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IfA conference and training event

17–19 April 2013



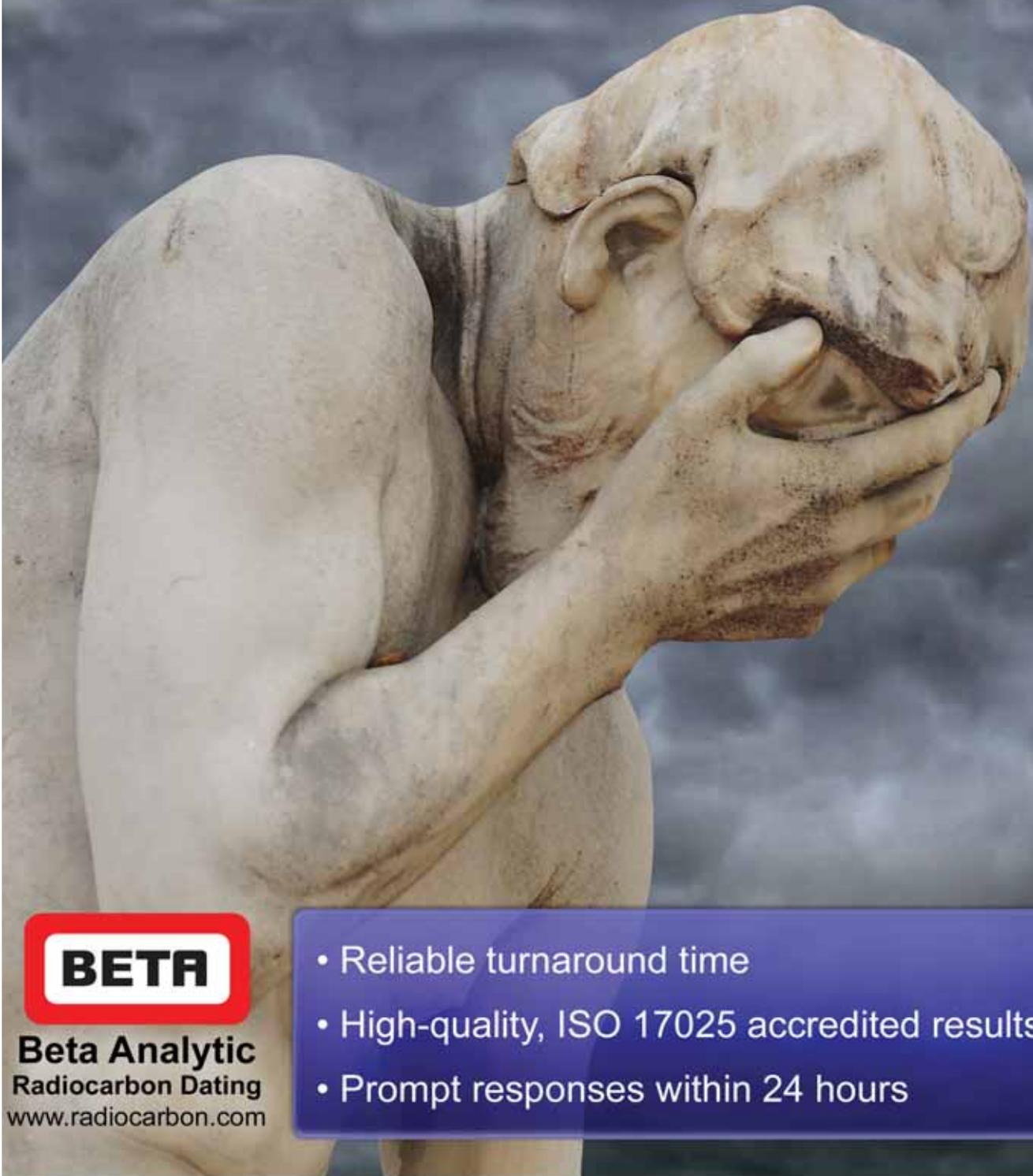
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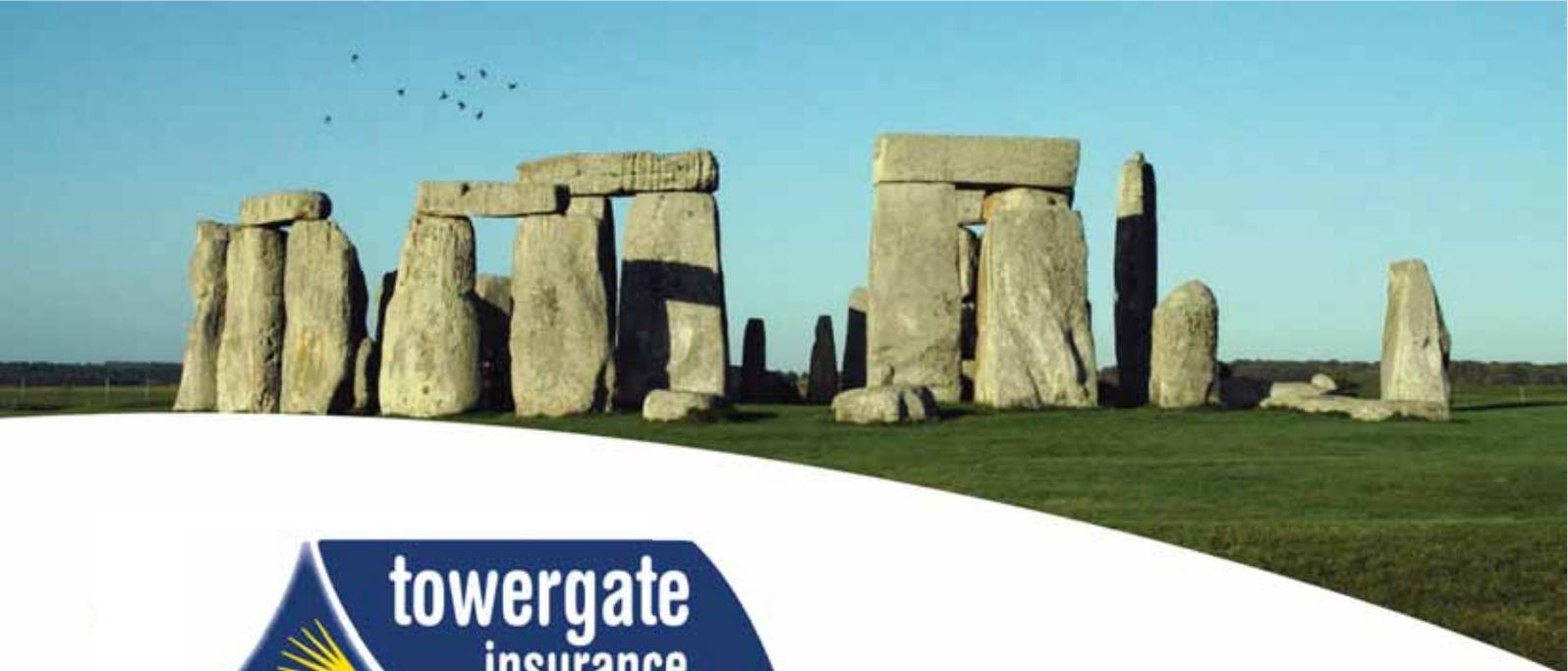
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Welcome to the IfA conference from our joint sponsor Towergate Insurance's Archaeology and Heritage Division

Towergate are once again delighted to sponsor the annual IfA conference in 2013 and hope that the event is as successful as ever for industry professionals. We look forward to meeting friends, both old and new, over the next three days in Birmingham.

We are constantly working to improve the insurance products for archaeologists, creating additional value for our customers. Our Commercial Combined wording now has wider cover and greater flexibility, offering improvements under the Hired-in Plant and Equipment cover sections. Our Professional Indemnity policy now includes free legal expenses cover for most clients and an improved rating structure designed to help smaller companies.

Also, we have now expanded our offering to museums, civic societies, building preservation trusts and conservators around the UK, and hope to build on these key areas in 2013.

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Archaeology in the Making is a collection of bold statements about archaeology, its history, how it works, and why it is more important than ever.

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Heritage

Critical Approaches
Rodney Harrison

Rodney Harrison unravels the relationship between heritage and the experience of late modernity, whilst reorienting heritage so that it might be more productively connected with other pressing social, economic, political and environmental issues of our time.

Published August 2012
Pb: 978-0-415-59197-3: £24.99
Hb: 978-0-415-59195-9: £80.00

Managing Cultural Landscapes

Edited by **Ken Taylor, Jane Lennon**

With contributions from an international group of authors, *Managing Cultural Landscapes* provides an examination of the management of heritage values of cultural landscapes from Australia, Japan, China, USA, Canada, Thailand, Indonesia, Pacific Islands, India and the Philippines.

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Hb: 978-0-415-67224-5: £85.00

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Our exhibitors

Exhibitors will be located in the main hall, Suites 2 and 3

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Venue Information

Session locations; All sessions will be held on the ground and first floor of the Lakeside Centre, all easily located from the main registration area. Lifts are available to the first floor. (see map on p10).

Refreshments; Lunch will take place from 13:00 - 14.00 on Wednesday and Thursday, and on Friday from 12.30-13.30. Lunch will be served in the display room (Suites 2 and 3) for delegates who have booked to attend the full day of the conference. Please ensure that you wear your conference badge and bring your lunch tickets with you.

Tea and coffee will be available in the display room at the following times:
Wednesday: 9.30–10.30am and 3.30–4.00pm. Thursday: 8.30–9.30am, 11.00–11.30am, 3.30–4.00pm. Friday: 8.30–9.00am, 10.30–11.00am, 3.00–3.30pm. There are also self service machines available in the ground floor foyer and the first floor balcony.

Internet access; Free WIFI access is available throughout the venue. Log in details are available from the registration desk.

Registration; Registration will take place in the Foyer of the Lakeside Centre from 10am to 5.30pm on Wednesday 17 April. On registering you will be given a pack containing the final programme and abstracts and other useful information. On Thursday 18 April the registration desk will open from 9am to 5.30pm, and on Friday 19 April from 9am to 4pm.

Bag storage; Bags and coats can be stored in a room on the first floor. On Wednesday 9.00 - 5.45pm. Thursday 9.00 - 5.45pm. Friday 8.30 – 6.00pm. Items are left at the owners' risk.

Parking

Delegates can pre book their own car parking space by simply filling in the form available www.conferenceaston.co.uk/content.aspx?PageID=1799 on our website. Please book at least 48 hours prior to arrival. If you would like us to email you delegates directly please let us have their email address. Delegates will need to have the following information to hand: *Conference title, delegate name, delegate's vehicle registration, contact telephone number, contact email address and payment details. Please note, your booking will not be processed with at least one method of communication included. If you do not pre pay for parking and display the permit sent this may cause further delays on arrival.*

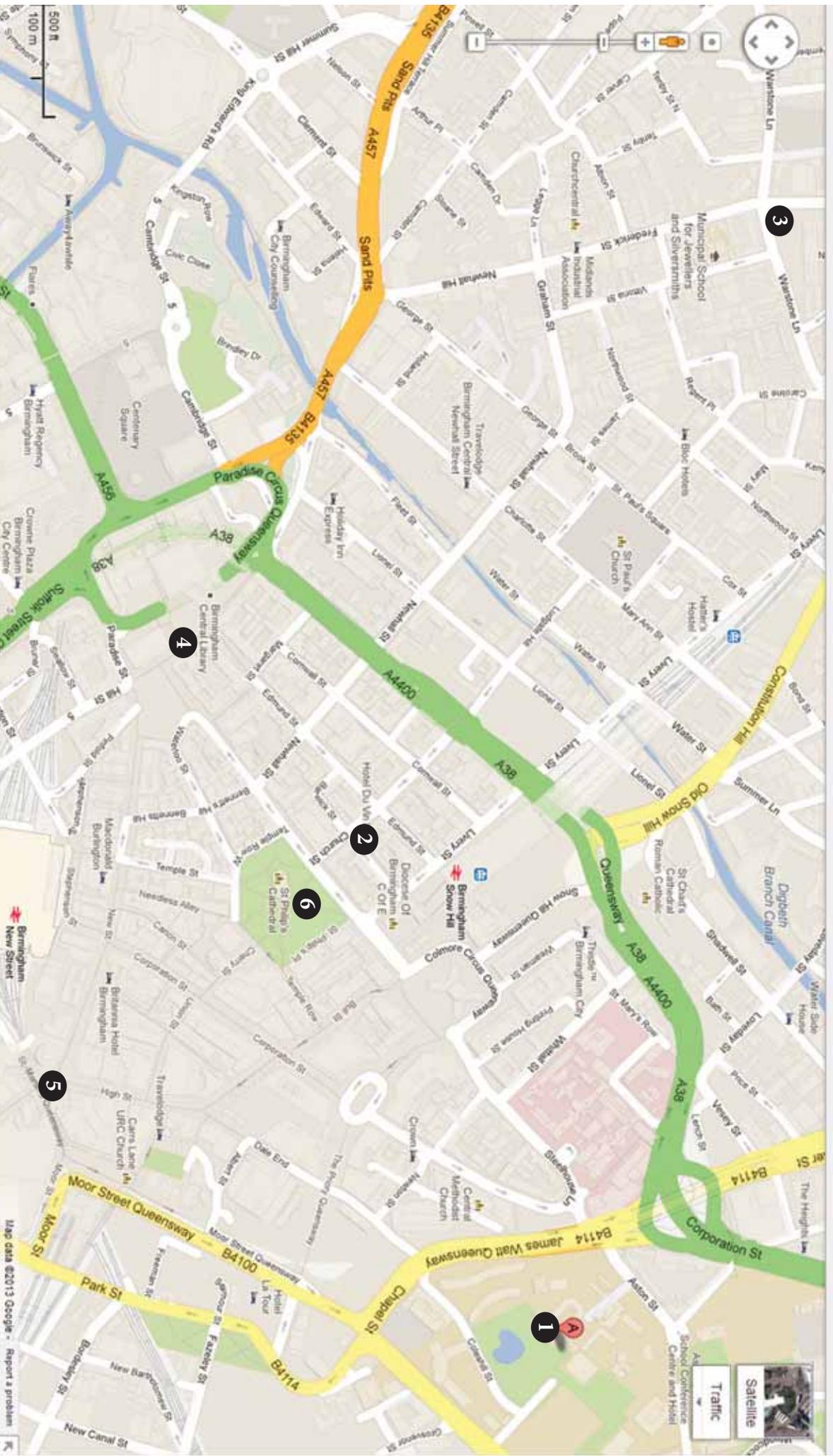
Parking is charged at; £4.50 per day up till 4.30pm; £1 from 4.30pm & overnight; £1 per day on weekends (Saturday and Sunday). Onsite Car Parking is available to conference delegates with pre booked car parking only. Any vehicles parked onsite which are not registered with the Conference Aston reception team will be issued with a £60.00 fine.

Bookable meeting rooms; There are two rooms available if you require a meeting space during the conference. Ask at the Registration desk for details.

Disabled access; Please contact the venue if you require any further information on this on Conference Aston Reception 0121 204 3011

Contacting delegates; If you should need to be contacted during the conference, urgent messages can be left with the Conference Aston reception.

Conference Aston Reception;
Telephone 0121 204 3011



Conference locations

- 1 Lakeside centre, Aston University (Conference venue)
- 2 Hotel du Vin (Wine reception and conference dinner)
- 3 Rose Villa Tavern, Jewellery Quarter (Thursday night)

Places of interest

- 4 Birmingham museum and art gallery
- 5 Bullring
- 6 St Phillips Cathedral

Social and networking events

Wednesday 17 April

Wine reception

There will be a wine reception in the Courtyard of Hotel du Vin 6.30-7.45pm.

Hotel du Vin,
Church Street,
Birmingham,
B3 2NR

<http://www.hotelduvin.com/hotels/birmingham/birmingham.aspx>

Venue sponsored by Birmingham City Council

Conference dinner

The conference dinner will be held in the Speyside Glenlivet room at Hotel du Vin at 8.00pm

Places are limited. Please bring your ticket with you.

Thursday 18 April

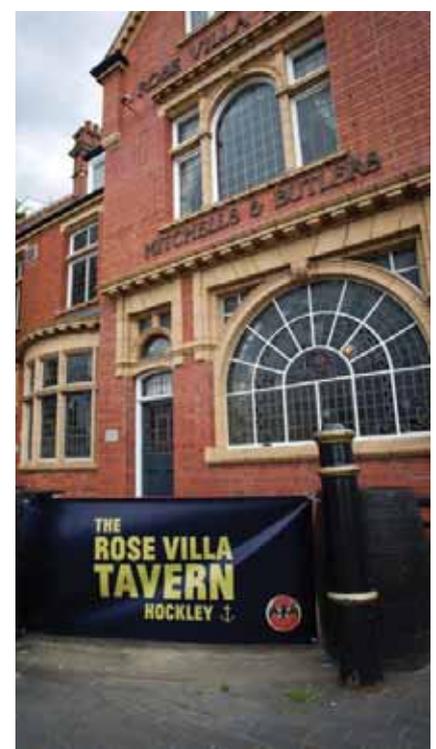
Social event

A buffet will be held in the function room at The Rose Villa Tavern for delegates who have booked to attend. Please bring your ticket with you.

172 Warstone Lane
Jewellery Quarter
Birmingham
B18 6JW
<http://www.therosevillatavern.co.uk/>

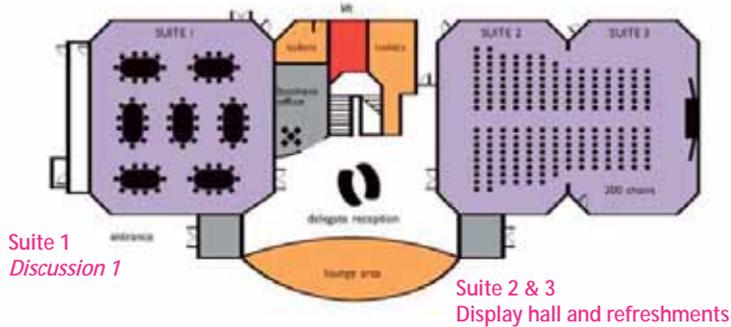
If you have booked for the conference dinner on Wednesday or the evening meal on Thursday, tickets will be given to you when you register at the IfA desk.

If you have not booked to attend these meals, you will find a wide variety of restaurants in and around Birmingham.

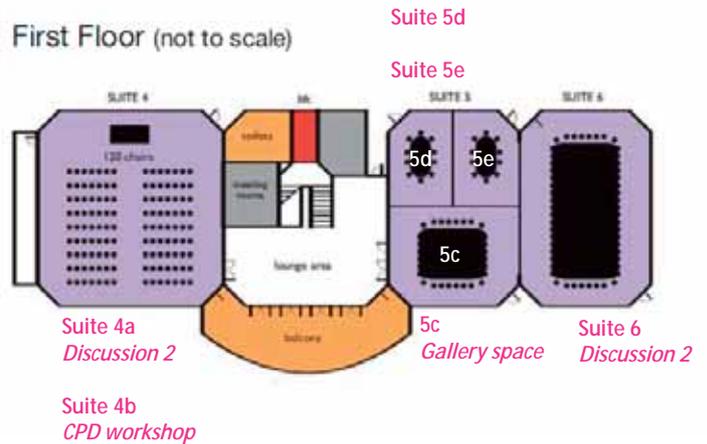


Lakeside Centre Layouts

Ground Floor (not to scale)



First Floor (not to scale)



Planning to be around on Saturday?

The archaeology of Sutton Park - a guided walk, Saturday 20 April 2013

Sutton Park in north Birmingham is a remarkably well-preserved multi-period historic landscape. In addition to earthwork remains and fishponds of the medieval deer park created in the 12th century, it contains prehistoric and Roman features and extensive remains of post-medieval woodland management, mill pools and early recreational uses. The whole of the Park is on the English Heritage Register of Historic Parks, most of it is a Scheduled Monument, and it is the subject of a Heritage Partnership Agreement.

This all-day walk (in two parts, so you can come for just the morning) will include medieval and post-medieval features on the eastern side of the Park. Led by Mike Hodder, the walk is being organised by the Kings Norton History Society. There is no charge, but a donation to the Society would be appreciated. Lunch is not provided but the walk will stop near a café and a pub (carvery) at lunchtime.

The walk starts at 10:30 from Sutton Coldfield railway station.

If you would like to come on this walk it would be much appreciated if you could contact the Kings Norton History Society at knhs@lagonda.org.uk or speak to Mike Hodder at the Conference.

Please note that the walk is partly on rough uneven ground, and there is no shelter in the Park, so please dress accordingly.

Conference timetable

		Suite 1	Suite 4a	Suite 4b	Suite 6	Suite 5d (unless otherwise stated)
		Discussion 1	Discussion 2	CPD Workshops/ seminars	CPD Workshops/ seminars	Fringe events/ meeting room
Wednesday 17 April	9.30-11.00	Registration and coffee				
	11.30-13.00	Opening address				
	14.00-15.30	Paying dividends? Securing the impact of development led archaeological work	The impact of forensic archaeology on the Criminal Justice System (FASIG AGM from 17:30)	A guide to setting up a business and getting registered		
	16.00-17.30					
18.30		Wine reception, Hotel du Vin				
20.00		Conference meal, Hotel du Vin				
Thursday 18 April	9.30-11.00	Making the past work for the future: urban design and the historic environment	The Akond of Swat and the archaeological record	Digital data and the archaeological record	The social benefit of archaeology (13.00 Voluntary and community SIG)	(GAG AGM 9:00) Portfolio assessments for graphics archaeologists: guidance and advice (starts from 10am)
	Coffee					
	11.30-13.00			IMSIG: the practicalities of using social media (IMSIG AGM from 12.30)		
	Lunch					
	14.00-15.30	Impact requires imagery; best practice in the use of images to create impact on the audience	How to demonstrate impact in archaeological projects	Excursions (start 2pm) 1) City walk 2) Weoley Castle 3) Exploring the Jewellery Quarter	An Introduction to Environmental Impact Assessment (EIA)	
16.00-17.30						17:30 International group AGM (Suite 5e)
19.00		Conference social, Rose Villa Tavern (preceded at 18.30 by Diggers' Forum AGM)				
Friday 19 April	9.00-10.30	The impact of the Big Society	Time to tie up the tape measure? The impact of new technologies and techniques in the archaeological study of the built environment (15:00 Buildings Archaeology Group AGM)	Changing the way we work – delivering impact through better project management	Impact - What Impact? Legacy - What Legacy? Archaeology and the loss of confidence	(From 10.30) Your profession, your future, your voice New Generation SIG (Suite 5e)
	Coffee					
	11.00-12.30					
	Lunch					
	13.30-15.00			BoQs, Applications for Payment and other nasties for archaeologists		
15.30-17.00	Valuing the profession - an open forum discussing pay and conditions in archaeology, Suite 1					

Group AGMs

Wednesday 17 April

17.30 Forensic Archaeology SIG – Suite 4A

Thursday 18 April

- 9.00 Graphic Archaeology Group – Suite 1
- 12.30 Information Management SIG – Suite 4b
- 13.00 Voluntary and community SIG – Suite 6
- 17:30 International practice Group – Suite 5e
- 18.30 Diggers' Forum – Rose Villa Tavern

Friday 19 April

- 13.00 New Generation Group AGM – Suite 5e
- 14.30 Buildings Archaeology Group – Suite 4a

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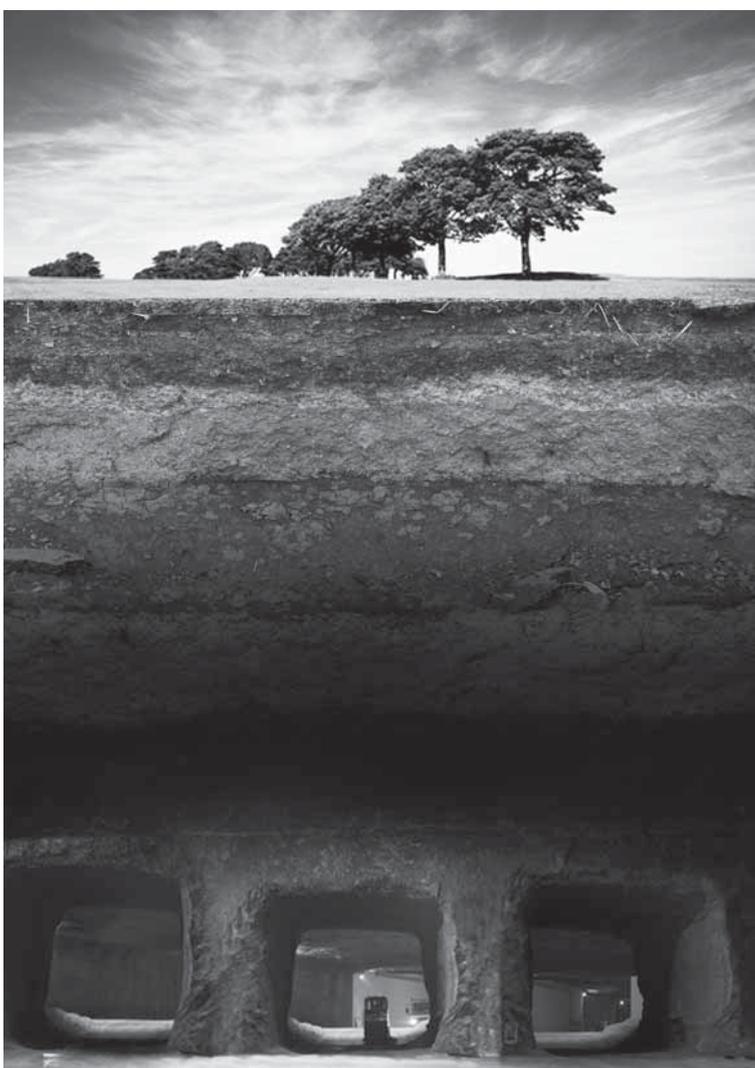
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Wednesday 17 April

Conference address

11:30 - 12:00, Suite 1 Welcome

Introductions from IfA Chief Executive, Peter Hinton and IfA Hon Chair, Jan Wills.

12:00 - 12:45, Suite 1 Gareth Maer, HLF

Values & benefits of heritage: the research direction

This talk will review some of the latest developments in research around the value and benefits of heritage drawing on a series of annual research reviews that HLF has carried out over the last eight years. It will also touch on the Fund's own social and economic research programme, providing insights into some of the evidence collected from programme evaluations and other work.

Gareth Maer is Head of Research at the Heritage Lottery Fund, where he oversees all the Fund's programme evaluation work, and the research it undertakes to develop new plans and initiatives. Gareth has been with HLF since 2004, and has carried out extensive research looking at the social and economic impacts of heritage, including work on the links between volunteering and well-being, on heritage-based tourism and on the economic role of listed buildings in city development. He has been closely involved in the development of HLF's current strategic framework, especially the new 'Heritage Enterprise' programme. Before HLF he worked for four years as an economist at British Waterways, on canal regeneration and restoration schemes. And before that he spent 15 years working as a researcher and producer, first in community arts in east London and then in the independent television sector. Away from HLF, he lives in Kings Cross, London and is founder / director of a social enterprise based in Somers Town that celebrated its tenth anniversary this year. He has experience on both sides of the funding fence – having worked on applications to several funders for local community projects.

Don't forget your CPD!

The conference provides lots of training and learning opportunities for all our delegates. Try and keep a note of which sessions you attended, and how many CPD hours can be logged as part of your professional development plan.

We have provided a CPD log to help you keep a note of your learning on p58.

Wednesday programme

Discussion

Paying dividends: securing the impact of development-led archaeological work

Room Suite 1

- 14.00-14.15 Introduction
- 14.15-14.35 Jay Carver - London's Crossrail project – securing public benefits through the archaeology programme
- 14.35-14.55 Hilary Orange - Mismatched parents and beautiful offspring? Evaluating public engagement within the commercial sector
- 14.55-15.15 Chris Gosden, Wendy Morrison and Roger Thomas - Laying bare the landscape: synthesis in the upper Thames valley
- 15.15-15.30 Discussion
- 15.30-16.00 Coffee
- 16.00-16.25 John Blair - Commercial fieldwork, grey literature and archaeological research: an Anglo-Saxonist's view
- 16.25-16.50 Michael Fulford - The rural settlement of Roman Britain
- 17.20-17.30 Timothy Darvill - Concluding remarks

Seminar

The Impact of Forensic Archaeology on the Criminal Justice System

Room Suite 4a

- 14.00-14.30 Rob Janaway - Introduction: Forensic archaeology in the UK, regulation and the IfA
- 14.30-15.00 John Hunter - Impact from integration
- 15.00-15.30 Gaille Mackinnon - Update on forensic regulation and the British Association of Forensic Anthropology
- 15.30-16.00 Coffee
- 16.00-17.00 Mike Groen, Nicholas Márquez-Grant and Rob Janaway - Developments within Europe
- 17.00-17.30 Cecily Cropper - Forensic archaeology and the investigation of mass graves

Followed by FASIG AGM and Expert panel AGM

Workshop

A guide to business start up and registration

Room Suite 4b

- 14.00-17.30 Workshop organised by Kirsten Collins, IfA

AGM

- 17.30 Forensic Archaeology SIG, followed by Expert Panel – Suite 4A

Paying dividends: securing the impact of development-led archaeological work

14.00-17.30, Suite 1

The 2011 Southport Report highlighted the importance of securing clear 'public benefit' from development-led archaeological work. At around the same time, universities were learning that the 'impact' of their research was to be one of the criteria for decisions about future research funding. The parallels are obvious, as is the scope for working together across the government, commercial and higher education archaeological sectors, to produce the maximum 'impact' (or public benefit) from development-led work. This is clearly to the potential advantage of all.

This session will look at current initiatives aimed at extracting the maximum value, in terms of new knowledge and understanding, from past and current development-led work. The session will also consider how the different sectors might work together in the future in order to achieve the greatest possible impact, and the relationships between development-led archaeological work, academic research and public engagement.

Organisers: Roger M Thomas (English Heritage), Adrian Tindall (FAME) and Stewart Bryant (ALGAO)

Session sponsored by



Abstracts

14.15-14.35 London's Crossrail project – securing public benefits through the archaeology programme

Jay Carver - Crossrail Project Archaeologist, Crossrail

Crossrail is currently Europe's largest infrastructure project. The project is almost entirely publically funded with minimal private sector investment. As a result there is a need to demonstrate the public benefits of the money being spent both during development and its legacy.

To maximise those benefits the archaeology programme has been thoroughly integrated with project objectives for sustainability, conservation, education, skills development, media, community investment, and stakeholder engagement. A range of initiatives undertaken on the project will be reviewed and discussed.

What investment is required to make a real difference to outcomes? What are the constraints? Can a cost/benefit ratio be identified and developed into new standards? Can future projects set new benchmarks and ensure that development led archaeology becomes a 'must have value' for project promoters and a real opportunity for developing professional standards and new research.

14.35-14.55 Mismatched parents and beautiful offspring? Evaluating public engagement within the commercial sector

Hilary Orange, Honorary Research Associate, UCL Advances

This paper will discuss interim results from a current research project (funded by UCL

Advances, Enterprise Dept) to evaluate the challenges which commercial archaeologists face in incorporating public engagement (PE) within projects. The project is focusing on Archaeology South-East, UCL's contracts division and as such has a concern with identifying and evaluating the social and research values of archaeological activities. Working with ASE staff, a number of initiatives are now taking place to embed a public engagement strategy within company culture and systems.

Drawing on interviews, social and research impact assessments, and an online survey of ASE staff this paper will discuss the relationships between a public engagement ethos, the aspirations of the higher education sector, and the needs of the commercial environment. Through this project a number of key questions have been raised: Is public engagement an archaeological skill? How best should the research outputs of the commercial sector be disseminated? How can existing activities within development-led archaeology be given added PE value? Through this paper I will demonstrate one way in which the HE and the development-led sector has come together to try to produce an improved PE strategy, or in the words of my title 'beautiful offspring.' This paper, and the IfA conference, will also provide an apt opportunity to launch a national PE survey to gain comparative data and thereby make the project broader and, it is hoped, more useful.

14.55-15.15 Laying bare the landscape: synthesis in the upper Thames valley

Professor Chris Gosden (University of Oxford), Dr Wendy Morrison (University of Oxford) and Roger M Thomas (English Heritage)

Certain areas in England have seen great concentrations of development-led archaeological investigations, often carried out over several decades and by a multiplicity of different organisations. There is a now pressing need for wider synthesis of these results.

One such area is the Wiltshire/Gloucestershire stretch of the upper Thames valley. Investigation, especially in advance of large-scale gravel quarrying, has been particularly extensive here. A current project, based at and funded by the University of Oxford, is bringing together and analysing all these results in a single GIS.

The aim of the project is to produce a new narrative of the development of this landscape from prehistoric times onwards, but the project should also provide other insights: an analysis of the pattern of past archaeological work and methodologies; a more developed understanding of the character and significance of the buried archaeological resource of this area; an understanding of the potential (and the challenges) of carrying out synthesis of this kind; and, potentially, indications of new approaches to development-led archaeology, given the high level of knowledge which we now have in some areas.

16.00-16.25 Commercial fieldwork, grey literature and archaeological research: an Anglo-Saxonist's view

Professor John Blair – The Queen's College, Oxford

During 2010-2013, the speaker has held a Leverhulme Major Research Fellowship to reassess the landscape and settlement archaeology of mid to late Anglo-Saxon England, including a comprehensive trawl of the 'grey literature', and has interviewed many

digging archaeologists. This has brought some major advances, notably the discovery of grid-planned landscapes in the east midlands on a hitherto unsuspected scale, and the confirmation that 'classic' row-plan villages are essentially post-Conquest. However, it has also raised serious concerns about the archiving, availability and long-term preservation of 'grey literature' reports. The speaker will describe his experiences and suggest some possible ways forward.

16.25-16.50 The rural settlement of Roman Britain

Professor Michael Fulford – University of Reading

The Leverhulme Trust is funding a 3-year project (2012-15) at the University of Reading to research the rural settlement of Roman Britain. The project builds on pilot projects undertaken with Neil Holbrook, Cotswold Archaeology, with funding from English Heritage, to explore the volume and scope of the unpublished 'grey' literature pertaining to Roman England as a whole. Those pilots demonstrated that the greatest knowledge gain since the implementation of PPG 16 in 1990 had taken place in the countryside. The aim of the Leverhulme project is to produce a new synthesis of the excavated evidence, exploiting both published and unpublished 'grey' literature. The scope of this re-assessment is being very considerably enhanced through English Heritage funding of Cotswold Archaeology to ensure the maximum capture of data from, and full engagement with HERs and the profession. The estimated number of reports to be analysed is about 4,500 for Roman England and Wales. The scope of the new assessment will range from the settlements and their constituent parts to their finds, both material and biological, as well as their location and distribution in relation to geology and soils as well as Roman and modern topography. The results will be published as a book and an interactive website hosted by the ADS, University of York. Some preliminary results from Eastern England and the first regional conference will be presented at the session. This paper will also consider how projects like this can help meet the requirement for university-based research to demonstrate 'impact'.

The impact of forensic archaeology on the Criminal Justice System

14.00-17.30, Suite 4a

The session will address two current themes:

1. The effect of high profile cases and media interest on the standing and practice of forensic archaeology
2. Co-operation in Europe – report back on the 1st European Forensic Archaeology meeting held in the Hague August 2012.

Management of expectations

It is essential that police investigation contains a press strategy that includes the fact that the use of forensic archaeology and geophysics as part of a search strategy is not only to find buried objects or remains, but also to eliminate areas from the investigation with high degree of confidence. A negative result may be viewed as a positive – recently this has been successfully demonstrated by UK investigators where the emphasis was on ‘the elimination’ factor and managing the public, and media, expectations.

Using ‘approved’ experts and/or expertise

From the high profile cases the public now expect the involvement of a forensic archaeologist in any case where the target is buried. In conjunction with the Forensic Science Regulator the IfA has established an Expert Panel List which now forms a list held by the National Policing Improvement Agency. The session will update participants of developments within forensic regulation, the evolving role of the NPIA and the newly formed National Crime Agency. It will review how effective the establishment of the list has been and what are the criteria used by police to select experts such as Forensic Archaeologists?

Developments within Europe

On the 22 August 2012, 46 attendees from 16 countries met at the Netherlands Forensic Institute at the Hague. This was a meeting jointly hosted by the Dutch NFI and the IfA Expert Panel for European forensic archaeologists or other forensic practitioners who apply forensic archaeological principles in their casework. The meeting reviewed a variety of casework and practice from different European countries. This session will report back on the content of the meeting and announce future developments regarding future European meetings.

Abstracts

14.00-14.30 Introduction: Forensic archaeology in the UK, regulation and the IfA

Rob Janaway (University of Bradford, Chair of Forensic Archaeology SIG)

Since the 1980’s the use of archaeologists in police investigations have become more widespread. In high profile cases the public now expect the involvement of a forensic archaeologist in any case where the target is buried. In conjunction with the Forensic Science Regulator the IfA has established an Expert Panel List which now forms a list held by the National Crime Agency. Recent years have seen a number of changes to the

provision of forensic services to the police, changes to police organisation and structure. Against this background this paper will review how effective the establishment of the list has been and what are the criteria used by police to select experts such as Forensic Archaeologists?

14.30-15.00 Impact from integration

Professor John Hunter (University of Birmingham, MLF)

In April last year two seminars took place organised jointly between the (then) National Policing Improvement Agency (NPIA) and the Arts and Humanities Research Council (AHRC). The purpose was to assess the extent to which academic research – in this case relevant aspects of archaeology – might benefit public services and policy, the main thrust being in its application in searching for missing persons. The seminars drew a wide range of specialist speakers from police forces, government, and the academic and commercial communities covering, inter alia, the value of GIS, aerial imagery, levels of confidence, landscape analysis and geophysical survey techniques, and in particular their integration. This presentation will provide an overview of the seminars and the subsequent impact made. Many of the themes and outcomes are contained within a forthcoming book *The Forensic Recovery of Buried Remains* (Hunter, Simpson and Sturdy Colls), currently in press.

15.00-15.30 Update on the development of standards and accreditation by the British Association for Forensic Anthropology (BAFA)

Gaile Mackinnon (Forensic Anthropologist/Archaeologist, LGC Forensics)

The British Association for Forensic Anthropology (BAFA) has recently been established under the umbrella of the British Association for Human Identification (BAHID) to develop and promote professional standards and accreditation of the discipline of Forensic Anthropology within the United Kingdom under the guidance of the Office of the Forensic Science Regulator.

The Royal Anthropological Institute of Great Britain and Ireland has agreed to be the professional governing body and will oversee the quality and standards of professional accreditation for Forensic Anthropology as devised by BAFA.

An overview of BAFA's Code of Practice, Ethics & Professional Standards, Forensic Anthropology Practitioner Levels, Continued Professional Development and Examination guidelines will be discussed within the framework of appropriate scientific quality standards now being demanded by the Forensic Science Regulator and the criminal justice system in the United Kingdom.

16.00-17.00 Developments within Europe

Mike Groen (Netherlands Forensic Institute), Nicholas Márquez-Grant (Cellmark Forensic Services) and Rob Janaway (University of Bradford, Chair of Forensic Archaeology SIG)

On the 22 August 2012, 46 attendees from 16 countries met at the Netherlands Forensic Institute at the Hague. This was a meeting jointly hosted by the Dutch NFI and the IfA

Forensic Archaeology Expert Panel. It was attended by European forensic archaeologists and other forensic practitioners who apply forensic archaeological principles in their casework. The meeting reviewed a variety of casework and practice from different European countries. This session will report back on the content of the meeting and announce future developments including a 2nd European meeting to take place in The Hague in August/September 2013. As a result of the 1st European meeting an application was made to the European Network of Forensic Science Institutes (ENFSI) to establish a Forensic Archaeology project group. This presentation will provide a briefing regarding the function of ENFSI and its groups. As a result of these meetings a new edited book is in preparation *Forensic Archaeology: a Global Perspective* (Groen, Márquez-Grant, Janaway)

17.00-17.30 Forensic archaeology and the investigation of mass graves

Cecily Cropper (Consultant Forensic Archaeologist)

17.30 FASSIG AGM, EP AGM

A guide to business start up and registration

14.00-17.30, Suite 4b

Workshop organised by Kirsten Collins, IfA

In recent months the sector has seen an increase in the setup of small businesses and a rise in applications from companies wishing to become Registered Organisations with the IfA. This workshop training session, run by IfA, offers delegates a chance to learn the best route to follow for starting up any business and some practical advice on getting registered. The session includes a guide to the importance of risk management and insurance, hearing from specialist insurers with 12 yrs experience of working with archaeologists in how these factors contribute to the success of any business. In addition, you will hear from the directors and senior management of currently Registered Organisations about the process and benefits of IfA registration, and have the opportunity to test-drive your business through the registration process with IfA Standards Compliance Manager, Kirsten Collins.

The session is divided into four learning stations, each providing valuable insights into business start-up and management.

Station 1, Business Start Up, will provide you with an essential checklist for setting up your business, managing your risks and keeping on top of the demands of running a business.

Station 2, Insurance and liability, will introduce you to the terminology and meanings behind insuring your business, how you should go about covering you, your business and your staff in the work you carry out – and why it is important to get the right cover.

Station 3, Standards and ethics, covers how you can ensure that the projects you undertake are done to the highest standards, and looks at how the available standards and guidance can relate to ethical practice and accountability.

Station 4, Getting registered, gives you the chance to test drive your business in an application for registration with the IfA RO scheme. You will learn what the RO scheme is all about and how organisations are assessed, giving you the opportunity to ask if your business would stand up to the challenge.

The workshop will be designed so that the order that you visit each station does not matter. The group will be divided into four groups of five people and each group will spend 40 minutes at each station. If you want to test drive your business, it would be worth you familiarising yourself with the IfA RO application form. You can still take part in this session if you don't do this, but you will get more out of it if you come armed with questions!

Thursday 18 April

Morning programme

Discussion

Making the past work for the future: urban design and the historic environment

Room Suite 1

- 9.30-9.50 English Heritage: constructive conservation
- 9.50-10.10 Bob Ghosh - Heritage assets: balancing conservation with commerciality
- 10.10-10.30 Bob Sydes - York, a study in conservation
- 10.30-10.50 John Lawson - A line through Edinburgh: archaeology and Edinburgh trams
- 10.50-11.00 Discussion
- 11.00-11.30 Coffee
- 11.35-11.55 Joe Holyoak - Placemaking and memory
- 11.55-12.40 Simon Delahunty-Forrest and Mike Hodder - Design, regeneration and the historic environment in Birmingham
- 12.40-13.00 Discussion

Discussion

The Akond of Swat and the archaeological record

Room Suite 4A

- 9.30-9.40 Duncan H Brown - Introduction
- 9.40-10.00 David Knight - Does he drink small beer from a silver jug? Or a bowl? Or a glass? Or a cup? Or a mug?
- 10.00-10.20 Phil Mills - The sampling of CBM
- 10.20-10.40 Helen Parslow - "Two owls and a wren, four larks and a hen"; Good practice in archaeological archiving
- 10.40-11.00 Discussion
- 11.00-11.30 Coffee
- 11.30-11.50 Rachel Edwards – Archaeological archives and museums 2012: the survey and recommendations
- 11.50-12.10 C. Stephen Briggs - The impact of early newsprint on the archaeological record
- 12.10-12.30 Giovanna Fregni - Reconstructing reality or reality in reconstruction? Prehistory as seen through the reconstruction of roundhouses
- 12.30-12.50 David Allen - Does he study the wants of his own dominion? Or doesn't he care for public opinion a JOT?
- 12.50-13.00 Discussion

Seminar

The social benefit of archaeology

Room Suite 6

- 9.30-9.45 Kate Geary – Introduction
- 9.45-10.00 Caroline Pudney - Case study 1: MORTARIA: Motivating Offender Rehabilitation through Archaeological Recording, Investigation and Analysis
- 10.00-10.15 Rob Hedge - Case study 2: The unseen past: a case study in archaeology and visual impairment
- 10.15-10.30 Janet Bailey - Case study 3: Youth engagement
- 10.30-10.45 Case study 4: WEA Inclusive archaeology education project – a short film
- 10.45-11.00 Q&A session
- 11.00-11.30 Coffee
- 11.30-12.00 John Schofield – We are all archaeologists now: Heritage practice, ethics and the Faro Convention
- 12.00-13.00 Discussion: what do we mean by social benefit? What do we mean by impact? How can we demonstrate it more effectively?

Workshop

Digital data and the archaeological record

Room Suite 4b

- 9.30-11.00 Training workshop provided by Archaeology Data Service

Workshop

The practicalities of using social media

Room Suite 4b

- 11.30-13.00 Training workshop provided by IfA Information Management SIG

Workshop

Portfolio assessments for graphics archaeologists: guidance and advice

Room Suite 5e

- 10.00-13.00 Guidance and advice workshop provided by IfA Graphics Archeology Group

AGM

- 9.00 Graphic Archaeology Group – Suite 1
- 12.30 Information Management SIG – Suite 4b
- 13.00 Voluntary and community SIG – Suite 6

Making the past work for the future - urban design and the historic environment

9.30-13.00, Suite 1

This session will consider opportunities to make waves and design and demonstrate impact in the context of urban regeneration. Going a step further than avoidance or exclusion of heritage assets, engineering solutions to preserve them, and lines in the ground to interpret them, innovative design can make the most of the contribution of the historic environment to local distinctiveness and a sense of place as well as recognising the intrinsic significance of heritage assets. This can range from retention and celebration of historic street patterns and the reflection of property boundaries in building design to hard and soft landscaping that is both inspired by and interprets heritage assets.

The session is intended to attract a range of professionals including urban designers, architects and landscape architects. It will include case studies to demonstrate what can be achieved and also acknowledge difficulties and challenges in perceptions, design and implementation. A review of Birmingham's experiences and achievements will include the medieval manor house, burgage plots and canals in the city centre and Metchley Roman fort in Edgbaston, as an introduction to site visits.

Organisers; Mike Hodder (Birmingham City Council) and Ian George (English Heritage) Chair; Ian George (English Heritage)

Session sponsored by

**9.30-9.50 Constructive conservation**

English Heritage

9.50-10.10 Heritage assets; balancing conservation with commerciality

Bob Ghosh (Director, K4 Architects, Masterplanners and Project Managers)

The session will focus on the tensions between fulfilling a commercial development brief and sound conservation practice. This will include a series of case studies in Birmingham. The projects will include Warwick Bar, a canalside site of significant archaeological and architectural interest, The Grade II listed Central Fire Station, where the architects were expected to achieve an exceptionally high residential density and The Clock Tower - a distressed Council asset that was sold to a private developer to create a mix of new uses. The presentation will also touch on current projects and competition entries, including The Woodman public house, which sits within the new Eastside City Park, the conversion of the Christopher Wray lighting factory and The Roundhouse, a former stable block for horses working on the Canal.

10.10-10.30 York; a study in conservation

Bob Sydes (York City Council)

York is a relatively small city with big ambitions. It has aspirations to become a World Heritage Site and indeed is already a significant international visitor attraction. It is the only English city with a complete circuit of medieval defensive walls and possesses one of Europe's finest gothic cathedrals. It was, for centuries a city second only to London

in political, religious and economic terms and it has a proud history of conservation going back to the 16th century when the good citizens of York took exception to plans for demolishing Clifford's Tower. Heritage has long been recognised as a key economic driver not just for the city but for the Yorkshire and Humber region as recognised by the former regional development agency, Yorkshire Forward who co-funded the creation of a York renaissance team to ensure that this USP was not lost or watered down. This paper will examine some of the challenges now facing conservation in the city in the face of the economic down turn, the demise of Yorkshire Forward and in keeping York building for the future and maintaining and enhancing its economic resilience. It will consider how a raft of initiatives supported by Yorkshire Forward and English Heritage are being implemented and how these might positively impact on an economically lean future.

10.30-10.50 A line through Edinburgh. Archaeology and Edinburgh trams

John Lawson (Archaeology Officer, City of Edinburgh Council)

The Tram Project has been one of Edinburgh Council's largest and highest profile infrastructure projects over the last decade. This talk will give a personal overview of the challenges of managing the archaeological elements of the project and discuss the significant archaeological discoveries made along its route including multi-period prehistoric and medieval settlement near Edinburgh Airport, evidence for the lost 16th century Chapel & Leper Hospital of Greenside and the excavation of c.400 burials from Leith.

11.35-11.55 Placemaking and memory

Joe Holyoak (Architect and Urban Designer)

Placemaking has become a frequently-used synonym for the practice of urban design. With illustrations from three current areas of involvement in Birmingham's fabric – the Balsall Heath Neighbourhood Development Plan, the regeneration of Digbeth, and the campaign to prevent the demolition of the Central Library – this talk will consider why this is so, and how an attention to the tangible presence of elements of historical memory can contribute to the construction of a deepened sense of place, which can bring benefit to the quality of life of people who inhabit these locations.

11.55- 12.40 Design, regeneration and the historic environment in Birmingham

Simon Delahunty-Forrest and Mike Hodder (Design and Conservation, Birmingham City Council)

This paper will consider how existing and emerging policy documents and development frameworks ensure that the historic environment plays a positive role in enhancing design quality the city's regeneration. It will describe how this is implemented through internal organisational arrangements and will stress the importance of working in partnership with developers. Case studies will include projects in progress such as the "Beorma Quarter" development and the Southern Gateway in the city centre, and the recently completed Queen Elizabeth Hospital Plaza which protects and interprets part of Metchley Roman fort. There will also be a short introduction to the afternoon excursion Heritage and regeneration in Birmingham City Centre (Mike Hodder) around Birmingham's Eastside and Digbeth

The Akond of Swat and the archaeological record

9.30-13.00 Suite 4a

Who or why or which or what? Two aspects of the archaeological record have merited increasing examination recently. The IfA S&Gs on Archaeological Materials and Archaeological Archives, where the emphasis is, in part, on the importance of the long-term products of research on archaeological assemblages, are being reviewed as part of a broader strategy to assess their impact and continuing relevance. The principle that consistent approaches to analysis and archive management ensure the accessibility and future value of the information we gather should underpin everything we do and this is worth revisiting at a time when archaeologists are being encouraged to ease planning constraints and reduce the pressure on museum stores.

Meanwhile, one strand of the Society of Museum Archaeologists/English Heritage 'Archaeological Archives Review' now in its final stages of preparation, is an attempt to determine what uses are made of archaeological archives once they reach the repository. Although the relevant information was not always easy to obtain, the actual answer is quite clearly 'many and varied'.

In part, this session will look at current practice in creating and compiling the archaeological record with the aim of promoting discussion of approaches to finds and their implication for archives, in particular the issues of on-site recovery, selection strategies and recording requirements as well as publication and dissemination. Contributors may include specialists involved in the creation and maintenance of archives, freelance finds specialists, those working for contractors and those researching finds in academic institutions.

The second half will use the results of the SMA survey, where they involve the use of information gathered from archaeological projects as the basis for presenting case studies in post-deposition use of the archaeological record. It is intended that these will range from the top of the scale (a dedicated museum, shelves of published reports, and site trail complete with apps) to the more lowly categories where only works of synthesis or local interest are involved.

We are looking for contributions on creating, compiling and using the archaeological record. Someone, or nobody, knows I wot.

Session organisers: David Allen, Duncan H Brown, Rachel Edwards, Phil Mills

Abstracts

9.30-9.40 Introduction

Duncan Brown

Session sponsored by



9.40-10.00 Does he drink small beer from a silver jug? Or a bowl? Or a glass? Or a cup? Or a mug?

David Knight (Prehistoric Ceramics Research Group), Jane Evans (Study Group for Roman Pottery) and Duncan Brown (Medieval Pottery Research Group)

Pottery can obviously answer many questions beyond the Akond of Swat's drinking customs, but only if collected, recorded and analysed to an acceptable standard. There is increasing concern amongst ceramic specialists of all periods that increasing pressures upon excavation budgets are impacting adversely upon standards of archiving, analysis and reporting, and to address this issue we suggest that thought be given to the production of a single document bringing together the recommendations of the three pottery period groups. This, we hope, will ease the burden upon curators, contractors and consultants struggling under mountains of guidance documents, and expedite the development of schemes of treatment that ensure appropriate emphasis is placed upon ceramic analysis. We will consider in this paper the merits of a single guidance document, its relationship to current ceramic guidelines, the topics it should consider and proposals for moving forwards with this initiative. Taking a wider perspective, we are keen to explore the opportunities for enhanced liaison between the period groups – in this respect, building upon a presentation at the recent Insight from Innovation conference at the University of Southampton, where we presented jointly a paper upon innovation in prehistoric, Roman and post-Roman ceramic studies.

10.00-10.20 The sampling of CBM

Dr Phil Mills MIfA

Ceramic Building Material (CBM) is an unusual artefact type, in that it can be found in large quantities during fieldwork. This can lead to logistical problems, and has led to radical sampling methods being implemented without the input of a suitable accredited specialist. Recent work has shown that this material acts as regionally traded commodity of high status in a number of periods, and so provides important information about economic patterns, as well as social status and the identity.

This paper will provide pointers about how sampling, recording and discard strategies implemented and reviewed throughout an archaeological project can help maximise the information extracted from this artefact type in time and cost effective ways.

10.20-10.40 “Two owls and a wren, four larks and a hen”; Good practice in archaeological archiving

Helen Parslow (Albion Archaeology and Honorary Treasurer of the IFA Special Interest Group for Archaeological Archives)

Recently IfA Archaeological Archives Group has been running regional workshops to promote good practice in archaeological archives. We have been encouraging and promoting the sessions to all involved in the archaeological community including County Archaeologists, Contracting Units, Consultants, Museums and Finds Specialists.

We have looked at many aspects of the archive and trying as this session asks to produce a “consistent approaches to archive management” but especially to look at this on a regional level. We have looked at the current various regional issues and at the problems faced by archaeological units who are dealing with several museums and the difficulties faced by them with the issue of different requirements for each, and ways that we can overcome them.. or not!

We have been particularly encouraged by the number of people attending from most of the community and the positive attitude that has been shown. We have found how those who work in the same county have never met or discussed archive requirements or deposition, especially as museum curators are having difficulties and are under financial pressure. We have now had feedback from the initial four workshops and will be discussing what was gained by all sectors of our community. This paper will explore the lessons learnt from the workshops and their attendees and how we can develop a better understanding of everyone's role for the archive at least on a regional if not a national level. We are hoping that people attending this session who have not already been to one of our workshops will come to one of our future ones or encourage others to do so.

11.30-11.50 Archaeological archives and museums 2012: the survey and recommendations

Rachel Edwards (Arboretum Archaeological Consultancy)

This paper sits neatly between the two halves of this session. It will introduce the survey carried out in 2012 which was informed by 'current practice in creating and compiling the archaeological record', and which also investigated 'the use of information gathered from archaeological projects'. A survey of museums across England that accept or have accepted archaeological archives was carried out on behalf of the Society of Museum Archaeologists and English Heritage, with assistance from the Federation of Archaeological Managers and Employers in surveying archaeological contracting organisations. The survey led to a series of eight recommendations, discussed at a cross-sector seminar held in March 2013.

Edward Lear remained quite uncertain about any facts at all concerning the Akond of Swat, other than his existence, in the 23 verses of his poem and its footnote. Although it was difficult to extract information about some aspects of the use of archaeological archives and particularly about other collections in museums, the survey was able to gather a considerable number of facts and to come to some useful conclusions. The paper will introduce the pertinent 'who or which or why or what' resulting from the project and the seminar on the recommendations.

The survey report and recommendations are available at www.socmusarch.org.uk/docs/Archaeological-archives-and-museums-2012.pdf

11.50-12.10 The impact of early newsprint on the archaeological records

C. Stephen Briggs (Independent researcher)

A vast amount of newsprint has become available digitally over the past decade at home and abroad. Although probably aimed at the genealogical and social historical sectors, it is proving to have great potential as a source of archaeological and architectural information – in papers as far back as 1720. My own introduction to the resource was intended to gain a better understanding of how archaeology was organised during the 19th century, and how early archaeologists/antiquarians were seen by their contemporaries. But it soon became evident that newspapers often contained original accounts of artefact and site discoveries – even of early excavations. Among the maturing outcomes of my own searches is a project to transcribe accounts of up to 500 largely unknown early bronze age burials from

Scotland (grant-aided by the Society of Antiquaries of Scotland). An even more extensive project intends to publish and/or complementarily to transcribe c 1400 'new' medieval and later coin hoards, making them accessible to numismatic researchers probably through a museum website (identity yet to be confirmed). An early impact of that searching is a 73% rise in the record of Civil War Coin Hoards. Other 'new' finds or re-provenancements of artefacts include stone implements, gold ornaments, bronze hoards, a 'new' late bronze age cauldron, and an account detailing the original discovery of the iconic Torrs Chamfrein (Scottish Celtic Iron Age bronze pony headpiece) which helps debunk several theories about its construction.

One dataset that has rekindled an old interest, is the large number of human bodies that found their way into British-Irish peatbogs during the eighteenth and nineteenth centuries. Contemporary accounts of how they got there give an impression that some had been ritually killed by their neighbours or tenants! Many other topics I have only dabbled in await exhaustive exploration by others with the time and inclination to explore further. These might include Roman coin hoards and burials, Roman and Medieval tombstones, descriptions of churches before nineteenth-century restoration, shipwrecks, descriptions of houses, estates, gardens, farms, warrens, domestic and commercial industries (as well as larger enterprises) – the latter being often detailed in advertisements.

Examples will be given of how some of these findings are helping to solve archaeological problems (and to pose new ones).

The research potential offered by early newspapers is almost endless. It is now clear that old newsprint preserves an information resource about many important oft-forgotten vernacular activities as well as official ones for which no other record was ever made.

12.10-12.30 Reconstructing reality or reality in reconstruction? Prehistory as seen through the reconstruction of roundhouses

E. Giovanna Fregni (PhD candidate, University of Sheffield)

An important feature of exhibiting heritage is the recreation of prehistoric houses. Because everything that was above the ground is missing from the archaeological record, these buildings must be reconstructed from the scant the evidence provided by postholes and driplines. This results in houses that are recreated on best guesses. As a result, these houses may reveal more about modern perceptions of the past than past living situations.

The presentation of the past has important implications for how archaeology and heritage is appreciated by the public. Roundhouses are frequently presented without furnishings or material culture, thus creating an impression of impoverishment. In light of this, it is important to ask how these constructions affect modern views of the past and how that past comes to be valued.

With heritage facing more funding cuts it is important that the public's perception of the past is one that has a more balanced vision of life in prehistory, and a past that is valued by all.

12.30-12.50 Does he study the wants of his own dominion? Or doesn't he care for public opinion a JOT?

Dave Allen (Keeper of Archaeology, Arts & Museums Service HCC)

There's no denying that the greatest impact for archaeological finds is the actual moment of discovery, or at least the broadcasting or retelling of that moment in print, in a display, or increasingly, through other media. But only a tiny fraction of the many finds made each year make it to the front page, museum gallery, or silver screen. For the majority, and the archives they help populate, a page in a report, a digital listing and a box on a repository shelf is the best they can hope for.

But there is a role for most, if not all, of these 'ugly ducklings'. A well-established museum service, even though subject to the same pressures as the rest of the sector, has many calls upon archaeological material and archaeological archives.

This presentation, using Hampshire as an example, will look briefly at sites which can still boast their own dedicated exhibitions, general displays which tell the story of a particular area and the stored archives, which receive significant visits from academic researchers and increasing enquiries from local groups pursuing local initiatives.

12.50-13.00 Discussion

The social benefit of archaeology: demonstrating impact

9.30 – 13.00, Suite 6

As archaeologists, we know that archaeology has an impact – and a benefit - beyond an increased understanding of aspects of the past. But how do we demonstrate that impact to the wider world?

The rise of community archaeology has led to archaeologists working with an ever more diverse range of individuals and groups across the UK and beyond. In many cases, the 'point' of this work goes way beyond archaeological investigation into the realms of social inclusion, integration and rehabilitation. Its impact on the lives of those involved is much greater than the discovery of material remains or evidence of past communities.

This session is about the practice of archaeology, not its results. It will explore what it is about archaeology that makes it such a good tool for reaching out to different audiences who might otherwise be classed as difficult, excluded or peripheral. Above all, it is about the impact of archaeology on lives and how that impact can be demonstrated.

Organisers; Kate Geary (IfA) and Tara Jane Sutcliffe (CBA)

Session sponsored by



Abstracts

9:30-9.45 Introduction

Kate Geary (IfA)

9:45-10.00 Case study 1: MORTARIA: Motivating Offender Rehabilitation through Archaeological Recording, Investigation and Analysis

Caroline Pudney (CBA Community Archaeologist, CADW)

Community Archaeology has, to date, helped thousands (if not millions) either discover archaeology or expand their experience of the discipline. It is, however, becoming increasingly apparent that there still remain sections of society who have not been fortunate enough to benefit from the skills and behaviours that engagement with archaeology can offer. These groups are often the economically and socially disadvantaged and include individuals who are generally not in positions to benefit from such life chances.

Archaeology has something truly unique to offer. The wide and varied nature of the discipline means that it can appeal to a range of individuals and can genuinely help to address wider social and cultural issues. This paper seeks to investigate how we can offer authentic opportunities through archaeology by focussing on the MORTARIA (Motivating Offender Rehabilitation Through Archaeological Recording, Investigation and Analysis) project. The MORTARIA project is an archaeological pilot project initiated by Cadw's CBA Community Archaeology Training Placement, with support from the National Roman Legionary Museum, Caerleon and in conjunction with HMP & YOI Parc, Bridgend and aims to assist in the education and rehabilitation of offenders in South Wales.

10:00-10.15 Case study 2: The unseen past: a case study in archaeology and visual impairment

Rob Hedge (CBA Bursary Placement, Worcestershire Archive and Archaeology Service)

Archaeology is a visual discipline. From the initial identification of features to the Munsell chart, visual imagery permeates virtually all aspects of archaeological practice. This is reflected in our interactions with the public: site tours view the archaeology from the trench edge, removed from the tactile, auditory and olfactory qualities of material remains that archaeologists value and bemoan in equal measure.

Visualisation is a valuable tool. However, the RNIB estimates that 2 million people in the UK live with sight loss, of whom 360,000 are registered blind or partially sighted. Attempts to relate information about the past to blind people have too often focused upon conveying the experience of a sighted person. Awareness of the value of allowing the visually impaired to explore heritage through their own senses is growing; there is increasing recognition of the benefits to participants of engaging with the archaeological process. This paper focuses upon a programme developed by Worcestershire Archive and Archaeology Service with students from a local school for the visually impaired. Excavations on the site of Worcester's new library are being used to explore the archaeology of the area through in-depth examination of artefact properties, oral histories and 3-dimensional tactile phase mapping.

10:15-10.30 Case study 3: Community archaeologist - youth engagement

Janet Bailey (Glamorgan Gwent Archaeological Trust)

This paper explores the impact of the CBA Community Archaeology Training Placements in heritage organisations in Wales through case studies of work carried out by bursary holders since 2011. It will attempt to analyse the outcomes for communities and present this in light of future funding of community archaeology projects and proposed changes to heritage policies in Wales.

10:30 Case study 4: WEA Inclusive Archaeology Education Project – a short film

The Inclusive Archaeology Education Project has been developed by the WEA in Yorkshire and the Humber to provide opportunities for people under-represented in archaeology to learn about and participate in archaeology. Supported by the National Lottery through the Heritage Lottery Fund, the three-year project will enable 300 people, including adults with learning difficulties, mental health service users, adults with physical disabilities and members of black, asian and minority ethnic communities to get involved in archaeology. The project will operate in ten local hubs across the region and we will work closely with partner organisations including universities, museums, heritage sites and support services.

10:45-11.00 Q&A session**11.30-12.00 ‘We are all archaeologists now’: heritage practice, ethics and the Faro Convention**

John Schofield (University of York)

An ethical approach to heritage (including archaeological) practice will be one that accords with moral principles - the principles of right and wrong. One might frame this in terms of either a utilitarian perspective, in which moral principles are guided by the edict ‘the greatest good for the greatest number’; or by a belief that individuals have ‘natural rights’ to life, liberty and property. This paper takes as its starting point the fact there are moral principles, and that a reasonable assumption is that they should be applied in a consistent manner. Using the related contexts of the Universal Declaration of Human Rights (1948) and the 2005 Framework Convention on the Value of Heritage for Society (Council of Europe 2008), this paper defines how the implementation of Faro can promote an ethical approach to heritage, not least in terms of widening participation across the full range of social and cultural diversity. Following a brief general discussion of heritage ethics as they relate to participation and ownership, some brief examples will illustrate how heritage practice can be inclusive; how it can unite, enliven and empower.

12.00-13.00 Discussion: what do we mean by social benefit? What do we mean by impact? How can we demonstrate it more effectively?

Workshops

Preserving the past: digital data and the archaeological record

9.30-11.00, Suite 4b

Training workshop provided by Archaeology Data Service

Organiser(s); Catherine Hardman and Ray Moore (ADS)

As both the volume and complexity of digital data within archaeological practice increases, there has been a growing awareness for the development of data management strategies that legislate for the curation and preservation of the digital outputs of archaeological fieldwork. This session, led by members of staff at the Archaeology Data Service (ADS), will provide practical guidance on the preparation of digital archives for deposit with repositories, with specific reference to suitable preservation formats, metadata requirements and good practice. It will also include a presentation on ADSEasy, an automated e-archiving system, currently under development by the ADS.

The practicalities of using social media

11.30-13.00, Suite 4b

Drop-in workshop provided by IfA Information Management SIG

Organiser(s); Martin Newman (English Heritage) and Sarah MacLean (English Heritage)

Social media is becoming an essential part of the working environment for heritage professionals, whether their projects are research or commercial. Social media is also playing an increasing role in building networks and creating an online reputation. This informal drop in session will give you the chance to talk to those who regularly make professional use of Twitter, Facebook, LinkedIn, Flickr etc. So whether you are an experienced user or terrified of Twitter, Scared of Storify freaked out by Facebook or inept with Instagram come along to learn and share in this social medial surgery from the Information Management Special Interest Group. Training provided by Martin Newman and Sarah MacLean (English Heritage), and Lorna Richardson (UCL).

Portfolio assessments for graphics archaeologists: guidance and advice

10.00-13.00, Suite 5e

Guidance and advice workshop provided by IfA Graphic Archeology Group

Organiser(s);

Steve Allen (Graphics Archaeology Group) and Rob Read (Graphics Archaeology Group)

The session aims to provide guidance and advice to those existing IfA members with Graphics backgrounds (and to non IfA members with similar backgrounds) on upgrading membership or joining IfA. It is intended that potential candidates will book time slots to present their portfolio to a panel drawn from the GAG and Validation committee. The portfolio will be assessed and candidates advised on preparing their application, on the grade of membership they should be considering and receive peer review feedback on the work they present. The opportunity to produce a confidential recommendation to the Validation committee will also be taken for those who wish to proceed with their application in the immediate future.

Afternoon programme

Discussion

Impact requires imagery; best practice in the use of images to create impact on the audience

Room Suite 1

- 14.00-14.05 Steve Allen - Introduction
- 14.05-14.30 Paul Backhouse - It's all Shakespeare's fault: the balance between text and the image
- 14.30-15.00 Richard Bryant - Anglo-Saxon Sculpture: drawing attention to the details
- 15.00-15.30 Liz Gardner - Glastonbury Abbey Archive Project – an illustrator's perspective
- 15.30-16.00 Coffee
- 16.00-16.30 Aisling Nash - Illustration as experimental archaeology: investigating the control and manoeuvrability of Iron Age Chariots
- 16.30-17.00 Judith Dobie - Reconstructing Silbury Hill
- 17.00-17.30 Discussion and concluding remarks

Seminar

How to demonstrate impact in archaeological projects

Room Suite 4a

- 14.00-14.10 Natasha Powers - What is impact? – Introduction and report on the results of Impact week
- 14.10-14.30 Doug Rocks-McQueen - Government, commercial and higher education archaeological sectors: Friend or frienemy?
- 14.30-14.50 Debbie Charlton and Tasha Wilson - Listening to your audience
- 14.50-15.10 Mathew Morris - It doesn't get much bigger than this. The Impact of the Search for Richard III
- 15:10-15.30 Discussion
- 15.30-16.00 Coffee
- 16.00-16.20 Katie Green - Impact of the Archaeology Data Service (ADS): a study and methods for enhancing sustainability
- 16.20-16.40 Lesley Hardy - Gone before cockrow: the impact of the past on community identity
- 16.40-17.10 Break out groups – building impact into projects; measuring impact
- 17.10-17.30 Group reports and plenary

Workshop

An introduction to Environmental Impact Assessment (EIA)

Room Suite 6

- 14.00-17.30 Training provided by Kirsten Holland and Adrian Rous, WYG Environment Planning Transport

Excursions

Weoley Castle; Birmingham's hidden treasure

Provided by Kirsty Nichol, Birmingham Museums

Meet in the venue lobby at 13.45

Birmingham's urban heritage; a City walk

Provided by Mike Hodder, Birmingham City Council

Meet Mike in the venue lobby at 14.00

The Birmingham Jewellery Quarter

Provided by Simon Buteux and the Birmingham Conservation Trust

Meet Simon in the venue lobby at 14.00

AGMs

17.30 International practice Group – Suite 5e

18.30 Diggers' Forum – Rose Villa Tavern

Impact requires imagery

1400-17.30, Suite 1

The session aims to highlight the importance of graphics images to the successful outcome of a project. The intention is to showcase how the image production process is (or should be) integrated into the project design and execution. It will show how images are used in the initial recording process, how they are used to analyse the data gathered and how they can be used to interpret and explain that analysis. It will demonstrate how the impact of a project, whether on the general public or on fellow members of the profession often depends on the quality and power of the images used.

When images are used effectively, the impact can be out of all proportion to the time and effort invested in their production. Conversely, a poorly used image can obscure important information or indeed undervalue the significance of the project. In an environment in which images are so essential to publicity and to communication it is essential that their effective use is understood.

However it is not just the images which require effective use. Those who produce these images need to be recognised and their skills valued in order to encourage best performance and best professional practice. Deferring the involvement of the graphics staff until a late stage in the life of a project will adversely affect both the self-image of the practitioners and the outcome of the project itself. The level of skill, understanding and interpretative ability necessary to produce graphics to professional standards needs to be brought on board at the earliest possible stage. The session therefore also aims to show how integrating the graphics professionals into the project from the beginning can significantly enhance the outcome of the project and hence the impact on the archaeological or non-archaeological audience for our work.

Organiser(s): Steve Allen (IfA Graphics Archaeology Group)

Abstracts

14.00-14.05 Introduction

Steve Allen (Graphics Archaeology Group)

The session aims to highlight the importance of graphics images to the successful outcome of a project. The intention is to showcase how the image production process is (or should be) integrated into the project design and execution. It will show how images are used in the initial recording process, how they are used to analyse the data gathered and how they can be used to interpret and explain that analysis. It will demonstrate how the impact of a project, whether on the general public or on fellow members of the profession often depends on the quality and power of the images used

14.05-14.30 It's all Shakespeare's fault: the balance between text and the image

Paul Backhouse (English Heritage)

This presentation will look at why, from the experience of the author, the image is always last in the thought process of most heritage professionals. It will explore a wide range of

projects created for different audiences and explore the challenges in designing the visual elements of the project. It will also try and raise questions on the future of text and its relationship with visual media in this increasingly digital world.

14.30-1500 Anglo-Saxon sculpture: drawing attention to the details

Richard Bryant (PastHistoric Ltd)

There is a lively vibrancy in Anglo-Saxon art that excites and intrigues - encouraging the viewer to pause and look again more carefully. Art Historians often use terms such as the dynamic contrast of movement and stillness, and the interplay of highlights and shadows, when describing the surface of these richly-textured objects, carvings and manuscript illuminations. Words are needed to convey insights into the development and dissemination of ideas and the interplay of social and cultural demands. Words are also essential to cope succinctly with parallels and the interpretation of the images. However, there is an inherent problem with this approach and that is that the details of the objects themselves can be lost in the greater word-picture. High-quality photographs can help to redress the balance, but, in the case of stone carving, damaged areas can remain ambiguous and confusing. An illustrator who is willing and able to commit their ability to transfer observed detail to a drawn image will almost certainly look at the object for longer than anyone else and should be able to present a coherent record that includes levels of detail unparalleled by any other method.

15.00-15.30 The Glastonbury Abbey Archive project – an illustrator’s perspective

Liz Gardner

The excavation archives from Glastonbury Abbey have only been published in brief interim reports and summaries. Although the project has assessed all the available archives, it has focused on that of Dr Courtney Arthur Raleigh Radford who directed excavations from 1951 to 1964. After his death at the age of 98 in 1998, the site archive was deposited with the NMR. It was apparent that he was attempting to fully publish the site right up until his death. This paper will use the project as a case study to show how as the project illustrator, involved since a pilot project in 2007, I have contributed to applying current post-excavation techniques in order to create a synthesis for publication. One of the most significant illustrative works of the research is a new site plan of all the known excavations on site 1904 – 1979. Examples will show what skills have proved necessary and highlight some unusual illustrative problems have been encountered. It has been a unique opportunity to work with a record spanning the vast majority of the twentieth century. The research project is in its final stages. Findings were presented at the Society of Antiquaries in November 2011 and a monograph will be forthcoming.

16.00-16.30 Illustration as experimental archaeology: investigating the control and manoeuvrability of Iron Age Chariots

Aisling Nash (Historic Environment Record Officer, Worcestershire Archive & Archaeology Service)

Experimental archaeology has previously involved using physical reconstructions to establish new archaeological theory or to test existing theory. This paper will demonstrate

that illustration can be used instead of physical reconstruction to test new ideas. The question of control and manoeuvrability of Iron Age chariots is a subject that has not received the research interest it deserves during recent years. Caesar writes in admiration of the control the native Britons could exert over their chariots but current reconstructions do not seem to support this premise. In order to question this, Iron Age bits were investigated together with the current method of yoking and technical illustrations were used to determine whether a new theory of harnessing would address the issue of manoeuvrability. Illustration was also used to establish whether a new method of harnessing would have a direct impact on the construction of the chariot.

16.30-1700 Reconstructing Silbury Hill

Judith Dobie (English Heritage)

English Heritage is soon to publish the result of a recent campaign of fieldwork and scientific research at the world-famous prehistoric site of Silbury Hill in Wiltshire. In this presentation Judith Dobie, from the English Heritage graphics team, will explain how the various experts involved in the Silbury Hill publication worked with her in the production of a series of illustrations to show the different phases of the monument from the Neolithic to the medieval period. The process of preparing the reconstruction drawings proved as important as the finished paintings as the preparatory images encouraged the various specialists such as the archaeo-botanist, soil scientist, archaeozoologist, and archaeologists to focus on and debate their different ideas. This proved to be integral to the interpretation of the archaeological discoveries and Judith's presentation will therefore provide an example of how reconstruction illustration can influence archaeological interpretation.

17.00-17.30 Conclusion and discussion

Steve Allen and Liz Gardner

How to demonstrate impact in archaeological projects

1400-17.30, Suite 4b

Archaeological projects undertaken across research, community and developer-funded sectors are increasingly expected to achieve a real and tangible impact on local communities, whether it be social, cultural or economic. Impact is not an impossible agenda for archaeologists. As will be demonstrated throughout the conference programme, archaeology really does have the ability to have an impact on the lives of those living and working near to archaeological sites. However, having an impact may be the easy part – what is conceivably more difficult is demonstrating how that impact has been felt. This seminar session invites colleagues to informally discuss their own projects and how they can ensure that the impact of those projects can be documented and illustrated once the project has completed. We will also invite representatives from funding bodies and organisations who require demonstration of impact to discuss how impact is successfully managed. The discussions will be documented by the IfA Research and Impact SIG, with the intention of producing a Guide to demonstrating impact in archaeological projects during 2013.

Session sponsored by



Organiser(s): Natasha Powers (MOLA and Chair, IfA Research and Impact Group), Kate Geary (IfA) and Amanda Forster (IfA)

Abstracts

14.00-14.10 What is impact? Introduction and report on the results of 'Impact week'

Natasha Powers (Chair RISIG)

14.10-14.30 Government, commercial and higher education archaeological sectors; friend or frienemy?

Doug Rocks-McQueen

All sectors of archaeology are under pressure to demonstrate impact to the wider public. Yet, not all of these pressures are the same for the different sectors. Many projects have turned from partnerships to turf wars. This paper examines some of the forces that could drive even the most well intended projects into disarray. The data involved comes from examinations of long term trends in archaeology, including some of the most recent Profiling the Profession datasets, which presents a multitude of challenges faced by potential future partnerships among the different sectors. However, this paper is not meant to be overly pessimistic and will present several successful instances of cooperation sectors and possible routes forward to demonstrate impact.

14.30-14.50 Listening to your audience

Debbie Charlton and Tasha Wilson (Steventon Rectory Project)

A single question from an individual who was troubled by many questions from others led to the adventurous act of uncovering the buried foundation remains of a very ordinary rural Rectory. The once humble home of iconic author Jane Austen, who captured the imagination of millions through her written works, fascinates her public once more, through the overwhelming magnitude of material evidence of daily life before, during and after her residence.

Steventon Rectory Project - five years of planning, prospecting, engaging, meeting and securing funding, culminating in excavation. Becoming a Heritage Lottery Funded community project, it provided an opportunity for diverse groups of 'communities' to play an important part in discovering and preserving "doorstep" heritage for the future. This project by its very nature deems that the excavation must be seen as the mid-point of any demonstration of impact, however, it must be remembered that the impact reaches way before and far beyond.

'Impact' = a powerful effect that something, especially something new, has on a situation or person. From the very first stages it was recognised that the project would add significant evidence, of great import and for the first time provide a 'material' insight into the daily lifestyle of the authoress. The challenge is how to disseminate the findings to inform the diverse audience that are a surprisingly global community.

14.50-15.10 It doesn't get much bigger than this; the impact of the Search for Richard III

Mathew Morris (ULAS)

In September 2012, the announcement that human remains discovered under a Leicester car park could be those of King Richard III (d. 1485) generated worldwide interest which grew to a frenzy when identification was confirmed in February 2013. This paper illustrates the role played by University of Leicester Archaeological Services (ULAS) in realising and maximising the impacts that arose from this remarkable discovery, ranging from direct economic benefits; boosting local identities and sense of place; changes in local and regional heritage and tourism; stimulating public debate about the past, the ethics of dealing with a dead king, and the value of archaeology; impact on schools and curricula; impact on the perception of Richard III; and stimulating partnerships across political and geographical boundaries.

16.00-16.20 Impact of the Archaeology Data Service (ADS); a study and methods for enhancing sustainability

Katie Green (Archaeology Data Service)

The ADS Impact Study assessed the perceived value of the ADS' digital collections to the archaeological sector as a whole and analysed how those perceptions of value can be measured with the objective of improving the sustainability of the digital collections. This paper will discuss how this study utilised a range of economic approaches to analyse data gathered through online stakeholder surveys and both user and depositor statistics, in order to assess and quantify the economic value of the ADS' resources and its economic value to depositors as a repository service. This analysis covers the growth of collections and the increase in users, and how the return on investment grows in association with the volume of the ADS collections and its longevity. Previous studies have looked at methods of determining cost benefit and broad indicators of value, however, there are still significant challenges to establishing baseline data for measuring this in any quantitative way and there are only a relatively small number of socio-economic studies focussing on the impact of data services or research data infrastructure. Funded by JISC the study was a collaboration between the ADS, Neil Beagrie of Charles Beagrie Ltd. and Professor John Houghton of the Centre for Strategic Economic Studies(CSES) at Victoria University in Australia.

16.20-16.40 A town unearthed; an HLF funded community archaeology project based in Folkestone, Kent

Dr Lesley Hardy (Canterbury Christ Church University)

16.40-17.10 Break out groups; ways to build impact into projects, how to measure impact?**17.10-17.30 Groups report back**

Workshop

An introduction to Environmental Impact Assessment (EIA)

14.00-17.30, Suite 6

Training provided by Kirsten Holland and Adrian Rous, WYG Environment Planning
Transport

The aim of this session will be to provide an introduction to Environmental Impact Assessment for those working in the archaeology and heritage sectors. The session will be suitable for those who have little or no experience of undertaking EIA but have experience of desk-based assessments and evaluations, or those new to the curatorial sector. The session won't give you all the answers, but hopefully at the end you'll know what questions you need to ask. The session will cover context and regulatory background, the EIA process and methodologies, a practical case study exercise, future developments and Q&A.

The workshop will provide the following learning outcomes:

- Background understanding to what EIA is and the legislative/guidance framework.
- Understanding of key steps in EIA and the archaeologists role.
- An understanding of the process of identifying value, magnitude of impact and significance of effect.
- The use of mitigation measures and residual effects.

Some experience of undertaking desk-based assessment and an awareness of the pre-application process for planning applications will be useful, but not essential.

The following documents provide a good introduction to EIA.

General process and methodology:

Design Manual for Roads and Bridges, Volume 11 Environment Assessment,
Section 2, Part 1-7

<http://www.dft.gov.uk/ha/standards/dmrb/vol11/section2.htm>

Example of archaeological criteria and methodology:

Design Manual for Roads and Bridges, Volume 11 Environmental Assessment,
Section 3, part 2, HA208/07

<http://www.dft.gov.uk/ha/standards/dmrb/vol11/section3/ha20807.pdf>

Delegates are welcome to bring any specific questions or queries.

Excursions

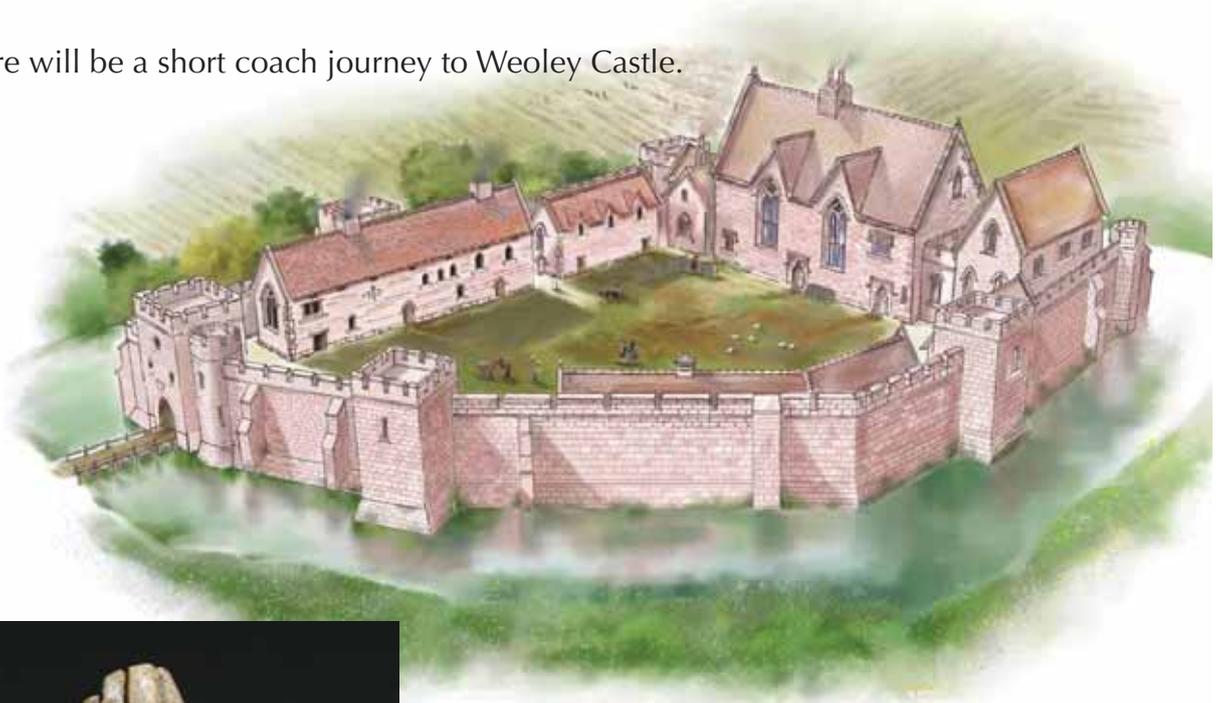
Weoley Castle; Birmingham's hidden treasure

Provided by Kirsty Nichol, Birmingham Museums
Meet in the venue lobby at 13.45

Birmingham MUSEUMS

Weoley Castle is one of the oldest visible parts of Birmingham. Originally built by the Lords of Dudley, and set within one thousand acres of Deer Park it was one of the largest privately owned hunting grounds of the medieval period. The site is one of Birmingham's scheduled Ancient Monuments surrounded today by an important 1930s suburb developed as part of Birmingham's inter-war slum clearance. Today it is one of Birmingham's hidden treasures and has recently undergone a major consolidation and development project funded by Birmingham City Council, the Heritage Lottery Fund and English Heritage. Although the viewing area is open to the public every day, during daylight hours, the site itself is open by appointment only so don't miss your opportunity to visit this important site as part of your conference in Birmingham!

There will be a short coach journey to Weoley Castle.





Birmingham's urban heritage; a City walk

Provided by Mike Hodder, Birmingham City Council

Meet Mike in the venue lobby at 14.00



This walking tour follows on from the presentation in the morning in Making the past work for the future.

Mike will talk about the history and archaeology of Birmingham and how the heritage of this bustling diverse city has been discovered, interpreted and preserved. The tour will concentrate on the Eastside and Digbeth areas and will include the Bullring, the medieval manor house, burgage plots, the River Rea and canalside features if time permits.

Archaeological excavations as part of development have transformed our understanding of Birmingham's past. They have shown that Birmingham was a planned new town of 12th century date, and that there was industries in the medieval town included leather tanning, pottery making, metalworking and textile processing. Subsequent industrial development has been investigated near the River Rea and excavation of St Martin's churchyard, and canalside structures including glassworks, a pumping station, and a brassworks on the site of the new Library of Birmingham have thrown new light on the people and industries of the 18th and 19th centuries.

Beyond, and in addition to, recording the city's past, there are opportunities to make the past part of Birmingham's future through design of new development. These include retaining and accentuating the lines of medieval burgage plot divisions in a new building just over the road from the iconic Selfridges in the Bullring, and designing a new public square reflecting the moat of the medieval manor house in a development replacing the existing Wholesale Markets.



The Birmingham Jewellery Quarter walking tour

Provided by Simon Buteux and the Birmingham Conservation Trust

Meet Simon in the venue lobby at 14.00

The tour of the Jewellery Quarter will begin with a visit to the Newman Brothers Coffin Fitting Works, led by Simon Buteux, Director of the Birmingham Conservation Trust. The Trust is about to begin a £2 million restoration of the Coffin Works, which will open as a heritage attraction in 2014. The purpose-built factory opened in 1894 and Newman Brothers only ceased trading in 1999, leaving much of the machinery, stock and records intact - a time capsule of the funerary business. Highlights include the Stamp Room, with in-situ late Victorian machinery, the Shroud Room, with Aston Villa and Birmingham City shrouds, and the Warehouse, including an example of one of the travelling salesman's bags.

Following on from this, Michael Reddy, a Blue Badge Guide with an in-depth knowledge of the Jewellery Quarter, will lead a tour round the Quarter. Find out about life, work and death in the Quarter, how the jewellery, pen-making and related trades developed, and the extraordinary architectural heritage of the JQ. Highlights include the Assay Office, St. Paul's Square and Warstone Lane Cemetery, finishing up at the Chamberlain Clock and the Rose Villa Tavern (venue for the IfA evening party).

The tour will last from 2pm - 4.30pm approx



Friday 19 April

Day programme

Discussion

Impact of the Big Society

Room Suite 1

- 9.00-9.15 Stella Jackson and Rob Lennox - Session Overview and Introduction to the Big Society
- 9.15-9.35 Dawn Mason - Strengthening Local Communities: A partnership approach to exploring and valuing local heritage
- 9.35-9.55 Nicola Thorpe - Digability and the WEA: The Benefits, Achievements and Legacy of the Inclusive Archaeology Education Project
- 9.55-10.15 Stella Jackson - Community Hubs and Social Enterprise: Creating Sustainable Futures for Historic Places of Worship
- 10.15-10.30 Discussion
- 10.30-11.00 Coffee
- 11.00-11.10 Introduction to Session Two
- 11.10-11.30 Cath Neal and Steve Roskams - The Big Society, localism and community engagement: uneasy bedfellows
- 11.30-11.50 Louise Brown - Just how sustainable is the 'Big Society': the view from the South Pennines
- 11.50-12.10 John Hearle - The value of cooperation between volunteers and professionals, and the opportunities for funding
- 12.10-12.30 Discussion
- 12.30-13.30 Lunch
- 13.30-13.40 Introduction to Session Three
- 13.40-14.00 Mike Heyworth and Jon Wright - Supporting local stewardship of the historic environment: the CBA experience
- 14.00-14.20 John Schofield - 'Thinkers and Feelers': A Psychological Perspective on Heritage, Localism and Society
- 14.20-14.50 Discussion
- 14.50-15.00 Plenary

Discussion

Time to tie up the tape measure? The impact of new technologies and techniques in archaeology

Room Suite 4a

- 9.00 - 9.30 Steve Allen - Making Waves or just Treading Water? Technology and the Archaeological Practitioner Today
- 9.30-10.00 Adam Stanford – 3D Modelling – Methods, Practical Considerations and Possibilities
- 10.00-10.30 Sarah Duffy – Highlighting Medieval Church Graffiti: Exploring the Application of Multi-Light Imaging at Durham
- 10.30-11.00 Coffee
- 11.00-11.30 Greg Colley – UAVs: Past, Present, and Future
- 11.30-12.00 Paul Backhouse – Stop Laser Scanning, Start Thinking

- 12.00-12.30 Q&A session
 12.30-13.30 Lunch
 13.30-14.30 Discussion session

Seminar

What Impact? What Legacy? Archaeology and the Loss of Confidence

Room Suite 6

- 9.00-9.05 Janet Miller - Introduction
 9.05-9.35 Christopher Evans - Contradictory Practices: Processualism vs. post-processualism in field archaeology and its interpretation
 9.35-10.00 Michael Nevell - Re-Tooling Industrial Archaeology for the 21st Century
 10.00-10.25 Sefryn Penrose - The absent present, always crashing in the same car: contemporary archaeology comes of age
 10.25-10.30 Discussion
 10.30-11.00 Coffee
 11.00-11.25 John Carman - Culture or Management? Overcoming the divide in AHM
 11.25-11.50 Anna Woodham - Linking theory and practice, whatever happened to the social inclusion?
 11.50-12.15 Sara Perry - Debating the Legacy of Postprocessualism: Visual reflexivity at Çatalhöyük, Turkey
 12.15-12.30 Discussion

Workshop

Your profession, your future, your voice

Room Suite 5c

- 10.30-15.30 Fringe event organised by New Generation Group

Training

Changing the way we work - delivering impact through better project management

Room Suite 4b

- 9.30-13.00 Training delivered by Martin Locock

Training

BoQs, applications for payment, and other nasties for archaeologists

Room Suite 4b

- 13.30-15.00 Training provided by Mark Roberts

AGM

- 13.00 New Generation Group – Suite 5e
 14.30 Buildings Archaeology Group - Suite 4a

Impact of the Big Society

9.00-15.00, Suite 1

Although specific heritage legislation and policy has a clear impact on heritage protection and archaeological work in the UK, throughout history policy has also been affected by the dominant political agendas and philosophies of the time. Following elections in May 2010, the new Coalition Government came into power in the UK, with a manifesto focused on the 'Big Society'.

This is in essence a localism agenda, aimed at decentralization and the devolvement of power from central to local government. One of the main aims of the Big Society is to enable local communities to become more self-sufficient and less reliant on state provision, as well as encouraging them to take local action. Thus, there are a number of measures within the 2011 Localism Bill aimed at empowering local communities to take a much more active role in local decision-making, particularly in relation to planning and development. But what has been the impact of the Big Society agenda on British archaeology, or alternatively, what effect has British archaeology had on the Big Society? How does archaeology fit in to the localism agenda, and what can we do to ensure that it continues to have an impact in the future?

This session will include papers which outline the impact of 'Big Society' policies, using case studies to showcase the positive contributions that archaeology and heritage can make to, for example, local planning and neighbourhood development forums, community projects and events, capacity-building projects and local decision-making. Papers which critically review the impact of the Big Society may also be presented, although it is intended that the session will focus on examples of good practice.

Organiser(s); Stella Jackson (chair, saj504@york.ac.uk) and Rob Lennox (discussant, rdal500@york.ac.uk), University of York

Abstracts

9.00-9.15 Session overview and introduction to the Big Society

Stella Jackson and Rob Lennox (Department of Archaeology, University of York)

9.15-9.35 Strengthening Local Communities: A partnership approach to exploring and valuing local heritage

Dawn Mason (West Yorkshire Archaeology Advisory Service)

In this session we endeavour to showcase some of the varied and innovative methods used in community engagement projects; focussing on heritage, shared history and a sense of belonging for all communities, exploring tools for engagement, and ultimately embracing diversity.

With social cohesion at the top of regional and national agendas, West Yorkshire Joint Services (WYJS) has developed and delivered a number of community engagement projects, in partnership with a range of agencies, engaging young and old in some of the most deprived areas of West Yorkshire. This session will discuss a range of projects, to demonstrate the pallet of tools used to create a sense of pride of place and appreciation of local heritage,

including hands on archaeological excavation, medieval clay pottery recreation, oral history recording, drama and classroom based sessions studying a historical local figure and creating personal archives.

In addition we will explore some of the outcomes for the local communities we have worked with; such as encouraging a sense of ownership in the locality, a sense of cohesion amongst neighbours, positive relationships and inclusion.

The impact of different approaches will be assessed and successes shared along with lessons learned and recommendations for future projects.

9.35-9.55 Digability and the WEA: The Benefits, Achievements and Legacy of the Inclusive Archaeology Education Project.

Nicola Thorpe (Project Worker, WEA Inclusive Archaeology Education Project)

A central aim of the Workers' Educational Association (WEA) is to provide adult education programmes which emphasise social purpose and promote active citizenship. In 2011 we embarked upon a three year Heritage Lottery funded Inclusive Archaeology Education Project, delivering bespoke courses to groups of adults (including those with learning disabilities, physical impairments, mental health difficulties and those from the Black, Asian and Minority Ethnic communities). Initially established upon the premise that everyone is entitled to have a stake in their heritage, the project has since begun to challenge and transform both the mindset and practice not only within the wider heritage and social care sectors, but also within the WEA itself. Creating sustainable and mutually beneficial partnerships, investing in a legacy of inclusive educational provision, revitalising and diversifying opportunities for WEA volunteers and creating active participation opportunities for those most disadvantaged in society has enabled us to build upon the idea of a 'Big Society', making such a concept a relevant and workable reality.

9.55-10.15 Community Hubs and Social Enterprise: Creating Sustainable Futures for Historic Places of Worship

Stella Jackson (Places of Worship Adviser, English Heritage)

Historic places of worship are not just beautiful historic artefacts, they can also provide a home-base from which to support the local community. Most churches and faith groups, therefore, would argue that the Big Society is something that they have been a part of for hundreds of years. However, the re-labelling of social inclusion as the 'Big Society' by the current government, with an emphasis on localism and community engagement, has led many to reconsider what it means to be part of a community, and more importantly, how they fit in to government's model of this. In doing so, historic places of worship have found that the Big Society agenda has opened up a range of new partnerships and funding opportunities, which in turn, have helped to provide a sustainable future for many thousands of buildings across the UK. This paper will consider these issues using a number of case studies in which community hubs have been created in historic religious buildings; and will suggest that the Big Society has had a significant and positive impact on the conservation and sustainability of historic places of worship.

10.15-10.30 Discussion

11.00-11.10 Introduction to Session Two

Stella Jackson and Rob Lennox (Department of Archaeology, University of York)

11.10-11.30 The Big Society, localism and community engagement: uneasy bedfellows

Cath Neal and Steve Roskams (Department of Archaeology, University of York)

This paper discusses the successes and limitations of our community work during archaeological investigations at Heslington East in York, and emphasises some of the wider lessons of this engagement. Whilst achieving participation from a range of people, including marginalised groups, our work also highlighted the conflicts that can develop in such contexts. These relate to the fact that the university was institutionally committed to local engagement, but was also the (often unwelcome) developer of a green space already used by that community. More generally the tensions that result from the current government's strategy of emphasising citizenship and localism to tackle the current economic recession can result in tokenistic participation, rather than in real empowerment. The complexity and rhetorical use of terms such as 'local' and 'community' will be explored, in addition to the concept of 'place' in relation to living, working and movement. We conclude that archaeologists must recognise these tensions and do more to transcend their limitations if 'community archaeology' is to deliver fully on its promises.

11.30-11.50 Just how sustainable is the 'Big Society': the view from the South Pennines

Louise Brown (Community Archaeologist, Watershed Landscape Project, Pennine Prospects and Honorary Research Fellow, Division of Archaeological and Environmental Sciences, University of Bradford)

As the backdrop to many northern cities and towns, it is surprising that knowledge of the uplands is confined to a specialist audience. The historic worth of the built heritage is often understood; that the uplands contain heritage assets of international value from the Mesolithic through to the present day is often a surprise, even to those who visit the uplands on a regular basis.

The award winning Watershed Landscape Project is a three year HLF Landscape Partnership Programme managed by Pennine Prospects in partnership with a wide range of organisations and hand-in-hand with local communities. By engaging and directly involving people with the upland environment, individuals have become more aware of the fascinating life histories of these locations whilst promoting a sense of place, and in turn fostering a desire to protect the wealth of heritage assets for future generations. However, whilst project 'legacy' is key, just how sustainable is our approach to engaging and involving our communities in the current climate.

11.50-12.10 The value of cooperation between volunteers and professionals, and the opportunities for funding

John Hearle (Chairman, Mellor Archaeological Trust)

My experience of a "big society" in archaeology dates back to 2000. In the context of

government policy, the only impact of “The Big Society” has been the effect of cuts that reduce the support that local authorities can give. The big society is best achieved when there is cooperation between promoters, organisers, volunteers, professionals in diverse organisations, and funders. This will be illustrated with examples from the multi-period Old Vicarage site in Mellor, Shaw Cairn on Mellor Moor, and Oldknow’s Mellor Mill and from the wider context of archaeology in Greater Manchester.

12.10-12.30 Discussion

13.30-13.40 Introduction to Session Two

Stella Jackson and Rob Lennox (Department of Archaeology, University of York)

13.40-14.00 Supporting local stewardship of the historic environment: the CBA experience

Mike Heyworth and Jon Wright (Director and Head of Conservation, Council for British Archaeology)

This paper will review the Council for British Archaeology’s approach to listed building casework in England and Wales as one of the National Amenity Societies with a statutory role in the planning system. The CBA works with local societies who act as agents on behalf of the CBA and also with local volunteers who provide advice and support to CBA staff in York, linked together via an online casework system which is accessible to all (cbacasework.org). The CBA is also increasingly working with a range of partners to support campaigns and facilitate enhanced stewardship of the historic environment through increased local engagement – very much in the spirit of localism. Not only does this approach fit in with emerging public policy in England, but it also broadens public participation with heritage in line with the CBA’s mission to deliver ‘archaeology for all’.

14.30-14.50 ‘Thinkers and Feelers’: A Psychological Perspective on Heritage, Localism and Society

John Schofield (Department of Archaeology, University of York)

When Carl Jung went to Taos Pueblo in New Mexico in 1925, he met Ochwiay Biano (1963: 247). Biano told Jung that according to his people, the Whites were ‘mad’ - uneasy, restless, always wanting something. Jung asked him why he thought they were mad, and the chief replied that it was because they thought with their heads.

Cultural heritage agenda are often, it seems, driven and determined by ‘thinkers’, people who can make rational ‘scientific’ decisions about things – that ‘site X or building Y should be preserved at all costs, as one of only 23 examples of its type left standing, and this one has the best preserved gable end’ ... or whatever. Yet increasingly, and certainly over the past ten years or so with emerging ‘localism’ agenda, through the work of Common Ground, through the terms and aspirations of the 2000 European Landscape Convention, and notably the 2005 (Faro) Framework Convention on the Value of Heritage for Society, the focus of heritage has started shifting to something more aligned with social and community value; where emphasis on rarity and historic significance, for example, is being overlain if not replaced by values attached often to everyday and unremarkable places by

the people for whom these places are part of everyday experience. But there is a problem. This 'new' approach to heritage requires 'feelers' to implement and facilitate it, people who follow their emotional instincts. Much of cultural heritage practice is led by thinkers, and this I think needs to change.

14.20-14.50 Discussion

14.50-15.00 Plenary

Time to tie up the tape measure? The impact of new technologies and techniques in archaeology

9.00-15.00, Suite 4A

The development of new technologies and methodologies for the archaeological investigation of standing buildings is continuing to yield exciting results. From the use of complex computer modelling to innovative new survey methods, the advances in technology in the last 15 years within the field of buildings archaeology has the potential to revolutionise the way we approach their study, and the level of understanding we are able to attain.

This first part of this session will be organised by the Buildings Archaeology Group and seeks to highlight some of these methods and assess their commercial and academic impact, whilst providing a flavour of where buildings archaeology and visualisation is headed in the 21st Century.

During the second part of the session, Steve Allen will consider the use of new technologies and methods in terms of their appropriateness to more traditional alternatives, and their ability to convey the messages we need them to. The visualisations which have been produced as a direct result certainly provide 'impact' in terms of impressive graphics and sometimes stunning new ways of looking at sites or artefacts. Yet have we ever actually stopped to ask whether these methods are always the most appropriate for the information we want to convey? Does the power of the image enhance our understanding of the subject and how easy is it to acquire the skills to operate and interpret cutting edge technology in the first place? If the skills to obtain this knowledge are not widely accessible, what does this mean for the future of current practitioners in the graphics field or indeed for new starters in the discipline?

Organiser(s); Mike Nevell (Buildings Archaeology Group), Ed James (Buildings Archaeology Group) and Steve Allen (Graphics Archaeology Group)

Abstracts

In the first part of this session papers seek to highlight some of these methods, look at case studies of their implementation, and assess their commercial and academic impact, whilst providing a flavour of where buildings archaeology and visualisation is headed in the 21st Century.

9.00-9.30 Making Waves or just Treading Water? Technology and the Archaeological Practitioner Today

Steve Allen (York Archaeological Trust)

In the last few years we have been introduced to ever newer, ever smarter methods of capturing images. The visualisations which have been produced as a direct result certainly provide 'impact' in terms of impressive graphics and sometimes stunning new ways of looking at sites or artefacts. Yet have we ever actually stopped to ask whether these methods are always the most appropriate for the information we want to convey? Does the power of the image enhance our understanding of the subject or does it instead distract the observer from the message(s) we wish to convey?

Allied to this issue are the perennial problems of technological redundancy and skills redundancy. How easy is it to acquire the skills to operate and interpret cutting edge technology in the first place? If the skills to obtain this knowledge are not widely accessible, what does this mean for the future of current practitioners in the graphics field or indeed for new starters in the discipline?

9.30-10.00 3D Modelling – Methods, practical considerations and possibilities

Adam Stanford (Aerial Cam Ltd)

Having worked on a number of research and commercial projects using 3D modelling in the last 2 years, I discuss the methods, practical considerations and possibilities for rapid but extremely accurate building recording from photographic surveys using Aerial-Cam. Taking a project from a day on site for photography, through the modelling process which involves the creation of point cloud, solid model and photo textured 3D data using the latest photogrammetry software and then on to using the results to produce traditional architectural drawings. From projects on Easter Island where I was using the technique to record fallen moai statues and most excitingly discovering unknown and difficult to see petroglyphs in the moai quarry bays, to Mills and Castles in England and Wales.

10.00-10.30 Highlighting Medieval Church Graffiti: Exploring the Application of Multi-Light Imaging at Durham

Sarah Duffy (Department of Archaeology, University of York)

This paper explores the application of Reflectance Transformation Imaging (RTI), a digital multi-light recording approach, to record medieval graffiti in the former Prior's Chapel at Durham (now part of the Deanery) as means of studying the ancient inscription. This survey was conducted as part of a broader collaborative project with Dr Pam Graves of the University of Durham, medieval specialist Lynda Rollason and Dr Anthony Masinton of the University of York.

This component of the fieldwork was completed using the Highlight-RTI (H-RTI) capture method and the Polynomial Texture Mapping (PTM) method for fitting reflectance distribution data. During a HRTI capture sequence, multiple digital photographs of subject are captured while the surface of the object is illuminated from different raking (or oblique) light positions. A reflective target is incorporated into the image sequence and used to records the light position in each photograph. In post-processing, specialized software synthesizes the data from all of the images, generating a light position file and then a

PTM. Using the interactive RTI viewer, surface texture and fine detail is revealed which is sometimes not even visible with physical visual inspection

The graffiti was discovered during 1970s renovations embedded between two extremely fragile layers of plaster. Accordingly the non-contact nature of the H-RTI capture method was particularly attractive to the research team, as was the affordability and flexibility of the technique and the minimal specialist equipment that is required. In addition to highlighting some of the benefits of RTI, this presentation will also explore its use in elucidating facets of medieval graffiti and consider circumstances of its production.

11.00-11.30 UAVs: Past, Present, and Future

Greg Colley (SUAVE Aerial Photographers)

This paper will examine the increasing cost effectiveness and flexibility of using miniature UAVs for archaeological and heritage based applications, including aerial photography and survey, mapping, and 3D imaging using software such as PhotoScan. The advantages over conventional aerial photography and other forms will be illustrated using past projects at Kirby Hall, Apethorpe Hall and Clifford's Tower in York. Finally the future for UAVs in heritage will be discussed, including the exciting possibilities of real-time 3D models from video in the survey of structures, which is something SUAVE is currently hoping to develop.

11.30-12.00 Stop Laser Scanning, Start Thinking

Paul Backhouse (Head of Imaging and Visualisation, English Heritage)

This paper will discuss the application of laser scanning technologies within the cultural heritage sector, why we should stop scanning things and think about the implications of collecting large quantities of data. Using the recent English Heritage projects on Stonehenge and Dover Tunnels as examples, I will explain the approach undertaken by English Heritage to data collection, and why these have produced a better understanding of the sites.

12.30-13.30 Q&A session

13.30-14.30 Discussion

The aim of this afternoon session is to develop discussion on the use and practical application of the latest generation of imaging techniques. At conference we are exposed to all manner of new scanning and imaging techniques, new software applications and new technologies all of which promise to make our lives easier and allow us to produce even better and more impressive graphics to enhance the work of ourselves and our colleagues. After conference, all too often we return to the same drawing office, to use the same outdated software on the same old machines in the same old way...

How transferable are the sort of cutting edge technologies we see demonstrated each year? Is it a case of individual unwillingness to adapt to changing methods or are there more institutional problems – cost & management issues, or a lack of training opportunities? Are there concerns with the technology itself? Is it actually suitable for producing the sort of

images we require or are more traditional methods still better able to depict material in the ways we and our colleagues beyond the drawing office need?

How proof is the technology against redundancy, whether of software or personnel? And ultimately, will the increase in technology lead to an overall increase in the skill levels of all graphics workers or shall we see a concentration of skills in an ever narrower and exclusive band of specialists while the rest are marginalised?

This will be especially worrying if those who use and apply new technologies have not acquired the fundamental knowledge and skills- projection, scale, lighting, cross sections and so on- which used to be the first step for anyone entering the graphics field. Is this basic knowledge still really necessary in a digital working climate or has it been shunted aside in the process of breaking away from traditional methods of depiction?

These are all critical issues which will affect how we work in the next few years and indeed how we will interact with colleagues in the rest of the archaeological world. They will affect the training requirements of new entrants as well as existing workers. They will certainly affect the current impact of on-going projects and will inevitably have a direct influence on the legacy of those projects underway right now. The clarification of these issues and how we can address them in the immediate future will form the outcome of this session.

Training

Changing the way we work - delivering impact through better project management

Room Suite 4b

9.30-13.00 Training delivered by Martin Locock

The session challenges participants to question their working environment and processes – to think about how the way they work can affect the impact of what they deliver.

In this session, impact is synonymous with the benefit of what we produce regardless of our 'job' – whether we produce research, advice, education or policy. In Project Management theory, benefit is the focus of every project, and it dictates the shape and nature of the project itself.

Participants will be encouraged to think about how prioritisation and better control of their work would improve their working life and the quality and impact of what they deliver.

They will be trained to think of tasks and jobs as projects, to analyse where things currently go wrong and to develop a new working style: where benefit is the focus, resources controlled, communications work and teams are based on appropriate expertise.

The session will use exercises and group discussion as well as offering ideas and templates for better project management. The session will be run by Martin Locock an accredited PRINCE2 Practitioner and was developed with Andrea Bradley.

By the end of the course, participants will

- Understand how their current working style contributes to or undermines the impact of their work
- Understand the key principles of project management including the importance of focussing on impact, the need for a defined product, the importance of roles and expertise and the benefit of structured communications
- Understand how to plan a project including defining a product and its necessary qualities and breaking down a project into tasks
- Be aware of how a project team should be developed for the best outcome
- Know how to cope with project change
- Know how to control the programme and cost of a project
- Understand how to work with project risk
- Know what they need to do to change the way they work

Training

BoQs, applications for payment, and other nasties for archaeologists

Room Suite 4b

13.30-15.00 Training provided by Mark Roberts (Glasgow Museums)

Archaeologists need to master many skills to undertake their work, and one of the important ones for those who move into project management and on – site management is an understanding of contracts. Commonly archaeologists are lumped into a construction industry ‘contractor’ category of contract and while this is not to be avoided a basic understanding of how to get your hard earned cash is vital.

This short session aims to inform how the common type of contract is drawn up. How it might be administered, and how they differ – like archaeological sites no two contracts are the same! Recent ICE and NEC contracts will be mentioned, and a sample Bill of Quantities examined. The final section of the workshop will examine how the monthly report and application for payment works with the aim of achieving the aspiration of rapid and painless payment.

The session will introduce you to the key concepts and issues surrounding contracts, and will highlight where to go to find out more. You will have worked through contracts from issue to payment, and will have a good grounding in how to cope with BoQs, applications for payment and other nasties of archaeological project management.

Workshop

Your profession, your future, your voice

Room Suite 5e

10.30-15.30 Fringe event organised by New Generation Group

IfA **NEW** **GENERATION**

Do you crave  a voice in shaping your career and the profession?

Come join the debate
NGSIG IfA conference 2013
Your profession, your future, your voice

Forum

An open forum discussing pay and conditions in archaeology

In our final session, IfA is hosting an open forum to discuss the improvement of pay and conditions across the archaeological profession. In January, IfA Council made the decision to remove the absolute requirement for Registered Organisations to meet IfA salary minima. This decision was made alongside strong confirmation of IfA's commitment to the improvement of pay and conditions, reiterated by a unanimous vote by Council to increase salary minima by 3.1%. While recognising the need to support both employees and employers increasing pay, Council made the decision to take a different tack: in order to have a sustainable impact, the profession needs to find a workable solution together.

Representatives from FAME and Prospect will be joining members of IfA Council in an open discussion. All three organisations have indicated that they believe that remuneration across the sector is not commensurate with skills or responsibilities; and all three will present their current policy on how they intend to address the issue. Each will answer three questions

- 1) what is your current remit?
- 2) what can you organisation do?
- 3) what will your organisation do in the next 12 months?

This meeting provides an opportunity for all practitioners to question the policies presented, and present their own ideas on how the profession – as a whole – can move this issue forward.

Conference CPD log

	Session/ workshop	Training provider(s)	Outcomes/ benefits	Follow up
Date				
CPD hours				
Date				
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IfA Conference feedback form

Thank you for attending our 2013 conference – we hope you found it a useful and rewarding experience and we would love to hear your thoughts. The feedback form below will help us to improve our future conference and ensure the content we offer is both relevant and enjoyable. Just pull out and return to a member of staff!

GENERAL INFO / OVERALL FEEDBACK

1. How did you hear about the IfA conference?
2. Did the event match your expectations?
3. How was the overall organisation of the event?
4. Was the booking process easy and information on the event readily available?
5. Are there any ways in which the conference could have been improved?
6. Do you feel the conference provided value for money?

VENUE, SOCIALS & CATERING

1. How appropriate were the facilities provided?
2. How was the quality of the food?
3. In your opinion, what is the most important feature we should look for when choosing a venue?
4. Which social and networking events did you attend?
5. Did you enjoy the events and feel they were priced appropriately?

LEARNING OUTCOMES

1. Was the content of the presentations relevant and current?
2. Was the delivery and quality of the presentations satisfactory?
3. Did you feel the length of the presentation was appropriate?
4. Were there enough opportunities for interaction and to ask questions?
5. Did you attend any of the training workshops? Did you think they were useful?
6. This year we ran training sessions over half day and shorter length formats – do you think it is useful having different formats?
7. Please provide additional comments or suggestions for future improvements.

CONFERENCE 2014

1. The IfA conference will be in Glasgow in 2014, where do you think would be a good location for 2015?
2. Have you got any suggestions for future conference themes?
3. Some people have commented that the time of year we hold conference is not ideal. We were thinking of holding the conference in the Summer from 2015 – what do you think would be the best time of year?

Keep as it is (April)

June

August

October

Thank you for completing this feedback form! Please pull out and hand in to a member of staff. Alternatively, you can complete our online feedback form via our website at www.archaeologists.net/2013feedback, or return this form by post to Institute for Archaeologists, Miller Building, University of Reading, Reading, RG6 6AB.

IfA2014 Glasgow



Theme: Research in practice

Dates: April (dates tbc in TA88)

What will you talk about? Session and workshop proposal deadline **1 July 2013**

With support from



Conference timetable

		Suite 1	Suite 4a	Suite 4b	Suite 6	Suite 5d (unless otherwise stated)
		Discussion 1	Discussion 2	CPD Workshops/ seminars	CPD Workshops/ seminars	Fringe events/ meeting room
Wednesday 17 April	9.30-11.00	Registration and coffee				
	11.30-13.00	Opening address				
	14.00-15.30	Paying dividends? Securing the impact of development led archaeological work	The impact of forensic archaeology on the Criminal Justice System (FASIG AGM from 17:30)	A guide to setting up a business and getting registered		
	16.00-17.30					
	18.30	Wine reception, Hotel du Vin				
	20.00	Conference meal, Hotel du Vin				
Thursday 18 April	9.30-11.00	Making the past work for the future: urban design and the historic environment	The Akond of Swat and the archaeological record	Digital data and the archaeological record	The social benefit of archaeology (13.00 Voluntary and community SIG)	(GAG AGM 9:00) Portfolio assessments for graphics archaeologists: guidance and advice (starts from 10am)
	Coffee			IMSIG: the practicalities of using social media (IMSIG AGM from 12.30)		
	11.30-13.00					
	Lunch					
14.00-15.30	Impact requires imagery; best practice in the use of images to create impact on the audience	How to demonstrate impact in archaeological projects	Excursions (start 2pm) 1) City walk 2) Weoley Castle 3) Exploring the Jewellery Quarter	An Introduction to Environmental Impact Assessment (EIA)	17:30 International group AGM (Suite 5e)	
Coffee						
16.00-17.30						
	19.00	Conference social, Rose Villa Tavern (preceded at 18.30 by Diggers' Forum AGM)				
Friday 19 April	9.00-10.30	The impact of the Big Society	Time to tie up the tape measure? The impact of new technologies and techniques in the archaeological study of the built environment (15:00 Buildings Archaeology Group AGM)	Changing the way we work – delivering impact through better project management	Impact - What Impact? Legacy - What Legacy? Archaeology and the loss of confidence	(From 10.30) Your profession, your future, your voice New Generation SIG (Suite 5e)
	Coffee					
	11.00-12.30					
	Lunch					
13.30-15.00			BoOs, Applications for Payment and other nasties for archaeologists		12:30 New Generation AGM (Suite 5e)	
Coffee						
15.30-17.00	Valuing the profession - an open forum discussing pay and conditions in archaeology, Suite 1					

Group AGMs

Wednesday 17 April

17.30 Forensic Archaeology SIG – Suite 4A

Thursday 18 April

- 9.00 Graphic Archaeology Group – Suite 1
- 12.30 Information Management SIG – Suite 4b
- 13.00 Voluntary and community SIG – Suite 6
- 17:30 International practice Group – Suite 5e
- 18.30 Diggers' Forum – Rose Villa Tavern

Friday 19 April

- 13.00 New Generation Group AGM – Suite 5e
- 14.30 Buildings Archaeology Group – Suite 4a