



Promoting our profession

**ClfA2020 Annual conference
and training event**

22 - 24 April 2020, Bath

Draft conference programme

Hosted at the Apex City of Bath Hotel, our 2020 annual conference event will be packed with sessions, training and networking opportunities.

Our usual three-day conference programme includes papers, seminars and activities that aim to provide a forum for delegates to discuss and explore ideas. We will be looking to the future and asking what more can we do to promote the profession and our professionalism.

Where can we further develop and reinforce the standards and good practice championed by the Institute to ensure we consistently understand and meet our professional obligation to deliver public benefit? And how, as a profession, can we better equip ourselves with the ethical and professional knowledge, skills and behaviours required in a changing, and challenging, environment?

CONFIRMED SESSIONS

ECHO CHAMBERS, FILTER BUBBLES AND SELFIES: AS ARCHAEOLOGISTS CAN WE USE SOCIAL MEDIA TO CONNECT TO A WIDER AUDIENCE?

Organiser(s): Duncan Coe, Emily Taylor (Cotswold Archaeology), Charlotte Adcock (Mott MacDonald)

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This session will be divided into two parts; a discussion seminar about the wider world of social media and how it applies to archaeology, followed by a workshop for how you can use social media better to create a strong presence on various social media platforms.

Part one: On average we spend nearly 2.5 hours every day, networking, messaging and sharing photos. As one of the fastest growing industries, what does this mean for us as a sector and do we have a place on these platforms?

As social media content has an increasingly large influence on perceptions, attitudes and behaviours we will be exploring the role social media plays in promoting the profession and public archaeology. With popular hashtags such as #FridayFinds, are we too focussed on 'treasure'?

In this session we invite speakers to present their experiences, positive and negative, before moving on to explore whether we understand how to use it and measure its success. We hope to discuss the risks of an echo chamber and if there are any mediums that you think we should be using instead.

Part two: Social media is undoubtable a great tool for connecting communities, promoting debate and the sharing of knowledge. When done right, social media can be a valuable tool for connecting to a wide audience; however, for many people developing a social media presence can often be a daunting task that seems riddled with pitfalls and, conflicting advice and impossible odds.

Over the past year Lottie Adcock has experimented in developing a cohesive presence on Social Media which aims to promote heritage and conservation. Using modern platforms such as Instagram, Twitter and Youtube, Lottie utilised advice from top social media influencers and digital management professionals on designing a personal brand and increasing followers, attempting to apply these techniques to the heritage sector. Attempting to stand out in a saturated market and reach a new audience, whilst retaining credibility and professionalism, Lottie learnt directly the what works... and what doesn't.

In this session Lottie will confer the lessons she has learnt over the past year. Looking at the pitfalls and discussing the top tips in an easily accessible format which aims to strip away the mystery of how to succeed online.

PROMOTING PROFESSIONAL PARTNERSHIPS - MAKING THE MOST OF YOUR SPECIALISTS

Organiser(s): Ruth Pelling, Zoë Hazell (Historic England), Charlotte Adcock (Mott MacDonald)

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This session will demonstrate the high value impact of well integrated specialist (conservators, buildings archaeologists, artefact and biological finds, biochemical specialists) involvement throughout the lifespan of a project. Effective specialist input improves cost-effectiveness (more

impact for less money), maximises information gain, aids and enriches interpretation, facilitates archive deposition, and enhances outreach.

We encourage contributions in the form of short case studies from throughout the historic environment sector, covering the routine to the exceptional, where specialist input has made a noticeable impact and which demonstrate the value of that specialist involvement in project planning, execution, interpretation, outreach/media (eg Must Farm's videos) and dissemination/publication. We are particularly keen to hear from project managers as well as specialists, and seek innovative examples of specialist involvement, collaboration and partnerships which have improved project outcomes, the challenges encountered trying to incorporate multiple, diverse interests and how these were overcome. We would particularly welcome projects involving a multi-specialist approach.

PROMOTING THE ARCHAEOLOGICAL PROFESSIONAL; WHO ARE WE AND WHERE DO WE WANT TO BE?

Organiser(s): Daniel Evans, Jenny Wylie (Arcadis), Kate Geary (CIfA)

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Before we can promote Archaeology as a profession externally, we must understand ourselves what the value of a professional archaeologist is and how we sit alongside colleagues from a range of sectors and disciplines. In the light of the 2019 vote to reject Chartered Archaeologists, this session will explore what we as archaeologists want the next step for our profession to be and ask: Are we mature enough to take that next step?

This session invites contributions for keynote speakers to join a panel to create a healthy and friendly debate on Archaeology's path forward in promoting ourselves both internally and externally. We'll explore what makes a professional a professional, how and where professional skills, knowledge and behaviours are taught and how ethical competence can be developed and shared, in order to move the profession forwards in its aspiration to be of genuine benefit to society.

AN ARCHAEOLOGIST, A TOWN PLANNER AND AN ENGINEER WALK ONTO A SITE... MULTIDISCIPLINARY ENVIRONMENTS AND THE ARCHAEOLOGICAL PROFESSION.

Organiser(s): Victoria Park, Abi Tompkins (Wood PLC), Daniel Evans, Jenny Wylie (Arcadis)

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Archaeologists work in a collaborative position on a range of multi-disciplinary projects. These situations put us into contact with people from different backgrounds and disciplines, providing opportunities to develop and grow, engage others and promote our profession.

This session will explore multidisciplinary projects and situations. What can we learn from (and give back to) our colleagues in other disciplines such as ecology, geology, engineering, digital media, graphics and from archaeologists with different backgrounds and routes into the profession? How can these environments foster skills, develop engaged and wide thinking professionals in both the current and the next generation of archaeologists; and what are the pitfalls and barriers?

In these environments we also act as ambassadors for promoting the profession. Our behaviours and the approach to our work can leave a lasting impression on how others perceive and value the work of archaeologists. Experiences can be positive and negative on both sides and can influence attitudes to archaeology on later projects.

This session aims to bring together case studies and perspectives from heritage professionals and their multidisciplinary peers, interns/placement students, and beyond to explore the issues. In addition, we aim to engage the audience and allow a wider space for discussion as we explore how, why (and if) we are better together.

FROM #METOO TO DECOLONISING ARCHAEOLOGY: INFLUENCING POSITIVE CHANGE

Organiser(s): Laura Hampden (Historic England), Kayt Hawkins (Archaeology South-East), Hannah Cobb (University of Manchester)

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The aim of this session is to explore what impact the global phenomenon of both the #MeToo and Decolonize movements have had within the UK archaeological sector. These activist movements prompt us to critically examine our practice, behaviour and the profile of our profession. We want to be viewed as a viable, relevant and rewarding career option for new and future generations of archaeologists. So how has our profession tangibly responded to these movements at an individual and/or organisational level? How we can take inspiration from these movements to create a professional culture that is responsive to wider social issues that are currently impacting on the sector?

The Decolonize movement has urged us to think about the historic foundations of our profession, and how we maintain inequality through our practice and culture. The #MeToo movement challenged misconceptions that sexual harassment was a thing of the past within our profession. Yet our sector has been slow to respond with the form of urgency required to ensure the safety of individuals is taken seriously, or that we are prepared with the skills, behaviours and resources needed to welcome and ensure that people of all backgrounds can succeed.

This session will be delivered in to two halves. The first half will take part in an unconventional soap box format. For this we are calling for a combination of personal accounts, individual or organisational perspectives, positions and/or case studies that emphasise the urgent need for cultural and structural change; and that demonstrate the importance of positive action. Recent events at an awards ceremony and the subsequent response by members of the profession demonstrate that while harassment is prevalent, it is no longer to be tolerated. Organisations like CBA and ClfA are working to respond swiftly to incidents when they arise (<https://www.archaeologists.net/news/cifa-calls-safe-and-respectful-environment-all-archaeologists-1574700953>). We need to take stock, and ensure that we are equipped to deal with incidents when they occur in the appropriate manner.

The second half of the session will be delivered in workshop format. In this session we will consider how our professional behaviours reinforce structural power inequalities. Using examples (such as those explored in the first half of the session) we will collectively form a set of strategies, actions and behaviours that will help us influence and implement positive change.

We recognize that in practice both #Metoo and Decolonize are colossal and emotive issues deserving of their own conferences. We hope that considering both of these movements in one session will encourage submissions that consider intersectional issues.

A VERY CUNNING PLAN: IMPROVING ARCHAEOLOGY WITHIN THE PLANNING SYSTEM

Organiser(s): Kae Neustadt (Atkins), Alan Ford (Atkins)

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Large infrastructure projects, along with more traditional developments, provide the majority of work available to archaeologists today. The constantly changing framework of legislation and planning policy can be difficult to navigate and take valuable time away from conducting quality archaeological work. This session looks at best practice in archaeological consulting and contracting, from re-thinking the DBA to developing a research-based strategy for mitigating impacts of road and rail schemes and incorporating the historic environment into urban redevelopment and housing allocations. This session aims to present an overview of best practice and lessons learnt from planning-based archaeology, including the challenges of planning through Act of Parliament with HS2, consultative approaches to DCO applications with Highways England, the role of early engagement, and innovative approaches to programming archaeological works.

IF AT FIRST YOU DON'T SUCCEED...SHARING THOSE FAILURES AGAIN, 2020

Organiser(s): Rob Sutton (Cotswold Archaeology), Kate Geary (ClfA)

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The 2019 Conference in Leeds allowed us the opportunity to start a conversation about our failures. It wasn't easy. The subject matters discussed were not unusual and the topics were in the most part readily relatable. But talking openly about what went wrong, just felt new. The resounding response from those that took part in (or just listened to) the exchange was that we couldn't leave it in Leeds. So this year the conversation continues, passing the baton on to Bath. With fresh perspectives and this time, with greater confidence, it shouldn't feel so novel.

In 2019 the papers presented personal failings; methodological failings; project design failings; and workplace failings. This year we are thinking bigger. We will be exploring the systemic and repeating failings of our sector and how we continue to create barriers (accidentally or otherwise) that prevent successful engagement with our clients and stakeholders. But don't despair; solutions will be offered too!

THE ART OF COMMUNICATING ARCHAEOLOGY

Organiser(s): Helen Wass (High Speed 2 Limited), Michael Court (High Speed 2 Limited)

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Everyone loves a great story and in our profession we are fortunate to have so many to tell. The challenge is often pitching that story to the audience. It's not always a keen local society or a group of school students; sometimes it's a hard-pressed developer or a client with competing demands. In this session we will share some of the ways that HS2 and its amazing supply chain has sought to communicate the nature, excitement and challenges of our works. We invite colleagues to share their examples of current best practice, unusual ways you have reached an unexpected audience or changed someone's perspective. How can we continue to demonstrate the benefit that archaeological practice brings in so many ways?

SAMPLING FOR ECOFACTS AND FINDS AT EVALUATION. WHAT IT CAN TELL YOU AND HOW CAN WE DEVELOP AND IMPROVE CURRENT BEST PRACTICE?

Organiser(s): Jim Williams (Historic England), Gill Campbell (Association of Environmental Archaeology/Historic England)

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What can you learn from taking samples for the recovery of biological remains and cultural materials as part of the evaluation stage of a project? They provide an indication of the presence, preservation, concentration, distribution and significance of a range of environmental materials, such as animal bone, charred plants and charcoal, but also contain evidence of industrial processes and finds. The knowledge gained from such sampling is an essential part of characterising the archaeological resource and determining its heritage value. Pulling this information together informs mitigation including, planning and budgeting for any subsequent excavation.

Through interactive and immersive workshops, the session will explore the types of samples that need to be taken to recover different the types of remains, consider how sampling at the evaluation stage varies across the UK and explore what constitutes current best practice. It will be an opportunity to seek and share views on what works well and what, from the perspective of archaeologists in the field, in the lab, in project management and in local authorities, needs to improve. There will be a chance to input into developing guidance and look at the existing ClfA standards and guidance for evaluations and discuss whether any revisions or further additions are needed help spread good practice and increase professionalism in this area.

LOOKING INWARDS, LOOKING OUTWARDS: PROMOTING ARCHAEOLOGY AT HERITAGE SITES, BECAUSE IT'S 'WORTH IT'!

Organiser(s): Rosemary Thornber and Eileen Clegg (National Museum of the Royal Navy)

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The National Museum of the Royal Navy is not a museum of archaeology, but it uses archaeological techniques to understand and manage collections, and to tell the story of the Royal Navy. This session will look at the importance of research questions for retaining heritage items/ sites and communicating why we retain them, to the public.

Looking inwards: through archaeological techniques, we can analyse existing records and formulate research questions for gathering and displaying material, rather than just acquiring inherited collections. We are also ensuring good recording practice that documents the ongoing works that we do.

Looking outwards: we use archaeology to share our common heritage with the wider public in an engaging and accurate manner, to prove why is it 'worth it', sharing our passion and debunking myths of our methods as well as of our exhibits, which is important in this day and age of 'fake news'.

REVIEWING THE NATIONAL APPROACH TO ARCHAEOLOGICAL PROTECTION AND RECORDING: WHAT CAN WE LEARN FROM OTHER COUNTRIES?

Organiser(s): Kirsty Owen (Historic Environment Scotland), Cara Jones (ClfA)

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As part of Scotland's Archaeology Strategy, Historic Environment Scotland and ClfA are working with partner organisations to gain a better understanding of how well the national approach to

archaeological protection is working in Scotland. A series of workshops, planned for 2019/20, will look at what we are getting right, and where those working in Scottish archaeology today feel they are unable to sufficiently protect or record the archaeological resource, or address other management issues within this primarily developer funded system. In this session we would like to explore alternative ways to manage the archaeological resource. How do other countries manage their resource, and what are the benefits and disadvantages of alternative approaches? What about opportunities for cross sector working, such as combining volunteer power with strategic priorities or conservation work with skills development? Case studies which demonstrate where value has been added through creative or collaborative working are particularly welcome

GUIDE TO PUBLISHING YOUR WORK AND THE HISTORIC ENVIRONMENT JOURNAL

Organiser(s): Michael Dawson (RPS Group), Peter Gane (Taylor and Francis)

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Led by Taylor & Francis and Michael Dawson, Editor of Historic Environment, this session will guide you through the process of getting a paper published, including:

- choosing a journal
- what to think about when writing, to improve your chances of publication
- how to navigate the peer review process
- what you can do once your article is published to increase its impact.

Primarily aimed at practitioners, we'll also cover:

- open access
- article metrics
- use of social media
- how to respond to reviewers' comments

By the end of the session you'll have a thorough understanding of the steps involved for authors in publishing a journal article, the key information sources you should be aware of, and what you can be doing to help get that paper published.

CPD WORKSHOPS

TRIALLING THE FINDS REPORTING TOOLKIT

Organiser(s): Duncan Brown (Historic England), Louise Rayner (Archaeology South-East)

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Following on from the 2017 *Review of the standard of reporting on archaeological artefacts in England*, the ClfA Finds Group received grant aid from Historic England to develop the criteria used in the reporting survey into a finds reporting standards toolkit. This will apply to all types of finds, including environmental material, and a draft will be completed by April 2020. It is intended as a checklist for those reporting on finds and an aid for those managing and monitoring archaeological projects. Workshop participants will trial the toolkit, which includes a checklist, a standard terminology for archaeological materials and a glossary. They will also apply the toolkit to various reporting scenarios and feedback their experiences and opinions. This will be a certificated CPD event and links to several points in the National Occupational Standard.

PALE, MALE AND STALE? CASE STUDIES IN DIVERSIFYING THE RECRUITMENT OF HISTORIC ENVIRONMENT PROFESSIONALS

Organiser(s): Phil Pollard (Historic England), Becky Bryant (Historic England)

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We are often presented with the mantra of “pale, male and stale” when referring to the professional workforce of the heritage sector; but does this actually do anything to move the sector forward? And is it in fact reducing the definition of diversity to a single area; rather than really understanding what a diverse workforce might look like? Real diversification of the sector workforce will bring new skills, approaches and viewpoints into the discipline, and help the sector reflect the society whose past we aim to study, present and sustain.

But how, in practice, can we develop approaches to recruitment that will achieve this? This workshop session, aimed primarily at recruiting managers in the sector, will present, discuss and critique case studies to inspire new recruitment from outside the traditional sources of candidates. We will draw on expertise in recruitment and resourcing, and particularly look at apprenticeships, placements and other work-based learning approaches as a route to promoting the profession to new audiences.

ETHICS WORKSHOP

Organiser(s): Kenneth Aitchison (Federation of Archaeological Managers and Employers), Paul Belford (Clwyd Powys Archaeological Trust)

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Following 2019’s successful Ethics Workshop, this year’s event will be open for anyone and everyone interested in discussing and role-playing ethical issues in professional archaeology.

These issues will be presented in a series of ethics case studies, developed from ClfA members’ real-life experiences. Participants will formulate and defend their reactions and solutions to these ethical quandaries using their knowledge of ethical guidelines and laws, as well as their personal research and experiences.

This represents a valuable opportunity for participants to undertake real, practical Continuing Professional Development and it can help professional archaeologists to gain facility in setting and responding to hypothetical situations.

We specifically seek archaeologists from all sectors of the profession to generate a lively discussion of the cases, which are fictional but based on real-life incidents and experiences.

IT'S NOT FAIR... BUT WHAT IS? DEFINING DIGITAL ACCESSIBILITY IN ARCHAEOLOGICAL PROJECTS

Organiser(s): Claire Tsang (Historic England), Manda Forster (Digventures)

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The word 'accessible' is synonymous with archaeological archives and at the heart of the ClfA archives guidance and archive completion meets our professional obligation to work for public benefit. Despite this, deposition rates remain low and reusing data can be difficult, requiring people to 'make do', or 'wrangle' the data.

This workshop will help attendees discover how using FAIR principles can help archaeologists fully understand what it means to make our data accessible. Initially, we'll look at projects from various sectors which have been managed and archived according to FAIR principles asking what do these principles mean and what does it look like when they are utilised. Enlightened and inspired, we'll then tackle the archaeological dataset – how do we make our work findable, accessible, interoperable and reusable (eg FAIR)? An end of session, a closing discussion will help bring the session back to everyday practice and standards – how does making our work accessible help us meet our professional obligation to deliver public benefit? And how can we better equip ourselves with skills needed to meet those standards?

This session explores why we failing to achieve data re-usability, how we can improve documentation and provides training in the creation of digital archaeological archives.

This workshop session is linked to new Archaeological Archives Forum guidance for managing digital data in archaeological projects – Work Digital / Think Archive – produced by DigVentures in partnership with ClfA and supported by Historic England.

WHAT'S NEW WITH THE ClfA STANDARDS AND GUIDANCE

Organiser(s): Jen Parker Wooding (ClfA), Kate Geary (ClfA)

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Several projects have recently produced new guidance and toolkits to support professional archaeological practice – these have focused on archives (Toolkit for selecting archaeological archives), digital data (Creating a sectoral standard and guidance for managing digital data generated from archaeological investigations) and finds reporting (Creating a sectoral standard and guidance for managing digital data generated from archaeological investigations), amongst others. This CPD workshop will provide an update on these projects and others and will highlight their impacts on the current Standard and guidance documentation. The ongoing development and review of the full suite of ClfA Standards and guidance will also feature, with information provided on the updates with an opportunity to provide feedback and comment on the propose changes.

FIELD TRIPS

BATH: FROM BARBARIANS TO BRUTALISTS (A WALKING TOUR)

Organiser(s): Charlotte Adcock (Mott MacDonald), Gillian Scott

This two hour tour will guide attendees through the beautiful surroundings of Bath. The tour will look at the architectural history of the city and provide a platform to discuss and uncover the buildings archaeology of the city. A brilliant opportunity to discover the unparalleled Georgian Architecture of this World Heritage Site and delve deeper to discover pockets of Medieval and Roman Bath, and Bath in the 20th century from the blitz to brutalism. The tour will aim to include:

- Upper Borough Walls and the medieval city walls (heavily restored in the Victorian period)
- Milsom Place (providing glimpses of a few medieval fragments behind Broad Street)
- Slippery Lane (one of few medieval lanes left in Bath)
- Palladian Pulteney Bridge
- Pulteney Weir
- Bath Abbey
- Roman Baths
- Hospital of John the Baptist
- Hilton Hotel
- Theatre Royal
- City of Bath College
- Kingsmead House and Telephone Exchange
- Royal Crescent