

# FESTIVAL OF BRITISH ARCHAEOLOGY

## 17 July–1 August 2010



### 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
- For further ideas on the type of events you could hold, please see 2009 Events booklet (download from website or request a copy)
- For more 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 19 March 2010 (preferably by email to aid administration)
- 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 19 March 2010. Events registered after this date will be included only in the Festival website listings
- Events listings will go live on the Festival website [www.archaeologyfestival.org.uk](http://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 advise on promoting your event), press releases, photographic permission forms and visitor questionnaires
- Press campaign: please support our UK-wide press campaign by sending press releases to local media ensuring maximum exposure for your event
- Please notify the CBA of any last minute changes or cancellations
- Festival of British Archaeology 2010 takes place, 17 July – 1 August. Enjoy it!
- Fill in and return the Event Organiser Feedback form by September, to ensure that we can plan a successful Festival for 2011

FESTIVAL WEBSITE [www.archaeologyfestival.org.uk](http://www.archaeologyfestival.org.uk)

EMAIL CONTACT [festival@britarch.ac.uk](mailto:festival@britarch.ac.uk)

TELEPHONE CONTACT Sophie Cringle, CBA Marketing and Events Officer  
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CBA WEBSITE [www.britarch.ac.uk](http://www.britarch.ac.uk)

# Festival of British Archaeology 2010 Fact Sheet

## 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 to 232 events in 2004 led to the first nine-day National Archaeology Week in July 2005. The event has since gone from strength to strength, and reached a record 650 events in 2009.

## FESTIVAL OF BRITISH ARCHAEOLOGY 2010

The **Festival of British Archaeology** is the new name for National Archaeology Week. The event was extended to a **fortnight-long** festival of archaeologically inspired events in 2009 and was a resounding success with 650 events held and over 180,000 participants. The Festival has retained the same format as National Archaeology Week but presents even more opportunities for the public to participate in a wide range of archaeology related activities across the UK.

The Festival of British Archaeology 2010 runs for a fortnight from **Sat 17<sup>th</sup> July – Sun 1<sup>st</sup> August**.

The Festival takes place annually across England and Wales with a growing number of events held across Northern Ireland and Scotland. It complements and sits alongside *Scottish Archaeology Month*, which takes place every September and *Archaeology Days* in Northern Ireland every June. The Festival of British Archaeology is coordinated by the *Council for British Archaeology*. It is entirely reliant on the participation of heritage groups, societies and organisations around the UK.

## 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 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 – lectures, guided tours, training excavations, open days, hands-on activities, re-enactments, demonstrations – it is entirely up to you to decide how you would like to get people involved.

## 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. Once we have all the details of the events, we produce an Events guide covering all events registered before 19 March. This is distributed via event organisers, tourist information centres, members of the *CBA* and *Young Archaeologists Club* and also in retail issues of *British Archaeology* magazine (available from WH Smith and other newsagents). A4 and A3 posters are available to event organisers; your own event details can be added to these posters, so helping to publicise your event(s) locally. All event details are listed on the Festival website. In the months leading up to the Festival we gain UK-wide media coverage via a PR campaign. Insurance cover is offered to registered Festival event organisers (please contact for more details). The Festival is FREE to participate in.

# 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 17 July to Sunday 1 August 2010, and incorporating three full weekends.

## Typical Activities (for more ideas please request an events booklet from 2009)

**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? *Leicestershire Archaeology Week* has been a great success over the last few years with over 30 Festival events held by many small and large bodies under the umbrella name of *Leicestershire Archaeology Week*. 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, fed into by all parties, covering all the events in the area and distributed all over the region will have a huge impact.

**Admissions Fees:** Admission charge is entirely in the hands of the event organisers but as it is 'THE' special week 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](mailto:festival@britarch.ac.uk) for more information