548.41	-£3,019.82
2010	-£885.39	-£1,002.60	-£354.51	-£487.62	-£1,365.03	-£1,520.15

Table 3: Wages against inflation for individual goods and services, using excavator's wage in 1994 and 2005. Negative numbers indicate how much less of that good or service excavator wages buy in 2011. Positive numbers indicate how much more of that good or service excavator wages buy in 2011

	1994	2005
RPI rent	12%	0%
RPI Tea	21%	-30%
RPI Alcohol	14%	-6%
RPI Food	18%	-15%
RPI Clothing and Footwear	55%	9%
RPI Purchase of motor vehicles	60%	22%
RPI Housing and household expenditure	4%	-2%
RPI Fares and other travel costs	-4%	-17%
CPI Actual rents for housing	21%	1%
CPI Alcohol	36%	-2%
CPI Food	22%	-15%
CPI Transport	7%	-12%
CPI Clothing and Footwear	75%	31%
CPI New Car	41%	4%
CPI housing, water and fuels	3%	-17%

reflective of the spending habits of archaeologists. It may also be fair to say that spending habits will differ from position to position: a field archaeologist employed on short-term temporary contracts will have different spending habits to a freelance finds specialist working from home.

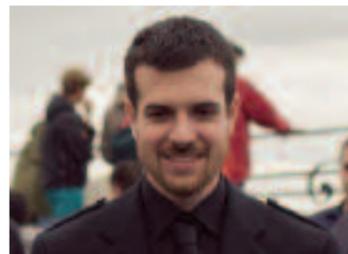
For those who are interested in finding out how their own wages have been affected by inflation, I have developed a spreadsheet tool which you can customise. Rather than trying to create an index of inflation for archaeologists *per se*, this spreadsheet uses various tools to allow individuals to create a custom index based on their individual circumstances. This custom spreadsheet also allows comparison between the average wages of archaeologists and custom inflation rates. The full spreadsheet (with instructions on how to use it) can be downloaded from <http://jobsinbritisharchaeology.weebly.com/>. I would encourage anyone interested in their wages and how inflation affects them to download the spreadsheet and try it out.

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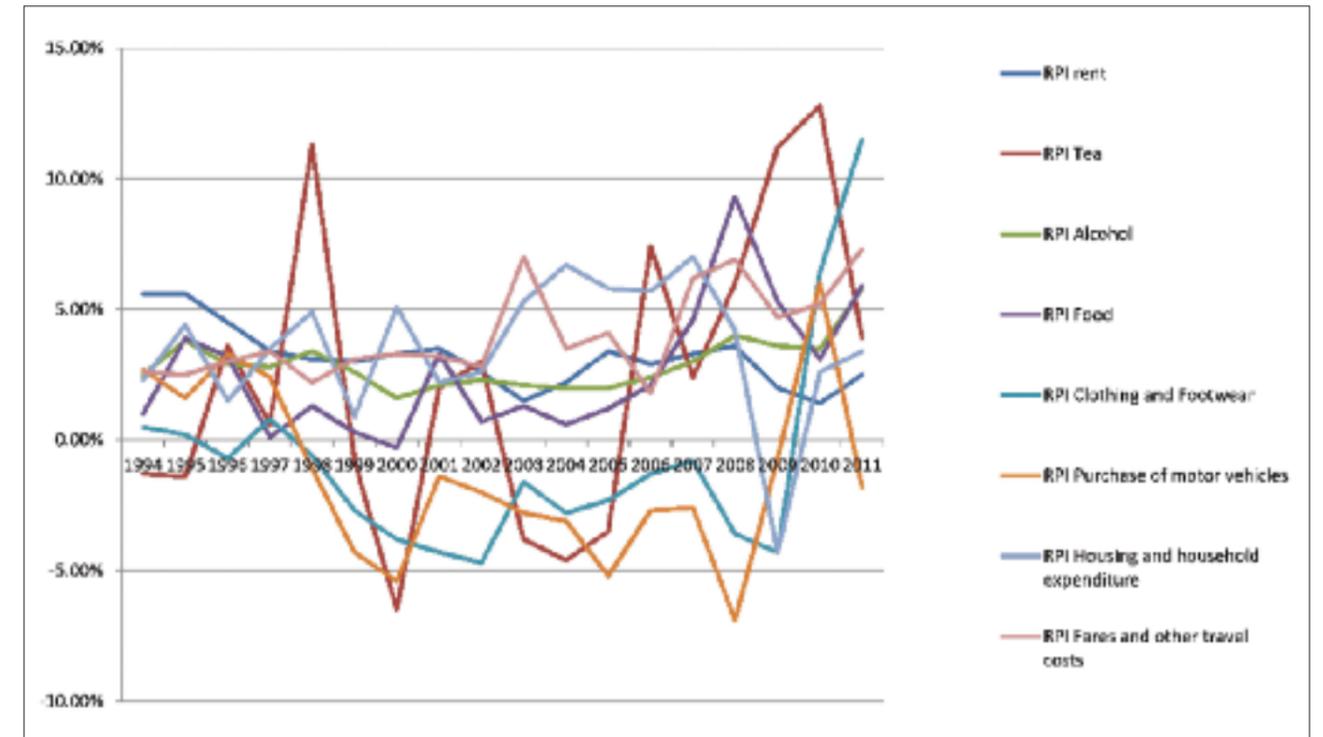
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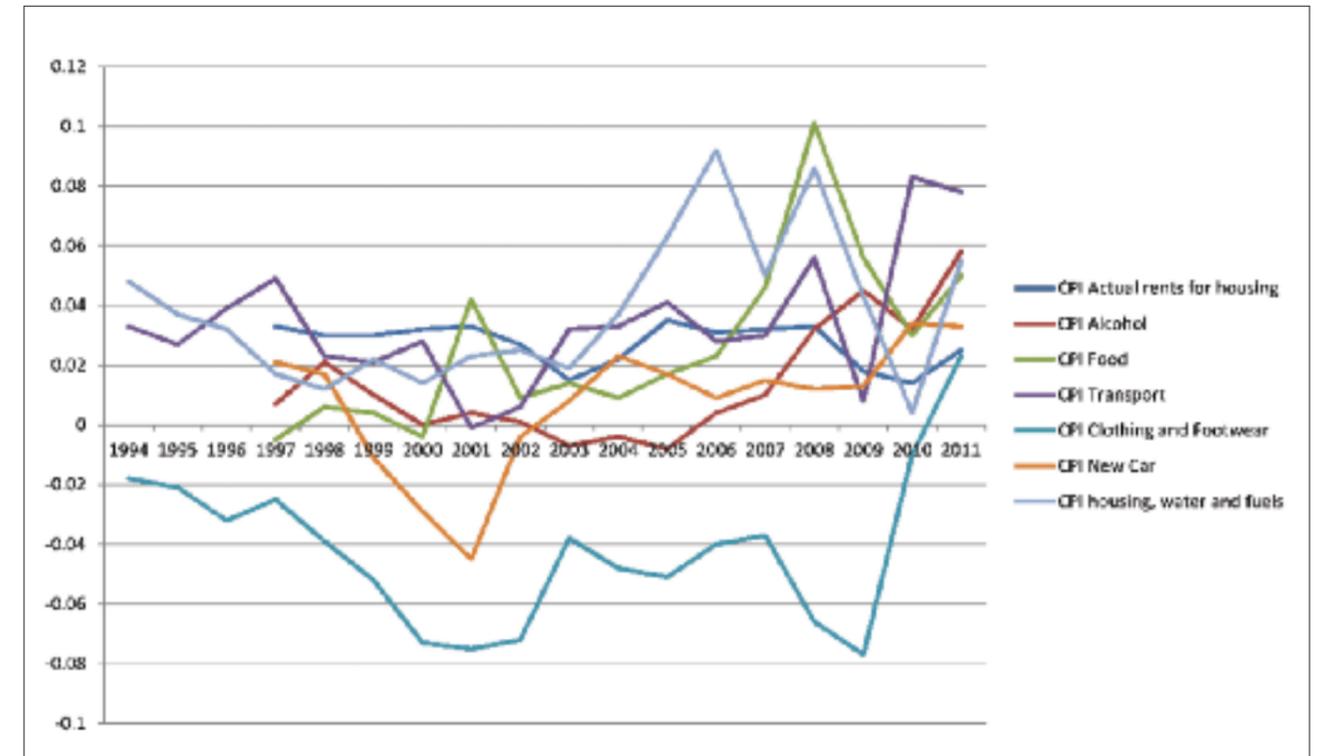
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Graph 1: RPI inflation for a selection of goods



Graph 2: CPI inflation for a selection of goods



The mysteries of deep space archaeology; an interview with the Must Farm project team

Since 1995, Cambridge Archaeological Unit (an IfA Registered Organisation) has been involved in the recording and excavation of a rich archaeological landscape at and around Must Farm, Whittlesey, Cambridgeshire. The site is an active quarry (managed by Hanson), and exploitation of the rich clays has enabled the project team to do archaeology on a massive scale, in terms of the extent of the landscape and, more importantly, the depth of deposit. The team I interviewed, including David Gibson, Mark Knight and Kerry Murrell, use the term *deep space archaeology* to try and capture the methodology used in the investigation of this picture of the prehistoric landscape, complete with settlements, fishtraps and a number of logboats, all perfectly preserved under metres of peat and silt.

If you want to learn more about the Must Farm project, you can visit the project website at www.mustfarm.com. The wider team is currently preparing the logboats for conservation at the Visitor Centre at Flag Fen, and putting together a popular pamphlet on findings to date. They are keen to develop the project further and extend investigations beyond the brick pits – so keep your eyes peeled, there is more to come!



2006 Platform excavations exposing Late Bronze Age palisade © CAU



Large scale excavation of the channel deposits employing the long-arm machine method © CAU

It may come as no surprise to find out that the project was the winner of two British Archaeological Awards (BAA) in 2012, for *Best archaeological discovery* and *Best archaeological project*, and has received a mass of media attention. To set the scene, I contacted David Weeks, Head of Communication at Hanson, Kasia Gdaniec, Senior Archaeologist at the Historic Environment Team, Cambridgeshire County Council and the planning archaeologist involved in the project, and Tim Malim, from SLR Consulting, who acted as consultant on behalf of Hanson, and asked them what they thought made the Must Farm project so successful. David Weeks started the ball rolling.

David Weeks
Head of Communication, Hanson

'We are delighted to be involved with the Must Farm project, which has shown what can be achieved through cooperation and teamwork. The archaeologists have unearthed some internationally important finds successfully and safely whilst working alongside the giant drag lines that extract clay for our brick works at Kings Dyke. This partnership approach demonstrates yet again the important part that the quarrying industry has to play in supporting and funding large-scale archaeological research. If we weren't digging the clay, none of this would have been possible.'

Kasia Gdaniec
Historic Environment Team, Cambridgeshire County Council

'It's all about cooperation, but also down to a combination of the enthusiasm and excitement that such extraordinary discoveries instil in people that makes it so much easier for everyone involved to do the best they can – to excavate & record the

remains and to prepare the future course for them. Kerry, Mark and their team's excitement about the discovery of the boats, the weirs, the metalwork and the river reinvigorated a passion in them for their work which was highly infectious to all who came into contact with the site, whether they were archaeologists, quarry operators, journalists or councillors. Very importantly, members of the local community have also caught the enthusiasm bug and have declared ownership over the boats and 'their archaeology' – what a result!'

Tim Malim
SLR Consulting Ltd

'The success of the Must Farm project lies in the willingness and experience of Hanson, as a minerals developer, to respect the knowledge and advice of archaeologists, and to make available the financial resources which enabled a programme of innovative investigation. This allows the full potential of the archaeological significance of the buried Must Farm landscape to be recovered and interpreted.'

THE INTERVIEW

Amanda Forster interviewed **David Gibson, Mark Knight** and **Kerry Murrell** at CAU's Cambridge offices to find out what made the project such a success...



Revealing the extent of Boat 2 (foreground) and Boat 3 (mid-ground) © CAU

What did you think when you heard the project was the winner of the BAA's 2012 Best archaeological discovery and Best archaeological project awards?

KM Really happy! It is so good to have peer recognition for all the years of hard work that have gone into the site. Since 1995, we have been busy getting on with the project and doing the work – it was such a surprise to find out that we had got the award.

What is the background to getting the award? How did the site get nominated?

MK The project is often visited by individuals from all aspects of the archaeological community. One site visit included a group from English Heritage, one of whom mentioned the awards and asked if we had thought about them with regards to the project. At the time we took it as a compliment but thought it wasn't our place to nominate ourselves, and the awards were really outside of our radar.

DG You just don't think to nominate your own project. Although BAA is profile raising and a great thing for organisations to be involved in, we wouldn't have been nominated if it wasn't for Kasia Gdaniec (Senior Archaeologist at Cambridgeshire County Council). It is really up to someone else to nominate project's they feel are worthwhile. We are really glad that Kasia thought of us!

Can you sum up the background to the project – when did it start? How was it organised at the beginning?

DG CAU has worked in the area since 1995, and has built up some long-standing relationships as a result. We always knew there was potential

here: there had been a number of lost finds and reports of canoes etc. The brickworks gave us the chance to open up large areas and look at the context of those finds, as well as recording more.

KM Stray finds are nothing without their context – and this was the first time that anyone had been able to try and understand the surrounding landscape.

MK The brickworks gave us a new methodology for this kind of site. Most quarry sites stay relatively close to the surface, for extracting gravels etc, so you would use more conventional archaeological techniques to record them. The brick pits go much deeper to extract clays – the site was quickly uncovering deposits with archaeological finds several metres deeper than the archaeological excavations had gone on at Fengate or Flag Fen for example.

So would you say working at this site has allowed you to develop new methodologies?

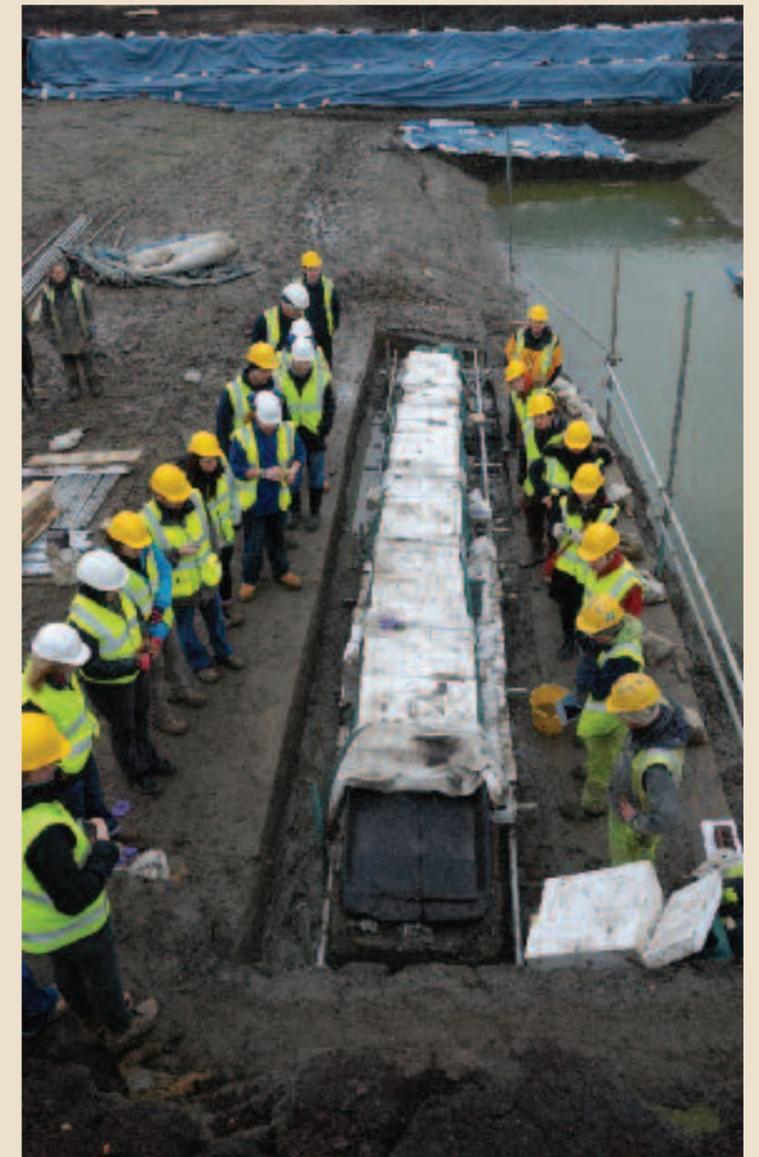
MK When we started we all had our expectations, but being at the site as deposits were uncovered meant we were able to see the deep sediments and associated archaeology as they were uncovered. Working in this area, you do look at some sites and find nothing. We knew at Must Farm that the potential was great, but we didn't find amazing archaeology straight away. We all needed a bit of patience (both the archaeologists and the contractors); sometimes we would find just a couple of hollows with a few burnt stones but then you would uncover an intact Early Bronze Age fence-line or a preserved later Bronze Age watercourse.

KM There was no specific methodology in place for excavating and retrieving this many logboats and features; we needed the breathing space to let the approach to the archaeology evolve as the project progressed.

MK To some extent, it has been a combination of serendipity and circumstance. If we had simply followed an orthodox approach we would have drawn a line around the 1m above sea level mark, the established fen-edge. With the brick pits being the depth they were, it just took a moment of insight for us to look over at a much deeper area and find archaeology. The fact that the site was a brick pit made that archaeology accessible – it's a great big hole and a big quarry. The length of time we have worked at the site has meant that we have been able to try out methods, make mistakes, rectify them and apply new methodologies. Our approach has evolved – and we have had the ability to do so as we have had time and continuity on a project



Guided tour of site; explaining context and distribution of boats © CAU



Unveiling Boat 4 to students and professors from Southampton University © CAU



Group tour of ongoing excavations © CAU

Cleaning up a waterlogged Early Bronze Age 'dead-hedge' or wooden fence-line © CAU



strip, map and record. We could very quickly recognise areas with no archaeology, and sign them off. There is capacity then for negotiation – we can sign off areas very quickly, but by the same token we spend more time on areas where the archaeology was present. We were constantly refining the process, building appropriate methodologies, and it worked well. It wasn't all plain sailing – we had our fair share of heated debates, but the hard work paid off.

The project has now been recognised by the British Archaeological Awards as best archaeological project – what are the main things about the project that you feel won it such a great award?

KM The project always has a real buzz about it, I think everyone realised they were working at something exciting. The palaeochannels were being looked at in a new way and the team was really aware of that as they were excavating it.

MK We had a unique set of circumstances – a brickworks and fenland archaeology. I know I keep talking about it, but the depth of the brick pits is unique and if you can't go that deep, you exclude a significant part of its archaeology. We were really keen to get the greater archaeological community along to the site early on, so we also gained from the expertise of others, especially fellow Fenland archaeologists such as Francis Pryor, Maisie Taylor, Charly

What was the result of that evolved methodology?

MK Basically, we found that the best approach was to join the developer at the point the landscape was being stripped; we soon learnt the key signs of areas or deposits we would be interested in. Having archaeologists arriving at the site at the same time as the stripping of the overburden meant we undertook a more informed process of



First foray into the Must Farm channel/roddon 2009 © CAU



Aerial view of the palaeochannel and quarry operation © CAU

French and Rob Scaife (the Flag Fen Four). It was talking to them that we realised how special our particular circumstances were – we are exploring deposits you couldn't hope to see in a research-funded excavation. The brickworks enables you to do stuff you simply can't do elsewhere.

DG It was really important – and still is really important – to learn from the experience of others, and also get the opinion of those who had worked in similar environments. This included both the work that had been done locally at sites such as Flag Fen, but also talking to others working with inundated landscapes, whether they were buried like ours, or still under water. Exploring these ideas has been really important in understanding the site.

MK Basically, we were asking the right questions of the deposits, because we were, quite literally, immersed in the landscape. There is a strong research element to the project. The landscape itself has led us more than any textbook, we have been responsive to what we have found – it's about having a confidence in context!

DG That communication then feeds back into the project and has proven to be a real benefit. We have put a lot of time into presenting results at conferences, and getting direct feedback from people, as well as getting our specialists to the site to discuss issues and debate the answers.

How much is the project a part of the local community? And is that part of its value?

MK The site has really built on a tradition within Peterborough, with the work that Francis Pryor has established at Flag Fen. There is a real community of volunteers and people interested in archaeology. This extends to learning opportunities presented at Peterborough Regional College, and its night school classes in archaeology. The people that live around Must Farm are well informed about the local prehistory, which means our local audience is already engaged. We have really benefitted, and built on that awareness.

KM Visitors have included local farmers, and people who live and work in the area, in particular those using traditional techniques – such as Peter Carter, the last 'Fenman'. We can learn a lot from the local community here, and we can't do that if we don't keep everyone informed. Having the support of the community is a real help as well, word of mouth is a powerful tool, and people hear about how great the site is from different quarters. As well as the more traditional community members, the contractors on the site who we work alongside are also really engaged with the archaeology and excited by the attention the site has received. Everyone really likes the very tangible finds, such as the logboats, as they help reiterate the importance of the site and give people something they can genuinely relate to.

DG The community are proud of this site – and of the recognition it has received. The BAA awards are really important to us as an archaeological organisation, and no doubt help promote the work we do, but they are also really important to the community and to the developers. After all, it is their site and their archaeology that has just won two awards.

MK The awards have added real value to the project in that sense. We have benefitted from this in terms of local engagement, and the end product is a real sense of achievement and connection by us all.

What do you think are the real value-added aspects to this project? What would the client say they have gained?

KM On a really basic level, the site has had a lot of media coverage – both in the press and on television. It has been a real PR opportunity for Hanson, and I think they have appreciated that.

DG It is important to try and see the project from the clients' perspective – what can they develop out of it? Every client like Hanson has an environmental policy, and projects like this contribute massively to meeting the company's own principles.

MK You do get a feeling that working on projects like this has become much more straightforward over the life of the project – just because things have moved on since 1995. Archaeological work is generally accepted as part of the process of quarrying, and no longer seen as just an obligation. Contractors expect archaeologists to be on site. In some ways, it has been easier for the natural environment – people can see benefits of birdlife being supported, or even the excitement in finding dinosaur bones. Archaeologists have to make the public just as enthused and excited about heritage. We found that finding the logboats has helped that side of things: people can really see what they were.

DG We have to make sure we give people a real narrative – clients and community. In order for the client to see real value, the project needs to speak to the community, to be picked up by the press and be treasured. You can't do that just with proforma and box ticking. Archaeology is about interpretation and the human past – we have always tried to make sure the project communicates on those levels. We can get the results out quickly, using the website and by speaking to local groups.

MK I also think the client also sees the value of the archaeological

product – beyond the TV and images in the papers, there needs to be the production of fantastic report – we need to get that story across, there is a real history which will need to come across in a range of different ways.

KM In that way it has been great to make use of new technologies, such as laser scanning and using photogrammetry effectively. It is visual and impressive. In order for anyone to find real added value in a site, whether they are the client or community members, they need to understand it first.

What do you think was the key to success for the project? And what advice would you have for other potential award winners?

All (simultaneously) – Teamwork!

DG It may sound predictable and a bit cheesy, but working together has been the strength of this project. The team means everyone – those in the field, the specialists, the community, the LPA archaeologist, the consultant, and the client. You have to build all those relationships so everyone feels part of the team.

KM Specifically there was a sense of working within and towards something really exciting – everyone wanted to be on the project and everyone enjoyed being part of it.

MK Another tip would be humility and so a need for flexibility in practice. Never believe you know everything about the site. Over the next couple of years, we will find new things. Other facets of this landscape will astound us; we are catching up with the people who lived here. We are in



Causewayed ring-ditch of late Neolithic barrow at Must Farm quarry © CAU

unique circumstances executing bespoke excavation methodologies. We are exploring a deeply submerged world, and tomorrow it will surprise us again.

KM Working here year on year has built a really strong field team too. It is difficult to replicate that experience on a new site, but it has been really important to learn from others – find people who understand the landscapes you are

working in, whether they are archaeologists, local farmers or the local eel fishermen. You can then draw on the strengths of the whole team.

MK Once you have that, you need to add some creativity and imagination – archaeologists make the past because we understand how to articulate landscapes. To make any project a success you need to engage the whole team and the community – if you talk about what you learn from the outset, people will want to know more.



Excavating a late La Tene sword towards the top of channel © CAU



Must Farm platform site: Pot-strewn conflagration deposit preserved within the soft channel sediments © CAU

David Gibson BA MIFA 5176
Archaeological Manager

David joined Cambridge Archaeological Unit in 1993 after work on several national and international projects. Specialising in the Neolithic and Bronze Age, he is responsible for many of the Unit's large quarry projects and has a special interest in prehistoric wetland archaeology.

Mark Knight BA
Senior Project Officer

Having worked in archaeology for more than a decade in the southwest of the country beforehand, Mark joined the CAU in 1995. He has since directed a number of the Unit's major landscape projects, and is widely acclaimed as one of Britain's leading prehistoric and wetland field archaeologists.

Kerry Murrell BSc
Project Supervisor

An experienced field archaeologist, Kerry joined the CAU in 2004. Since then she has developed new methodologies and techniques for excavating waterlogged Fenland sites. Kerry was recognised by her peers in 2011 being awarded BAJR archaeologist of the year.





Beth Asbury

Beth Asbury AlFA 4635
 Since moving back from Cairo a year ago (see TA 80), Beth Asbury (AlFA), former IfA Membership Administrator 2005–2010, has been an employee of the Pitt Rivers Museum in Oxford. She was initially working on a digitisation project to illustrate the Museum's object database (www.prm.ox.ac.uk/pdf/PREsmeeFairbairn.pdf), but is now employed as an administrator there, and also cataloguing the archive of the anthropologist and curator, Beatrice Blackwood (www.prm.ox.ac.uk/b_blackwood.html). She may be contacted at beth.asbury@prm.ox.ac.uk.

Rebecca Jones MIfA 1122

In August, Beccy started a three-year secondment from RCAHMS to Historic Scotland where she is in a new post of Head of Archaeology Strategy. The post was created following a review of the archaeology function within Historic Scotland, with a remit to look at the recommendations of the review and work in partnership across the sector to create an archaeology strategy for Scotland. She is keen to work with the IfA on the strategy and a range of the review recommendations, and spoke at the Scottish Group IfA's AGM and workshop in Glasgow in early November.

Beccy has worked as an archaeologist at RCAHMS for almost twenty years, where her main experience was gained in aerial survey and information management. Her interests range from Roman military archaeology to the accessibility of information about the historic environment.



Rebecca Jones

This month, it also gives us great pleasure to introduce two new members who are also our new members of staff at IfA. Lianne and Camilla are the IfA's new Member Services Coordinators, who you will no doubt come across at some point in the future...

Lianne Birney
 Affiliate 7472
 Lianne previously studied Archaeology BA at King Alfred's College, Winchester and maintained her interest over the years. Since graduating, Lianne has worked in



Lianne Birney

various companies from Insurance to Colleges giving her a wide range of skills and knowledge. Lianne will be working with our NVQ candidates and helping new members find their way through the application process. She will be supporting Special Interest and Area Groups, and is keen to help change opinions of the importance of archaeology to people we work alongside, and to encourage the next generation of budding archaeologists.

Camilla Massara Affiliate 7510

Camilla is originally from Italy and graduated with an MA in Cultural Heritage Studies at UCL. Having started her career working for the Museum of London, the Museum in Docklands and several historic houses around London, Camilla then went on to work for the International Council on Monument & Sites (ICOMOS-UK), first as Office Manager and then as Membership & Events Coordinator. Camilla's role at IfA will focus on supporting the membership and helping coordinate IfA's growing number of Registered Organisations. Camilla will also be working with some of the Special Interest and Area Groups, and helping to organise activities and events.



Camilla Massara

New members

Member (MIfA)

Warren Bailie
 Shirley Blaylock
 Richard Cooke
 Gareth Davies
 Graham Eyre-Morgan
 Andrea Farminer
 Paul Gwilliam
 Alan Hardy
 Robin Holgate
 Charina Jones
 Brian Kerr
 Fintan Walsh

Associate (AlFA)

Gary Crawford-Coupe
 Andrew Elliott
 Cathy Maciver

Practitioner (PIfA)

Juan Chacon
 Joseph Cliff
 Garry Crace
 Christian Egerer
 Rhiannon Gardiner
 Emma Ings
 Liam Lanigan
 Nik Petek
 Carl Savage

Affiliate

Jennifer Austin
 Lianne Birney
 Rebecca Blake
 Sarah Bland
 Holly Drinkwater
 Scott Haddow
 Rhiannon Harte-Chance (nee Harte)
 Hannah Henderson
 Kathryn Johnson
 Helen Maclagan
 Camilla Massara
 Camilla Mazzucato
 David Moon
 Jack Outram
 Mark Service

Student

Georgia-Marina Andreou
 Constance Bateson
 Michelle Brooker
 Rachel Burns
 Sarah Chaffer
 Charles Clarke
 Joss Durnan
 James Evans
 Matthew Fittock
 Kelly Higgins
 David Hogan
 Robert Mackintosh
 Richard McClenaghan
 Anita McRory
 Elena Mocanu
 Krissy Moore
 Ergian Antonio Musto
 Phoebe Olsen
 Gisli Palsson
 Catherine Poucher
 Andrew Radford
 Lorna Ritchie
 Georgina Ritchie
 Charlotte Rowley
 Tom Sutcliffe
 Richard Taylor

Upgraded members

Member (MIfA)

Antony Brown
 Mhairi Hastie
 Clare Howard
 Paul Martin
 Emily Mercer
 Diana Sproat
 Sean Wallis

Associate (AlFA)

Janice Gooch
 Kevin Paton
 Rebecca Sillwood
 Megan Stoakley
 Jacob Streatfeild-James

Practitioner (PIfA)

Gary Lee Duckers
 Colin Forrestal
 Orlando Prestidge
 Robert Wallace

PROMOTING CURATORIAL BEST PRACTICE

Kate Geary
Standards Development Manager, IfA



At the IfA AGM on October 8 2012, IfA members voted to adopt the new IfA *Standard and guidance for archaeological advice by historic environment services* in draft for a one year interim period. The Standard and guidance was produced as part of a joint project with ALGAO, funded by English Heritage, Historic Scotland and Cadw and was based on a series of workshops with ALGAO members, followed by consultation with the sector. One of the aims of the project was to identify current curatorial practice across the UK and to highlight examples of good practice for a range of curatorial activities.

These activities were identified during the workshops as key areas where good practice guidance would be useful. These included building public benefit into the work of historic environment services, information management, development planning and management, stewardship, publication and dissemination, archive deposition including retention and discard strategies, quality management and skills and professional development. Our aim is to build the case studies into a dynamic resource which can be developed and amended over time to help illustrate the wide range of roles fulfilled by increasingly threatened local government services. The good practice guide will exist as an online publication to allow for further development and updating but the first case studies are published here. They cover examples of how to manage quality of archaeological work through the use of an archaeological handbook and managing quality of historic environment services using Key Performance Indicators, monitoring archive deposition as part of planning conditions and the development of professional development and career structures for archaeological advisors. We hope that readers will find them useful and that historic environment services will continue to submit their own good practice examples across the range of areas listed above – or others that they feel would be beneficial to the sector.

A formal review of the Standard and guidance will be undertaken from April 2013 and any changes will be agreed with ALGAO and the national agencies before the S&g is submitted for final, full adoption at the IfA AGM in 2013. The interim draft is available on the IfA website at www.archaeologists.net/standards.

Standard and guidance for archaeological advice by historic environment services: *good practice case studies*

Managing quality – using key performance indicators

Bruce Mann, Aberdeenshire Council

Background

Everything that we do now has to have a level of control, a demonstration of value and an assurance that standards and targets are being met. This is simply good business practice, and something which Aberdeenshire Council has adopted throughout its structure with a view to continuous improvement.

When dealing with the historic environment, the Archaeology Service needs to be able to demonstrate to senior management, councillors and the general public that we are doing something worthwhile, and that we're doing it well. Everything, from budgets to staffing, is based on this understanding.

Fundamental to the evidence base for proving this are *key performance indicators* (KPIs). While distilling the complexities of what we do down into over-simplified figures on the one hand, the end result is an easily presentable set of numbers which everyone can understand.

Outcomes

When choosing KPIs it is important to keep the number of indicators small, and measure just the critical elements of the work undertaken. The Archaeology Service focuses on development management, other consultations, public engagement and records held.

- Development management – we record the total number of planning applications we consult on, the number and type of archaeological mitigations put into place, and our average response time.
- Other consultations – we record the total number of applications we are consulted on for forestry, agri-environment schemes, and utility works.
- Public engagement – we record the number of general enquiries that we receive (email/telephone/letter), the number of website visitors and the number of community projects that we are involved in.
- Records held – we record the total number of known archaeological sites that we with the

Historic Environment Record, and the number of new records created.

In addition to the above we also carefully record the amount of income that we bring in as an archaeology service, a useful exercise when arguing for budget.

The KPIs are produced in an annual report for internally briefing the Council's senior management team and one councillor led committee, and externally for justifying the two service level agreements that we have in place for Moray and Angus Councils. They are also used to support outcomes for the Council's single outcome agreements and strategic priorities, and have furthermore been significantly useful in defending against financial and staffing cutbacks in recent years.

Lessons learnt

It is all too easy to become distracted by PIs and the specific trends that they demonstrate. They should always be viewed with an understanding of the larger picture that they represent; for instance a reduction in the number of archaeological mitigations undertaken from one year to the next may actually represent a downturn in the number of planning applications being submitted owing to a country wide recession, rather than missed mitigation opportunities by staff.

Furthermore when comparing PIs from one region to another, and between organisations, that bigger picture understanding must be maintained. For example two similarly sized geographic areas overseen by two different local authorities may have significantly different landscapes (urban versus rural, upland versus lowland etc) that will produce different types and numbers of archaeological remains, which in turn affect the nature, scale and frequency of mitigations noted within PIs.

At the end of the day, key performance indicators should be used to help demonstrate that the historic environment is being protected, managed and promoted effectively, in an appropriate and professional manner.

Web link

<http://www.aberdeenshire.gov.uk/archaeology/index.asp>

An archaeology handbook

Beryl Lott, Lincolnshire County Council

Background

Lincolnshire County Council has had an Archaeology Handbook for over ten years. It is subject to regular review and has been updated as changes have been made to legislation, planning guidance and professional standards. Originally *Lincolnshire Archaeological Handbook* was a printed copy but it is now web-based which allows instant access and download-ability as well as faster updating in response to changes.

Outcomes

Whilst the handbook is a product of Lincolnshire County Council all the other curators in the county also support its use. A county forum for archaeological planning curators in the county is regularly held and the handbook allows a consistency of approach across the eight Local Planning Authorities.

It enables contractors working in the county to understand what is required from both the planning requirements for archaeology and the museum requirements for archive deposition.

Career progression schemes in curatorial archaeology

Quinton Carroll, Cambridgeshire County Council Historic Environment Team

Background

We realised that there was little career structure in curatorial archaeology, or formalised training programmes or opportunities to develop. We also recognised that universities teach very little of this role, and that there were few opportunities for site staff to cross over to the curatorial world. We decided to develop a career progression path, modelled on others in the authority, which would allow us to recruit someone with general archaeological experience and train them to become curatorial staff.

Outcomes

We have two grades of post: Assistant and Senior Archaeologist. The Assistant post has a generic job description that covers the HER, development

Review of museum standards has meant considerable changes to archiving deposition and formulating guidelines for the Handbook initiated development of a monitoring system for archives and addressing a backlog of undeposited archives from contractors. The backlog of undeposited archives has been considerably reduced.

Lessons learnt

- Closer working of planners, museum curators and archaeological planning curators can give good results.
- Developing a web-based system has given considerable capacity for updating. Printed versions are no longer in use.
- A web-based system allows better access than a printed version.

Acknowledgements

Louise Jennings, Historic Environment, LCC.

Web link

<http://www.lincolnshire.gov.uk/residents/environment-and-planning/conservation/archaeology/lincolnshire-archaeological-handbook?tab=downloads>

control, outreach, environmental stewardship, archaeological archiving and other areas, although Assistant Archaeologists do tend to have a specific focus in their role, either HER or DC, but this does allow an element of cross working at this level The Senior Archaeologist role has two separate job descriptions, one for HER and another for DC.

Each post covers three grades of local authority staffing, so has corresponding levels of Entry, Intermediate and Skilled. Progression for one to the other requires the officer to broaden their knowledge and experience, and become more capable in their roles. This structure also ensures that setting training priorities is easier, as the skills gaps in the progression can be readily identified.

It also allows us to 'justify' external training programmes. For example, we have always used the OUDCE Planning Enquiry workshop as advanced training for DC staff; by having the need for this form of development enshrined in a progression criteria, it becomes easier to justify the expense.

Lessons learnt

Creating a job description that could cover all eventualities took a lot of effort, but the options it provides for staff training and development make it worthwhile.

The Assistant progression does develop staff effectively, so effectively that we have lost several in

Monitoring of archiving for planning conditions

Beryl Lott, Lincolnshire County Council

Background

The Historic Environment Team and The Collection (Lincoln Museum) have developed a system of joint monitoring of archaeological archives deposited as a result of planning conditions.

For some time it had been apparent that a number of archaeological contractors working in the county had been very slow in depositing archives. The scale of this was difficult to assess because of incompatible computer software. However, The Collection reviewed its systems and due to a variety in quality of depositions, for the past few years have monitored depositions very closely. Any archives not meeting their conservation standards are returned to the contractor and the curatorial staff notified. Lists of deposits and backlogs are prepared by the Museum annually and sent to the Lincolnshire archaeological curators who compare these against planning lists.

Where backlogs are in considerable numbers and go back for several years meetings are organised to discuss with the relevant contractors and a scheme of deposition drawn up for the remaining backlog. Where satisfactory deposition occurs no action is taken, but where there is continued non-deposition the view is taken that the depositor is not acting professionally and the depositor is warned that unless satisfactory deposition occurs the status of planning specifications submitted for future work may have to be scrutinised very closely.

Since PPS5 replaced PPG16 the majority of LPAs in the county have agreed new wording of their archaeological planning conditions and all LPAs have instigated new 'part' conditions which allow archaeological planning conditions to be discharged at various points in the process. Although the wording for each LPA differs, in essence all have adopted wording which allows part discharge after

those posts to other authorities in more senior roles. We always knew it would be a training post though.

Have generic paperwork for posts rather than something linked to specific posts makes it easy to react to opportunities for new posts, as a generic document can be readily dusted off to fit, which saves having to go through the process of creating a new job description.

approval of specification, after satisfactory fieldwork completed and after archives have been deposited. The full condition is not discharged until all parts have been met satisfactorily.

Outcomes

As a result of this contractors working in the county have been receiving annual letters regarding numbers of backlog depositions which they have found very helpful in organising their depositions.

The professional quality of archaeological archives and rate of deposition has improved considerably overall as a result of these measures.

The backlog of undeposited archives has been considerably reduced.

There is an improved system of planning conditions which can be more easily monitored by LPAs, curators, museum and contractors.

Unfortunately, one of the other outcomes is that where unsatisfactory archiving has continued to be a problem, despite several reviews, a very small number of depositors are no longer having specifications for future work approved.

Lessons learnt

Closer working of planners, museum curators and archaeological planning curators can give good results.

Despite repeated agreements to programmes of backlog deposition some professional archaeologists continued to disregard professional and museum standards and as a result curators had to take the unwanted position of not approving specifications; this was only undertaken as a final resort.

Acknowledgements

Antony Lee, The Collection, LCC, Louise Jennings, Historic Environment, LCC, and Beryl Lott, Historic Environment LCC.



NOTICEBOARD

New year-long work-place learning bursaries for 2013 – could you host a placement?

The Council for British Archaeology will offer 12 year-long and youth-focused work-place learning bursaries from September 2013. Organisations from across the UK are sought to host these placements.

The Community Archaeology Bursaries Project is managed by the Council for British Archaeology and funded by the Heritage Lottery Fund through the Skills for the Future programme with additional support from English Heritage, CADW and Historic Scotland. The project provides year-long work-based learning placements in Community Archaeology based with host organisations across the UK. Halfway through the three-year programme nine placements have been completed and a further 22 are currently underway.



Worcester branch of the Young Archaeologists' Club in session with CBA Community Archaeology Trainee Rob Hedge (c) CBA



A further cohort of 12 placements with a focus on developing youth engagement will run from September 2013. The Council for British Archaeology invites archaeological and heritage organisations to apply for the opportunity to host these year-long work-place learning bursaries.

Full details of the application process and selection criteria can be downloaded from the CBA website at <http://new.archaeologyuk.org/>. Please contact the Community Archaeology Training Coordinator with any questions concerning a prospective application: tara-janesutcliffe@archaeologyuk.org



Conference update – Call for papers and booking now open

Planning for the 2013 conference is progressing well, and we now have a full suite of sessions on our programme. You can find out everything you need to know at our conference webpages at www.archaeologists.net/2013makingwaves. Information on how to propose a paper, attend a workshop and book your place at conference is all available, so please have a look at the website to make sure you don't miss out. Papers need to be proposed by the end of January – so have a look at the session outlines and see if you can contribute at www.archaeologists.net/2013callforpapers.

Our venue is now confirmed as the Aston University Lakeside conference centre. The Lakeside Centre is a purpose-built conference and meetings venue in the midst of the Aston University campus – and within easy reach of Birmingham City centre.

Details of the location can be found at www.conferenceaston.co.uk and about hotels and local amenities at www.archaeologists.net/2013venue.

Early bird booking rates are available until 15 February 2013 – book your place at www.archaeologists.net/2013bookings.

Correction: Finally, I would like to apologise to my colleague, Kirsten Collins, whose image of the Bodleian Library in Oxford was used for the front cover of TA85 and on p4 but was mistakenly attributed to Martin Newman who kindly provided other conference images. Sorry Kirsten!

