



21st HERITAGE MANAGEMENT SYMPOSIUM

"Archaeology and Public Benefit: moving the debate forward"

Prague, Czech Republic 5 - 7 March 2020

Abstracts

DAY 1 (Thursday 5th March 2020) (11.30 – 17.45)

Session 1: New Models for Public Benefit

Dr Sadie WATSON

MOLA & UKRI Fellowship, UK

Measuring and maximising public benefit: introducing a new research project in collaboration with the EAC

Sadie Watson has been invited to be the Scientific Convenor of this Symposium and will open the session introducing a major new research project planning to establish and measure public benefit from development-led archaeology. At their October Board meeting the EAC voted unanimously to support this project which, funded by the AHRC (UK) and hosted by Museum of London Archaeology, will establish key strategies for public benefit that can be adopted in projects of all sizes and budgets to ensure that positive societal impact is a focus for our work. The project aligns directly with current work being undertaken by the EAC and it is intended that collaboration across Europe will enhance the research and maximise its impact.

John O'KEEFFE

Principal Inspector of Historic Monuments, Northern Ireland, UK

A new Strategy for Archaeology in Northern Ireland

From 2016 the archaeological sector in Northern Ireland has come together to consider how the sector needs to change to meet the challenges that it faces, especially in the context of development-led interventions. That work is reaching a culmination in a proposed 'Vision 2030: Archaeology for All'. To paraphrase one of the developing strategic aims, by 2030 we want archaeology to be accessed and valued by as many people as possible, led by a sector which is healthy, resilient and visible. In order to do this, archaeology needs to demonstrate and deliver on the potential that it has to impact on wider society – on the people and communities of, and visitors to, Northern Ireland. This paper will give an overview of how that process of coming together has happened, what it is delivering, and some perspective on where the journey may go.

Alexander GILL

Senior Adviser, Swedish National Heritage Board

Development-led archaeology and Public Benefit from a Swedish perspective

There has been a specific national policy for culture in Sweden since 1974. Since then, the issue of broad public access to culture has been a central political objective. Making sure that the results of development-led archaeology are beneficial to the general public has therefore been an essential issue in Sweden for a long time. The concept note that sets the agenda for this symposium expresses the concern that development-led archaeology is at risk of becoming a negative value because of the development that triggers it. In Sweden, we have not noticed any problems of this kind. On the contrary, our perception is that development-led archaeology has a solid public and political support. The reason for that support could be that archaeologists themselves have the resources to relay their findings and ideas about the past to the public, making them feel that they benefit from archaeology, as they are specially informed about exciting new knowledge being assembled.

Michael MacDONAGH and Maurice F HURLEY

Chief Archaeologist and Excavation Director, Department of Culture, Heritage and the Gaeltacht, Ireland

Beer and Vikings – how development is helping write a new chapter in the story of Ireland's second city

Over recent years, development-led archaeological excavations in Cork, Ireland's second largest city, have revealed much of the city's Viking origin. Re-development of the former Beamish and Crawford Brewery site led to large scale archaeological excavations, which led to a greater understanding of the early settlement of Cork City with the discovery of the remains of 19 wooden houses – one of which dates to the 11th-century period of Viking settlement – and later 16th-century structures along the street frontage. This presentation will discuss the findings of the excavations in terms of public benefit. The excavations garnered much media attention and there is an obvious European shared heritage dimension given the Viking evidence unearthed; the Norwegian Ambassador to Ireland has shown particular interest and had helped in bringing attention to the discoveries. The archaeological discoveries on this site were promoted extensively in the media and through lectures and an exhibition. The discoveries are feeding positively into a sense of place-making within the city. There is a flip side, with the significant discoveries leading to some objections to development on the site, and those tensions need of course to be managed. This presentation will be given by the excavation director, Maurice F Hurley with introductory policy context given by the Chief State Archaeologist Michael MacDonagh.

Heike PÖSCHE and Mei DUONG

Centre National de Recherche Archéologique, Luxembourg

New preventative law in the Grand Duchy of Luxembourg

At present, archaeological heritage in Luxembourg is managed by the *Centre national de recherche archéologique* (CNRA), which was legally founded in 2011 under the responsibility of the Ministry of Culture. There are numerous ongoing public and private construction projects in

Luxembourg, which has led to the creation of a new department within the CNRA in 2013, called *Service du suivi archéologique de l'aménagement du territoire* (department for archaeological monitoring of land development). The aim of this department is to develop "preventive archaeology" in Luxembourg by assessing the impact of urban development projects on known or suspected archaeological sites, and to organize archaeological field evaluation in order to reduce the impact of construction works on archaeological heritage. Luxembourg signed the ratification of the Valletta Convention only in December 2016. The Ministry of Culture has developed a draft law to implement the principles of the Valletta Convention among other elements regarding the protection of cultural heritage in Luxembourg. This draft law was deposited at the Government Council in August 2019. This paper will present details of the current situation and outline the challenges to the success of this draft law.

Markus WACHTER

CEO, Carnuntum Archaeological Park, Austria

The Roman City of Carnuntum: From an inside tip for scientists to a lighthouse site for cultural tourism

The long tradition of Carnuntum as a cultural tourism destination is closely linked to the 130-year history of research at this site, with a museum on site since 1904 and excavations undertaken in the 1930s with an eye to setting up an open-air archaeological museum. It was on this excavation site that today's Roman city quarter, the heart of the Roman city of Carnuntum, arose. With the founding of the operating company in 1996, the tasks of operation and marketing were handed over to a market-oriented management structure. From 2000 onward, the open areas were subject to new investigations based on new scientific standards. The findings from these efforts were drawn on to devise a holistic conservation and presentation plan, revolving around the reconstruction of a Roman city quarter based on findings at the site. All buildings were erected using exclusively ancient modes of construction and look just like they would have in the early 4th century AD. Everything is done in a way that makes it seem as if the inhabitants had just walked out the door. In parallel with these efforts, steady work was underway on a communication and brand approach. 'The Past Begins Here' was adopted as the slogan, with the idea to market Carnuntum internationally as a reborn city of the emperors and thus, as an emotional brand. The site draws about 200,000 visitors annually, from 30 countries and its visitors generate about six million euros a year in added value for the region.

Zoltán RÓZSA, László REMÉNYI and Eszter KREITER

Castle Headquarters Integrated Regional Development Centre, Budapest, Hungary

Whose heritage is it? - Community archaeology, metal detecting – born of a new model in Hungary

In the last decades, Hungarian archaeological work has mainly comprised of development-led field work, although local museum capacity has been allocated for other important tasks. Meanwhile, local communities formulated considerable interest in archaeological objects and their connections with the past, and with archaeological sites in their living area. Metal detecting became rather popular, but this activity also considerably endangers archaeological sites. Although legal regulations are very strict concerning the use of metal detectors, most detectorists still continue their activity without permission or authorisation. Some of the smaller museums (which were not involved in large-scale excavation projects) managed to create a system of collaboration with metal detectorists and involve them in their landscape projects. By the end of 2019, there was an urgent need to collaborate with these communities and follow up their work

with local museums. As a centralised institution (dealing with archaeological diagnostics and topographical fieldwork) Castle Headquarters Non-profit Ltd. decided to launch a project, where these communities can help the archaeological community to survey medieval settlements in Hungary. Aligned to this is that with the help of local communities we want to find a solution to illegal metal detecting, also involving the local police force to help with their work against looting archaeological sites.

In this paper we would like to present a case study, showing the present situation and the problems, questions and uncertainties in Hungary concerning metal detecting. We would like to talk about the interest and the needs of the public and try to outline possible solutions and also to move the debate towards a constructive resolution.

Marcella GIORGIO

Associazione Nazionale Archeologi, Italy

Italian archaeology: heritage, protection and enhancement: Italian archaeology: heritage, protection and enhancement

Italy was the first European country to develop rules for the protection of its historical and artistic heritage: a direct consequence of an abundance that has few equals throughout the world. Nevertheless, the process that brought citizenship and individual territorial communities to recognize heritage as a true 'common good' was challenging. A great boost to this process was given by the international conventions of 1972 (Paris), 1992 (Valletta) and 2005 (Faro). Although the last convention (Faro) is still being implemented in Italy, the concepts that support it are weighted in the current national policies on the enhancement of cultural heritage, with an unprecedented role entrusted to organizations formally belonging to the world of non-profit and social cooperation. This phenomenon has been supported by public opinion stating a now established principle: cultural heritage is an economic and strategic resource in national policies. The risk, however, is that the economic value becomes predominant over the cultural one, and as a consequence leads to distortive dynamics in the working world of the professions engaged in the different areas of cultural heritage. All this would inevitably lead to a reduction in professional input to the cultural heritage, thus generating a paradoxical contrast with the very principles of the Faro Convention, which instead would be appropriate to pursue with far-sighted policies and strategies. Positive and virtuous examples of a correct relationship between professional and civil society are not lacking, such as the Catacombs of San Gennaro in Naples, which forms a case study for this paper.

Louise DAVIES and Adam SINGLE

Greater London Archaeological Advisory Service, Historic England, UK

Prehistory, playhouses and the public – London's planning archaeology

Changes in public policy in recent years in the UK have put public benefit closer to the forefront of planning and decision making, including with regard to archaeology. As planning archaeologists within Historic England, the Greater London Archaeology Advisory Service (GLAAS) are well-positioned to secure public benefit through various means. These range from permanent archaeological display and exhibition, underpinned by management plans and s106 agreements with developers; through to design advice and planning conditions for preservation, outreach and education informed by fieldwork; to social media posting and strategic planning advice. Increasingly GLAAS are exploring opportunities to incorporate mental and physical health agendas into heritage planning responses. As advisers, collaboration and communication with developers, planning authorities and other archaeologists is vital in achieving public benefit

through the planning system. In cases where developers may not immediately recognise the benefits of heritage to add value to their schemes, GLAAS can convey this and influence a positive result.

We will provide some high-profile examples of GLAAS' planning archaeology advice work where public benefits have been designed into both development and mitigation schemes and we will discuss some of the challenges that we have encountered. We will discuss how public benefit is integrated into our advice at a more day to day level and how we see future opportunities to create benefits, building on what has been achieved so far.

DAY 2 (Friday, 6th March 2020) (9.15 – 17.15)

Session 2: Public Benefit in Practice (9.15 – 12.45)

Kenneth AITCHISON

Federation of Archaeological Managers and Employers, UK

No More Polluter Pays Principle. Opportunities and challenges of public benefit provision in UK development-led archaeology

FAME (Federation of Archaeological Managers and Employers) is the trade association for those organisations, commercial companies that carry out commercial, development-led and developer-funded archaeology in the UK and the Republic of Ireland. The association has existed since 1975, supporting commercial businesses for nearly half a century. FAME's Vision Statement sets out that the association wants:

“To strive for a business environment where archaeological organizations can operate safely and sustainably, the well-being of employees is prioritised and archaeologists feel empowered to build careers and expertise, so that collectively we can conserve and advance knowledge of the past for the benefit of society.”

FAME members work in partnership with local government archaeological advisers (whose association is ALGAO) who ensure that every project is aligning with public benefit requirements, and in partnership with their clients. Every commercial archaeology project is a partnership project and every commercial archaeology project is a public benefit project. Commercial archaeology in the UK couldn't happen if it wasn't for public benefit, and the majority of archaeologists working in the commercial sector are working for not-for-distributable-profit organisations. Commercial archaeology in the UK no longer operates under the concept of the 'Polluter Pays Principle' – this is a legacy of environmental economic theory that underpinned the earliest legislation and guidance, and is an assumption that the requirement to fund archaeological work is seen as a (legal) 'remedy' for the consequences of economic development. The developers are delivering public benefits, and archaeologists are working in partnership with them. This paper will use three high profile case studies (A14 Cambridge to Huntingdon Improvement Scheme, Bloomberg London and Crossrail) to showcase how commercial archaeology in the UK is delivering public benefit through partnerships between developers, FAME members and ALGAO advisors to local government.

Pascal RATIER

Chargé des événements et des colloques, Inrap, France

Archaeology Days across Europe: sharing archaeological heritage

Archaeological heritage represents a major societal challenge for Europe, whether in terms of protection, conservation, public awareness or education. It was in this spirit that the National Archaeology Days were created in France 10 years ago, in response to strong demand from stakeholders and the public alike. Organised by the *Institut national de recherches archéologiques préventives* (Inrap) under the aegis of the Ministry of Culture, the 10th National Archaeology Days (JNA) took place in France during June 2019. The Archaeology Days are devoted to the promotion and diffusion of research, collections and archaeological heritage ‘from the excavation to the museum’, and seek to bring together all those involved in archaeology. For the first time, on this anniversary edition, the JNAs opened up to European participation: 18 participating countries, 1,160 locations, including fourteen UNESCO World Heritage Sites. One of the objectives of this event is to attract new audiences who have so far little or no knowledge of archaeology, through events of “proximity”. Archaeology Days organisers across Europe have proposed all kinds of activities that can present ‘archaeology-in-the-making’ and bring European citizens to get to know and question their past. This paper will show how Archaeology Days across Europe can contribute to the sharing of cultural heritage at European level, in a way that constitutes an instrument of cohesion while preserving the cultural identity of each and all involved. Indeed, it will concern the ways these Archaeology Days can contribute to the development of a common identity, while also preserving the cultural diversities that characterise a plural Europe. Several questions will also be raised regarding the development of the Archaeology Days across Europe, and finally, we will launch a debate on how to extend the event to all European member countries of the European Council, and to enrich this Archaeology Day in terms of thematic ambitions.

Lyudmil VAGALINSKI / Milena RAYCHEVA

National Archaeological Institute with Museum – Sofia, Bulgaria

Bulgarian development-led archaeology in the public eye. Reception, reactions, possible solutions

Can the public see the benefit of archaeology without awareness of what archaeology does? The authors dwell on this question while exploring the evolution of Bulgarian society’s view on development-led archaeological excavations over the past 20 years, by drawing on specific examples. Media coverage of rescue archaeological work in Bulgaria is usually done in a tedious manner and non-systematically. Local archaeologists are neither trained for, nor seem to fully grasp the necessity of active two-way communication with the public, particularly in the course of fieldwork. Moreover, investors often impose restrictions on their public statements, not realizing that business is losing from such secretive media policy. Nevertheless, some successful media projects have been carried out by a number of Bulgarian archaeologists in recent years and have significantly contributed towards an increased knowledge and appreciation of archaeological work by society.

The authors propose particular steps in order to accelerate and enhance this positive trend to keep the public informed and aware of the potential benefits of archaeology.

Rudina ZOTO, Ela MIZIRI and Mariglen MESHINI

Archaeological Service Directory, Albania

Do some aspects of archaeology offer more public benefit than others (specific chronologies, artefacts, standing monuments etc.)? How can we challenge this?

How do we make archaeology more tangible? What we know is that communities are interested and curious about their past, with an instinctive need to know where we come from and how life was in the past. Archaeology provides evidence of course and there is still much preserved, with no one knowing how much remains to be found beneath the earth. This sense of undiscovered mystery gets the public more and more interested in what is known and probably even more interested in what is not known. We want to use our country (Albania) as an example of how the public interest in the archaeological heritage grows, alongside the challenges of maintaining interest up and ensuring a sustainable public benefit. For example the Trans Adriatic Pipeline implemented project was a direct public benefit not only economically but also as it brought to light many archaeological sites and finds that probably would never have been detected. This combination of interested local communities and state/public experts in the field might be an example of collaboration which results in each side feeling satisfied. The challenge for a state strategy is how to maximize the public benefit and to make it sustainable. We will discuss how to give communities a good management model, so they can get a higher awareness and the benefit as well.

Ričardas DEDIALA

Chief Specialist, Control Division, The Department of Cultural Heritage, Lithuania

Archaeology and the history of resistance in Lithuania in the 19th and 20th centuries: searching for the benefit

The Rebellion of the 1863-1864 (known as January Uprising) against Russian Empire and The 1944-1953 Partisan War against Soviet Union are the most prominent episodes of resistance of the 19th and 20th centuries in the narrative of Lithuanian history. It is known that in 1863-1864 in Vilnius Lukiškės Square 21 participants of the January Uprising were sentenced to death. On January 3, 2017, after the start of archaeological excavations work on the slopes of the Hill of Gediminas, several burials of the executed rebels were found on the site. The work was extended, and the remains of 20 people were excavated. Further work in 2018 found the remains of the most significant symbol of the Lithuanian resistance Adolfas Ramanauskas (the Hawk), a teacher who joined the fight for Lithuanian independence against the Soviet Union.

The discovery of these two places became a real sensation among scholars. Furthermore, it fantastically enhanced society's interest – not only in the historical events, but in archaeology as well. It led to an unexpected outcome: the politicians themselves started to talk about the problem of funding for discoveries and research. The second surprising result of these archaeological discoveries was politicians' visits from neighboring countries and integrated discussions in historical matters. The reburial of A. Ramanauskas in 2018 encouraged discussion of painful history and the modern response to this, not only within Lithuania but also neighbouring countries. The reburial of 1863-1864 Rebellion insurgents in 2019 was attended by the president of Poland, vice-premier of Belarus and the president of the Republic of Lithuania. There were many citizens of the abovementioned countries and the coffins of the rebels were carried by the representatives of Lithuanian and Polish militaries.

Historical science states that historians are the bearers of the historical narrative, conveying and actualizing the nation's historical memory, but recent examples in Lithuania have been led by archaeologists, whose extraordinary meticulous work and cooperation with other disciplines

allowed not only historical debate, but raised the significance and value of archaeological science in the public eye.

Dr Linda MONCKTON

Head of Wellbeing and Inclusion Strategy, Historic England, UK

Public benefit as community wellbeing in archaeology

Public Benefit in development-led archaeology may be interpreted in multiple ways. This paper will look at the potential for wellbeing outcomes in local groups and how this might inter-relate with local historic environment and archaeological programmes. Wellbeing provides an existing way in which archaeologists can measure public benefit which can be aligned with broader initiatives. This paper will address three topics: it will highlight the kinds of opportunities that exist for improving local wellbeing and the evidence that exists for measuring this in a meaningful way; it will identify the critical success factors for achieving positive outcomes along with key challenges to overcome and thirdly, it will set out an emerging national initiative being developed between Historic England and Wessex Archaeology to embed targeted resources to marginalised social groups through developer-led schemes. This scheme will focus on developing a national programme for exploring different kinds of wellbeing outcomes through developer-led archaeology and other locally based research and conservation schemes.

Session 3: Measuring and assessing Public Benefit (14.00-17.15)

Brendon WILKINS

DigVentures and the University of Leicester, UK

Social Impact Archaeology: a theory of change and evidential framework

If the ethical justification for public participation with development-led archaeology is broadly settled (the 'why'), there remains a lack of consensus concerning the tools and methodologies archaeologists should use to measure the social impact of their work (the 'what' and 'how'). Archaeology is said to add value to development, creating a deeper sense of place, community identity and improving health and wellbeing. Accentuating these wider social values has been welcomed by a profession keen to broaden its public relevance and legitimacy (and protect its seat at the table in modern cultural life) but how much, if at all, do the public actually benefit from archaeology? Benefits to individuals and communities from public-facing archaeology programmes are often abstract, intangible and difficult to attribute, following a continuum of intrinsic and instrumental outcomes. Drawing on the language of social impact investing, this presentation will explore how the UK based collaborative platform, DigVentures, has risen to this collective challenge. It introduces a 'theory of change' to account for the impact of participatory archaeology programmes, with a 'standards of evidence' framework designed to elucidate the causal links between activity and change. Assessing the merits of this strategy with recommendations for future implementation, this presentation posits an evaluative framework designed to ensure that claims made regarding the social impact of public participation in archaeology are as substantively evidenced as conclusions about the past drawn from the excavation itself.

Further Reading

Gould, P. 2016. On the Case: Method in Public and Community Archaeology. *Public Archaeology*. 15: 1-18

Wilkins, B. 2019. A theory of change and evaluative framework for measuring the social impact of public participation in archaeology. *European Journal of Postclassical Archaeologies*. 9: 77-100

Dr Agnieszka ONISZCZUK

National Heritage Board of Poland

A tricky subject - archaeology in opinion polls on cultural heritage, recent examples from Poland

Knowing the public by analysing 'the wants, interests and expectations of stakeholders in society regarding their involvement in archaeology', was defined in the Amersfoort Agenda, the strategic document of *Europae Archaeologiae Consilium*, as one of the key means of embedding archaeology in society. Conveniently, at least at first glance, cultural heritage has been the topic of several public opinion polls in Poland over the past few years. In 2011, National Heritage Board of Poland have carried out the first pilot survey on the value of cultural heritage to society. Next polls focusing on more specific issues or groups of respondents were led in 2015, 2017 and 2018. Other data from Poland come from the Special Eurobarometer survey on cultural heritage that was carried out during preparations for the European Year of Cultural Heritage. None of the above research were archaeology – oriented, nevertheless, the author will attempt to extract from them the information that may be of use to archaeological heritage managers. On the other hand, she will also demonstrate what a tricky subject archaeological heritage is and how its nuanced nature can easily make those general surveys not quite relevant.

The above will be contrasted with archaeology-oriented opinion polls. The European – scale survey carried out within the NEARCH project led by Inrap (French National Institute for Preventive Archaeological Research) has delivered plenty of interesting data on public perception and attitudes towards this science in Poland. Important issues of public participation has also been highlighted by local projects, which might be treated as starting points for more representative research.

Scope of the surveys to be analysed corresponds with the themes taken up by new Working Groups of the EAC and includes: public perception of cultural heritage and archaeology, subjective value of cultural heritage, attitude towards archaeology, relevance of archaeology for the present (also in terms of the socio – economic potential of archaeological heritage), people's interaction with archaeology and archaeological heritage, sources of information about archaeological heritage, and others. Based on the results of her analysis, the author will look at the desired scope of a survey aimed at filling the gaps in knowledge on the above topics.

Leah HEWERDINE

PhD candidate, RHUL, UK

Ubiquitous barriers, and how we can overcome them, in public benefit with development-led archaeology in the UK

In this paper I argue that our methods for public benefit in archaeology, within the development-led sector, demand attention. Public benefit should not be an afterthought of development-led projects, and instead should be an essential component of our agenda. UK planning policy, however, does not advocate for public benefit with development-led sites (see: Flatman & Perring, 2012: 7; NPPF 2018: 49). This acts as a major barrier for conducting public benefit opportunities with these sites. As a result, public benefit is sporadic; when it is practiced, there is no guidance to ensure it is successful or meaningful. There are, however, case studies that demonstrate commercial archaeology units are providing good and valuable public benefit

opportunities. Equally, there are numerous case studies that demonstrate engaging the public has been actively avoided. This paper uses evidence from surveys, conducted with commercial archaeology units, to explore the challenges encountered within the developer-led sector that prevent public benefit. Additionally, it seeks to investigate methods for conducting public benefit activities; reaching diverse audiences; ensuring access needs for dis/abled people; and measuring success of public events.

Using findings from focus groups conducted with multiple publics and archaeologists, I also argue that public benefit is not limited to on-site activities. Post-excavation materials can provide insightful and meaningful public benefit, but this requires a new approach to disseminating site information. For the interested onlooker, the only information potentially available may be the final site report or publication. Government policy on the Historic Environment prescribes that preservation by record is the agreed alternative to preservation in situ for development-led archaeology and the National Planning Policy Framework requires that these records be made publicly accessible (DCLG 2018, p.56.199). These unpublished client reports, commonly referred to as 'grey literature', are often freely available through online repositories, but are not written with a wider audience in mind. These reports may be too technical in language and presentation for multiple publics and published material, such as monographs, pose similar issues. This paper will draw on the data from these focus groups and surveys to make recommendations for best practice that goes beyond basic dissemination of information to further enhance the public's passion for archaeology.

References:

- Department for Communities and Local Government. (2018) The National Planning Policy Framework. London: Department for Communities and Local Government.
- Flatman, J. & Perring, D. 2012. The National Planning Policy Framework and Archaeology: A Discussion. Papers from the Institute of Archaeology, 22: 4–10.
- NPPF. 2018. The National Planning Policy Framework. London: Department for Communities and Local Government.

Ulla KADAKAS

Director of archaeological heritage field, National Heritage Board, Estoni

How quick should public benefit of archaeology be?

During the last two decades, 90% of the archaeological studies in Estonia have been caused by construction work. Most of these are rather standard studies, although among them are also some remarkable ones that change history or at least illustrate it vividly. The archaeologists traditionally publish the results of their field studies in professional article collections and a journal of archaeology for wider audience. Bigger excavations are also introduced in local and national papers, radio and TV. So far, the archaeologists of salvage excavations do not have capabilities to do intensive work to involve and inform the wider audience, although some more active companies have their own social media accounts, where photos of the running excavations are posted. The museums of Estonia are one of the core elements of culture in every region, offering an alternative and quality competition to other kinds of entertainment (cinema, theatre, sports etc). Also new visitor centres have been founded on new sites, where visitors are offered living history based on the new excavation results obtained during the construction of the visitor centre. Archaeological salvage studies are also carried out on sites discovered by metal detector enthusiasts, e.g. when a hoard or a sacrificial site has to be studied. During such studies the ambivalent attitude of people when dealing with archaeological heritage is best manifested: on one hand such finds make many people without everyday interest of history think about the far past of their home area, but the same number of people ask, how much do the artefacts cost. During a field study the developer usually asks, why should I pay, and the metal detectorist asks, how much I will be paid. The emotional character of these questions shadows the understanding or all other values at the particular moment. In my paper I will ask, if it is possible at all to keep

the focus of people on the essential values of archaeology during a field study. In order to achieve that most of the people took the archaeological heritage as a natural and undetachable part of landscape, understood and appreciated the essential values of it, the conversance of history has to grow considerably. In Estonia, the museums help to achieve it, working actively with marketing of history. Based on the knowledge and experience obtained from the museums other kinds of culture are created, from literature and films to computer games. Every such element brings the conversance of the values of history closer to the people. It is not possible to measure the benefit of every single archaeological field study for the public. It is the job of the archaeologist to mine 'raw material', which is 'refined' by the museums, and 'finished' for example by the creators of culture, from artisans to directors of cult classic films.

Monique H. van den DRIES

Assoc. Prof. Archaeological Heritage Management, University of Leiden, Netherlands

The Seven Virtues of Heritage: Evaluating the Public Value of Archaeology

Recent survey results (NEARCH-project 2015; Kajda et al. 2018) reveal that in various European countries most members of the public consider archaeology foremost a science, not so much a cultural or leisure activity that plays an important, active role in their personal life. Moreover, in many countries there is still limited active citizenship involved in the daily archaeological practice, in interpretation and in governance and preservation. Politicians and policy makers, on the other hand, expect and encourage citizen involvement and empowerment. They stress that cultural heritage and archaeology has or needs to become a driver of social (and economic) development, as it contributes to the wellbeing and quality of life of citizens. Does this indicate there is a tension or maybe even a fundamental rift between theory and practice, between expectations and possibilities? What do measurements indicate that were so far conducted to understand how heritage is valued and how it affects people's life? This presentation aims to critically evaluate what is or could be the role of heritage and archaeology to contribute to objectives like improving quality of life. The author wants to add an evidence-based perspective to the question whether heritage-based social innovation can be put in practice through archaeology and what the sector's limitations seem to be.