

Communicating Archaeology in the NRA

Publicising archaeological discoveries
on national road schemes in Ireland

National Roads Authority

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Contents

1. Foreword

by Fred Barry, Chief Executive

2. Summary

3. Context

3.1 Ireland's archaeological landscape

3.2 Policy and legislation

3.3 Regulation

3.4 Public interest

3.5 Communicating discoveries

4. Policy

4.1 Compliance with policy and legislation

4.2 Sustainable development

4.3 Value for money

4.4 Public access

4.5 Timely delivery

4.6 Legacy schemes

4.7 Data preservation

5. Practice

5.1 Archaeology and roads

5.2 Project management

5.3 Stakeholders

5.4 Contractual arrangements

5.5 Communications plan

5.6 Publications committee

5.7 Diversity of communications

5.8 Funding

6. References

Appendices

Appendix 1—Communicating archaeology in road scheme contract documents

Appendix 2—Select bibliography of NRA archaeological publications

1. Foreword

by Fred Barry, Chief Executive

The National Roads Authority has existed since 1994. In partnership with the local authorities that host our National Roads Design Offices the NRA has employed a team of Project Archaeologists since 2001. In this time the NRA has sponsored over 2000 archaeological investigations on new road projects throughout the country, under the aegis of the National Development Plans (2000–2006; 2007–2013) and Transport 21. Now, in 2010, we are making the comprehensive statement on communicating archaeological discoveries that is set out in this document: *Communicating Archaeology* consolidates the strong suite of policies and practices that has been evolving over several years and records these as a platform for future work.

All of the archaeological work that is sponsored by the NRA is governed by existing national policy, under the regulation of the National Monuments Service, on behalf of the Minister for the Environment, Heritage and Local Government, and the National Museum of Ireland. The work itself is usually executed by private-sector companies. Indeed, over the last 15 years, the NRA has become the single biggest client for private-sector archaeological services in Ireland. We have been fortunate, here, in engaging with a strongly established fieldwork tradition. However, we have not merely been a passive consumer of services. To the contrary, the NRA has actively sought to develop field practice, employing new methods where appropriate. In the sphere of reporting and publication we have given especially strong leadership. We aim to promote and maintain high standards at all stages of the work, not least in providing an 'end product'.

Traditionally, the end product of an archaeological investigation was an illustrated technical report, filed with the regulatory authorities. Sometimes, a summary of this would be published, in monograph or periodical form, but quite often the work did not produce any product that was easily available to the public. We are very proud in the NRA to have broken this mould. The end product of archaeological investigations on our national road schemes now includes books, leaflets and posters, public lectures and conferences or seminars, exhibitions and excavation 'open days', and a wealth of information on the Internet. The aim of this variety and abundance is to make archaeological discoveries on road schemes widely

available, and to all potential sectors of our audience, ranging from professional scholars to curious schoolchildren. We do this because it is our duty and, because we have discovered that there is a real public demand for this, it is a duty we are happy to discharge.

2. Summary

Communicating archaeological discoveries is a public good. This document provides a guidance to NRA best practice on national road schemes in publicly communicating the results of archaeological investigations. The NRA aims to abide by all relevant policy and legislation in this sphere of practice, to advance archaeological knowledge, to enrich the cultural heritage at national and local level and, in doing this, to contribute to the sustainable economic and infrastructural development of the nation.

- Ireland has been inhabited by people for about 10,000 years. There are abundant physical traces of past communities in the landscape today so that new archaeological discoveries can be expected on any national road scheme.
- Over 2000 archaeological excavations have taken place on over 100 road schemes since the establishment of the NRA in 1994. These form part of the mitigation of environmental impacts of the schemes. They are managed by the NRA's own archaeological staff in line with national heritage policy and legislation and evolving good practice.
- Communicating the results of archaeological investigations on development sites is a requirement strongly enshrined in national heritage policy and regulation, reflecting both national legislation and the European and other international conventions to which Ireland is party.
- In particular, reporting and publication are elements of the 'preservation by record' required in national heritage policy and thus form part of the NRA's objective of contributing to sustainable development.
- The requirement to communicate archaeological discoveries is reflected in conditions set by An Bord Pleanála in the approval of road schemes, in the subsequent 'Ministerial Directions' for the conduct of archaeological investigations on approved schemes, and in the contract documents for this work that are currently in use by the NRA and local authority national roads design offices.
- Since the appointment of Project Archaeologists on the national road schemes in 2001, the NRA has established a strong track record in communicating archaeological results. This enhances national cultural life and, at local level, can help to build a sense of place among communities. Because the audience is diverse, ranging from professional archaeologists to schoolchildren, the information is presented in narrative as well as analytical form and in a variety of media.
- The communications strategy for any one scheme may include public events and exhibitions, leaflets and posters, publications in books and periodicals, public access to excavation sites, and items posted on the NRA website. This suite of communications

aims to deliver all of the significant archaeological data that has been recorded on a scheme, to enjoy wide public exposure, and to achieve longevity as well as impact.

- Archaeological work on national road schemes has cost in the region of €250,000,000 under the National Development Plans and Transport 21, between the years of 2001 and 2010. The cost of communicating the results is typically 2% of the archaeological budget for any one scheme (e.g. the cost of leaflets, posters and a book). It is this relatively small percentage of the total costs that delivers the value of the work, because the full potential of discovery and investigation is only realised by the public dissemination of the results.

3. Context

3.1 Ireland's archaeological landscape

Ireland has been occupied by human communities for about 10,000 years, but historical records describe only the last 1500 years. However, in all periods people have left physical traces of their lives in the landscape. These range from the chipped stone tool-making debris of the earliest hunter-gatherers to abandoned mining works of the industrial period. They occur in every part of the country – in uplands and river valleys, in farm fields, woodlands and peat bogs, and in our historic towns and cities.

About 130,000 archaeological sites and monuments are recorded in the national Record of Monuments and Places (RMP). Archaeological investigations in advance of major developments like roads are revealing many new sites. Indeed, the number of buried archaeological sites, remaining to be discovered and not previously entered on the record, is much greater than the number of known sites entered on the RMP.

3.2 Policy and legislation

The principal protections for archaeological heritage in Ireland are set out in the *National Monuments Acts 1930–2004*.¹ The following are examples of some of the key provisions in the Acts.

- The State compiles and publishes a Record of Monuments and Places (RMP) (i.e. maps and lists of known or suspected archaeological sites and monuments).
- The Minister for the Environment, Heritage and Local Government must be given two months notice of any proposed works to an archaeological site entered on the RMP.
- Archaeological excavations may only be carried out by authorised persons.
- Any archaeological object that is found and that is ownerless must be reported to the Director of the National Museum of Ireland, who may claim it for the State.

Ireland is a Party to the UNESCO *Convention Concerning the Protection of the World Cultural and Natural Heritage* (the 'World Heritage Convention' 1972) and ratified the Convention in 1991. Parties to the Convention are enjoined to:

- adopt policy that 'aims to give the cultural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes' (Article 5[a])

¹ There are also relevant provisions in the *Heritage Act 1995* and in the *National Cultural Institutions Act 1997*.

- take appropriate legal, scientific, technical, administrative and financial measures for, *inter alia*, the identification and protection of the cultural heritage (Article 5[d])
- endeavour by all appropriate means, and in particular by educational and information programmes, to strengthen appreciation and respect by their peoples for the cultural and natural heritage (Article 27[1]).

Ireland ratified the *European Convention on the Protection of the Archaeological Heritage* (Council of Europe 1992) in 1997 and is legally bound by it. Parties to the Convention are explicitly required to provide for the communication of archaeological results from public developments in Article 6 (i):

- by taking suitable measures to ensure that provision is made in major public or private development schemes for covering ... the total costs of any necessary related archaeological operations
- [and] by making provision in the budget relating to these schemes ... for a scientific summary record as well as for the full publication and recording of the findings.

Article 9 of the Convention is concerned with public education and awareness and requires the State to:

- conduct educational actions with a view to rousing and developing an awareness in public opinion of the value of the archaeological heritage
- [and] promote public access to important elements of its archaeological heritage, especially sites, and encourage the display to the public of suitable selections of archaeological objects.

In our national context, some of the measures for the implementation of the Convention are described in two heritage policy documents published in 1999:

- *Framework and Principles for the Protection of the Archaeological Heritage* (DAGHI 1999a)
- *Policy and Guidelines on Archaeological Excavation* (DAGHI 1999b).

The *Policy and Guidelines* document asserts that ‘as archaeological excavation is a destructive process appropriate publication of the results is essential’ (DAGHI 1999b, 8). It gives special priority to excavations undertaken in the past by State agencies, including the National Monuments Service and the National Museum of Ireland, but that remain unpublished (*ibid.*, 8)

3.3 Regulation

Arising from the National Monuments Acts, and depending on the particular circumstances, different sorts of authorisation can apply to excavations or other works to an archaeological site or monument. These authorisations are issued by the Minister for the Environment, Heritage and Local Government, in consultation with the Director of the National Museum of Ireland. The *National Monuments (Amendment) Act 2004* makes special provision for archaeological work on ‘approved road schemes’.² Here, the authorisation takes the form of Ministerial Directions that are issued to the relevant road authority, and not to the individual excavation director or archaeological consultancy that may be performing the work.

According to the *Framework and Principles* document, it is a model condition of authorised archaeological excavations that the relevant person [or body] ‘must have a full account of the results of the archaeological excavation published ... not later than four years from the end of the final on-site phase of the excavation’ (DAGHI 1999a, 21). This or a similar requirement commonly occurs in the detailed conditions that accompany Ministerial Directions for archaeological work on approved road schemes.

The commitment to record and report on any archaeological discoveries that may occur on an approved road scheme, and to publish the findings for the public benefit, is usually one of the stated mitigations in the Environmental Impact Statement (EIS) for the scheme. Consequently, the conditions relating to reporting and publication in Ministerial Directions for archaeological work on a national road scheme will often reflect commitments already occurring in the EIS and in the corresponding conditions for the approval of the scheme by An Bord Pleanála.

3.4 Public interest

The *Framework and Principles* (DAHGI 1999a, 9) policy document asserts ‘the great cultural and scientific importance’ of the archaeological heritage in national life and there is a corresponding degree of public interest in archaeological discoveries. Recognising this, a number of public bodies have urged the importance of publicly communicating archaeological results and actively promote this.

- Several recent studies commissioned by the Heritage Council on evolving practice and regulation in Irish archaeology have highlighted the importance of publishing excavation results, including the backlog of significant unpublished work from decades past (e.g.

² Per Section 14 of the original Act as amended by Section 5 of the 2004 amendment to the Acts, at Section 14B (8), ‘approved road development’ means a road development approved under either or both Sections 49 and 51 of the Roads Act 1993.

Doyle et al. 2002). Most recently, the Heritage Council's *Review of Research Needs in Irish Archaeology* (2007, 13) highlighted both the importance of publication and of greater public awareness and participation.

- *Archaeology 2020* (UCD 2006) is the published findings of a 'think-tank' convened by University College Dublin in 2005. The document envisions a national strategy for 'the creation, communication and dissemination of knowledge' (2006, 10), with special emphasis on the pre-development excavations that dominate current archaeological discovery.

In 2006 the Royal Irish Academy hosted a national forum, representative of all stakeholders in the archaeological heritage, to consider present problems and future developments. The proceedings are recorded in *Archaeology in Ireland: a vision for the future* (RIA 2008). The foremost theme of the forum was communication and, in particular, the means to ensuring full and timely publication of excavation results.

- In 2007 the Minister for the Environment, Heritage and Local Government conducted a nationwide canvas of public opinion on future policy and legislation, with particular reference to a proposed amendment of the National Monuments Acts. Public meetings in Athlone and Dublin were well attended and public contributions were very wide-ranging, attesting a high level of public interest in archaeology in general. Some outcomes of the review are summarised in the *Review of Archaeological Policy and Practice: update and summary of proposals [to consolidate, revise and extend the National Monuments Acts, 1930 to 2004 and related enactments]* (DEHLG 2009). Again, the importance of communicating results was strongly asserted by members of the public who attended these meetings.

3.5 Communicating discoveries

The NRA has already established a very strong track record in communicating the results of archaeological work on national road schemes, and especially since the employment of its own archaeological team in 2001. The communications strategy is diverse and includes public events and exhibitions, leaflets and posters, publications in books and periodicals, public access to excavation sites and information posted on the NRA website.

All of our public events and exhibitions are well attended and our publications have been warmly received by readers and reviewers. This is corroborated by surveys that record a strong public endorsement of archaeological investigation in the development sphere and a high expectation that the results should be communicated.

- Barometer Research conducted a survey of 1200 members of the general public on behalf of the NRA in October 2004 and reported almost universal support for the aims of

archaeological investigations in advance of development and, in particular, for the NRA's own efforts in this sphere.

- Franklin Marketing Research surveyed 1000 members of the public and a smaller number of the archaeology profession on behalf of the NRA in 2008 to discover specifically whether people were aware of archaeological communications by the NRA (publications, leaflets, exhibitions and so forth) and whether they valued them. Once again, the result was a very strong endorsement of our communications strategy by the public. Franklin Marketing Research recommended an increase in the level of this activity in some areas (especially posters, leaflets and exhibitions, but also access to excavations or live excavation 'webcasts').

4. Policy

4.1 Compliance with policy and legislation

The NRA has a duty of compliance with all relevant national and international heritage policy and legislation, and with the corresponding conditions that may attach to approvals and consents for work on national road schemes. Communicating archaeological results is a responsibility that arises directly from this duty of compliance.

4.2 Sustainable development

Contributing to sustainable development is a stated strategic objective of the NRA. Protecting the cultural heritage and disseminating archaeological investigation results are identified as some of the means towards this objective in the NRA's *Strategic Objectives 2007–2010* (NRA 2007, 5: Objective 3).

The archaeological heritage is a shared resource but it is also a non-renewable resource that is being continually eroded by development, among other factors. National heritage policy requires 'preservation by record' of any archaeological site or monument that is excavated for development purposes. Translating recorded data into information that is publicly accessible advances archaeological knowledge and enriches national life.

At local level, a road scheme can sometimes be experienced by a community as a major impact on the physical environment and on community life. Publicising studies on the landscape and its history can help to ameliorate this effect on a community by strengthening and deepening its sense of place.

4.3 Value for money

The NRA seeks to ensure that all work forming part of a national road project delivers good value for the public expenditure involved. As a measure of value, the communication of archaeological results from national road schemes should satisfy the following criteria at a minimum.

- *Significance* – The data, samples and artefacts being reported should make a significant contribution to existing knowledge.
- *Quality* – Reports, publications, exhibitions and events should be the best that can reasonably be achieved and the personnel engaged in them should be competent to deliver them. In particular, the content of all reports and publications should be well organised and presented, adequately illustrated, and supported by reference to relevant published

authorities or exemplars. Publications should be subject to peer review and/or academic editing by established scholars.

- *Efficiency* – The generation of these products or events should be achieved within an agreed, managed programme, and within a reasonable period after the conclusion of fieldwork.
- *Economy* – The cost of communicating archaeological results should be a reasonable proportion of overall archaeological costs for each scheme and should be in proportion to the significance of the results.

4.4 Public access

The NRA recognises that communicating archaeological information from road schemes is an ongoing process that commences in the planning stage, when it is expressed through the Constraints Study, Route Selection Report, Environmental Impact Statement and associated public consultations.

Following the approval of a road scheme, the NRA aims to make the results of any associated archaeological investigations accessible to the widest possible audience, ranging from professional scholars to schoolchildren. To achieve this, both analytical and narrative information is delivered, in a variety of media, including reports and publications, leaflets, posters and exhibitions, lectures and internet postings.

4.5 Timely delivery

Time is an important dimension of accessibility. The publication of excavation results on an approved road scheme should be completed in a reasonable period following the completion of the fieldwork phase of the work, and no later than four years, at a maximum.

4.6 Legacy schemes

For some older schemes where there was no provision for the communication of archaeological results—though archaeological investigations did take place—the NRA accepts that the results of these ‘legacy schemes’ should also be brought into the public domain. The NRA will work with the relevant local authorities to bring this about where practicable.

5. Practice

5.1 Archaeology and roads

At the planning stage of road schemes—as expressed in the Constraints Study, Route Selection Report and Environmental Impact Statement—the road design team with the assistance of archaeologists aims to identify the potential impacts on the archaeological heritage and to include in the project measures to mitigate these impacts where they cannot be avoided.

In general, the major phase of archaeological investigations on a road scheme does not occur until the scheme has been approved by An Bord Pleanála and the lands for the road acquired by a Compulsory Purchase Order.

Route selection will have aimed to avoid any previously known archaeological site or monument and, typically, only a few such sites will remain to be investigated on any large scheme. However, the buried, previously unrecorded archaeological sites awaiting discovery on a road scheme generally outnumber the known sites on the scheme by a large factor. Consequently, very extensive programmes of investigation are undertaken on all approved road schemes, even on schemes with no previously known archaeological impacts to establish what archaeology may be present.

The main element of these investigations is test-excavation by hand and machine, of sample areas throughout the whole of the scheme, usually amounting to 10–15% of the footprint of the scheme. Any archaeological sites that are discovered are fully investigated and recorded.

Archaeological fieldwork forms part of the ‘critical path’ towards the realisation of the road project so that timing and efficiency are of prime importance. In general, all of this work is completed according to an agreed programme and prior to the appointment of a main contractor for the construction phase of the scheme.

Reporting and analysis, leading to publication of the results and other forms of public communication, take place off site and do not form part of the ‘critical path’ towards the completion of the road project. However, these are also managed processes with agreed outcomes, undertaken in the public interest.

5.2 Project management

The NRA has its own archaeology section, staffed by archaeologists and a senior administrative personnel. The section is divided into teams and the staff are based in the NRA in Dublin and in a number of national roads design offices, hosted by local authorities.

Archaeological fieldwork on road schemes, in the form of surveys and excavations, and also the analysis and reporting that are necessary sequels to this, are generally performed by private-sector companies. These companies are contracted under the terms of publicly

advertised tender competitions and their work is managed by the NRA archaeologists in the role of 'Project Archaeologist'.

The key responsibilities in this role are to procure services via advertised competitions, to monitor progress, ensure compliance with approvals for the work, provide quality control, agree the scope and cost of the work and provide written specifications for this, to liaise with the road design team and the relevant heritage authorities, and to ensure that the results of the work are communicated to the public.

The general scope and some particular responsibilities of the role of Project Archaeologist are set out in a *Code of Practice agreed between the Minister for Arts, Heritage, Gaeltacht and Islands and the National Roads Authority (2000)*.³ In effect, the Project Archaeologist has quasi-regulatory responsibilities with respect to the scope and method of archaeological investigations on a scheme, in liaison with the regulatory authorities proper.

5.3 Stakeholders

The Project Archaeologist is a member of the road design team. Most of the NRA's archaeological staff work in the national roads design offices hosted by local authorities, where they participate fully in all stages in the development of the road schemes, working closely with local authority Project Engineers, engineering consultants ('Principal Consultants'), landowner liaison officers and other members of the road design team.

The local authorities usually act in the role of road authority in the development of a scheme, though the NRA sometimes assumes this role directly. The authorisation for archaeological investigations on an approved road scheme – in accordance with an agreed method statement – is granted by the Minister for the Environment, Heritage and Local Government. Following the *National Monuments (Amendment) Act 2004*, this authorisation is issued to the road authority and not to any private archaeological consultant or individual excavation director who may be engaged on the scheme.

In authorising archaeological investigations on an approved scheme the Minister is obliged by the National Monuments Acts to consult with the Director of the National Museum of Ireland. The Museum has sole authority for particular authorisations, including licences to export or alter an archaeological object.⁴ Any objects found in the course of investigations on a road scheme are reported to the Museum and may be claimed by the Director, for the national collections, on behalf of the State.

³ The responsibilities of the Minister for Arts, Heritage, Gaeltacht and Islands with respect to the archaeological heritage were transferred to the Minister for the Environment, Heritage and Local Government following the abolition of the former department in 2002.

⁴ A licence to export or alter an archaeological object found on a road scheme might arise, for instance, in the context of radiocarbon dating in an overseas laboratory, or conservation work on the object.

The NRA archaeologists, in collaboration with whatever private-sector archaeological companies may be engaged, liaise with the National Monuments Service and the National Museum of Ireland throughout the progress of the work, from inception to final reporting.

The NRA recognises that, ultimately, the principal stakeholder in archaeological work on road schemes and its outcomes is not the agencies and institutions of the State, nor the archaeological profession, but the public at large. Publicising investigation results is the main means of engagement with the public stakeholder.

5.4 Contractual arrangements

The archaeological work of private-sector archaeological companies on national road schemes is procured by publicly advertised competitions and is performed in accordance with standard approved contract documents for archaeology.

The requirement to create reports, publications and other products or events for the public communication of archaeological investigation results is strongly asserted in the contract. Relevant extracts from the current standard contract documents are given by Appendix 2.

The archaeological consultant appointed to conduct investigations on the scheme is principally responsible for developing and delivering these information products and services. The NRA and/or local authorities (i.e. the client for the particular scheme) reserves all rights to publicise the results.

5.5 Communications plan

A keystone in the contractual provisions is the Communications Plan. In the current standard contract for archaeological services on a road scheme, the minimum elements to be delivered by the private-sector archaeology consultant appointed to the scheme are as follows:

- Illustrated summaries of the excavation results fit for publication in academic journals or in monograph form
- a popular publication on some aspect of the scheme
- a poster design with text and illustrations all fit for production by the client
- a public lecture on some aspect of the scheme.

This list of the specified minimum products is not exclusive. The Communications Plan is developed throughout the scheme and other elements may be added or substituted as appropriate to the circumstances and investigation results. The final draft of the plan is produced by the private-sector archaeology consultant engaged on the scheme, following the completion of fieldwork, and is reviewed by the NRA archaeologist acting as Project Archaeologist. The archaeological consultant may advance proposals for additional or

alternative products as, for instance, an exhibition or website or dedicated conference or seminar event. However, all such proposals are subject to agreement by the client.

The Communications Plan forms part of an overall suite of post-excavation work (Stage iv of the standard contract) that also includes analysis and technical reporting. The scope of work is specified by the Project Archaeologist and—following agreement with the Road Authority Project Engineer—is formally sanctioned by an ‘Instruction’ to the archaeological consultant from the engineering consultant acting as ‘Client’s Representative’ for the contract.

5.6 Publications committee

Printed publications remain the keystones in the communications strategy. NRA archaeologists currently form the Archaeology Section Publications Committee. While the content and programme of individual publications may be determined on a scheme-by-scheme basis, within the Communications Plan for the scheme, the Publications Committee has an umbrella role in providing co-ordination and quality assurance for all of the printed publications, and directly manages the production of the NRA’s own archaeological monograph series and annual magazine.

5.7 Diversity of communications

As already stated, the NRA has a strong track record in publicly communicating the results of the archaeological work that it commissions or funds on national road schemes, all in collaboration with the private-sector archaeological companies that contracted to supply most of the fieldwork and primary reporting services.

The communications take various forms, including public events and exhibitions, leaflets and posters, publications in books and periodicals, public access to excavation sites and information posted on the NRA website, as set out in more detail below.

- Since 2003, the NRA’s annual archaeology seminar has become a regular feature of national Heritage Week. The proceedings of each seminar are published and are launched at the following year’s event. To date there are seven such proceedings, with an additional three programmed over the next three years.
- NRA archaeologists and private-sector archaeologists engaged on road schemes frequently speak to school children, university students and local societies and have delivered over 300 public presentations since 2001.
- Local exhibitions in museums and other public buildings (schools, libraries, council offices, hotels and an airport) have highlighted discoveries on 10 schemes to date and other exhibitions are planned.

- Colour-illustrated leaflets summarising discoveries have been produced for 46 schemes or selected themes to date. These are distributed free to schools and libraries and at public lectures and seminars. Posters on 13 schemes or selected themes have also been produced.
- *Seanda* is the NRA's archaeology magazine. It has been produced annually (Issues 1–5) since 2006. It is distributed to public libraries and secondary schools and a digital version can be downloaded from the NRA website.
- Six excavations monographs (i.e. books dedicated to discoveries on individual schemes) are in print and others are in preparation. In coming years it is planned to publish between two and three scheme monographs annually.
- Numerous articles by NRA archaeologists and consultant archaeologists working on the road schemes have appeared in local and national journals or special interest magazines, and in local newspapers.
- Archaeological news items, summary reports and press releases appear on the NRA website (www.nra.ie/Archaeology) and more detailed information on some individual schemes appears on dedicated websites (e.g. www.m3motorway.ie).
- The visiting public is welcomed to excavations in progress, with guided tours, on request, available for school children, student groups and local societies or field clubs.
- Key data from all excavations on national road schemes is presented in a searchable format on the NRA's online archaeological database, which was only launched in 2008, has since become established as an important research resource for professional, student and amateur archaeologists.

5.8 Funding

Irish national heritage policy, following EU policy, asserts the 'developer pays' principle in all aspects of archaeological work arising from development: 'the developer must accept responsibility for the costs of archaeological excavation to the extent necessitated by the development. Such costs include ... the preparation of a report on the excavation' (DAHGI 1999a, 25).

Arising from the above, the NRA accepts that all reasonable costs relating to the communication of archaeological excavation results—within the scope of the agreed Communications Plan for each scheme—are admissible costs in the scheme budget.

The NRA will also provide a dedicated annual budget—separate from individual scheme budgets—for certain core activities including the annual Heritage Week seminar, and publication of the seminar proceedings, *Seanda* magazine, and the scheme excavations monograph series.

6. References

- Council of Europe 1992 *European Convention on the Protection of the Archaeological Heritage*. Valletta.
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Appendix 1

Communicating archaeology in road scheme contract documents

Extracts from contract documents for archaeological consultancy services on the M17 Galway to Tuam scheme (advertised March 2009; awarded August 2009)

10. Stage (iv) Post-Excavation Analyses, Reporting and Dissemination

Stage (iv) post-excavation and dissemination services will consist of all required post-excavation analyses, conservation work, reporting and publications, or other dissemination products, arising from the Stage (iii) excavations—including detailed illustrated technical reports on this work (i.e. excavation 'Final Reports') and report summaries fit for publication in monograph or periodical form, popular publications, lectures and posters or an exhibition, as may be appropriate (i.e. depending on the significance and scale of the results)—archiving of the excavation records and materials, and any other work that may be required for the proper execution of the post-excavation programme arising from the project.

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10.4 Scope of Stage (iv) post-excavation and dissemination services

Prior to the commencement of Stage (iv) post-excavation and dissemination services, a programme for the completion of these works shall be agreed between the Archaeological Consultant, Client's Representative and Project Archaeologist.

The Stage (iv) programme will include the following tasks at a minimum:

- temporary secure storage of finds, samples and records
- checking and reconciliation of site records
- review of post-excavation proposals and dissemination plan
- compilation of a detailed descriptive catalogue of contexts/features
- compilation of a detailed descriptive catalogue of materials including objects and samples
- consultation with the National Museum of Ireland (NMI) on the treatment of artefacts
- compilation of the NMI Excavation Finds Register Database
- specialist examination and conservation of artefacts
- specialist analysis of palaeoenvironmental materials or other sample materials
- specialist reporting on the above at full technical length for inclusion in the excavation Final Report but also at summary length for publication
- scientific dating of sample materials
- preparation of all report illustrations
- preparation of all report texts

- preparation of an ordered excavation archive and contents list for same
- dissemination of the excavation results via periodicals or a monograph, popular publications, lectures and posters or an exhibition
- liaison throughout with the Client's Representative, Galway County Council, the National Museum of Ireland and the National Monuments Service, as appropriate.

The Stage (iv) programme shall also identify the key personnel in the post-excavation scheme and their individual responsibilities, including personnel responsible for quality control in reporting and analyses, and co-ordination of the work.

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36. Dissemination

Public dissemination of the excavation results from the scheme will be a requirement of this contract. The scope, medium and format of this will be subject to agreement by the Client's Representative and the Project Archaeologist but proposals may be advanced by the Archaeological Consultant in the first instance, taking account of the minimum requirements listed here and described in more detail below.

- Final Report summaries fit for publication in periodical or monograph form
- A popular publication on some aspect of the scheme
- A poster design with text and illustrations all fit for production by the Client
- A public lecture on some aspect of the scheme
- A dissemination plan setting out the details of the above.

This list of the specified minimum products is not exclusive and the Archaeological Consultant may advance proposals for additional products as, for instance, an exhibition or website or dedicated conference or seminar event. Note, however, that all proposals will be subject to agreement by the Client's Representative and the Project Archaeologist.

36.1 Periodical papers / monograph chapters

Final Reports produced in Stage (iv) should include illustrated summaries, fit for publication, either in a peer-reviewed archaeological journal or as chapters of a single scheme monograph to be published by or on behalf of the Client.

The Archaeological Consultant may propose a monograph publication in which the results and interpretations of individual excavation sites are combined in discursive chapters, or may combine individual excavation summaries in a gazetteer-style publication, as appropriate to the results and in agreement with the Client's Representative and the Project Archaeologist.

36.2 Popular publication

The Archaeological Consultant should produce at least one paper fit for publication in an illustrated, popular periodical (e.g. *Seanda* or similar) on some aspect of the archaeological excavation results likely to be of broad public interest. This should be not less than 1000 words in length and should include a minimum of three illustrations, including both photographs and line drawings. The paper should be submitted to the Project Archaeologist for review and a final version filed with the Client in digital format, together with four printed copies, double-spaced and printed on single-sided A4 paper.

36.3 Poster

The Archaeological Consultant should compose, design and typeset a poster on some aspect of the archaeological excavation results likely to be of broad public interest. This should include between 250 and 500 words of text with at least five illustrations, including both photographs and line drawings. These should be submitted to the Project Archaeologist for review and a final version filed with the Client in digital format with four printed sample copies at minimum A2 size. The poster need not be produced by the Archaeological Consultant but should be designed and composed to a standard fit for print-production in large format (minimum A1 size).

36.4 Lecture

The Archaeological Consultant will be required to present at least one illustrated public lecture on some aspect of the scheme of broad public interest at the annual Heritage Week seminar organised by the National Roads Authority or at such other time and place as may be agreed between the Archaeological Consultant and the Project Archaeologist. An outline of the lecture (i.e. a summary of 200–500 words) should be submitted to the Project Archaeologist for review at least two weeks prior to the event.

36.5 Dissemination plan

The dissemination products of the contract should be described in a table or series of tables setting out the details of each element to be produced. The dissemination plan should be submitted to the Client in draft form and will be subject to agreement by the Client's Representative and the Project Archaeologist.

36.6 Client's dissemination rights

All records and reports relating to the programme of archaeological work described by this specification are the property of the Client.

The Client will aim to disseminate the results of all archaeological investigations on the scheme and will make all reports available to the public.

The Client may publish part or all of any report on the Internet or in any digital or printed medium it sees fit and may deposit reports in local or national libraries or the libraries of educational establishments as it sees fit.

In the event of the Archaeological Consultant failing to comply with the programme of investigations and reporting under this contract, or becoming bankrupt, insolvent or otherwise ceasing to trade, all copyright and publication rights in the project will be exercised by the Client, who will complete the publication of the work, as required.

Appendix 2

Select bibliography of NRA archaeological publications

- 2005 National Roads Authority. *Guidelines for the Assessment of Archaeological Heritage Impacts of National Road Schemes*. Dublin.
- 2005 National Roads Authority. *Guidelines for the Testing and Mitigation of the Wetland Archaeological Heritage for National Road Schemes*. Dublin.
- 2003 O'Sullivan, J (ed.) *Archaeology and the National Roads Authority. Proceedings of two seminars in 2002 on provisions for archaeological work in the national roads programme*. Archaeology and the National Roads Authority Monograph Series No. 1. Dublin.
- 2005 National Roads Authority and Meath County Council. *M3 Clonee to North of Kells Road Scheme: Archaeology Research Framework*. Navan & Dublin.
- 2005 National Roads Authority and Meath County Council. *M3 Clonee to North of Kells Motorway*. Archaeology information series. Navan & Dublin.
- 2005 O'Sullivan, J & Stanley, M (eds) *Recent Archaeological Discoveries on National Road Schemes 2004. Proceedings of a seminar for the public, Dublin, September 2004*. Archaeology and the National Roads Authority Monograph Series No. 2. Dublin.
- 2006 O'Sullivan, J & Stanley, M (eds) *Settlement, Industry and Ritual. Proceedings of a public seminar on archaeological discoveries on national road schemes, September 2005*. Archaeology and the National Roads Authority Monograph Series No. 3. Dublin.
- 2006 *Seanda*. NRA Archaeology Magazine, Issue 1. Dublin.
- 2007 Danaher, E *Monumental Beginnings. The archaeology of the N4 Sligo inner relief road*. NRA Scheme Monographs 1. Dublin.
- 2007 O'Sullivan, J & Stanley, M (eds) *New Routes to the Past. Proceedings of a public seminar on archaeological discoveries on national road schemes, August 2006*. Archaeology and the National Roads Authority Monograph Series No. 4. Dublin.
- 2007 *Seanda*. NRA Archaeology Magazine, Issue 2. Dublin.
- 2008 Carlin, N, Clarke, L & Walsh, F *The Archaeology of Life and Death in the Boyne Floodplain. The linear landscape of the M4*. NRA Scheme Monographs 2. Dublin.
- 2008 Johnston, P, Kiely, J & Tierney, J *Near the Bend in the River. The archaeology of the N25 Kilmacthomas realignment*. NRA Scheme Monographs 3. Dublin.
- 2008 O'Sullivan, J & Stanley, M (eds) *Roads, Rediscovery and Research. Proceedings of a public seminar on archaeological discoveries on national road schemes, August 2007*. Archaeology and the National Roads Authority Monograph Series No. 5. Dublin.
- 2008 *Seanda*. NRA Archaeology Magazine, Issue 3. Dublin.
- 2009 Deevy, M & Murphy, D *Places Along the Way: first findings on the M3*. NRA Scheme Monographs 5. Dublin.
- 2009 McQuade, M, Molloy, B & Moriarty, C *In the Shadow of the Galtees. Archaeological excavations along the N8 Cashel to Mitchelstown road scheme*. NRA Scheme Monographs 4. Dublin.
- 2009 *Seanda*. NRA Archaeology Magazine, Issue 4. Dublin.
- 2009 Stanley, M, Danaher, E & Eogan, J (eds) *Dining and Dwelling. Proceedings of a public seminar on archaeological discoveries on national road schemes, August 2008*. Archaeology and the National Roads Authority Monograph Series No. 6. Dublin.