

Participation Guidelines

What you need to do next:

- Read through the enclosed information
- Decide what type of event(s) you want to hold and when you will hold it/them
- For further ideas on the type of events you could hold, please see 2010 Events booklet (download from website or request a copy)
- For information about the insurance cover the CBA provides for event organisers, please see website or request a summary
- Fill in and return registration form by 25 March 2011 (preferably by email to aid administration –email festival@britarch.ac.uk for a copy of the form or download from the website www.archaeologyfestival.org.uk/organiser)
- Finalise details of your event(s)

What happens next:

- Receipt of your registration form will be confirmed by e-mail
- Events booklet will be compiled after registration deadline of 25 March 2011. Events registered after this date will still be accepted but will only be included in the Festival website listings and not in the printed events booklet
- Events listings will go live on the Festival website www.archaeologyfestival.org.uk. You will be notified by e-mail when this has gone live – please check that your details are listed correctly
- Publicity material (posters and booklets) will be distributed to event organisers several months before the Festival. Simply copy and paste your event details onto the blank space available. It is important that you mention that your event is part of the 'Festival of British Archaeology' in any additional publicity material you create and that all staff are aware that your event is part of the Festival.
- Additional support material for event organisers is available in the Organiser section of the Festival website – this includes downloadable poster templates, marketing essentials pack (with advice on promoting your event), press releases, photographic permission forms and visitor questionnaires
- PR campaign: please support our UK-wide press campaign by sending press releases to local media ensuring maximum exposure for your event. The Festival will also have a presence on Facebook and Twitter – if your organisation has a presence on these and other social media sites, please connect to the Festival profiles and help spread the word!
- Please notify the CBA of any last minute changes or cancellations, so that we can update the online event listings
- Festival of British Archaeology 2011 takes place, 16 – 31 July. Enjoy it!
- Fill in and return the Event Organiser Feedback form by September, to ensure that we can plan a successful Festival for 2012

FESTIVAL WEBSITE www.archaeologyfestival.org.uk

EMAIL CONTACT festival@britarch.ac.uk

TELEPHONE CONTACT Sophie Cringle (CBA Marketing and Events Officer) 01904 671 417

CBA WEBSITE www.britarch.ac.uk

Did you know that the CBA is the only UK-wide archaeology charity that enables people to protect and celebrate their archaeological heritage? We can only carry out this important work with the support of our members, so please consider joining your organisation as a CBA Affiliate member and help us in Making Archaeology Matter! Visit www.britarch.ac.uk/affiliate for more information

Festival of British Archaeology 2011 Fact Sheet

The Festival of British Archaeology is coordinated by the Council for British Archaeology, a UK-wide archaeology charity whose aim is to enable people to protect and celebrate their archaeological heritage.

BACKGROUND

The first National Archaeology Day was held in 1990 with a total of ten events. Initially it was linked in with European Heritage Days in September of each year, but feedback from participants led to a separation from EHD and a move to July to make the most of the fieldwork opportunities and to gain maximum publicity. Popularity increased and by 2003 it had become a weekend event with 195 events around the UK. An increase of events in 2004 led to the first nine-day National Archaeology Week (NAW) in July 2005. The continued success of NAW over the next few years led to another expansion in 2009 when the Festival of British Archaeology was launched, replacing the existing week with a fortnight packed full of archaeology and heritage related events.

The Festival has been a resounding success with 760 events held in 2010 and over 190,000 participants. The Festival presents hundreds of opportunities for the public to participate in a wide range of archaeology related activities across the UK and is the only such UK-wide event of its kind to focus on archaeology.

The Festival of British Archaeology 2011 runs for a fortnight from **Sat 16th July – Sun 31st July**.

For over 20 years, the Festival has been taking place annually across England and Wales with a growing number of events held across Northern Ireland and Scotland. This complements Scottish Archaeology Month, which takes place every September and is co-ordinated by *Archaeology Scotland*. The Festival of British Archaeology is coordinated by the *Council for British Archaeology*. The Festival is entirely reliant on the support and participation of heritage groups, societies and organisations around the UK. External funding ensures that this unique opportunity to present UK-wide opportunities for people to engage with the historic environment continues to happen and the CBA is continually looking for secure additional funding so that we can continue to support and expand this wonderful project.

AIMS

The aim of the Festival is to encourage everyone to visit sites of archaeological/historical interest and museums/heritage and resource centres, to see archaeology in action and to take part in activities on-site, making archaeology as accessible as possible for everyone. The intention is that this high profile flagship event should continue to grow and become firmly embedded in the national consciousness.

In line with CBA's charitable aim of 'archaeology for all', we aim to enhance the event to encourage more societies, organisations and venues to take part, reaching all parts of society, thereby creating a higher public profile for archaeology and its benefits to the UK's quality of life.

WHO CAN PARTICIPATE?

All organisations are welcome to register an event for the Festival of British Archaeology. Whether you are a small village archaeology society, a historic church or a national museum, we encourage you to get involved! You can put on any archaeologically or historically themed event you like – family fun days, lectures, guided tours, training excavations, open days, hands-on activities, re-enactments, demonstrations, finds identification days – it is entirely up to you to decide how you would like to get people involved and thinking about archaeology and the wider historic environment.

WHY SHOULD YOU PARTICIPATE?

Holding an event as part of the Festival is an excellent way to encourage people to visit your site, to find out about archaeology in your local area or further afield, to learn about why our historic environment is so important and to find out more about the work your organisation does. It could help you to **attract new members** or **encourage people to participate** in local archaeological projects. Being part of such a large UK-wide programme of events will help raise the profile of your event and details of your event will reach a huge **new potential audience**. A UK-wide PR campaign ensures excellent public awareness of the events programme across the UK.

HOW IT WORKS:

The *CBA* co-ordinates the whole event by ensuring that all events are registered as part of the Festival. Taking part is free for event organisers. An Events guide covering all events registered by 18 March is produced and distributed via event organisers, TICs, *CBA* and *Young Archaeologists Club members* and also in retail issues of *British Archaeology* magazine. Posters are available to all event organisers to which you can add your own event details, so helping to publicise your event(s) locally. Searchable event listings are made available on the Festival website along with other marketing support. Leading up to the Festival, the CBA runs a UK-wide PR campaign to gain press coverage. The Festival takes place and thousands of people turn up at events across the UK!

Event Information and Ideas

When it comes to deciding what kind of event you will hold and where it will be held, think about the type of audience you are hoping to attract. Events can be held **anywhere**, not just at museums and heritage sites. Consider taking archaeology to the people! They don't have to go to the archaeology, archaeology can come to them! Whether in a local community hall or a town centre market place, encourage people who would not normally consider visiting a museum or taking part in an event, to join in and to discover archaeology.

When?

The Festival of British Archaeology is a 2-week long event held from Saturday 16 to Sunday 31 July 2011, and incorporating three full weekends.

Typical Activities (for more ideas please request an events booklet from 2010)

Themed Days You may want to focus on a specific period, such as the Iron Age. Perhaps with re-enactments or dressing-up, making armour, tasting food, craft making, games, quizzes etc.

Activity Days Hands-on public participation is the main aim of these events. This could be archaeology-based, e.g. excavation in a sandpit, sieving, stratigraphy, geophysics, recording and drawing artefacts or finds washing. Alternatively it could be craft-based, e.g. pottery making, weaving, mosaic making, wattle and daub wall building, corn-grinding.

Tours For sites with limited staff resources simply opening your doors to the public free of charge and being on hand to answer questions or offering a pre-booked guided tour can be a way of participating without stretching a limited staff resource.

Guided Walks Along heritage trails, across archaeological landscapes, coastal environments, National Parks, industrial landscapes or around buildings. Help people discover secrets of the past.

Demonstrations Experts demonstrating ancient crafts such as flint knapping, metal working, tile making etc or modern archaeological techniques such as interactive geophysical sessions.

Public Talks/Lectures On any archaeologically related subject

Finds/Identification Days Including roadshows and artefact handling sessions from any historical period of your choice. Get your PAS Finds Liaison Officer involved.

Excavation open days Invite the public to see an excavation in progress and to meet and quiz real archaeologists about their jobs. You could even invite them to take part in the excavations.

Regional events

Why not consider linking up with other museums, heritage sites, archaeological / historical groups, country parks and universities around your region to pull together a 'Regional Archaeology Festival' to promote archaeology in your region? The *Festival of Leicestershire Archaeology* has been a great success over the last few years - 50 Festival events were organised in 2010 by many small and large bodies, and promoted jointly across the region to showcase the regions wonderful heritage resources. Similarly, the *Mendip Hills Festival of Archaeology* was formed in 2010 and 23 events were held and jointly promoted by organisations across the area. Working together helps create a higher profile for your event, makes the marketing and promotion of your event a lot easier and makes it a more attractive event for your local and regional press to cover. It also helps you reach a much wider and larger audience, as your promotional material will potentially be distributed further across your region. And most importantly, it helps us to bring archaeology to everyone.

It doesn't take much to get people thinking about something to do. Send out a few emails, organise some meetings, pull together the local archaeological community and get them working together on this joint project. A joint leaflet, contributed to by all parties, covering all the events in the area and distributed widely will have a huge impact.

Admissions Fees: Admission charge is entirely in the hands of the event organisers but as it is 'THE' special fortnight of the year targeted at encouraging people to become involved, we ask that admission prices are kept to a minimum and that members of the Young Archaeologists' Club be allowed FREE admission.

CONTACT festival@britarch.ac.uk for more information