



## Event Ideas

Supported by



**Festival of Archaeology is co-ordinated by the Council for British Archaeology**  
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## Introduction

The Festival of 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.

The aim of the Festival is to make archaeology as accessible as possible, by providing hundreds of opportunities, to people of all ages and abilities. The Festival creates a higher profile for archaeology, promotes understanding of the past, and increases public engagement. We want everyone to understand, appreciate, and celebrate archaeology in the UK.

Feedback from organisers shows that the Festival has helped them to diversify and increase visitor numbers. Comments from previous Festivals include:

- *I think the Festival of Archaeology is an excellent way to promote archaeology and am a keen supporter...*
- *We enjoyed participating. For a small community, we had people come quite some distance to participate We had some enthusiastic young people who were very keen on archaeology so it's good to be able to hold events to be inclusive of all ages.*
- *Thank you for your support and information throughout the festival and the year.*
- *Cover by event insurance an excellent idea for participation by individuals/small groups without funding - a good contribution by CBA.*
- *It was a great success and brought in a large new audience*
- *We are very grateful to the Festival for publicising our event, and for providing a focus. It is one of the most successful days in the year for our museum.*

## **Who can participate?**

We welcome events from a wide range of groups and organisations such as museums and heritage centres; archaeology and history groups and societies; commercial archaeologists; and youth groups. If you are involved in archaeology and have an idea for an event then we want to hear from you!

## **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 your work. 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 helps to raise the profile of your event with details reaching a huge new potential audience through the Festival of Archaeology website and a broad network of communications channels. A PR campaign coordinated by the CBA and other Festival partners ensures excellent public awareness of the events programme across the UK.

## **What kind of events are you looking for?**

Our theme for 2019 is archaeology, science and technology and we particularly welcome events linked to this. This could be anything from a visit to an industrial site, a talk on Viking cookery or an activity session where people can have a go at geophysics.

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.

Here are some examples of the types of events you could develop:

**Themed Days** – You may want to focus on a specific historical period. Ideas include 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 but ideally linked to the 2019 Festival theme of archaeology, science and technology.

**Finds/Identification Days** – Including road shows 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 promote archaeology in your region?

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.

Most importantly, it helps us to bring archaeology to everyone.

It doesn't take much to get people thinking about something to do.

- Contact your CBA regional group to see if they can help coordinate the events in your area and help you to promote them.
- Send out a few emails, organise some meetings, bring together the local archaeological community, and get them working together on this joint project.
- Create a joint leaflet, contributed to by all parties, covering all the events in the area and distribute it widely – this 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.