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By email

Dear Manda

The IfA guide for clients, version 4

Many thanks for sight of this draft document and I am sorry that it has taken us a little time to respond. The guide has much good information in it, but we do have reservations about the overall balance and emphasis as it currently stands. Rather than give comments on detailed wording therefore we thought it would be better to concentrate on these broader issues at this stage.

Scope and purpose

It is possible that we have misunderstood the purpose of the document but we had thought that a key purpose was to help a client understand and navigate the CRM process successfully. As such, the client might expect an early discussion of the process of CRM, its requirements, and the roles played by various bodies/individuals. However this information only occurs relatively late in the document and is fairly (too?) sketchy. As a result, as it currently reads, the focus of the document appears to be more about what archaeologists want to get out of the process rather than what a client needs in order to navigate it. This may be appropriate but probably not for a document described as a 'client guide.' This is not to say that the early information is not helpful, but we feel that it would be far better for the order of information to be altered so that the various elements of the discussion were introduced in a more logical sequence when viewed from the client's perspective – see our conclusion below. There is also in places a problem with the 'voice' insofar as section 2 talks about 'Our clients' which suggests that the document is for archaeologists rather than for the client – is this section necessary we wonder?).

With the above in mind, we would also suggest that the information on the IfA itself is either an inside-the-front-cover section or on the back cover rather than being offered as the opening section (which should instead be used to set out the purpose of the document). We recognise that an overarching intention is to persuade the client to use professionally accredited archaeologists or registered organisations and this purpose might be given far more emphasis either in the title or the introductory section – we think the short paragraph in the current section 2 on ‘This guide’ might usefully be reworked and expanded therefore, but we think that this needs to place more emphasis on the needs and perspective of the client.

Terminology

It would be helpful to distinguish clearly between, and use separate terms for, ‘archaeology.’ In places it is used to describe the process of *investigating* the past, and in other places as the surviving *remains* from the past. At present the word is used as the former in section 3 and as the latter in section 4. There is also a need to use consistent terminology for the IfA as in places it is referred to as the Chartered Institute and others as the IfA.

Case studies.

These appear to focus on major development projects and organisations. However many clients are smaller landowners and it would be useful if the examples could reflect this broader range of potential clients from individual homeowners upwards (as presumably they too are being encouraged to use appropriately qualified professionals).

Archaeology, planning policy, etc.

As noted above we believe this section should appear far earlier in the document and should be expanded in relation to the existing text - at present there is significantly more text on realising the benefit than explaining the process. However one key role for the client’s archaeological advisors (and the most important for many clients) is to navigate them through the process successfully.

There is a need to distinguish more carefully between the consents process as undertaken by national bodies such as EH for scheduled sites (protected by primary heritage legislation) and that undertaken by local planning authorities for non-scheduled sites, frequently undertaken through the land-use planning and/or environment impact assessment process. To that end also it would be more helpful for the EAA discussion to be included within this section rather than the ‘outside the UK section’ as at present it could be taken to suggest that EAA is only relevant to projects abroad. There is also an issue about listed buildings (see below).

Role of the archaeologist

In discussing multi-disciplinary teams at the outset this section does seem to suggest that the document has been written in response to major development clients rather than others – if this is the case then it would be helpful if the document identified this at the outset. In listing the ‘sorts of project’ we note that listed building cases and architectural design are also included. If this is the case then this needs to be reflected in the earlier discussion as this is covered by separate legislation currently not identified elsewhere. The overall list appears rather eclectic and we are not certain why this list is necessary (but if it is included, the exemplars used in the document should be

broadened also to reflect this). This list also strays into what appear to be non-development related projects. If this is necessary then perhaps these should be discussed in a separate section.

Finding the right archaeologist

We wonder if this section and the preceding section (ie s.9 and 10) might be brought together as they seem closely related in terms of the process as viewed from the client's perspective?

Conclusions

In essence we wonder if a reworked structure might read along the lines of:

1. Introduction (what the leaflet is about and introducing archaeological remains)
2. Development and archaeology (ie. the CRM process, incl, abroad)
3. Appointing an archaeologist and setting the brief (ie procurement and briefs)
4. Goals and benefits of archaeological works (outputs and benefits)
5. Using a registered archaeologist or organisation (nature and role of chartered archaeologists and registered organisations).
6. Conclusions

We hope these comments are helpful and would be happy to clarify any points or to comment on any subsequent draft texts.

With best wishes

A handwritten signature in black ink, appearing to read 'Malcolm A Cooper', with a long horizontal flourish extending to the right.

Malcolm A Cooper

CEO, Federation of Archaeological Managers and Employers

cc. Pete Hinton