

## **Item: 8**

**Development and Infrastructure Committee: 4 February 2020.**

**Archaeological Investigations.**

**Report by Executive Director of Development and Infrastructure.**

### **1. Purpose of Report**

To consider the allocation of funding for Archaeological Investigations for the 2020 season.

### **2. Recommendations**

The Committee is invited to note:

#### **2.1.**

That six applications for financial assistance have been received in respect of archaeological investigation projects to be undertaken during the 2020 season, comprising three mainland based projects and three island based projects, with total project costs of £441,753.

#### **2.2.**

That the six applications request assistance totalling £68,370, which exceeds the available budget of £40,000 by approximately 71%.

#### **2.3.**

The proposed offers of grant, based on the existing allocated budget of £40,000, as detailed in Annex A to this report.

**It is recommended:**

#### **2.4.**

That, subject to an appropriate annual budget for 2020 to 2021 being made available to the Committee, a sum of up to £40,000 be allocated within the Economic Development Grants budget in respect of archaeological investigations.

#### **2.5.**

That, subject to the annual budget for 2020 to 2021 being confirmed, offers of grant, as detailed in Annex A to this report, should be made in respect of archaeological investigations for the 2020 season.

### **3. Introduction**

#### **3.1.**

On 24 March 2011, when considering amendments to levels of assistance and grant conditions, the Development and Regeneration Committee noted that payment of grants awarded annually in terms of the Fund for Archaeological Investigations was conditional upon receipt of an interim report within one year and a Data Structure Report being submitted within three years of completion of the project.

#### **3.2.**

The Committee recommended, inter alia, that, in terms of the Fund for Archaeological Investigations, with effect from the 2012 season, all claims for payment of grant, accompanied by an interim investigations report, should be submitted within 18 months from the date of offer of grant assistance and a final Data Structure Report submitted within three years of the offer of assistance.

### **4. Background**

#### **4.1.**

The scheme of assistance for Archaeological Investigations, with a present budget of £40,000, was originally set up to assist the creation of sustainable communities by supporting and promoting survival through archaeological excavations which, in turn, raise the profile of Orkney and stimulate tourism. The marketing benefit arising annually from the archaeological investigations has continued to produce widespread publicity through a range of media for the archaeological projects and for Orkney in general demonstrating excellent value for money.

#### **4.2.**

The island communities receive focussed support through £20,000, being ring-fenced to assist island projects. It is envisaged that the cumulative effect of island archaeological work will assist to disperse tourism and therefore generate an economic return to the isles.

#### **4.3.**

Post-excavation work should be considered as important as actual excavation.

#### **4.4.**

The Archaeological Investigations allocation panel, which comprises representatives from the Arts, Museums and Heritage service, including the County Archaeologist, and Development and Infrastructure, meets annually to consider applications.

#### **4.5.**

The Council adopted the Scottish Museums Archaeologists' "Minimum Standards for the transfer of archaeological assemblages to museums in Scotland" as a condition of contract for all new fieldwork receiving Council funding or permission. This

includes the need for Data Structure Reports (interim reports) to be supplied within one year of project completion to the County Archaeologist and the Museums Service, and full reports to be submitted when available, but within three years of completion at the latest.

## **5. Applications for 2020 Season**

### **5.1.**

Six applications, comprising three mainland projects and three island projects, have been received for the 2020 season, with full details provided in Annex A to this report. This is a decrease of two applications on the eight applications received in 2019 when only six received support (three mainland and three island).

### **5.2.**

Overall it is becoming increasingly difficult for universities and individuals to submit an application as the sources of match funding are few, and greater costs are involved for academics (for example, use of own time in some institutions). It is regarded by the Archaeological Investigations allocation panel as significant how many academics from outwith Orkney participate in excavations in Orkney, considering the increased pressure on external research funds. Despite these academic funding cuts generally there is still a good spread of projects through time, and between the islands.

### **5.3.**

The Archaeological Investigations allocation panel met on 9 January 2020 and suggested that all of the six applications received are worthy of assistance at the levels detailed in Annex A. It is proposed that, subject to the annual budget for 2020 to 2021 being confirmed, those offers of grant should be made.

### **5.4.**

The leverage of external funding which will be achieved through the proposed assistance is approximately 11:1. The leverage for the 2019 season was approximately 12:1.

### **5.5.**

It is envisaged that the proposed projects for the 2020 season will provide interpretation and knowledge which will enhance that gleaned from the sites previously excavated. It is also envisaged that these digs will again result in significant media coverage which will not only continually raise the awareness of the rich archaeology of Orkney but promote Orkney as a whole to a global audience. This media promotion will be enhanced by the Council and Highland and Islands Enterprise's LEADER funded Promoting Orkney project.

### **5.6.**

The 2017 Orkney Visitor Survey found that 62% of visitors were motivated to visit Orkney by history and culture including archaeology. The previous Visitor Survey in

2013 found that 51% of those visitors surveyed referred to archaeology as the principal reason for their visit. It would appear that the historic aspect of Orkney's attraction is increasingly important to the decision-making process of the visitor. The extensive volume of media coverage resulting from the archaeological investigations is likely to be making a significant contribution to raising the awareness of the county's past and spans multiple medium from newspapers to television documentaries.

## **5.7.**

The Archaeological Investigations allocation panel considered that the applications received again reflected a good balance of substantial projects across the Mainland and islands but exceeds the core budget of £40,000 by 70.92%. The distribution of approved projects is indicated on the map attached as Annex B to this report.

## **5.8.**

The total project cost of all six applications is £441,752.92, with total assistance requested amounting to £68,369.92. This is a decrease of £26,076.08 on the total assistance requested in 2019.

## **5.9.**

Significant marketing and media coverage resulted from the excavations undertaken during the 2019 season. This coverage is listed in Annex C to this report.

# **6. Links to Council Plan**

## **6.1.**

The proposals in this report support and contribute to improved outcomes for communities as outlined in the Council Plan strategic priority theme of Enterprising Communities.

## **6.2.**

The proposals in this report support Priority 4.7 – Implement and review the Orkney Volume Tourism Study Actions, and Priority 4.8 – Develop and Implement a World Heritage Site Strategic Masterplan.

# **7. Links to Local Outcomes Improvement Plan**

The proposals in this report support and contribute to improved outcomes for communities as outlined in the Local Outcomes Improvement Plan priorities of Strong Communities and A Vibrant Economy.

# **8. Financial Implications**

## **8.1.**

The Economic Development Grant budget originally approved as £495,800 for financial year 2019 to 2020 includes an allocation of £40,000 towards Archaeology.

At time of writing this report, it is anticipated that the allocation of funds to Archaeology will be maintained at the existing level for financial year 2020 to 2021.

## **8.2.**

On the basis that the recommendations outlined in Annex A to this report refers to the allocation of resources in future years, it should be noted that this would still be subject to an appropriate annual Committee budget being made available as part of the Council's annual budget setting process.

## **9. Legal Aspects**

### **9.1.**

Pursuant to section 20(1) of the Local Government in Scotland Act 2003, the Council has the power to do anything that it considers is likely to promote or improve the well-being of its area and persons within that area, or either of those. This power is subject to the limits set out in section 22 of the same Act.

### **9.2.**

If grant assistance is to be provided by the Council, a legally-binding agreement will require to be entered into between the Council and the recipient setting out the terms on which the funding is being provided.

## **10. Contact Officers**

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## **11. Annexes**

Annex A: List of applications for 2020 season.

Annex B: Map of proposed excavations for 2020 season.

Annex C: Marketing / Media Coverage – Excavation Season 2019.

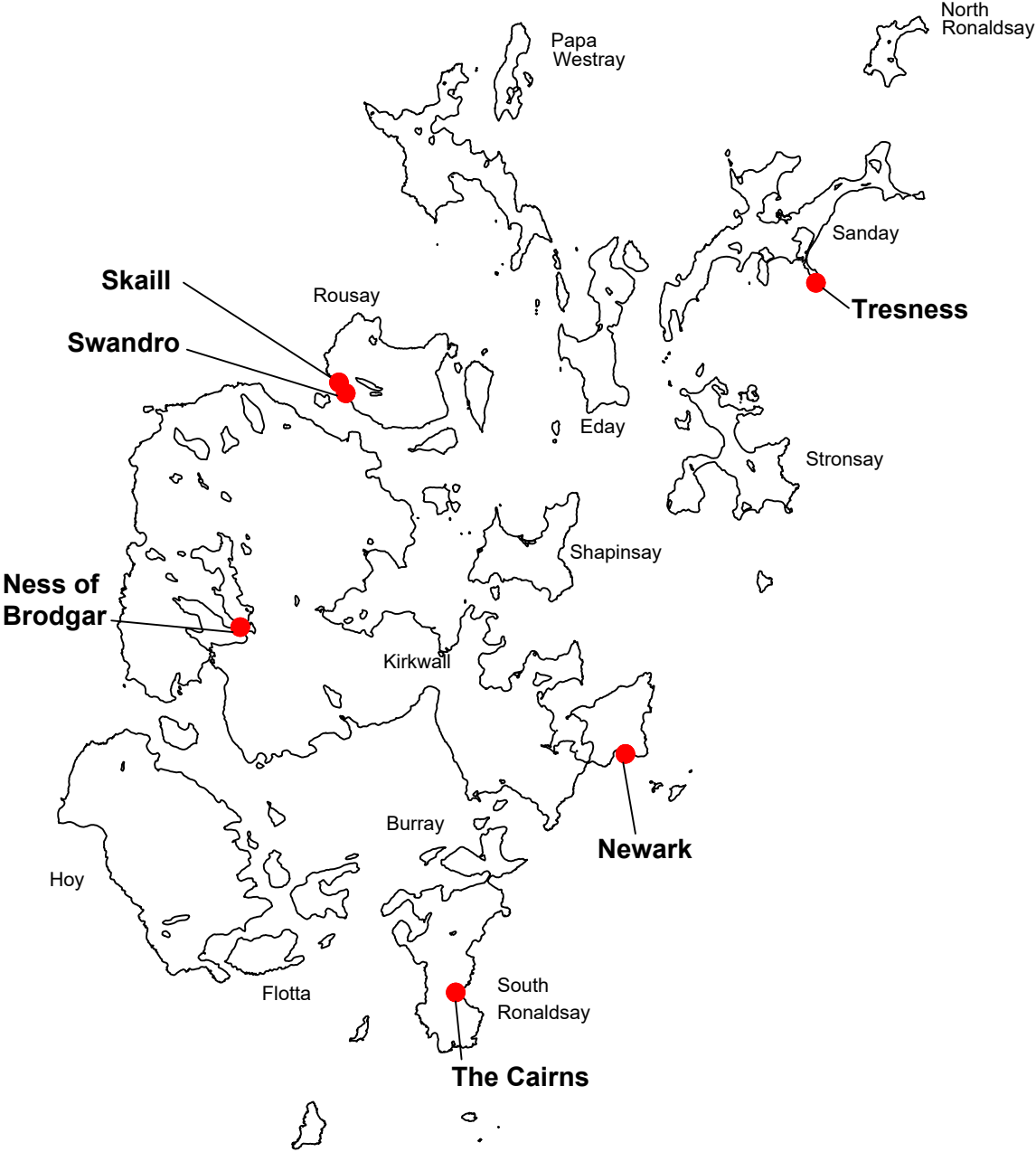
## Archaeological Investigations – 2020 Season

### Summary of applications and recommendations.

Number.	Applicant / Project Director.	Project name.	Total cost (£).	Amount requested (£).	Percentage request (%).	Recommended award (£).	Percentage award (%).	Rationale.
<b>Mainland.</b>								
1.	Nick Card (Director of the Ness of Brodgar and Senior Projects Manager), Orkney Research Centre for Archaeology, Archaeology Institute UHI, Orkney College, East Rd, Kirkwall, KW15 1LX.	Ness of Brodgar Excavations, 2020.	296,987.00	20,000.	7.00.	7,000.	2.36.	This excavation has been demonstrated to be a key driver in the visitor economy. The project management team raises most of the project funds from outwith the islands. The excavation is well run, has open access and continues to attract a great deal of media attention. The short term local economic value of this project is exceptionally high and the long term awareness raising potential is enormous. Project period: Neolithic.
2.	Martin Carruthers, Director of Fieldwork, Archaeology Institute, Orkney College UHI, East Road, Kirkwall, KW15 1LX.	The Cairns / Windwick Bay Archaeological Field Project (2020 Season).	36,189.32.	16,489.32.	46.00.	12,000.	33.16.	This excavation continues to increase in popularity and is a popular project through digital media communication attracting high numbers of 'hits'. Visitor numbers continue to increase annually. The plan for this year's project is to excavate the floor of the broch which has the potential to produce more exciting discoveries as per last year's find of a 2,000 year old wooden bowl. The continued finds in relation to the first Scandinavian Orkney contact remains one of the features of this site. It seems likely that when the Vikings first settled in Orkney, some inhabited brochs. Further evidence is likely to be uncovered regarding the Pictish/Viking interface. Project period: Iron Age.
3.	Friends of St Ninian's, c/o Mitchell, Park House, Deerness, KW17 2QL.	Newark Project: Geophysics.	2,053.50.	1,000.	49.00.	1,000.	48.70.	Newark cemetery contains burials from the 9 <sup>th</sup> to 14 <sup>th</sup> centuries AD and has long suffered coastal erosion. This geophysics project is anticipated to discover the inland extent of the graves and something of the history of the grand house, probably built by the Stewart family in the later middle ages. Project period: Pictish / Viking to present.
<b>Mainland totals.</b>			<b>335,229.82.</b>	<b>37,489.32.</b>		<b>20,000.</b>		

Number.	Applicant / Project Director.	Project name.	Total cost (£).	Amount requested (£).	Percentage request (%).	Recommended award (£).	Percentage award (%).	Rationale.
<b>Islands.</b>								
1.	Stephen James Dockrill, Swandro Orkney Coastal Archaeology Trust, Bayview, Birsay, KW17 2LR.	Swandro 2020 (part of 'Orkney Gateway to the Atlantic: Rousay, Egilsay and Wyre: An Archaeological Study of Resource Exploitation, Sustainability and Resilience from the Neolithic to the Late Norse').	32,000.00.	7,000.	22.00.	5,000.	15.63.	The continued support of this project over the excavation seasons has assisted to justify Historic Environment Scotland support towards this rapidly eroding excavation site. The Council support continues to be an important factor regarding leverage. This project and the Landscape of Change project outlined below work closely together. Pre-history, Neolithic to Viking periods uncovered at Swandro and Norse to the 19 <sup>th</sup> Century at Skail, Rousay. Exceptionally good provision for visiting tourists is made at this site which works in collaboration with the Landscapes of Change project below. All visitors are guided by designated guides identified within the excavation team.  Project period: Neolithic through to Late Norse.
2.	Dr Ingrid Mainland (Lecturer), Professor Jane Downes (Director) and Dan Lee (Lifelong Learning and Outreach Archaeologist), UHI Archaeology Institute, Orkney College, East Road, Kirkwall, KW15 1LX.	Landscapes of Change: Archaeologies of the Rousay Clearances and the Westness estate.	35,323.10.	17,880.60.	51.00.	10,000.	28.31.	Last year a Viking hall probably associated with the saga figure Sigurd of Westness has identified and attracted a great deal of coverage. This year the site will be examined in more details. This project is looking at the last 500 years of Orkney history focussing on the recent parts in particular. It works well with the Swandro project (above) excavators complementing the study of the same landscape from Neolithic to Viking times.  Project period: Viking to present.
3.	Professor Vicki Cummings, School of Forensic and Applied Science, University of Central Lancashire, Preston, PR1 2HE.	Excavations at Tresness, Sanday: Community involvement and legacy tourism.	39,200.00.	6,000.00.	15.00.	5,000.	12.76.	This established excavation on an eroding Neolithic chambered tomb is identifying new aspects of tomb building techniques and scientific study of the people found within. It is a very rare opportunity due to the completeness of the structure and will contribute to the interpretation and deposits. The North Isles Landscape Partnership Scheme is supporting this project.  Project period: Neolithic to Viking.
<b>Islands totals.</b>			<b>106,523.10.</b>	<b>30,880.60.</b>		<b>20,000.</b>		
<b>Mainland and islands totals.</b>			<b>441,752.92.</b>	<b>68,369.92.</b>		<b>40,000.</b>		

**Annex B**





## ANNEX C

### Press / Marketing Coverage 2019 - Archaeology Excavations

OIC funding of University of the Highlands and Islands Archaeology Institute archaeology excavations provides material which can be used in 'content marketing', by the Institute, media outlets, and by organisations engaged in tourism marketing for Orkney. The archaeological content creates an image of Orkney as an interesting, diverse and unique visitor destination. Engagement with these globally available stories by potential visitors, through social media, encourages actual visits to the islands, which in turn boosts tourism numbers and, through the multiplier effect, the overall economy of Orkney.

UHI Archaeology Institute has developed strong links with tourist, cultural and heritage organisations including Historic Environment Scotland, Dig It Scotland, NorthLink Ferries, Orkney.com and Orkney Islands Council to amplify our message.

Tapping into media organisation networks has been a powerful part of the UHI Archaeology Institute's strategy to increase media coverage for archaeology, and Orkney in general.

Examples of media coverage through TV and Radio, digital media, social media, traditional press media, community events and site visits of OIC funded archaeology projects are presented below.

Please note that the Marketing Officer's hours are now 2.5 days per week, rather than 5 as in previous years.

The University of the Highlands and Islands Archaeology Institute and Orkney Research Centre for Archaeology were mentioned over 230 times in local, national and international press and media during 2020.

#### Ness of Brodgar

- Open Days featured on the BBC Radio Orkney Facebook page (30,000 followers);
- A reach (number of views) of over 290,000 by The Ness of Brodgar Facebook page during the excavation season (July and August);
- Ness of Brodgar website had over 137,000 visits during the excavation and over 240,000 in 2019 from over 120 countries.
- The UHI Archaeology Twitter feed for the dig season presented Ness of Brodgar posts to 60,367 people;
- The UHI Archaeology Facebook feed presented Ness of Brodgar posts to 65,089 people.
- Visitor numbers reached over 18,500 over the excavation period, the two Open Days had over a thousand visitors on each day;
- Television interest continued with filming for BBC Alba and negotiations with Caledonia TV and Wild Blue Media (Nat Geo) for future potential filming

- Human arm bone discovery story covered by BBC News, national and international media in addition to archaeology press.
- Ness of Brodgar mentioned in a Scottish Parliament motion.
- Site won the Prestigious 2019 Shanghai Archaeology Forum Field Discovery Award.
- Featured in Orkney Island Magazine in 2019.
- In 2019 the launch of the Ness of Brodgar's Legacy Highland Park whisky promoted the Ness through all the links that Highland Park have through their website and publicity.

### The Cairns

- The Cairns Dig Diary is now integrated into the UHI Archaeology Orkney blog which has a readership of over 226,000;
- Number of members signed up to The Cairns Facebook group has increased to 1,404 members;
- 5 video tours filmed on Facebook and You Tube attracted 20,172 viewers;
- The Cairns UHI Archaeology Facebook posts reached 187,001;
- Twitter feeds reached 52,270 people during the 6 week dig season; and
- Over 1000 visitors came to The Cairns site during the excavation season.
- The DNA whalebone research undertaken collaboratively with two United States Universities attracted intense media interest including:
  - Featured on BBC Radio Orkney and BBC News website (20,000,000 visitors daily to the main BBC News website).
  - Featured in National and International press.
  - Featured in Smithsonian online as research to watch.
- Featured in Orkney Island Magazine.

### Landscapes of Change: Archaeologies of the Rousay Clearances and the Westness Estate.

Dr Ingrid Mainland, Dr Jen Harland, Dr Sarah Jane Gibbon and Dan Lee, from the University of the Highlands and Islands Archaeology Institute with local volunteers and school children embarked on a programme of archaeology in Rousay, Summer 2019 – culminating in a host of activities at Skail farmstead. Activities were linked in with excavations at the coastally eroding site at Swandro excavated by the University of Bradford, and in collaboration with Rousay, Egilsay and Wyre Development Trust and Rousay Heritage who funded provision for placements for local residents. The season raised the profile of the island, opening up the site and landscape to the community.

The highlight of the year in terms of press coverage was the story covering the discovery of the Norse Drinking Hall. The following statistics concerning this single story are set out below:

- If you take the circulations of the printed newspapers, accompanying websites and Facebook followers we can approach the number of people we spoke to directly. It is only an estimate as we didn't calculate twitter impressions/followers and other social media or indeed the number of times posts were shared (our blog post has been shared 5,000 times and re-blogged over 150 times).
- The piece was trending 4th in Fox News Science section for around 3 or 4 hours, which probably means that the President of the United States of America knows about our discovery. Also appeared on CBS, CNN and ABC News outlets.
- The article was syndicated across all regional and national newspapers in the UK and so appeared from Belfast to Sheerness and beyond.
- The piece appeared in many interest magazines for example Country Life in addition to all the archaeology trade press both in the UK and abroad (The article was featured in the Archaeological Institute of America).
- Interestingly the piece was featured on the BBC World Service and Steve Wright in the afternoon Radio 2.

So according to our calculations we have possibly reached: 800 million people in 5 days. That's about 1 in 8 people on the planet.

Generally the excavations also attracted interest on the UHI Archaeology Institute social media outlets:

- UHI Archaeology Facebook 30,000 reach.
- UHI Archaeology Twitter 15,509 impressions;
- Open Day attracted over 50 visitors, and 375 people visited over the dig season.
- Featured on BBC 4 'Digging for Britain' and aired in November 2019. Attracted over 900,000 viewers with drone footage of the Skail site being used in the intro and trailers for the series. Also to be streamed on Amazon Prime in 2020.
- Featured in DigIt Scotlands Top 10 Ground Breaking Archaeology Discoveries in Scotland 2019.

Funding from OIC's Your Islands Your Choice scheme, voted for by residents, also supported two island archaeology days on Egilsay and Rousay, with over 100 people attending the events.

The project collaborated again with the German Institute for Archaeology RGK who undertook more large scale geophysical survey on Rousay in October 2019.