

# The Archaeologist

Issue 120  
Autumn 2023



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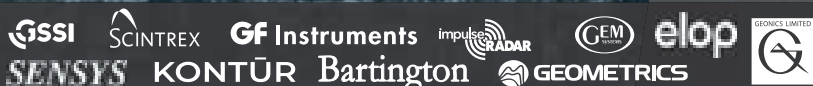


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## Notes for contributors

### Themes and deadlines

TA121: 2023 marks the 50th anniversary of the *Protections of Wrecks Act* and this edition of TA will focus on wreck protection and developments in marine archaeology.

**Deadline 1 December 2023**

Contributions to *The Archaeologist* are encouraged.

Please get in touch if you would like to discuss ideas for articles, opinion pieces or interviews.

We now invite submission of 100–150-word abstracts for articles on the theme of forthcoming issues. Abstracts must be accompanied by at least three hi-resolution images (at least 300dpi) in jpeg or tiff format, along with the appropriate photo captions and credits for each image listed within the text document. The editorial team will get in touch regarding selection and final submissions.

We request that all authors pay close attention to ClfA house style guidance, which can be found on the website: [www.archaeologists.net/publications/notesforauthors](http://www.archaeologists.net/publications/notesforauthors)

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Cover photo: *Showing the people behind the work is an important part of archaeology.*  
Credit: Oxford Archaeology



# EDITORIAL



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The theme for the ClfA 2023 conference in Nottingham focused on a sustainable future – for standards, with the purpose of engaging everyone in thinking about how, through collaboration and cooperation, we can collectively ensure our industry maximises the opportunities and addresses the challenges we are facing. This edition of *The Archaeologist* continues in this vein.

Kate Geary and Cara Jones start with a summary of their session on *Building a sustainable future*. This sets the scene for some of the different considerations for how a sustainable future could be achieved, including skills development and career pathways, inclusion and accessibility, value and public benefit. These topics are discussed in more detail in the articles which follow.

Megan Schlanker presents some of the thoughts and opinions based on the feedback gathered from early-career archaeologists about what they think a career in archaeology needs to offer to be sustainable, and highlights some of the barriers individuals are facing. Regarding career pathways, Jess Elleray and Phil Pollard share views from their session, which attempted to map the career journeys of their speakers, recognising how these have been shaped by unique opportunities and relationships.

Sarahjayne Clements continues this theme by suggesting some inclusive

workplace practices we could all look to adopt to attract and retain disabled archaeologists.

Picking up on the importance of communicating the value of archaeology, Maria Bellissimo, Communications Manager at Oxford Archaeology, emphasises the weight of proactively engaging with the public and sharing our work and its significance. Examples of some innovative ways of delivering public engagement are then highlighted in the articles by Robin Holgate of ARS and by Jennifer Bray and Sheena Payne-Lunn at Worcester City Council.

Cooperation, co-creation and collaboration is another theme drawn out of the considerations for a sustainable future, and next Peter Hinton draws attention to the framework of strategic initiatives set out in the 21st-Century Challenges for Archaeology Programme in England, involving a range of sector partners.

We round off this theme with an article from Abdul Qadoos, setting out what he believes should happen to improve the sustainability of archaeology in Pakistan – particularly around education and public benefit. Much of what Abdul highlights echoes the topics discussed at ClfA 2023, demonstrating that, although to different extents, we all recognise what our priorities must be to build a sustainable future for archaeology across the world.

# BUILDING A SUSTAINABLE FUTURE

Cara Jones ACIfA (6085), Sector Skills Manager, ClfA, and Kate Geary MClfA (1301), Head of Professional Development and Practice, ClfA

**H**ow can we ensure a sustainable future for our profession in the face of many challenges? We were keen to explore that at #ClfA2023 through a hybrid session that incorporated provocations, breakout groups and Jamboards!

This session challenged speakers and delegates to imagine a sustainable future for archaeology, with themes including skills development and career pathways, inclusion and accessibility, value and public benefit. Breakout groups considered what needs to happen for the vision to be achieved, using theory of change/logic modelling techniques.

Presenting to a packed room, our speakers were Rob Early, Head of Cultural Heritage and Archaeology at WSP, Caroline Raynor, Senior Project Manager at Costain, Michael D'Aprix, research student at UCL and Chair of ClfA's Advisory Council, Amy Atkins, Head of Continuous Improvement at MOLA, Megan Schlanker, Chair of ClfA's Early Careers Special Interest Group, Pen Foreman, Project Manager at the British Museum and ClfA's Board champion for EDI, and Barney Sloane, National Specialist Services Director at Historic England. They addressed

- themes of innovation and the need for co-creation and cooperative ways of working to meet challenges and harness the potential of new technologies
- the potential to build resilience though investing in, and valuing, archaeologists and their skills
- building sustainable and diverse structures and ways of working that support a much wider range of people to participate in and to stay within the sector
- the need for joined-up strategic change to support a more positive and inclusive future

Breakout groups then chose a topic to discuss in more detail: deconstructing current delivery systems, skills, breaking down silos and exploring how staff can be retained. The session Jamboard collected feedback from the room and Weaver's triangles were utilised to focus discussion. Common threads included the need to share good practice from inside and outside the sector, exploring the skills base of each organisation and assess training needs for both archaeological and non-archaeological skills (like people management or business leadership).

## So what did we learn?

We can choose to act in ways that are or are not sustainable. For something to be sustained, it must be valued. That starts with the historic environment being valued as our home, our habitat and for what it contributes to society. We also need to understand the different values that individuals and communities across the world place on their historic environment. We need to communicate that value to clients, stakeholders, governments and decision-makers and communicate in their language, using terms they are familiar with, like the UN sustainable development goals.

We also need to value ourselves (and each other) as technically skilled and ethically competent professionals aligned around a shared vision and sense of purpose. Part of that is valuing, and being able to articulate, the contribution archaeologists make to the economy, to knowledge gain and understanding, to wellbeing and to the important issues of the day, like supporting communities to navigate changes they see happening due to climate change.



*Credit: Liz Gardner*



*Members of the Early Careers Group committee at ClfA 2023. Credit: ClfA*



Introduction slide to the Building a sustainable future session at Cifa 2023

We particularly need to value each other as we move, albeit too slowly, towards a more diverse, inclusive and accessible profession – understanding what different individuals need to feel valued and supported in their engagement with archaeology.

Although the challenges we face as a discipline and as a profession – and the challenges that society faces – are immense and daunting, archaeologists, with their understanding of change across time, have the skillset and the mindset to respond to them. But we need to be aware of our impact – for example, how our actions contribute to carbon emissions or can (unintentionally) alienate a future archaeologist from joining the profession. Every single one of us can be an agent of change, regardless of our career stage.

Cifa turned 40 last year and we reflected on how the last 40 years have been characterised by emerging



Word cloud

*The future of our profession is dependent on our ability to provide sustainable and equitable careers.*

professional structures, commercialism, developing business practices and expertise and competition. Organisations and institutions in our sector have tended to jostle for position, competing for audiences, members and influence as they sought to justify their existences.

To sustain and grow as a profession over the next 40 years, we need to change our focus and behaviour to prioritise cooperation, co-creation and collaboration, actively seeking ways we can work together across disciplinary, institutional and national boundaries to find solutions to current and emerging challenges.

And we have to address how we value and reward our people. The future of our profession is dependent on our ability to provide sustainable and equitable careers. This will involve shifting away from acrimonious and divisive debates about whose fault it is, to working together on solutions that work for all of us. This theme was repeated throughout the conference but particularly by our early-career colleagues – we need to listen to them.

Of the participants in the session, two thirds thought that the institutions and structures we have in place could support the changes we identified as necessary to ensure sustainability, while one third disagreed and felt they needed completely reforming. It's hard to imagine where the capacity will come from to restructure, reimagine and reform, but it must be done if we're to achieve a sustainable future for archaeology.



Innovation cycle

**Acknowledgements**

Thank you to everyone who contributed to this session – the speakers, the attendees and our colleagues who helped facilitate the discussion.

# Is archaeology sustainable?

## *An early-career perspective*

For the 2023 ClfA conference in Nottingham, I presented a paper for the session *Building a sustainable future*. In my work with the ClfA Early Career Special Interest Group, and through working in developer-led archaeology, I have gotten to know many early-career archaeologists and have become very aware of the issues facing those entering the sector.

Being asked to give an early-career perspective on the sustainability of archaeology as a profession, I felt that it was important to highlight the perspectives of a range of early careerists. I conducted a survey to collect insights, ultimately recording the responses of 27 early-career archaeologists and seven former archaeologists who had left the sector. The results were poignant, and I believe it is vital that we as a sector consider these voices and work to implement positive change.

When asked what made a career sustainable, survey respondents stated that a role should

- be secure
- be financially viable
- have a low risk of physical injury and burn-out
- be generally supportive of health
- be supportive of professional growth
- promote a healthy work–life balance

Unfortunately, 64 per cent of the same respondents felt that their careers were not sustainable, with a further 16 per cent stating that they were unsure.

Despite the relatively small sample size, this response should concern us all. That only one fifth of the survey sample believed that their roles met the bare minimum criteria of sustainability is worrying. As one respondent noted: *'We shouldn't have to choose between work and how we would like to live our lives.'* Several issues came up frequently, such as the lack of apparent work–life balance, which in many cases is likely the result of long commutes and extended periods of away work. Other respondents noted low pay, with one individual commenting: *'I can't support my family on my current*

*wages.'* This is an issue that has been noted extensively within the sector, and is the subject of Prospect Union's campaign 'World Class Heritage, Second Class Pay', as well as featuring heavily in BAJR's Poverty Impact Report. Other issues indicated by respondents were health problems exacerbated by physical work, and staff not feeling valued or supported within their roles.

We are losing people from the sector early in their careers as a direct result of these concerns. When asked why they had left, former archaeologists said that they felt their roles were not sustainable long term, and noted the pressures of away work, low pay, unpaid overtime or commutes, poor work–life balance, and workplace sexism. Some 45 per cent of the current early-career archaeologists surveyed responded that they were unlikely to stay in archaeology for more than two years. If their current contract ended, 50 per cent reported that they would be unlikely or very unlikely to remain in the sector.

### **What does this mean in a profession with notoriously short contracts?**

Maybe the question we should be asking, in light of this information, is: why do people stay?

It is clear from the survey results that archaeology is a passion for many. Even those who felt that their roles were unsustainable mentioned a love for archaeology, and, conversely to those who had left or were planning to leave, those who wanted to stay said that they felt supported and valued. Respondents particularly praised employers who *understood* their work–life balance and childcare commitments.

Megan Schlanker PCIfA (9238),  
Chair of the ClfA Early Careers  
Special Interest Group

### **So what can we do?**

A few suggestions would be to

- support staff to maintain a healthy work–life balance
- pay staff fairly at all levels
- put an end to unpaid overtime
- support staff with their mental and physical health
- provide stability with permanent contracts where possible

In the time between presenting my paper at the annual conference and the publication of this article, I myself have left developer-led archaeology. This is due, in part, to many of the issues discussed here and felt keenly by my fellow early-career archaeologists.

I will leave you with the same closing thoughts as voiced in my presentation in April:

*The future of archaeology must be sustainable, otherwise there is no future in archaeology.*



### **Megan Schlanker**

Megan is chair of the ClfA Early Careers Special Interest Group and began working in development-led archaeology in 2021. She is passionate about promoting inclusion in archaeology and supporting early-career archaeologists to reach their full potential.

# Some reflections on the *Mapping archaeological careers* ClfA conference session

Jessica Elleray PCIfA (11782) and Phil Pollard ACIfA (7325), ClfA Early Careers Special Interest Group

Inspired by ClfA 2023 conference theme *Sustainable futures*, the Early Careers Special Interest Group (SIG) committee decided to explore how a career in archaeology might be sustainable, both now and in the future.

They say the best way to predict the future is to understand the past (certainly the motto for many archaeologists!). We therefore decided that a useful session would be to try to map the career pathways of a range of different people working in archaeology, and to discuss and compare the opportunities, and barriers, in these routes, and whether they still exist today. Could we, through mapping these journeys, work out what a sustainable career path in archaeology might look like in the future?

Our chairs (Jessica Elleray and Phil Pollard) were joined by five speakers – representing a range of heritage roles and specialisms – who shared their career journeys, whilst we attempted to map them in a structured way on the screen behind. We are very grateful to all our speakers, who were open about their experiences, as well as to our audience members who also spoke honestly and bravely in what was a passionate discussion. Here we want to share some of the key observations that emerged from these mapping exercises, and the discussion that followed them.

It was evident from our speakers how important support and mentoring has been on their journeys – whether that looked like honest conversations with their employers, or individuals who stepped up and encouraged them. Knowing they were part of a network that was bigger than their job and company was invaluable in helping them grow as professionals and advance their careers.

As expected, the speakers’ journeys were shaped by their context, with some career paths emerging alongside archaeology as a profession and benefiting from the unique opportunities and relationships this provided. This was picked up on in the discussion session, where there was a feeling amongst contemporary early-career archaeologists that a lot of the opportunities our speakers were able to make use of were about being ‘in the right place at the right time’. Whilst this could be said of any career, the lack of visible coherent pathways for those entering archaeology was a large factor in whether they saw their future in the industry or not, particularly in the current socio-economic climate.

*Career journey mapper: Jessica Elleray*

Name	<b>Jessica Elleray</b>				
Current Job Title	<b>Community Archaeology Officer</b>				
	Graduated 2017	2017–2020	2018–2020	Aug 2020–	2023
Journey Step	GCSEs & A-levels BA Hons Fine Art	Self-employed Research Artist	MSc Collecting and Provenance	Oxford Archaeology Graduate Trainee – Supervisor	Oxford Archaeology Community Archaeology Officer
Motivations	Pursuing my passions		I love research Wanted to better understand my topic	COVID-19 / buying a house Learning	
What you did	History, Art, English Literature, Theatre Studies Balanced ‘creative’ and ‘academic’ subjects	Every opportunity was self-directed  Engaged with the community	Engaged with the community	Engaged with the community i.e. ClfA SIGs, CBA Asked questions, extra research/study	Proved the benefits of additional engagement staff
How others helped	Told me I’d never get a job in archaeology...  Encouragement	Collaboration	Career advice	Training schemes	Training placement Supportive specialist





Early Careers Group committee. Credit: Early Years Group



tool, and we are reflecting on how we might build on these in the future, perhaps creating more to cover other specialist areas. Finds, for example, was noted as a specialism not focused on in detail during the session.

Neither did we reach a defined solution to how we make archaeological careers sustainable, but our session certainly encouraged debate, and inspired a number of attendees to come forward and offer their own time and expertise to help move things forward.

Wider sector issues of pay and accessibility remain critical for sustainable careers and we, the Early Careers SIG, contribute to these conversations where we can. Inspired by this session, we are continuing to explore how we can encourage mentoring opportunities, facilitate industry networking and champion training and apprenticeships; we would encourage all colleagues across the profession to consider what they might be able to do to make archaeological careers more sustainable in the future.

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*'I felt motivated to consider what is unique about the state of archaeology now and how we can best engage with this to facilitate opportunities for others. For example, I have observed increased interest from clients for us to deliver skills, apprenticeships and training opportunities as part of our projects. How can we grab hold of this interest and develop new, robust pathways for emerging professionals?'*

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Many of our speakers cited volunteering as essential for their first job and career progression. Volunteering can be hugely beneficial, but it isn't accessible to everyone. It is here that the opportunities afforded by paid placements and training schemes to try something new and expand a skill set become invaluable. Several speakers did avail themselves of training or placement schemes – but not all of those mentioned still run today. Whilst we now have things like apprenticeships, they are still not readily available, with employers citing a number of barriers to offering them.

After the session some of our speakers got in touch to reflect on their experience. Most enjoyed being involved, felt attendees got something out of it and indeed, felt they did too, welcoming the opportunity for self-reflection. However, there was also recognition that sharing personal life events and feelings is not always easy, especially when they invoke passionate responses and enable the airing of real frustrations.

We strongly believe that providing the space for such open and honest discussion, if it is done in a respectful way, is incredibly valuable for the sector, and we feel it was an important aspect of this session.

Our session demonstrated that whilst there are common themes, career journeys are also incredibly personal. What is sustainable earlier in a career may not be later in life, and archaeologists need to see not only how they can progress as professionals, but how that path will facilitate a sustainable and fulfilling lifestyle.

In summary, we did not (and would never) find a 'perfect' career map in archaeology. But the visual maps we made were a useful

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**Jessica Ellera**

Jessica is a committee member of the CifA Early Careers SIG and works as a Community Archaeology Officer for Oxford Archaeology. Jessica's engagement work is supported by field and post-excavation experience ranging from prehistoric landscapes to post-medieval cemetery sites. Prior to working for Oxford Archaeology, Jess worked at the intersection of art/archaeological practice, producing creative projects that were research-led, socially engaged, and that encouraged community ownership.




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**Phil Pollard**

Phil is also a committee member of the Early Careers SIG. He is Heritage Career Pathways Manager at Historic England, managing their strategic approach to employability and skills development for the historic environment sector in order to help nurture a more diverse, socially relevant and resilient sector workforce. He has particular interest in enabling and embedding work-based learning into the sector, looking at things like apprenticeships and placements. He is also Co Vice Chair of the CifA Degree Accreditation Committee.



# Becoming sustainable through inclusive employment practices

Sarahjayne Clements ACIfA (6668)

To become or remain sustainable, I suggest that the archaeology sector must become more inclusive in the use of employment practices to both attract and retain disabled candidates, for both ethical and financial reasons.

## **Understanding the barriers**

For disabled people, there are barriers not only to gaining employment in the sector but also to longer-term career development. These barriers start at the advertisement and recruitment stage and can continue in the workplace, causing issues with career progression and retention further down the line.

## **Why does the sector need to become more inclusive to achieve sustainability? The business case**

The sector must become more inclusive to attract, retain and benefit from the skills, knowledge and experience of disabled people. This is both an ethical responsibility and a corporate social responsibility. Principle five of the ClfA *Code of conduct* covers matters relating to issues of equality of opportunity and employment, including career development, and is further supported by the ClfA policy statement on equal opportunities in archaeology – both of which individual ClfA members and Registered Organisations should adhere to.

Using inclusive employment practices attracts the right person for the right job. On average, disabled people also have less time off sick and are more likely to stay in a role longer, which means knowledge is retained and costs are saved in recruitment. Diversifying the workforce introduces a wider range of ideas and experience, which can drive innovation and avoid ‘group think’. Gaining a



*Sarahjayne recording at Digging Harlaxton 2022. Credit: Sarahjayne Clements*

reputation as an inclusive employer can attract funders, customers and a wider range of candidates for job vacancies. Being an inclusive employer is proven to raise the morale of all staff and is therefore a benefit to everyone. Inclusive employment practices not only benefit disabled people –flexible working policies, for example, can also help those with caring responsibilities.

In turn, there are also financial benefits to hiring disabled candidates. A 2018 Accenture study showed that companies who embraced best practices for employing and supporting more disabled people in their workforce outperformed

their peers. On average, companies championing disability employment and inclusion reported 28 per cent higher revenue, double net income and 30 per cent higher profit margins.

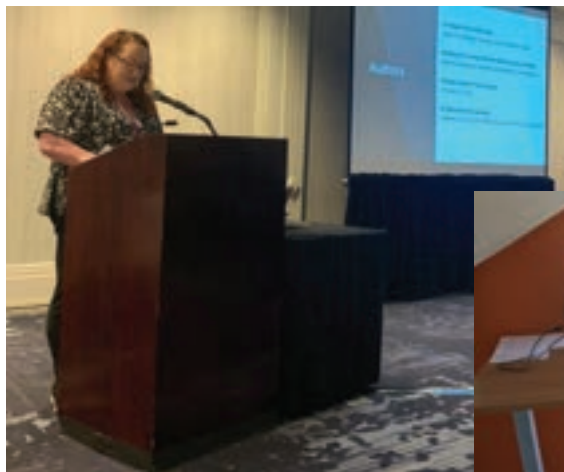
## **How can the sector become more inclusive and therefore more sustainable?**

Employers can become more inclusive and therefore more sustainable through utilising inclusive employment practices such as the use of inclusive language, training staff in disability awareness and training recruiters in recognising unconscious bias. Other examples are

encouraging different application formats, covering travel to interview costs, providing an online interview option, and providing questions beforehand. Accommodations are very much individual.

Providing a variety of roles at entry level to the sector and undertaking a company-wide gap analysis are further examples of inclusive practice. Other examples of inclusive archaeological practice can be found on the ClfA equality, diversity, and inclusion webpages: [www.archaeologists.net/practices/equality/resources/disability](http://www.archaeologists.net/practices/equality/resources/disability)

‘Through identifying and removing the barriers disabled candidates face, your organisation will attract and retain unimaginable talent’ (Hatton 2020).



Sarahjayne speaking at the 2022 SAA conference. Credit: Sarahjayne Clements

Sarahjayne in her adapted home office. Credit: Sarahjayne Clements

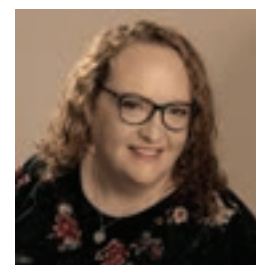


### Examples of inclusive employment practices

1	2	3	4	5
<p><b>Advertisement</b></p> <ul style="list-style-type: none"> <li>Identify training for managers/HR staff.</li> <li>Use of inclusive language.</li> <li>Proactively offering alternative application formats.</li> </ul>	<p><b>Interview</b></p> <ul style="list-style-type: none"> <li>Before – offering questions and explaining the format.</li> <li>During – allowing notes/note taking.</li> <li>After – feedback.</li> </ul>	<p><b>Onboarding</b></p> <ul style="list-style-type: none"> <li>Thorough induction.</li> <li>Regular team meetings and check-ins.</li> <li>Reasonable adjustments.</li> <li>Being aware of schemes to help such as Access to Work.</li> </ul>	<p><b>Training/CPD</b></p> <ul style="list-style-type: none"> <li>Offering internal/external opportunities.</li> <li>Fosters feeling valued and aids with retention and career progression.</li> </ul>	<p><b>Retention</b></p> <ul style="list-style-type: none"> <li>Fostering an inclusive atmosphere.</li> <li>Educating whole of workforce.</li> <li>Reassess reasonable adjustment eg phased returns to work.</li> </ul>

#### Further reading

Hatton, J, 2020 *A Dozen Great Ways to Recruit Disabled People*. Elite Publishing Academy  
 Kennedy, T, 2018 *Getting to Equal: The Disability Inclusion Advantage*. Accenture Research.



#### Sarahjayne Clements

Sarahjayne works as a community heritage officer for a local authority as well as studying for a doctorate at the University of Hertfordshire, where she researches disability inclusion in archaeology with a focus on chronic illness and the workplace. She also volunteers with ClfA, Historic Environment Scotland and the Enabled Archaeology Foundation, advising on equality, diversity and inclusion.

Sarahjayne presented this paper at the ClfA 2023 conference in Nottingham as part of the *Inclusive futures* session.

# WHY COMMUNICATING ARCHAEOLOGY MATTERS

Maria Bellissimo, Affiliate (11206), Communications Manager, Oxford Archaeology

We are all familiar with media headlines celebrating the extraordinary finds that our work produces. But the media also tends to associate archaeology with project delays or increased costs. Both are parts of the realities of developer-led archaeology, but the full picture is rarely, if ever, presented.

Away from the headlines, archaeology, and especially developer-led archaeology, remains poorly understood. The planning system is very complex and archaeology's role in it is not usually part of the conversation, until things go wrong or spectacularly well. The technical language and all the details and dates can seem intimidating and exclusive. We get so engrossed in daily tasks that we forget to ask ourselves, 'Why do we do archaeology?'. Of course, it is to learn about the past, but the immense value of this knowledge is only realised if it is shared as widely as possible outside, as well as inside, the sector.

**Collaborating  
with diverse experts  
to address  
contemporary  
challenges highlights  
archaeology's  
contribution to  
society and opens up  
new engagement  
possibilities.**

Archaeology has plenty to offer to society at a time when it faces some enormous challenges. In the previous issue, *The Archaeologist* showcased examples of archaeology contributing information and guidance about addressing the climate change and nature emergencies. Among these, the work of my colleagues at Oxford Archaeology is producing valuable insights into climate change, landscape transformations and human–nature interactions throughout prehistory. Collaborating with diverse experts to address contemporary challenges highlights archaeology's contribution to society and opens up new engagement possibilities.

But there is more to archaeology than this. The events of the last 15 years or so, with a bruising global recession, local wars with global impact, a pandemic, and social justice movements like Black Lives Matter and #MeToo, have shifted public discourse, making social value and public benefit more central; people, as well as governments, now expect businesses to contribute more to creating a sustainable, inclusive and just society.

*The face of archaeology: this photo of the site team at Priors Hall, Corby, was one of our most popular posts on social media. Showing the people behind the work is an important part of archaeology. Credit: Oxford Archaeology*



Developer-led archaeology is required to engage with public benefit and is very well placed to deliver it. By unearthing and sharing local history, archaeology can foster a sense of unity and belonging within communities. It can promote better understanding and overcome divisions and prejudices by sharing the variety of human experience evidenced by the archaeology of past societies. Sharing heritage narratives contributes to economic growth through tourism and cultural and entertainment initiatives, and can have a profoundly positive impact in areas that lack investment and opportunity. As a multi-disciplinary subject, archaeology encourages children to get involved with STEM disciplines that are often perceived as too challenging.

To achieve this, we must proactively engage with the public, sharing our work and its significance. The first step is to build on the fascination and influence archaeology has in public perception: the headlines about exciting finds create a direct connection with, and wonder about, the past; they are also a great reputational asset for the clients and projects with which they are associated. Instead of waiting for extraordinary discoveries, we should communicate regularly with local media and on social platforms. Even Roman tile can captivate people when shared by those who experienced the thrill of uncovering and touching it centuries after it was made and used.

When sharing these stories, we must consider how to make them relevant to the audiences we are targeting. We all seek a connection with the people of the past, to understand through objects and places that we share similar motivations, despite the centuries or millennia separating us. For example, if there is a local tradition or industry of which people are proud, we should weave it into our work, showing how this latest find is part of that same story. An example of this was my colleagues' approach during the Priors Hall project in Corby, which highlighted the links between the Roman pottery kilns found there and the modern ceramic industry, bridging the historical gap.

There is also a more selfish reason to better communicate our work. Archaeology's role in the planning process is not universally popular and



*Shopping with a sprinkle of archaeology: the pop-up museum set up by Oxford Archaeology at the Westgate shopping centre, Oxford, while excavations were ongoing, attracted an impressive 10,000 visitors. Credit: Oxford Archaeology*



*Bringing the past back to life: visitors to the community excavation at Little Asby, in the Westmorland Dales, eagerly look at reproductions of finds. Credit: Oxford Archaeology*

depends on government policy. By engaging communities, sharing valuable knowledge of their history and contributing to an understanding of their past and present, we demonstrate the positive impact of archaeology in creating liveable places, fostering economic growth and strengthening communities. By effectively communicating our work and the value of archaeology, we secure its future within society.

## Maria Bellissimo

Maria is an accomplished communications and advocacy expert with a decade of experience spanning various sectors and causes. Her background includes involvement in politics, after which she transitioned to the private sector, offering counsel to clients from diverse industries on projects covering a wide spectrum, including infrastructure, manufacturing, single-issue campaigns and international human rights matters. Over recent years, her primary focus has been on net zero and sustainability, actively collaborating with policymakers and environmental organisations.

Recently, Maria assumed the role of Communications Manager at Oxford Archaeology, to which she brings her deep-rooted passion for archaeology. Over the past five years, she has pursued her interest in the subject through part-time studies in the subject at the Department for Continuing Education, University of Oxford.



# Enterprise for good:

changing perceptions of the added value and public benefit that archaeology contributes to sustainable development

Robin Holgate MCIfA (7480),  
Archaeological Research Services Ltd

As professional archaeologists, being able to share the results of our work with a wide audience is one of our duties. Indeed, for some archaeological contractors, it is part of their mission and they undertake some wonderful projects (see ‘Archaeology on Prescription’ in TA 118). The popularity of *Time Team* and *Digging for Britain* television programmes demonstrates the keen interest in archaeology that many people have. Development-led archaeology since 1990, following the concept that the polluter pays, has not only become a major source of funding and means to advance archaeological knowledge and understanding, but should also be an opportunity to disseminate the results of archaeological investigations for public benefit.

Recently, though, there has been increasing pressure to undertake evaluation works and mitigation on large-scale developments both more rapidly and more effectively. An almost standardised approach of archaeological desk-based assessment followed by geophysical survey and a high percentage sample of trenching has resulted in repetitious results and more subtle archaeological remains no doubt being overlooked. Consequently, Archaeological Research Services Ltd is developing innovative non-invasive ways to locate and characterise below-ground remains to minimise the scale of ground works and their impact on the environment, for example through the pioneering application of geochemical analysis at a landscape scale, which recently won a



*Demonstrating iron smelting at an on-site public open day: breathing life into an explanation of the archaeological remains of Iron Age metalworking. Credit: ARS Ltd*



*Pop-up display set up on site for a public open day. Credit: ARS Ltd*

King’s Award for Enterprise. We are also exploring ways of adding value to assist in delivering sustainable development.

Environmental, Social and Governance (ESG) credentials are of increasing importance to developers in building trust with stakeholders and enhancing public perception. Companies who are commissioning public services are

beholden to secure wider social, economic and environmental benefits as a result of the Public Services (Social Value) Act that came into force in 2013. It should be axiomatic for developers to want to support community engagement with the archaeological work they are commissioning, and yet sometimes there is a reluctance to enable this to happen. How can we change the perceptions of those

developers so that they see archaeology as being able to provide value and benefit for their own organisations and the communities where they are working, rather than as an unnecessary cost and inconvenience?

One starting point is to establish a rapport and trust with a client from the outset, so that the work should not be seen as an incumbrance merely to assist in securing planning permission or discharging conditions of planning consent. The results of our work, if presented accurately and dynamically, can help promote the positive economic and social impact of a development scheme, as well as enhance a company's reputation as an 'enterprise for good'. As a minimum, making information available on the archaeological work through social media and on a company's website should be encouraged, as well as on-site information boards if the site is publicly visible and it is appropriate. The potential for undertaking face-to-face engagement and dialogue with those who live and work in the area should also be explored. Three practical examples of this are consultation with the local community on a proposed development, enabling schoolchildren to participate in archaeological excavations, and enriching the lives of the local community through site open days and talks.

Proposals for any large-scale development can benefit from public consultation. Producing pop-up displays in a community venue in the form of photographs and plans mounted on boards, and a table of objects staffed by one or more archaeologists who can explain the archaeological issues and answer any questions, takes minimal resources to plan and execute. Quarry companies, for example, can often appreciate the value in consulting the local community when planning to open new or extend existing mineral extraction sites. Whenever we undertake these events with these companies and other developers, dwell time by visitors to our stands is often far longer than at other displays and the responsible approach to archaeology can provide an important way of winning over local communities.

Enabling schoolchildren to visit a site and participate in our work is especially rewarding for everyone. Whenever an



*Public interaction: using pop-up archaeology displays to liaise with local communities about a development scheme in their neighbourhood. Credit: Simon Bryant*



*Getting local schoolchildren on board: discussing archaeological discoveries with schoolchildren provides opportunities for developers (in this case the quarry manager) to present their site in a positive light. Credit: ARS Ltd*

excavation is taking place over a reasonable length of time, and especially towards the end of a summer term, local primary and junior schools have the opportunity to plan a visit by a class or year group that will fit in with their curriculum studies. Trips 'outside the classroom' are memorable, especially if schoolchildren can participate in specific activities such as archaeological excavation. Timing and planning are key but, if a site can be made safe, a pre-visit meeting and careful consideration of a teacher's risk assessment with site managers can facilitate a highly successful trip. A follow-up session, including object handling, by an archaeologist in the school would reinforce key learning points from visiting the site. Subsequently, one of the quarry companies we worked with produced a 'good neighbours' leaflet featuring the archaeological discoveries from the site, and which was distributed locally.

Arranging open days for the public to visit excavations, especially as the fieldwork is drawing to an end, is an opportune way to enable local residents and the wider community to find out more about archaeology and the development scheme on their doorstep. A site tour, on-site activities and a stall with displays of objects are all key ingredients for a successful event. Demonstrating craft activities similar to those which occurred at the site enhance interpretation of the site. For example, we built a furnace and smelted iron at an Iron Age site where we found the remains of metalworking furnaces, and we have also had children making coil-built pots like those found on the site. Follow-up presentations in a community venue and to local history and other local groups provided further information on the site, including to those who could not attend the open day.



*Involving schoolchildren in the archaeological process. Credit: ARS Ltd*

Members of the public enjoy finding out about how people lived in the past through archaeology: it enhances their association with the places where they live, work and spend their leisure time. Besides its popularity, archaeology can add value to a company's reputation, for example by showing their consideration of the needs of local communities and adding to their

ESG achievements. Encouraging construction and development companies to realise the benefits that archaeology offers and to support us in staging public engagement activities will help create an archaeology-positive economy. This would contribute significantly towards establishing a sustainable future for everyone.

**Robin Holgate**

Robin is Head of Publications and Value Creation at Archaeological Research Services Ltd. He worked as a field officer with the University College London Institute of Archaeology Field Archaeology Unit (now Archaeology South East) in the mid-1980s. He then joined Luton Museum Service, initially as Keeper of Archaeology and subsequently as Museum Director, and also established Luton Borough Council's Archaeological Development Control Service and HER in 1996 when the Council became a unitary authority. Before joining ARS Ltd he was Assistant Director at the Museum of Science & Industry (MOSI) in Manchester, and was instrumental in establishing the Manchester Science Festival. He obtained his DPhil, focusing on Neolithic settlement and economy of the Thames Basin, at the University of Oxford. He served as chair of CIfA's Registered Organisation Committee 2013–2020.





# WORCESTER LIFE STORIES

Jennifer Bray, Association for Dementia Studies, and Sheena Payne-Lunn MClfA (4506), Worcester City Council

Audio visual projections onto *The Commandery* as part of a Worcester Life Stories event once restrictions lifted. Credit: Worcester City Council

Worcester Life Stories began in 2020 as a collaboration between Worcester City Council's Historic Environment Record and Herefordshire and Worcestershire Health and Care Trust, funded by National Lottery and Historic England. It grew from a desire to connect the HER's vast collection of 20th-century photographs with the audiences to whom they were most relevant and with a recognition from the Older Adult Mental Health Service of the power of reminiscence and Life Story work. This key partnership was forged to enable co-creation of two online platforms providing wide access to the collection and supporting local people, carers and professionals in improving health and wellbeing.



A visualisation of how the project was to be delivered. Credit: Worcester City Council

We aimed to bring people together through shared stories of Worcester, recognising that local people are the experts through their own lived experience. Bringing together archived heritage, digital technology and community events to promote wellbeing, it was clear from the outset that there was an enormous appetite for this, one only amplified as the country went into the Covid lockdown. We were forced to focus engagement through digital means, and after a live-streamed launch with cream teas delivered to participating care homes, found a successful formula providing weekly 'lockdown quizzes'. More than 120,000 participations were recorded during those long months of isolation, and the power of a photograph to ignite memory and bring people together

through their shared stories was hugely apparent.

Two platforms were developed through an iterative programme of workshoping, via online meeting platforms, together with support from stakeholders including Age UK and Platform Housing. **Know Your Place** (developed by Bristol City Council) has an established format using data (including photographs, oral histories and HER records) overlaid on searchable maps, and a crowd-sourcing function enabling people to share their own material. Discussions therefore focused around the heritage content people wanted to access, while the **Life Story** platform was built from scratch through public co-production. This innovative tool promotes wellbeing, communication and connection through

*Bringing together archived heritage, digital technology and community events to promote wellbeing, it was clear from the outset that there was an enormous appetite for this, one only amplified as the country went into the Covid lockdown.*

sharing stories and what's important to individuals, enabling upload of images, text, video and audio to their own 'book'. By developing this tool digitally, users also benefit from access to **Know Your Place**, filling gaps in their story with images of the street where they grew up, or even searching thematically for the model of their first car!

An evaluation was carried out by the Association for Dementia Studies, University of Worcester, funded by Historic England. Using surveys and interviews, it explored how people were using the platforms and their impact. The evaluation found that the platforms were being used successfully by and with people of all ages, from school pupils through to older adults, including those living with dementia.

By using **Know Your Place**, pupils were able to connect to their local area and wider community, as they could see how old photos and maps related to the modern landscape that they were familiar with. Both platforms were used in intergenerational sessions where pupils worked with older people in the community. They provided a basis for conversations and discussion, with pupils asking older people about their lives and assisting with technology.

A series of heritage-related sessions with adults in a semi-independent living scheme used **Life Stories** in combination with object-handling as a framework for starting conversations around different topics. The platform itself wasn't actually used until the end, bringing everything together in a coherent whole, with individuals capturing thoughts in other formats, including audio recordings, in the meantime. This flexible approach worked well as it was felt that introducing the technology at the start may have been overwhelming for participants. The ability to capture people's thoughts and stories in their own words, either written or in audio, is a powerful way of giving people a voice.

For older adults, including those with dementia, both platforms provide a basis and relevant prompts for conversation and reminiscence activities. By being heritage-based and promoting the cultural importance of sharing stories, the platforms



*Intergenerational event at a local independent-living scheme. Credit: Worcester City Council*

*Both platforms were used in intergenerational sessions where pupils worked with older people in the community. They provided a basis for conversations and discussion, with pupils asking older people about their lives and assisting with technology.*

take the focus off dementia. This moves the traditional narrative around life story work away from capturing memories before they're lost, making it a more positive experience.

**Know Your Place** can be used to support people 'in the moment' by looking at maps and images in response to their comments, showing people that their views are valued and others are interested in what they have to say. This puts people at the heart of a conversation as they can influence the direction it takes. By providing such opportunities and giving people time and space to share their stories, the platforms enable people to be heard and say what's important to them as individuals. Being involved in conversations as part of the life story process can also help carers learn more about individuals and understand how previous experiences can impact behaviour.

More widely, people enjoyed sharing their own knowledge for the benefit of others, contributing to their own sense of wellbeing. Some **Know Your Place** users were keen to see whether there were 'gaps in information I may be able to fill', and to upload 'loads of old photos to share with others'. This helps build a sense of community, as it's not just professionals providing information but also everyday

members of the public. Using the platforms encouraged people to explore and connect with their communities, with some people reporting that they had visited places after using it.

Overall, the evaluation identified that these versatile platforms can be used in a variety of ways by and with different audiences, offering opportunities for the heritage sector to share digital resources. They're suitable for use by individuals, one-to-one and as part of larger groups, as the main focus or as a supporting resource. The platforms support use in bitesize chunks when appropriate, acting as an ongoing resource that users can access at any point, or for longer periods depending on audience and user preferences, enabling them to be tailored to different situations. Users can also engage in diverse ways as the platforms are part of an overall engagement process rather than solely an end product.

Consequently, the platforms are important and relevant resources to a range of sectors including heritage, care and education, as well as for individuals and families. They have impacted people on a personal level, but have also enabled them to be part of something bigger and feel socially connected as part of a wider community.



*For older adults, including those with dementia, both platforms provide a basis and relevant prompts for conversation and reminiscence activities.*

*Life Story work at a local residential care home. Credit: Worcester City Council*



*School children learning to use the Know Your Place platform. Credit: Worcester City Council*



*Life Stories Herefordshire & Worcestershire is hosted by the local trust at <https://life-stories.hacw.nhs.uk/>. Know Your Place Worcester can be found at [www.kypworchester.org.uk](http://www.kypworchester.org.uk). Credit: Worcester City Council*



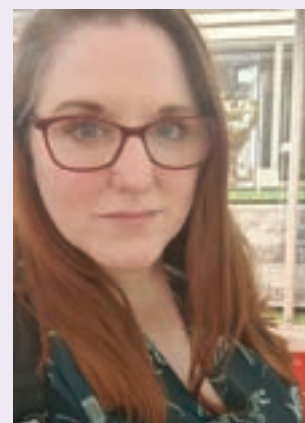
**Jennifer Bray**

Jennifer joined the Association for Dementia Studies as a research assistant in 2010 and has worked across a variety of research projects since then. The diverse nature of her role has enabled Jennifer to explore dementia in different care settings and in relation to various topic areas. This has enabled her to develop expertise in dementia and sight loss, intergenerational aspects of dementia awareness, and the use of technology with people living with dementia.



**Sheena Payne-Lunn**

Sheena has worked for Worcester City Council since 2003 as Historic Environment Record Officer. Over the last 20 years she has developed and led a wide variety of public engagement projects, with a particular interest in widening access to heritage resources, especially via digital technology and social media.



# 21st-century challenges for archaeology in England

Peter Hinton MClfA (101), Chief Executive, ClfA

Westminster, London. Credit: Peter Hinton

The 25th anniversary of planning-led archaeology in England stimulated celebrations of the successes of development-led archaeology and concerns about the fragility of the policy framework that underpinned it. Discussions built on ClfA's work to promote a more ambitious archaeology for England (notably through its contribution to the Southport report, which sought to exploit the opportunities created by the improved planning provisions of the National Planning Policy Framework) and coincided with the creation of Historic England and re-examination of its archaeological remit as the UK government's advisor on heritage in England.

Historic England invited ClfA to facilitate a sectoral conversation, led by Jan Wills. Six workshops in 2017 looked at the challenges facing synthetic research, archives, publication, professional standards, designation and the planning system, and the division of responsibilities between local authority archaeological advice services and Historic England. Interim findings were aired at the 2018 ClfA conference, and a final report was published by ClfA ([www.archaeologists.net/profession/projects](http://www.archaeologists.net/profession/projects)).

The report identified

- the need for stronger focus on public benefit
- the challenges and opportunities of digital advances
- the advantages of wider and more ambitious use of professional standards
- the importance of the planning system and local authority archaeology services in delivering the current model, and the vulnerability of both
- the need to maintain effective advocacy for archaeology
- a desire for strong leadership in the complex structure of our sector

Sifting and amalgamating these issues and the report's recommendations, Historic England and ClfA agreed to co-lead a framework of strategic initiatives, the 21st-Century Challenges for Archaeology Programme ('21CAP'). Current and future highlights include

## 1 *Finding consensus on improvements for legislation and policy, and their implementation, and better prediction of opportunities to achieve this*

### *Now*

- continuing to utilise the ClfA case studies report for Historic England, illustrating strengths and weaknesses of the current system
- identifying the heritage sector's wishlist for reforms (Historic England lead), and agreeing archaeology's advocacy priorities and the opportunities to advance them (ClfA lead)

- working with the Department of Culture, Media and Sport and others to ensure a sound policy base for 'National Importance' (as set out on the National Planning Policy Framework)

#### Later

- developing guidance on 'National Importance' to support planning decisions (lead to be confirmed)

## 2 Ensuring decision-makers in national and local governments value local authority archaeological services, and helping those services improve their capabilities, fight degradation and capitalise on externally generated change

#### Now

- reviewing the range of local authority service models (Association of Local Government Archaeology Officers (ALGAO) lead), testing users' perspectives on that analysis, and anticipating funding and organisational challenges so that services can turn future crises into opportunities (ClfA lead)

#### Later

- improving skills sharing and development in local authority archaeology (ALGAO lead)

## 3 Securing a clearer shared understanding of roles and responsibilities in guiding the archaeological process

#### Now

- reviewing the structure of ClfA Standards and guidance (ClfA lead)
- developing standard measurements of costs for archaeological projects (Federation of Archaeological Managers and Employers lead)

#### Later

- identifying the range of standards, guidance and advice documents the sector needs (ClfA lead)
- identifying the guidance and data-standardisation required to enable inter-site thematic and regional research (University Archaeology UK lead)



Public Engagement at Historic Dockyard Chatham. Credit: Wessex Archaeology

## 4 Exploring more effective ways of co-creating and sharing knowledge by combining the results of many small investigations in larger regional or thematic research programmes, and engaging a wider range of audiences

#### Now

- scoping better structures for enabling synthetic research of landscapes and themes (British Academy and Society of Antiquaries of London leads)
- making the most of 'backlog' pre-PPG16 resources (Historic England lead)
- re-examining how diverse audiences consume and would like to consume archaeological data and understanding (Council for British Archaeology lead)

## 5 Securing a sustainable future for archaeological archives

#### Now

- a programme of strategic action via the linked Future of Archaeological Archives Programme (<https://historiengland.org.uk/research/support-and-collaboration/future-for-archaeological-archives-programme/#8dd3e8e1>)

The workshops, report and programme were not intended as a comprehensive strategy for archaeology, unlike its companion initiatives in Scotland, Northern Ireland or the Republic of Ireland, where work is complementary (notably in Northern Ireland on guidance). The focus began by questioning whether the English planning system was a safe vehicle for development-led archaeology, and in the absence of enthusiasm for alternatives, led to recommendations for safeguards and improvements to the present system – calls for radical change being surprisingly muted. Key imperatives, such as delivering more and more varied public benefit, meeting our climate change responsibilities and enhancing skills, do not have their own work packages but run through the programme like lettering in a stick of rock.

The partners in the programme (logos shown here) are making good progress, creating outputs that will improve how we conduct development-led archaeology. Encouragingly, they are achieving a higher level of organisational collaboration than English archaeology has previously seen.



Programme partners

# Promoting public awareness and education about archaeology for sustainable futures

Abdul Qadoos

**P**akistan, a land rich in history and cultural heritage, is home to a plethora of archaeological wonders. From the ancient Indus Valley civilisation to the majestic Mughal architecture, Pakistan's archaeological treasures are a testament to its vibrant past. However, the absence of archaeology as a subject in the national curriculum and limited public awareness pose significant challenges. This article explores the limitations and consequences of the lack of formal education about archaeology in Pakistan. By addressing these issues and advocating for public awareness and education, we can unlock the immense potential of Pakistan's archaeological heritage and pave the way for a sustainable future.

Archaeology is not taught in the national curriculum and this hampers public understanding and appreciation of Pakistan's archaeological heritage. Without formal education, the general populace remains unaware of the significance and value of lesser-known sites beyond the prominent Mohenjo Daro. This limited awareness prevents the preservation and exploration of hidden archaeological gems that hold important historical and cultural information.

The limited public awareness of archaeology in Pakistan has severe consequences. Firstly, the preservation and protection of archaeological sites suffer because of the lack of public understanding and involvement. Local communities may not appreciate the cultural and economic potential of these sites, leading to neglect, encroachment and illegal excavation. Additionally, limited awareness means tourism opportunities are missed, as tourists are often unaware of the vast archaeological wealth Pakistan possesses. This results in a lost chance to boost cultural tourism, generate revenue and create employment opportunities.

The absence of formal education in archaeology restricts career prospects for aspiring archaeologists. Without proper training and education, individuals passionate about the field struggle to acquire the necessary skills and knowledge. This lack of qualified professionals affects research, excavation, conservation and interpretation efforts. It also impedes the development of innovative approaches to cultural heritage management and prevents Pakistan from benefiting from advancements in archaeological methodologies.

Overcoming these limitations and consequences and unlocking archaeology's potential through education and raising awareness is essential. Here are key steps to consider:

## Integrating archaeology into the National Curriculum

Advocacy for including archaeology as a subject in the national curriculum is vital. By introducing archaeology as an academic discipline in schools and colleges, we can cultivate interest in and knowledge and appreciation of Pakistan's rich heritage from an early age. This will foster a deeper understanding of our cultural roots and promote a sense of pride and ownership.

## Creating learning opportunities

Beyond formal education, initiatives should be taken to provide learning opportunities about archaeology. Museums, exhibitions and public events can serve as platforms to disseminate information, showcasing the diversity and significance of archaeological sites throughout Pakistan. These interactive experiences can engage the public, leaving a lasting impact on their understanding and appreciation of archaeological heritage.

## Transforming perceptions

Efforts must be made to challenge the prevailing misconception that archaeologists solely dig in the ground. Awareness campaigns and educational programmes should emphasise the multidimensional nature of archaeology, including research, conservation, interpretation and community engagement. Sharing success stories of Pakistani archaeologists and their contributions to knowledge, cultural preservation and community development can help change perceptions and inspire future generations.

## Strengthening career opportunities

Creating sustainable career opportunities in archaeology is crucial. Collaborative efforts between educational institutions, government agencies and archaeological professionals are necessary to establish positions within research institutions, cultural organisations and government bodies. Public-private partnerships can help generate job opportunities in

archaeological tourism, heritage management and research sectors, ensuring the growth and sustainability of the profession.

### Community engagement

Involving local communities in archaeological projects is essential. Their active participation promotes a sense of ownership and responsibility, leading to sustainable preservation efforts. By organising site visits, workshops and heritage awareness campaigns, we can foster community engagement and empower individuals to become advocates for the protection and promotion of Pakistan’s archaeological heritage.

In recent years, some positive changes have been observed in Pakistan’s approach to promoting public awareness and education about archaeology. For instance, the government, in collaboration with archaeologists and heritage experts, has initiated preservation work in certain regions – for example, the ongoing preservation, restoration and development of Bhamala Stupa, an archaeological site in KPK. Ongoing conservation and preservation projects at Makli Necropolis and different forts in Sindh are also really valued.

The absence of education about archaeology in Pakistan poses significant challenges to the preservation, appreciation and sustainable development of our archaeological heritage. By addressing the limitations and consequences of this gap, we can unlock the immense potential of Pakistan’s archaeological wealth. Introducing archaeology in the national curriculum, creating learning opportunities, transforming public perceptions and strengthening career prospects are crucial steps towards fostering public awareness and education. Let us work together to ensure that future generations are equipped with the knowledge and appreciation necessary to protect and celebrate Pakistan’s rich archaeological heritage, paving the way for a sustainable future.



*Archaeology is not taught in the national curriculum and this hampers public understanding and appreciation of Pakistan’s archaeological heritage.*

*Makli Necropolis, Thatta Pakistan. Credit: Abdul Qadoos*



*Mohenjo Daro ruins close to the Indus river in Larkana district, Sindh, Pakistan. Credit: Sergey-73 (Shutterstock)*



### Abdul Qadoos

Abdul is an archaeology graduate from the University of Sindh, Pakistan. He has actively participated in several archaeological excavation projects, including invaluable work with the esteemed Italian mission in Pakistan. His unwavering passion for unearthing history’s mysteries and preserving cultural heritage continues to make a lasting impact in the field of archaeology.



# CiFA CLIMATE CHANGE

WHY WE SHOULD BE PRIORITISING ASSES

2050

Credit: ©Boy Anthony (Shutterstock)



# WORKING GROUP: TACKLING OUR CARBON FOOTPRINTS



Alex Llewellyn MClfA (4753), Head of Governance and Finance

Our profession has a responsibility like any other to ensure we are as sustainable as possible. In 2020 ClfA joined Climate Heritage Network and signed up to its Memorandum of Understanding (MoU). This MoU commits organisations to meeting the ambitions of the Paris Agreement and the aspirations to be net zero by 2050.

Amongst the key aspects of the Paris Agreement, ClfA can particularly promote the sharing of good practice and resources to support climate change education, training and implementation. Work on this has already begun through the Climate Change Working Group. The Group has been running various events to raise awareness of carbon reduction actions taking place across the industry and has produced a first version of the Carbon Reduction Guide Table, which provides diverse ways organisations can respond to the climate crisis. As a 'living document', this will be updated and reissued as our understanding of the often-complex issues around carbon reduction improve.

## Why should we act now?

There are three main drivers towards net zero for organisations – legislative; compliance and financial; and ethical. Below we have highlighted some of the expectations for our profession related to these drivers.

### Legislative

Via the UK Climate Change Act 2008, the UK government has a target commitment that requires the UK to bring all greenhouse gas emissions to net zero by 2050.<sup>1</sup> This includes small to medium enterprises (SMEs) in the heritage sector.

These requirements are having knock-on implications through our supply chain.

We appreciate that many will already be somewhere along the path to assessing their carbon footprints. Responses from delegates at the ClfA conference session in April showed that 42 per cent of participants had a carbon reduction plan

for their organisation but that 58 per cent are still yet to have something in place.

### Compliance and financial through our supply chains

Archaeological work is seeing increasing requirements to report emissions, and to demonstrate environmental sustainability and net zero commitments as part of tenders and planning-led contracts. Many clients are now asking for carbon reduction plans or net zero policies. For example, by 2027 National Highways will expect Tier 1 and Tier 2 suppliers to have certified carbon management systems.<sup>2</sup> By 2024, the Environment Agency will require all major suppliers to report on their emissions, to set a net zero target, and to report on progress annually as part of their plan to reach net zero by 2030.<sup>3</sup> Organisations across construction and planning are prioritising environmental, social and governance (ESG) criteria and are increasingly requesting an organisation's environmental policy implementation

plan, including carbon reduction and carbon emissions reporting, as part of their pre-qualification assessment processes.

### Ethical

#### *Professional responsibility*

ClfA's *environmental protection policy statement* acknowledges the responsibilities of ClfA accredited members and Registered Organisations to adhere to the highest standards of responsible and ethical behaviour in the conduct of archaeological affairs. Archaeological activities have the potential to affect any component of the environment and to create harmful emissions. ClfA recognises its members' ethical responsibilities to care for the environment and limit emissions and would encourage archaeological organisations to ensure they have a policy in place in line with ClfA's environmental protection policy, and to be working towards establishing a baseline for emissions and a carbon reduction plan.

**ClfA recognises its members' ethical responsibilities to care for the environment and limit emissions...**



*Aerial view of busy construction site in morning sunlight close to Brighton, East Sussex, UK. Credit: P Babic (Shutterstock)*

Revisions to ClfA standards and guidance are anticipated to include expectations that project designs and equivalents should contain or cover reference to the environmental protection policy (including carbon reduction plan) applying to an archaeological project. Changes to the standards and guidance would have implications for the requirements for individual accredited ClfA members and Registered Organisations.

### What support is there?

#### Website pages

Through the Climate Change Working Group, ClfA has created a webpage ([www.archaeologists.net/practices/archaeologists-and-climate-change](http://www.archaeologists.net/practices/archaeologists-and-climate-change)) with information about carbon emissions and carbon reduction. This includes a **carbon reduction guide table** with ideas about how archaeological organisations can look to reduce their impact on the environment. The page also links to the Historic Environment Forum sustainability and net zero resources.

#### Carbon reduction network

ClfA has just launched a Carbon Reduction Network through the Historic England Knowledge Hub. This provides an informal online space to allow ClfA members and others to ask questions and share ideas and resources so that we can collectively improve our practices and respond to the climate crisis. You can request to join the Knowledge Hub at [khub.net/group/cifa-carbon-reduction-network/group-home](http://khub.net/group/cifa-carbon-reduction-network/group-home) or email [alex.llewellyn@archaeologists.net](mailto:alex.llewellyn@archaeologists.net).

#### Training

The Climate Change Working Group has been running a series of sessions at the ClfA conference and Innovation Festival, as well as informal lunch-and-learn and discussion sessions. On 12 October as part of this year's Innovation Festival we are holding a joint session with FAME on *Navigating pathways to net zero in archaeology*, where we will bring together archaeologists to share insights, exchange ideas and explore practical strategies to build a net zero, decarbonised future for the sector.

Working with Historic England, we hope to soon be able to offer a series of carbon literacy training resources and carbon accounting advice.



Aerial view of Birmingham High Speed Rail 2 construction. Credit: UAV 4 (Shutterstock)

**The Climate Change Working Group would encourage everyone to engage in these various opportunities for discussion and sharing of ideas and innovation.**

<sup>1</sup> [www.gov.uk/government/publications/net-zero-strategy](http://www.gov.uk/government/publications/net-zero-strategy)

<sup>2</sup> <https://nationalhighways.co.uk/media/eispcjem/net-zero-highways-our-2030-2040-2050-plan.pdf> (nationalhighways.co.uk)

<sup>3</sup> [www.gov.uk/government/publications/environment-agency-reaching-net-zero-by-2030](http://www.gov.uk/government/publications/environment-agency-reaching-net-zero-by-2030)

# AC·CREDIT·ATION:

the action or process of officially recognising someone as having a particular status or being qualified to perform a particular activity

Lianne Birney MClfA (7472), Membership Manager, ClfA

## Professional accreditation: what it means

ClfA accreditation is how archaeologists demonstrate to their clients, their employers, peers and the public that they have the knowledge, skills and integrity to meet professional standards and to deliver value to society. Working to professional standards requires professional competence: archaeologists need to be technically skilled, and they need to understand and apply ethical principles to their work. These ethical principles are set out in the ClfA *Code of conduct: professional ethics in archaeology* and the standards for technical competence form the basis of the competence matrix which all applications for accreditation are benchmarked against.

Being awarded professional accreditation by ClfA is a significant achievement for any individual. It is a recognisable indication to other professional archaeologists, clients and the public of your skills and your commitment to maintain and enhance these skills through continuing professional development. If you are ClfA-accredited, make sure you promote the letters you can use after your name to show that you have demonstrated your professional and ethical competence (PClfa, ACIfA, MClfA).

## Professional accreditation application process

Previously the competence matrix did not include specific reference to the need to work in accordance with the *Code of conduct* and this is something we have sought to address. Following discussions with Advisory Council, the Board of

Directors agreed to amend the competence matrix to include consideration of professional ethics for accredited applications.

On 1 May 2022 we launched the new guidance for applicants, including changes to the criteria we assess applications against for PClfA, ACIfA and MClfA accredited grades. They now require applicants to demonstrate that they understand and work in accordance with the ClfA *Code of conduct: professional ethics in archaeology* and relevant ClfA Standards and guidance. The competence matrix outlines these areas and has been broken down into performance criteria to try to assist applicants in what to include in their applications to demonstrate the criteria.

At PClfA and ACIfA grades, applicants need to include these requirements in their statements of competence, supported by specific examples about their work, and for ACIfA to include evidence of this in the examples of work they provide, in their CPD records (where applicable) and by their references. Colleagues who write supporting references will also need to comment on this.

For applicants at MClfA grade, a professional review interview has been introduced, recognising the greater level of personal accountability required at this grade. This involves two panel members assessing ethical competence through a series of questions based on an applicant's statement of competence and examples of work. They report to the Validation committee, who continue to assess technical competence, and include the result of the review interview to help them reach a decision.



**PCIfA**

- good working knowledge within area of practice
- some responsibility for work using own judgement
- carries out some complex work under supervision
- perceives the importance of each role in the team
- understands the ethical *Code of conduct* and able to apply to own work
- upholds the values of the Institute to work in the public interest

Assessment through application:  
statement of competence + two references

**ACIfA**

- high level of working knowledge within area of practice
- considerable responsibility for work in a variety of situations using own judgement
- carries out complex work within an established framework
- perceives the importance of their role within the team and the work
- understands the ethical requirements of *Code of conduct* and uses to guide and review own practice
- upholds and promotes the values of the institute to work in the public interest

Assessment through application:  
statement of competence + two references + examples of work

**MCIfA**

- substantial knowledge within area of practice or specialism
- substantial responsibility for own work in a variety of situations
- significant accountability for others and/or allocation of resources, where applicable
- deals with and/or carries out complex work and decision-making in a broad range of complex, technical or professional activities or in highly skilled, specialist work
- perceives the importance of their role and the work within the team and within the sector
- demonstrates professional judgement and ethical behaviour across a wide variety of complex situations, supporting and encouraging others to do the same
- promotes the values of the Institute to work in the public interest with colleagues, clients, and stakeholders

Assessment through application:  
statement of competence + two references + examples of work + professional review interview

We already have some useful resources to support ethical practice on our website ([www.archaeologists.net/membership/ethics](http://www.archaeologists.net/membership/ethics)) and these are supplemented and supported with training where needed. We recommend signing up to the Professional pathways bulletins ([www.archaeologists.net/join/pathway](http://www.archaeologists.net/join/pathway)); the scheme provides structured resources to support members throughout their careers and to help them understand and meet the competence requirements for professional accreditation at the appropriate grade. We also run ethics workshops throughout the year and continue our free application workshops to help with applying.

After the new guidance was introduced we saw an initial drop off in the number of applications, but we have received a positive response to the changes in the process as more applicants successfully complete the process and become accredited or upgrade their accreditation. ClfA continually reviews its accreditation processes to keep up to date with any changes to the *Code of conduct* and Standards and guidance and continues work around barriers to accreditation to be more inclusive. The membership team are always happy to help applicants with the process and you can ask them anything. You can contact Lianne and Ellen at [membership@archaeologists.net](mailto:membership@archaeologists.net).

Part of the work around this development of the process helps to support the areas we want to improve in ClfA's strategic plan ([www.archaeologists.net/mission](http://www.archaeologists.net/mission)). The introduction of ethical competence criteria and the professional review interview for Member applicants responds to feedback from members following the 2019 Chartered Archaeologist vote, highlighting the need for all grades of accreditation to be seen as ethically competent. The professional review process, in particular, brings us into line with professional competence assessment in allied sectors, ensuring that we can promote Members of ClfA as meeting professional criteria equivalent to those achieved by the chartered professionals they work alongside.

Therefore, by being able to demonstrate that professional archaeologists are **skilled, competent and comply** with professional standards, the Institute and the archaeological profession can assure clients that the work we carry out will meet their needs and the needs of the public. This inspires confidence in professional archaeology and in turn improves careers and attracts new people into the profession.

## Member news



Emma Cooper.  
Credit: Emma  
Cooper

### Emma Cooper ACIfA (10185)

I am very proud to have upgraded my ClfA membership from PCIfA to ACIfA!

I came to the archaeology sector a little later than some, having initially taken a different career path, but archaeology always remained a big interest outside of work. After a leap of faith, I applied and completed a Masters in Archaeology at the University of Sheffield, and it was during this time that I became an Affiliate member of ClfA. Following graduation, I volunteered and subsequently worked as a trainee consultant before moving to HCUK Group Ltd. There I increased my knowledge of the archaeology sector and further developed my report-writing and project management skills. In October 2022 I moved to Lanpro Services, a larger multi-disciplinary consultancy, where I am part of a growing team. Working from their Manchester Office, I continue to develop my skills as a consultant, and have been able to work on a variety of projects, including assisting on Nationally Significant Infrastructure Projects (NSIPs).

Being an Affiliate provided me with the resources and guidance to help me establish a career in archaeology, before upgrading to PCIfA in my first year as a consultant. My recent upgrade to ACIfA has provided a retrospective of my accomplishments in archaeology and an official recognition for these achievements. Furthermore, it is a testament to all those I have worked alongside who have guided and supported me throughout my career.

### Franki Webb MCIfA (12711)

Before working in archaeology, I was a writer; I decided to change career in 2015, obtaining a Masters in Archaeology from University College London in 2017. I then decided to carry on working in archaeology but within the media sphere, where I helped to produce television pilots with archaeological process as a main focus. In 2018, I joined Atkins as an assistant heritage consultant, and took my first step into the commercial industry. I then moved to Lichfields in 2021 as a built heritage consultant, where I established an archaeological service for existing clients. In late 2022, I moved to The Environment Partnership as Principal Heritage Consultant, where I continued to work in a multidisciplinary team.

I've aspired to become a full Member of ClfA as I have been in the industry for five years. The joining process made me reflect on the various technical skills and connections I had developed throughout my career. It was a really enjoyable experience and helped me understand how to progress in my career. It was also rewarding to write out my accomplishments and competencies, giving me a renewed confidence in my abilities.



Franki Webb. Credit: Franki Webb

# Obituaries

## Professor Dame Rosemary Cramp DBE CBE MA BLitt FSA Hon MCIfA (371)

In April this year we were saddened to learn of the loss of Rosemary Cramp. Rosemary was one of the founding members of the Institute.

She became a Fellow of the Society of Antiquaries of London, their President from 2001 to 2004, and recipient of the Society's Gold Medal in 2008. She was appointed CBE in 1987 (a direct result of her work in public archaeology) and DBE in 2011, in honour of her academic achievements. Two Festschriften were dedicated to her, in 2001 and 2008, indicating the respect in which the academic profession held her.

She was kind and generous to a fault, and especially encouraging to those who sought to further their careers in archaeology. She will be greatly missed by her former colleagues, students and many friends.

Read the full obituary by Anthony Harding in the Society of Antiquaries of London's SALON at

<https://us6.campaign-archive.com/?u=5557bc147d34993782f185bde&id=f13c10a3a1#remembered>

There is also a BBC Radio 4 obituary, 'Last Word', at

<https://www.bbc.co.uk/programmes/m001rbbb>



*Rosemary Cramp.  
Credit: Department  
of Archaeology,  
Durham University*



*Pat Hinton. Credit: Peter Hinton*

## Pat Hinton MCIfA (867)

Pat Hinton left school at the earliest opportunity to contribute to family finances, moving from office junior to a career in wartime and post-war nursing in London, and then to raising a family. As parenting responsibilities lessened, Pat obtained a Diploma in Archaeology as an extra-mural mature student at the Institute of Archaeology UCL – incidentally sparking an interest in archaeology in her son. Taking advantage of adult education opportunities then available, she studied environmental archaeology, developing a deep interest in the exploitation of food plants. Creating a reference collection of seeds and other plant macrofossils (recently donated to Bournemouth University Department of Archaeology), she undertook freelance archaeobotanical work for organisations in the south of England, as well as working on projects in the Northern Isles and Bavaria. Forced to retire from this work by failing eyesight, she spent most of her remaining years in her botanical idyll in Dorset, dying in June 2023 aged 101.

# New members

## Member (MCIfA)

11846	Ruth Beveridge
9340	Damien Boden
5184	Andrew Burn
7799	Claire Christie
13007	Guillermo Diaz de Liano
12957	Chris Fern
12958	James Goodyear
4993	Anthony Hanna
5092	Heather James
13038	Julie Roberts
12961	Hannah Russ
12949	David Taylor
12955	Joanna Taylor
12962	Sam Turner
12954	Andrew Veech
12711	Franki Webb

## Associate (ACIfA)

13035	Ashley Blair
7452	Gary Crawford-Coupe
12950	Joseph Empsall
12951	Darcy Hooper
12972	Fiona Jackson
7701	Marcin Koziminski
6079	Hana Lewis
12952	Jack Litchfield
8378	Robert MacKintosh
11631	Katy Murray
8732	Esther Poulus
13037	Jessica Reeves
8076	Megan Seehra
13036	Kinga Werner
10261	Saskia Winslow

## Practitioner (PCIfA)

9778	Francisco Aleman Pino
13044	Teigan Alexander
12990	Justin Ayres
8542	Robert Backhouse
8171	Luke Bateson
9296	Alex Batey
11535	Thea Botha
10142	Rachael Breen
12938	Phyllida Broadway
12991	Jessica Bush
12937	Robin Campbell

13023	Madhumathy Chandrasekaran
12993	Emma Cowdell
8993	Orla Craig
13055	Gemma Diana Craven
10403	Christian Dalton
11295	Isaac Derbyshire
12930	Rebecca Dolan
13030	Albert Francis
11949	Ryan Guy
9997	Jack Harrison
8866	Alan Jones
12928	Gabriela Joseph
12932	Karen Kennedy
12039	Grzegorz Krypczyk
13026	Robert Lanigan
10498	Luis Manuel Martin Villasanta
13071	Samuel Matthews
8561	Ian McAfee
12939	Brenna McIntosh
12929	Natalie McKittrick
12985	Els Meirsmen
13046	Ricky Menzies
12927	James Milne
12924	Jemma Moorhouse
12925	Bethany Moreing
11454	Clifford Moth
13067	Steven Mozarowski
12935	Robert Pal
13025	Richard Palmer
13059	Hayley Parsons
9410	Antonio Pavez
12931	Asimina Porrou
12992	Zainab Rauf
12903	Heather Reilly
12923	Jack Rowe
12229	Ariadne Schulz
8104	Michael Sharpe
12044	Phoebe Sibson
12130	Robert Slabonski
11051	Phoebe Smith
12967	Grace Smithers
8475	David Streek
13058	Adam Tacey
13022	Rene Teslica
8941	Alexis Thouki
9739	Luke Tremlett
13020	Kinnie Wade
12936	Joshua Walls
12934	Daniel Whatton
12986	Andrzej Zanko

## Student

13073	Christopher Ainsworth
12982	Cameron Barnard
12946	Scott Bees
13052	Miriam Bessalem
13085	Leanne Bissett
13028	Emma Blanton
13061	Leila Bougdah
12977	Benjamin Bright
13018	Madeline Broad
13016	Lauryn Cahill
12998	Shannon Carr
12976	Charlotte Coldwell
12964	Joshua Colgate
13034	Rebecca Crass
13017	Madeline Curran
13019	James Davies
13045	Dominic Davies
13013	Sofia De Leon
12960	Charlotte De-Ville
12905	Ciara Donnelly
12947	Sara Everhart
13011	Linus Firth
13081	Yuyang Gao
13000	Sara Gillespie
12910	Lauren Gittins
12988	Cora Gledhill-McHugh
13070	Emilie Green
12971	Janine Hall
13029	Joshua Handy
12981	Matthew Harris
12919	Jennifer Henry
10297	Rachel Hosier
12926	Olivia Husøy-Ciaccia
12941	Eleanor Jones
13051	Tess Jones
10517	Istvan Keszei
13002	Charlie Lawton-Lay
13042	Jack Marchi
13076	Sophie Medcalfe
13003	Holly Mephram
13043	Joshua Miller
13074	Caitlin Mitchell
13077	Benjamin Moore
13069	Charles Nash
13014	Kerry Neal
12920	Rachel Old
12965	Samuel Owen
13005	Alice Papa
13082	Thomas Parrott
12970	Emily Peacock

12921	Owain Price
13050	Ellie Rix
13080	Robert Roberts
12980	Archie Robson
12995	Victoria Ruprecht
13084	Helen Sommerville
13068	William Sterrett
13040	Rachael Stevens
12945	Toby Steward
13027	Zachary Stimpson
11130	John Strachan
13060	Yu Sun
12989	Maisy Swift
13001	David Townsend
6476	Caroline Vile
13053	Alena Voss
13010	Craig Wakefield
13039	Gargee Walekar
12969	Keegan Williams
12978	Thomas Williams
13031	Alexandra Wilson
12645	Georgia Wood
13009	Ryan Yule

## Affiliate

12979	Sharon Allbright
9911	Anna Anzenberger
12911	Adam Bush
13006	Nathan Campbell
12948	Tobias Carleton-Prangnell
13078	Adam Cochrane
12975	Guy Davies
12914	Emily Humphrey
12987	Rebecca Latham
13048	Curtis Lisle
12440	Hannah-Rose Magain
13064	Mirabel Maude
13015	Joanna Moran
12997	Erin Munro
13032	Thomas Pugh
13065	David Rider
12999	Elizabeth Savastana
13047	Lucy Starling
12983	Ryan Taylor
12909	Marguerite Waechter
12973	Sophie Walker
13049	Daniel Wilson



# Upgraded members



## Member (MCifA)

8879 Mark Bell  
7322 Emily Carroll  
4649 Daniel Lewis  
8611 Sam O'Leary  
4871 Sian Thomas  
7121 Beata Wieczorek-Oleksy

## Associate (ACifA)

10185 Emma Cooper  
10255 James Danter  
8502 Greer Dewdney  
12602 Cameron Hardie  
12196 Charlotte Hunter  
9289 Alison Langston  
10944 Leanne Tindle

## Practitioner (PCifA)

11537 Georgina Bolton  
6503 Matthew Charlton  
10845 Thomas Hough  
12434 Katie Lea  
12433 Harry Mason-Hodges  
12518 Ellen McNamara

# CifA 2024: LEGACY

24–25 April 2024 **Crowne Plaza, Chester**



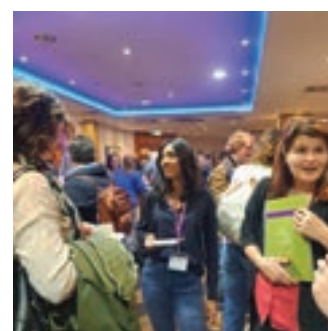
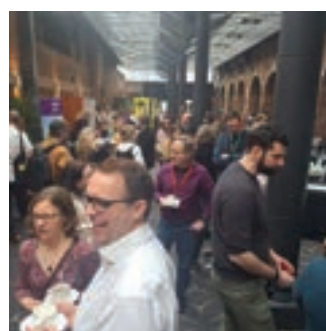
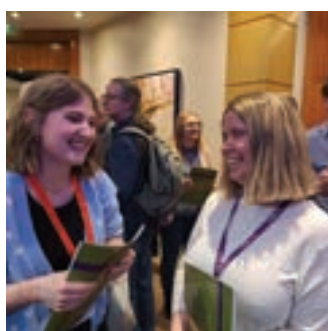
**CHESTER 2024**

Archaeology is about legacy; the decisions we make and the actions we take now impact whether and how future generations access, interact with and benefit from their historic environment. They determine who the archaeologists of the future will be and they influence how archaeology is perceived and valued by policy makers and by society. In the face of significant environmental, social and economic challenges, they may even determine whether there is a future for our discipline and our profession.

CifA 2023 identified the need for collaboration to navigate these challenges. The theme for CifA 2024 takes this a step further – we are looking for sessions which showcase co-creation, partnership and the benefits of cross-disciplinary working. From the micro to mega scale, we want to hear about projects and initiatives that are considering the needs of future generations, changing the way we do things and leaving legacies.

The call for sessions for our programme is currently open and you can find out more at [www.archaeologists.net/conference](http://www.archaeologists.net/conference).

**We hope to see you in Chester!**



# NOTICEBOARD

## Dates for your diary

Here are some of the events coming up over the next few months – keep an eye on our event web page for more information and additions: [www.archaeologists.net/civcrm/event/ical?reset=1&list=1&html=1](http://www.archaeologists.net/civcrm/event/ical?reset=1&list=1&html=1)

## Innovation Festival week

Our next virtual festival celebrating innovation in archaeology will be held 9–13 October 2023.



The Innovation Festival will provide the opportunity to showcase and celebrate the innovative practices and approaches being used across the historic environment sector, whilst tabling for wider discussion some of the identified barriers and challenges to implementing innovation in archaeological research. This week-long virtual festival will comprise a mix of short sessions each day, including presentations, workshops, opportunities for open discussion, CPD and knowledge transfer.

Find out more at [www.archaeologists.net/civcrm/event/info?reset=1&id=419](http://www.archaeologists.net/civcrm/event/info?reset=1&id=419)

Innovation week will also include our next **Annual General Meeting**. This will be held online at 13:00 on **Tuesday 10 October** and all members are invited to attend. The AGM notice and other documentation is on our AGM website page [www.archaeologists.net/cifa/agm](http://www.archaeologists.net/cifa/agm)

## Online application workshops – 10 November 2023

If you're currently working on a membership application or thinking about upgrading, join Lianne at one of our online application workshops for a review of the accreditation process, covering the online application form to the statement of competence and everything in between. Lianne will walk through each step of the application, ensuring you understand what Cifa's Validation committee is looking for and how to best demonstrate your skills and knowledge to them.

## Ethics workshop: early-career archaeologists – 13 November 2023

All Cifa-accredited archaeologists have undertaken to act in accordance with our *Code of conduct: professional ethics in archaeology*. These rules apply to ethical decision-making in both complex and everyday environments, because we all make ethical judgements every day. Ethical behaviour is not innate: it is learned and practised in the real world – or in a safe environment like this workshop.

Using case studies developed from real-life experiences in archaeological practice, the scenarios in this interactive workshop will allow participants to explore what happens when different roles in commercial fieldwork have conflicting motivations, and the ethical dimensions of going beyond the contract when that happens.

Book your place at [www.archaeologists.net/events](http://www.archaeologists.net/events)



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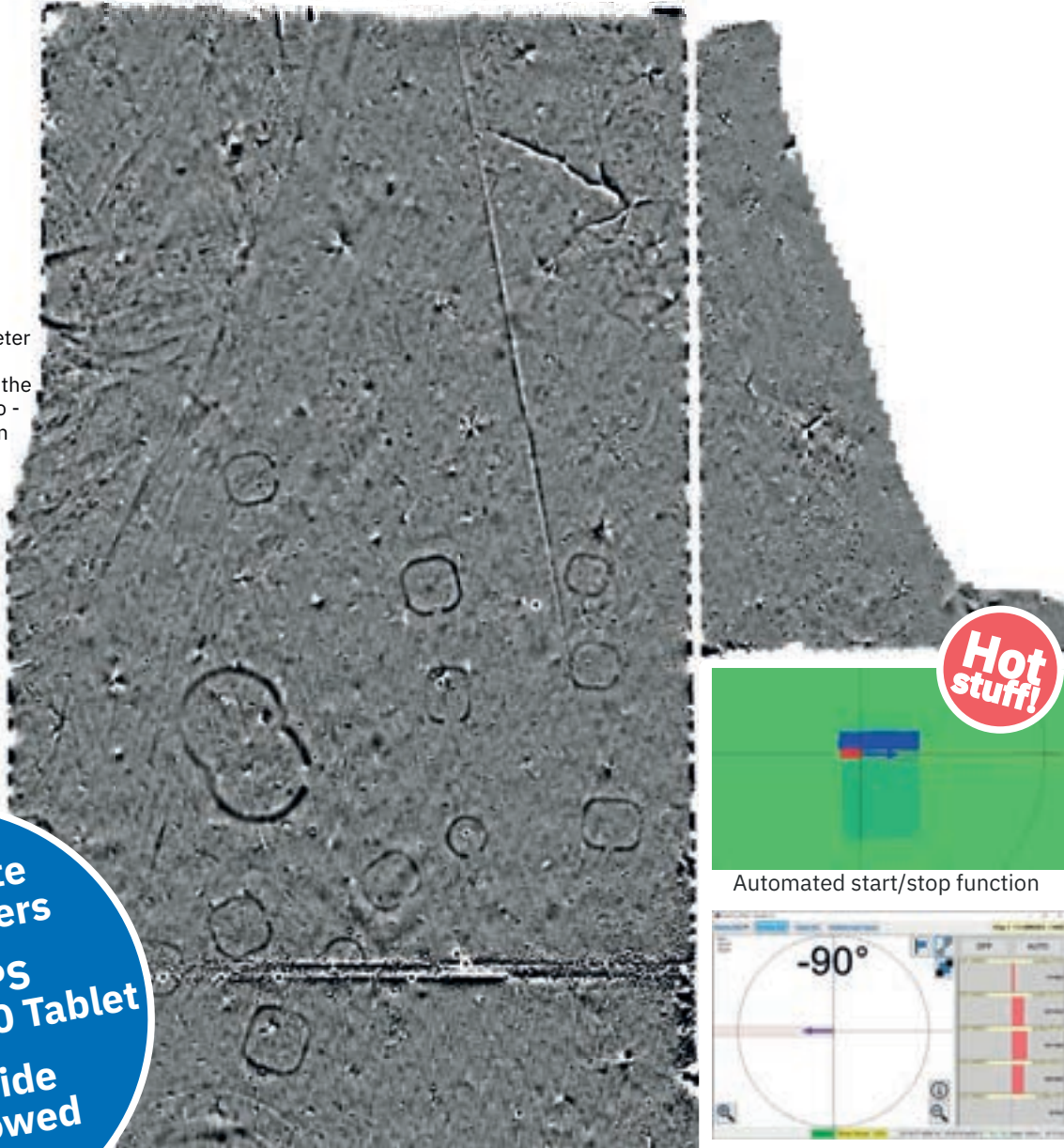
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