Item: 17

Development and Infrastructure Committee: 15 February 2022.

Archaeological Investigations.

Report by Interim Executive Director of Finance, Regulatory, Marine and Transportation Services.

1. Purpose of Report

To consider the allocation of funding for Archaeological Investigations for the 2022 season.

2. Recommendations

The Committee is invited to note:

2.1.

That five applications for financial assistance have been received in respect of archaeological investigation projects to be undertaken during the 2022 season, comprising two mainland-based projects and three island-based projects, with total project costs of £404,722.

2.2.

That the five applications request assistance totalling £76,662, which exceeds the available budget of £40,000 by approximately 91%.

2.3.

The proposed offers of grant for the 2022 season, as detailed in Annex A to this report.

2.4.

That, in advance of the Council's budget setting process for 2022/23 being concluded, any decision on the award of grant funding towards archaeological investigations for the 2022 season will be subject to an adequate service revenue budget being established.

It is recommended:

2.4.

That, subject to an adequate service revenue budget established for 2022/23, 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 Economic Development Grants for 2022/23 being confirmed, offers of grant, as detailed in Annex A to this report, should be made in respect of archaeological investigations for the 2022 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 current allocation 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 ringfenced 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, 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 2022 Season

5.1.

Five applications, comprising two mainland projects and three island projects, have been received for the 2022 season, with full details provided in Annex A to this report. This is a decrease of three applications on the eight applications received in 2021 when all eight received support (five 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. The constraints on travel and social distancing required as a result of the COVID-19 pandemic has added a dimension of uncertainty which increases the complexity of organising and funding excavations. Last season, this resulted in a deviation from the standard treatment of applications for 2021 to include the possible circumstance where COVID-19 restrictions impacted on the delivery of excavations to the degree that the delivery of COVID-19 Alternative Projects had to be considered. However, it is envisaged that excavations will be permitted to go ahead as planned during the 2022 season. Despite these difficulties and the academic funding cuts in general there is still a good spread of projects through time, and between the islands.

5.3.

The Archaeological Investigations allocation panel met on 7 January 2022 and suggested that all five applications received are worthy of assistance at the levels detailed in Annex A.

5.4.

The leverage of external funding which will be achieved through the proposed assistance for the 2022 season is approximately 10:1. The leverage for the 2021 season was also approximately 10:1.

5.5.

It is envisaged that the proposed projects for the 2022 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.

5.6.

The 2019 Orkney Visitor Survey found that 87% of visitors were motivated to visit Orkney by history and culture including archaeology. The previous Visitor Survey in 2017 found that 62% 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 media 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 91%. 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 five applications is £404,722, with total assistance requested amounting to £76,662. This is a decrease of £4,320 on the total assistance requested in 2021 on standard excavation projects.

5.9.

Significant marketing and media coverage resulted from the excavations undertaken during the 2021 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 priority of Sustainable Recovery.

8. Financial Implications

8.1.

The Economic Development Grant budget originally approved as £306,300 for financial year 2021/22 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 2022/23.

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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Stuart Allison, Economic Development Manager, extension 2514, Email stuart.allison@orkney.gov.uk.

Morag Robertson, Economic Development Officer, extension 2852, Email morag.robertson@orkney.gov.uk.

11. Annexes

Annex A: List of applications for 2022 season.

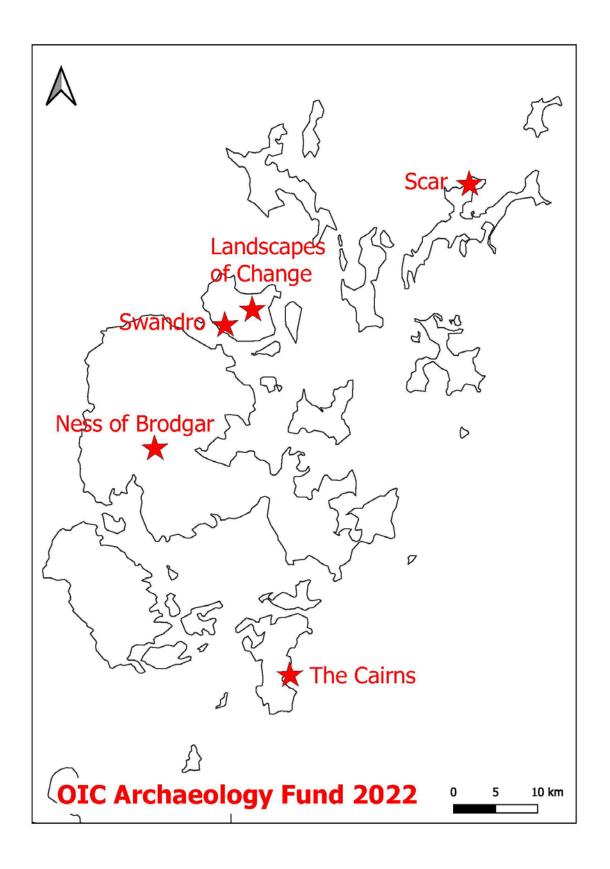
Annex B: Map of proposed excavations for 2022 season.

Annex C: Marketing / Media Coverage – Excavation Season 2021.

Archaeology Fund Summary of applications and recommendations.

No.	Applicant/ Project Director.	Project Name.	Total Cost.	Amount	% req'd.	Amount	%	Rationale.
				Requested.		awarded.	awarded	
Main	Mainland		£	£	%	£	%	
1.	Nick Card (Director of the Ness of Brodgar and Senior Projects Manager) Orkney Research Centre for Archaeology Archaeology Institute UHI Orkney College East Road Kirkwall KW15 1LX.	Ness of Brodgar Excavations.	231,740.	20,000.	8.63.	12,000.	5.18.	The Ness of Brodgar commands worldwide interest and has a growing social media following. Therefore, this project is Orkney's most well-known excavation. This awareness will be further enhanced by a forthcoming television programme. The project has managed to secure funding to extend the excavation period this year which will also assist in spreading visitor footfall within the World Heritage Area.
2.	Martin Carruthers Director of Fieldwork Archaeology Institute Orkney College UHI East Road Kirkwall KW15 1LX.	The Cairns / Windwick Bay Archaeological Field Project (2022 Season).	39,519.	16,269.	41.17.	8,000.	20.24.	This project will raise the awareness of South Ronaldsay and assist in the dispersal of visitors as well as add to the breadth of attractions in the area. Strong interest exists for the excavation itself and post excavation reports.
Main	Mainland Totals		271,259	36,269		20,000		

No.	Applicant/ Project Director.	Project Name.	Total Cost.	Amount	% req'd.	Amount	%	Rationale.
				Requested.		awarded.	awarded	
Islan	Islands		£	£	%	£	%	
1.	Stephen James Dockrill Swandro Orkney Coastal Archaeology Trust Bayview Birsay Orkney KW17 2LR.	Swandro 2022 (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').	38,000.	7,000.	18.42.	4,000.	10.53.	This excavation has been uniquely successful in attracting Historical Environment Scotland funding. This is a substantial project in Rousay which is rescuing a coastal eroded site. The excavation has attracted significant external interest.
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.	53,422.85.	23,392.85.	43.79.	11,000.	20.59.	This project is addressing an important gap in Orcadian archaeology by investigating the more recent centuries. The excavation works together with the Swandro excavation project in promotion and community engagement. It has received financial support from the Rousay, Egilsay and Wyre Development Trust.
3.	Stephen James Dockrill Swandro Orkney Coastal Archaeology Trust Bayview Birsay Orkney KW17 2LR.	Scar 2: Survey of a Viking Boat Burial in Sanday and assessment of the wider context.	42,040.	10,000.	23.79.	5,000.	11.89.	This is an emergency excavation project which requires highly specialised excavation techniques in order to determine the presence, absence and kind of further burials in the area. This site is the original site of the iconic horse/dragon Scar plaque.
Islan	Islands Totals.		133,462.85	40,392.85.		20,000.		
Mainland + Islands Totals.		404,721.85	76,661.85.		40,000.			



Annex C

Despite the ongoing restrictions surrounding the covid-19 pandemic, the impact of Orkney's archaeology – both nationally and internationally – reached new levels in 2021.

Only three excavations took place in Orkney last year:

- Ness of Brodgar [reduced in scale and duration] (University of the Highlands and Islands Archaeology Institute/Ness of Brodgar Trust).
- Skaill farmstead, Rousay (UHI Archaeology Institute).
- Tresness chambered tomb, Sanday (University of Central Lancashire/National Museums Scotland).

The reduction in activity in the field saw both the UHI Archaeology Institute and Ness of Brodgar focus on creating online content to highlight not just their excavations but the ongoing post-excavation work and Orkney's archaeology as a whole.

This had the desired result and activity on both websites broke all previous records.

In 2021, the Ness of Brodgar website (www.nessofbrodgar.co.uk) surpassed a quarter of a million page views for the first time since the establishment of its current incarnation in 2017 (prior to this the excavation's daily blog was hosted on the orkneyjar.com website). The UHI Archaeology Institute's archaeologyorkney.com website also recorded the highest number of page views since its establishment in 2015.

Ness of Brodgar page views

2017 (July-December)	176,143
2018	242,783
2019	246,227
2020	200,105
2021	274, 161
Total	1,139,419

Archaeologyorkney.com page views

2016	52,667
2017	55,354
2018	49,137
2019	65,477
2020	52,231

2021 101,836

Total 376,702

Activity on the Ness of Brodgar website reflected the fact the excavation resumed and was, once again, open to the public. Over 8,000 visitors made their way to the Stenness site over July and August. Although this was down on previous years, this is due to restricted opening hours – the site was not open at weekends and there were no open days – and the shorter excavation season.

Excavation discoveries as well as post-excavation work outside the annual dig season prompted national and international news coverage - the most notable being the discovery of surviving wooden stakes and a series of prehistoric fingerprints found on Neolithic pottery. Among the media coverage, the fact both were picked up by the Smithsonian Institute magazine saw a huge increase in interest in the project (https://www.smithsonianmag.com/smart-news/5000-year-old-fingerprint-found-scottish-island-180977602/ and https://www.smithsonianmag.com/smart-news/5000-year-old-wood-found-preserved-orkney-ceremonial-center-180978430/).

Such was the interest in the Ness that its social media presence has, like the website activity, seen a huge leap in numbers, with over 7,000 Instagram followers, 5,000 Twitter followers, and 6,300 Facebook followers.

The UHI Archaeology Institute has also seen a growth in social media numbers, with 1,740 Instagram followers, 5,200 Twitter and 9,600 Facebook followers.

In these cases, social media is used to highlight relevant archaeological news stories from other sources but mainly to direct followers to content published on both websites. Payment to "boost" Facebook and Instagram activity has not been used.

The geographical reach of the two UHI excavation websites remains extensive, with all countries represented bar a few in the Middle East and South America.

Due to covid restrictions, no excavation took place at the Cairns Iron Age site in South Ronaldsay, but ongoing post-excavation work continued to attract media attention in 2021, including the analysis of a shell midden mound, which was picked up and run by news agencies across the world (e.g.

https://www.heraldscotland.com/news/19159946.archaeologists-shell-shocked-iron-age-party/).

The UCLAN/NMS excavation of a Neolithic/Bronze Age monument at Tresness, Sanday, was well-covered in the media, particularly the discovery of carved stone balls (e.g. https://www.livescience.com/mysterious-stone-balls-scottish-tomb-orkney) as did news that post-excavation work was to begin on the Viking-Age burials found at Mayback, Papay, in 2015. (https://www.thenational.scot/news/19777005.viking-sword-discovered-papa-westray-orkney-many-stories-tell/) and the Pictish cross fragment from Sanday (e.g. https://www.scotsman.com/heritage-and-retro/heritage/pictish-stone-of-national-significance-saved-from-new-life-as-garden-bench-on-orkney-3364725).

In addition to planned excavation projects, two other chance discoveries in 2021 proved particularly popular in the media and was covered by outlets across the globe. The first was the discovery of a large incised, probably Neolithic, stone at the Bay of Skaill (e.g. https://www.scotsman.com/heritage-and-retro/heritage/have-archaeologists-found-another-skara-brae-orkney-3129649), in the vicinity of another suspected area of prehistoric settlement. Details of the stone's discovery and background to the area was the most viewed post on archaeologyorkney.com in 2021.

The second discovery focused on another area of suspected settlement – this time outside Kirkwall, where a Neolithic quernstone was found in a recently ploughed field (e.g. https://www.thetimes.co.uk/article/neolithic-grind-stone-ploughed-up-in-orkney-n7qkcpmsn).

The ongoing archaeological work in the county continues to be bolstered by repeat broadcasts of television programmes filmed previously – 2012's Orkney's Stone Age Temple: A History of Ancient Britain Special – and 2016's three-part Britain's Ancient Capital: Secrets of Orkney. Each screening nationally and internationally results in a noticeable increase in interest.

Media coverage 2021

Incised Stone at Skaill

- · Current Archaeology magazine.
- The Orcadian Online: 08/02/21.
- The Orcadian: 11/02/21.
- Radio Orkney: 09/02/21.
- The Scotsman: 10/02/21 https://www.scotsman.com/heritage-and-retro/heritage/have-archaeologists-found-another-skara-brae-orkney-3129649.
- Press & Journal: 10/02/21 https://www.pressandjournal.co.uk/fp/news/islands/2890255/a-new-skara-brae-orkney.

Shell-pit at The Cairns, South Ronaldsay

- The Herald: 15/03/21: https://www.heraldscotland.com/news/19159946.archaeologists-shell-shocked-iron-age-party/.
- Prehistoric Archaeology: 22/03/2021.
 http://prehistoricarch.blogspot.com/2021/03/archaeologists-shell-shocked-by-iron.html.
- Radio Orkney. 16/03/21.
- Archaeology.org: 16/03/2021 https://www.archaeology.org/news/9526-210316-scotland-shell-feast?fbclid=lwAR3ISWPRGZkGqnEJCsv-4w3x2UTAFQgBt3W84bdK4wRxAWsaNO1TwFlo4WY.
- The Scotsman: 17/03/2021 https://www.scotsman.com/heritage-and-retro/heritage/revealed-details-of-massive-pictish-era-feast-in-orkney-3168167.
- Daily Mail: 18/03/2021 https://www.dailymail.co.uk/sciencetech/article-9372687/Iron-Age-seafood-buffet-fed-wedding-funeral-guests-discovered-Scotland.html.

Carved Stone Balls - Hugo Anderson Whymark - National Museums Scotland

- The Herald: 21/03/2021 https://www.heraldscotland.com/news/19174920.mystery-scotlands-ancient-rock-art-stone-balls-set-unveiled/ (3/4 page spread in paper).
- Radio Orkney: 22/03/2021.

Ness of Brodgar fingerprints

- Current Archaeology Magazine.
- BBC News: 23/04/2021 https://www.bbc.co.uk/news/uk-scotland-north-east-orkney-shetland-56858268.amp.
- Press and Journal: 23/04/2021 https://www.pressandjournal.co.uk/fp/news/islands/3081490/ness-of-brodgar-fingerprint-from-5000-years-ago-discovered-in-orkney/.
- The Orkney News: 23/04/2021 https://theorkneynews.scot/2021/04/23/wonderfulimages-capture-a-potters-fingerprint-made-5000-years-ago/.
- The Scotsman: https://www.scotsman.com/heritage-and-retro/heritage/potters-fingerprint-left-behind-on-5000-year-old-piece-of-clay-in-poignant-orkney-discovery-3211746.
- The Orcadian (website and print): https://www.orcadian.co.uk/archaeologists-discover-5000-year-old-fingerprint/.
- BBC Newsround: https://www.bbc.co.uk/newsround/56861130.
- STV news: https://news.stv.tv/highlands-islands/fingerprint-from-5000-years-ago-uncovered-in-orkney?top.
- Unexplained Mysteries: https://www.unexplained-mysteries.com/news/346306/5000-year-old-fingerprint-found-on-orkney.
- The Past: https://the-past.com/news/ness-of-brodgar-project-finds-5000-year-old-fingerprint/.
- Sputnik News: https://sputniknews.com/science/202104251082718552-british-archaeologists-discover-5000-year-old-fingerprint---photo/.
- Market Research Telecast: https://marketresearchtelecast.com/they-discover-a-fingerprint-imprinted-on-a-5000-year-old-piece-of-neolithic-pottery/36897/.
- Radio Orkney: Around Orkney 27/4/21.
- iNews (newspaper): April 24, 2021.
- Europapress: https://www.europapress.es/ciencia/ruinas-y-fosiles/noticia-huella-dactilar-5000-anos-ceramica-neolitica-20210427124104.html.
- Indyturk: https://www.indyturk.com/node/350546.
- Archaeology.org: https://www.archaeology.org/news/9659-210426-scotland-neolithicfingerprint.
- Smithsonian Magazine: https://www.smithsonianmag.com/smart-news/5000-year-old-fingerprint-found-scottish-island-180977602/.
- https://revistagalileu.globo.com/Ciencia/Arqueologia/noticia/2021/04/impressao-digital-em-ceramica-de-5-mil-anos-e-encontrada-na-escocia.html.

- https://www.latercera.com/que-pasa/noticia/descubren-una-milenaria-huella-dactilar-en-una-ceramica-neolitica/42W5OPBHHBFBRDQOZD7GXNGSKQ/.
- https://arkeotrendnews.medium.com/what-an-ancient-potter-left-sidik-jari-dalam-gerabah-dan-keramik-sebelum-masehi-a93a7da0fafe.
- https://arkeonews.net/5000-year-old-fingerprint-found-in-orkney-pottery/.
- https://www.panorama.am/en/shortNews/2021/04/26/Roy-Towers-find-fingerprint-5000years-old-Orkney/1450305.
- https://english.sawtbeirut.com/entertainment/british-archaeologists-discover-5000-yearold-fingerprint-photo/.

Saverock Neolithic Quernstone

- The Scotsman: https://www.scotsman.com/heritage-and-retro/heritage/ancient-settlement-older-than-skara-brae-emerges-on-orkney-3214808.
- The Times: https://www.thetimes.co.uk/article/neolithic-grind-stone-ploughed-up-in-orkney-n7qkcpmsn.
- https://www.pressandjournal.co.uk/fp/news/islands/3087841/kirkwall-prehistoricquernstone-is-latest-evidence-of-an-early-neolithic-settlement/.
- Daily Express: https://www.express.co.uk/news/science/1517389/archaeology-news-stunned-scottish-pompeii-settlement-ancient-history-spt.

Ness of Brodgar fingerprints analysed

- Current Archaeology magazine.
- The Scotsman: https://www.scotsman.com/news/people/prehistoric-prints-young-mentheir-left-mark-on-ness-of-brogar-pottery-over-5000-years-ago-3271279.
- Radio Orkney: Around Orkney. June 14, 2021.
- Press and Journal: https://www.pressandjournal.co.uk/fp/news/3227833/5000-year-old-neolithic-fingerprints-found-on-pottery-at-ness-of-brodgar-were-left-by-men/.
- BBC News: https://www.bbc.co.uk/news/uk-scotland-north-east-orkney-shetland-57440206.
- STV News: https://news.stv.tv/highlands-islands/prehistoric-fingerprints-found-on-pieceof-neolithic-clay.
- Las Vegas Press: https://presslasvegas.com/news/uk/5000-year-old-neolithic-fingerprints-found-on-pottery-at-ness-of-brodgar-were-left-by-men-evening-express/.
- Evening Express: https://www.eveningexpress.co.uk/fp/news/5000-year-old-neolithic-fingerprints-found-on-pottery-at-ness-of-brodgar-were-left-by-men/.
- Arkeonews.net: https://arkeonews.net/fingerprints-found-on-orkney-pottery-belong-to-young-men/.
- Daily Mail: https://www.dailymail.co.uk/sciencetech/article-9693455/5-000-year-old-fingerprints-Neolithic-pottery-reveals-two-young-males.html.
- The Herald: https://www.heraldscotland.com/news/homenews/19379464.ness-brodgar-adolescent-boys-potters-worked-ancient-clay/.

- Science Times: https://www.sciencetimes.com/articles/31766/20210617/young-neolithic-artisans-5-000-year-old-pots-three-fingerprints.htm.
- The Orcadian. June 17, 2021 edition.
- Ancient Origins: https://www.ancient-origins.net/news-history-archaeology/neolithic-fingerprint-0015455.

Ness of Brodgar wooden stakes

- Smithsonian Magazine: https://www.smithsonianmag.com/smart-news/5000-year-old-wood-found-preserved-orkney-ceremonial-center-180978430/.
- Archaeology.org: https://www.archaeology.org/news/9938-210812-neolithic-wood-fragment.
- Press and Journal: https://www.pressandjournal.co.uk/fp/news/islands/3380458/astonishing-neolithic-wood-discovered-at-orkneys-ness-of-brodgar-site/.
- The Scotsman: https://www.scotsman.com/heritage-and-retro/heritage/archaeologists-make-astonishing-discovery-of-5000-year-old-piece-of-wood-in-orkney-3340725.
- Insidehook.com: https://www.insidehook.com/daily_brief/history/orkney-ness-brodgarwooden-stakes-scotland.

Ness of Brodgar Fingerprints – further analysis

- Current Archaeology Magazine.
- Radio Orkney. Around Orkney. 25/10/21.
- Press and Journal: https://www.pressandjournal.co.uk/fp/news/highlandsislands/3554880/new-prehistoric-fingerprints-on-ness-of-brodgar-pottery-sherdbelonged-to-13-year-old-boy/.
- BBC News: https://www.bbc.co.uk/news/uk-scotland-north-east-orkney-shetland-59036887.
- The Scotsman: https://www.scotsman.com/news/opinion/columnists/ancient-potters-atness-of-brodgar-orkney-left-their-own-unique-mark-their-fingerprints-for-us-to-discover-5000-years-later-scotsman-comment-3432325.

Swandro excavation, Rousay

- Data supplied by Swandro Excavation Trust.
- Dig Diary on the Swandro Website:

Daily during the excavation, daily views average around 300 but these peak with bigger discoveries, three most popular posts from 2019 season (last pre-Covid season) are:

- 1,707 views.
- 1,439 views.
- 842 views.

The out-of-season dig diary with post-excavation results, general interest posts etc tends to average around 150 views, but peaks higher, the three highest out-of-season posts are:

- 2,669 views.
- 391 views.
- 219 views.

Overall Website Statistics

2019 (normal pre-Covid year):

- During the 2019 excavation season: 5,711 users, 10,380 sessions and 29,439 pageviews.
- During 2019: 11,705 users, 18,356 sessions and 47,695 pageviews
- 2021 (second Covid no dig year).
- 1,028 users, 1,336 sessions and 2,947 pageviews.
- Facebook: 2,700 followers.
- Twitter: 1,653 followers.
- YouTube channel: Excavation videos plus lectures, highest views for a video stand at 1,500 for one from the 2018 excavation.

2021 Council for British Archaeology 'Festival of Archaeology'

Presentation by Nicole Burton on her PhD research which includes her work at Swandro and other Orkney sites: Investigating the loss of archaeological heritage to coastal erosion through multi-disciplinary 3D digital documentation and developing a digital recording framework for fragile coastal archaeology. This presentation is now on the YouTube channel.

Orkney Publications

- Orkney Archaeology Review 2020.
- Orkney Heritage Newsletter 2020.
- Islander 2021, hard copy & online edition.
- The Orcadian: regular coverage during excavation season.

TV Coverage

 Digging for Britain filmed on 2018 excavation, aired in November 2018 with subsequent repeats.

Worldwide Coverage

- New York Times Saving Scotland's Heritage from the Rising Seas 2018 interactive online feature, NYT journalists filmed at Swandro in 2018.
- 2018 Pictish Anvil with Fingerprints Coverage online & hard copy coverage included:

- o The Guardian.
- o Daily Mail.
- o BBC North East.
- o Radio Scotland.
- o Radio Orkney.
- o The Orcadian.
- o The Scotsman.
- o The Press & Journal.
- History Scotland.
- o Bournemouth Echo.
- o STV.
- o The Times.
- o Fox News.
- New York Times.

Archaeology Magazine publications

- Archaeology Scotland.
- British Archaeology.
- Current Archaeology.
- History Scotland.