



Beyond school visits and talks in the village hall...

Examples of broadening community engagement to benefit wider communities and enhance participants' knowledge and wellbeing, using archaeology as an exciting stimulus.



“Heritage education contributes powerfully to civic awareness and our sense of place.”

Group for Education in Museums

“Celebrating our community heritage can help bring people together, feel pride in where they live and save stories and traditions.”

National Lottery Heritage Fund



To learn more about the work of Wessex Archaeology's Community Engagement Team, please contact:

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Digital engagement removes geographic borders and enables access to heritage for those physically unable to engage. In the wake of Covid 19, digital engagement has been the primary medium for sharing archaeological stories with the public. However, it should not be forgotten that digital engagement is exclusive of those unable to afford fast, reliable internet and a device upon which to access that content.



Documentaries

Documentary style films are created in-house by Wessex Archaeology's videography team, premiered on YouTube accompanied by a live chat with archaeologists, artists and other experts. This format works well for 'in conversation' style landscape exploration, creating an open dialogue between archaeologists, artists and community leaders.

Documentaries for Young People

Short documentaries to encourage engagement with young people, with a short, snappy magazine style format mixing reconstructions and discussion.

To see examples of Wessex Archaeology's documentaries, why not watch:

Ebb & Flow

tinyurl.com/4z3u7734

Isn't Archaeology Rubbish?

tinyurl.com/2vays9ym



Animated Films

Short animations are created to introduce concepts, for use on social media, at the start of films or in the classroom.

Meet Hazel, our animated archaeologist, here:

tinyurl.com/2cwwxdvk



Virtual Reality and 3D Environments

Virtual Reality Environments enable participants to walk through historic buildings and landscapes. These environments can be used at Face to Face events or made available for download to all mainstream VR devices including Oculus.

Our 3D Showreel can be viewed at:
tinyurl.com/ywy99uzv

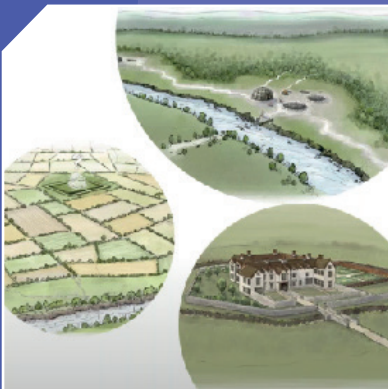


Webinars

Webinars have become a popular medium for online engagement. Wessex Archaeology has a built-for-purpose online delivery platform that enables:

- Votes, polls and audience contributions
- Up to 1000 participants tuned in
- Secure questioning, seen only by the host
- Live streaming of video, animations and 3D models
- Tracking metrics to understand people's attention, and interaction with the session

An example webinar, **Uncovering Coleshill**, can be found at:
tinyurl.com/hkrez2tw



E-learning Modules

Accessible e-learning modules reach a wide online audience, raising awareness of the significance of the WHS landscape, and collaboratively interpreting and communicating the archaeological process and discoveries.

360 Degree Landscapes

360 Landscapes can enable participants across the world to experience a site with sound and video in 360 degrees. These videos work on screens or in headsets.

Find a 'Moment of Calm' using our playlist of 360 Landscapes, available online: tinyurl.com/mrspfhsv





Closed Group Wellbeing Sessions

Wessex Archaeology's Heritage Inclusion Specialist creates opportunities to use archaeology as a vehicle to enhancing wellbeing. These sessions combine the sharing of archaeological stories with a creative or artistic response from the participants, whilst creating a safe place to share worries and concerns in a safe environment.

Watch our 'Lost and Found' promotional video to learn more about Wessex Archaeology's wellbeing sessions:
tinyurl.com/bdhf48zj



Online School Delivery

School sessions are delivered using a fully animated and controllable character, operated by a staff member behind the scenes. The character's mouth and head movements are mapped to the operator enabling the character to speak live to children in the classroom and react to their questions.



Online Exhibitions

The **Archaeology Online** platform (tinyurl.com/2s4z4n3x) provides a permanent space where vlogs, blogs, 3D models, webinars and lectures are curated into a guided experience that relates a narrative. When on their own on different platforms these different medium can be taken out of context or not tell the whole story. Placing these intermodal resources in a dedicated space with a curated narrative ties them all together, in a place where the audience expects to find it.



Digital Lectures

Pre-recorded digital lectures can be premiered on YouTube or live streamed within webinar software to share high quality, pre-prepared content. Lectures can be signed in BSL or subtitled as necessary.

Our **Digital Lectures** trailer can be found at:
tinyurl.com/3vzzhyaw

An example of a digital lecture, **A Potted History: New Forest Pottery with Finds Manager Rachael**, can be viewed here: tinyurl.com/2vn3e2yr



Meet the Experts Live Q&A

Live Q&A sessions work well in combination with a digital lecture or webinar. Bringing experts together for the benefit of making the public feel that the right people are there to answer their questions builds trust and enthusiasm with an audience. Questions are moderated by the host who is the only person to see the questions.

For an example **Live Q&A** session, use the following link:
tinyurl.com/fxd9ndf9



Face-to-Face engagement enables hands-on exploration and access to heritage. Curating effective Face-to-Face engagement opportunities is reliant on mapping audience segmentation to multimodal access points, with appropriate differentiation in place enabling the target audiences to access heritage at their own level.



Community Events and Open Days

Archaeological sites are not always interesting or accessible to people unfamiliar with archaeology.

It can be more practical and more engaging to take archaeology to recognised community hubs in order to reach wider audiences; museums, libraries, galleries, leisure centres, markets and community centres can all be excellent venues for archaeology events.



If it is possible to open a site to the public, the site simply being open is not on its own a substantial engagement opportunity. An open day should be augmented with differentiated interpretative activities, experts on hand to answer questions, printed displays and audio-visual interpretation.

Careful consideration should be given to facilities and logistics and a pragmatic view of what is actually on view should guide the event.

To learn about our activities at the 2021 Festival of Archaeology, an open day held at a local museum, watch: tinyurl.com/4rdsua3f



Guided Walks

Guided walks focus on interpreting the landscape archaeologically, geologically and artistically, led by relevant people in the sphere of influence of the audience.



Demonstrations and/or Practical Workshops

Demonstrations bring past crafts to life, appealing to all ages. Many activities can be undertaken indoors or outdoors, and tailored to the small groups and the particular interests of participants.



Volunteer Involvement in the Archaeological Process

Volunteer involvement would be subject to ClfA regulations and archaeological contract clauses regarding the use of volunteers on development-led archaeological projects. It can provide a unique hands-on experience, an opportunity to get to know other volunteers and meet archaeologists.



Pop-Up Exhibitions

Pop-up museums are small, temporary exhibits of a selection of collections. They can move from one public venue to another, or can be mobile.

Wessex Archaeology has two portable temporary event spaces and an events vehicle. The primary advantage of these demountable engagement spaces is the ability appear where the public least expect it, offering surprise and delight.



Temporary Interpretation

These exhibitions have strong potential to engage the public in emerging narratives. Close collaboration with curators is required in order to plan and deliver engaging exhibitions.



Drop-In Community Events

Drop-in events for local people in community venues that offer multimodal access points and differentiated learning alongside hands-on activities and 'meet the expert' style opportunities.

School Visits

Wessex Archaeology has extensive experience of delivering multimodal, hands-on school sessions, where archaeology is used as a creative stimulus for National Curriculum-based learning aims.

As archaeology is not part of the National Curriculum, archaeological material and skills can be used to teach literacy, geography, science and history.

Watch our promotional video on school visits here:
tinyurl.com/5h4k2pp7



Artist Led Engagement

Artists can support project delivery by facilitating the co-creation of music, dance and fabric pieces inspired by archaeology.

An example of artwork inspired by archaeology can be seen at Chestnut Park Primary School, Yatton, Somerset: tinyurl.com/3hjz42w3



Site Open Days

Site open days can be an effective form of enabling public access to archaeology as it happens. However, the site simply being open is not on its own a substantive engagement opportunity. An open day should be augmented with differentiated interpretative activities, experts on hand to answer questions, printed displays and audio visual interpretation. Careful consideration should be given to facilities and logistics and a pragmatic view of what is actually on view should guide the event.





Printed engagement should always give consideration to the audience and purpose of the final piece. Environmental factors including sustainability, recycling and end of life disposal should be considered. Language and cultural visual imagery should form an important part of the planning and design process.



Graphic Novel Interpretation for Children

Curriculum-linked graphic novels that interprets the site narrative for children.



Graphic Novel Interpretation for Adults

In-depth graphic novels to interpret a site for adults, with contemporary themes.

For an example, check out 'Hollis Croft: A Matter of Time', which can be viewed at: tinyurl.com/4pwt96kh



Information Booklets

Accessible booklet for adults providing information about archaeology along the Scheme corridor.

Check out 'Archaeology From The Sky - The Air War Over The Thames Estuary' online: tinyurl.com/yfhb8x3r



Ebb & Flow

A Geoarchaeologist and an Artist take a walk along the River Avon noticing and recording the changes in the river each from their own unique perspective.
tinyurl.com/4z3u7734



Digital Lectures

Our Digital Lectures trailer can be found at: tinyurl.com/3vzzhyaw



Isn't Archaeology Rubbish?

In this film, Wessex Archaeology take a light-hearted look at the role of rubbish in the past and the future!
tinyurl.com/2vays9ym



A Potted History: New Forest Pottery

In this digital lecture, Finds Manager Rachael explores how pottery has helped us to better understand the impact of the Roman conquest on people's lives.
tinyurl.com/2vn3e2yr



Hazel the Archaeologist

Meet Hazel, our animated archaeologist - perfect for use on social media, at the start of films or in the classroom:
tinyurl.com/2cwwxdvk



A Potted History: Live Q&A

Live Q&A sessions work well in combination with a digital lecture or webinar. This Live Q&A example follows on from the digital lecture above.
tinyurl.com/fxd9ndf9



Our 3D Showreel

We have the capacity for 3D, Photogrammetry and VR experiences and the in-house historical expertise to ensure that our work is historically accurate.
tinyurl.com/ywy99uzv



2021 Festival of Archaeology

To learn about our activities at the 2021 Festival of Archaeology, an open day held at a local museum, watch:
tinyurl.com/4rdsua3f



Uncovering Coleshill

This Heritage Talk covers the archaeological findings at Coleshill, a site part of the HS2 project.
tinyurl.com/hkrez2tw



School Visits

We have extensive experience delivering school sessions, where archaeology is used as a creative stimulus for National Curriculum. Watch our promotional video here:
tinyurl.com/5h4k2pp7



Moments of Calm

Explore some tranquil and calm by spending 5 minutes in a mindful location. Our playlist of '360 Landscapes' allows participants to experience a site in 360 degrees.
tinyurl.com/mrspfhsv



Artist Led Engagement

Artists can support project delivery by facilitating the co-creation or music, dance and fabric pieces. An example can be seen at Chestnut Park Primary School:
tinyurl.com/3hjz42w3



Lost and Found

As part of the Lost and Found project, digital engagement sessions were run with a wide range of groups, giving them behind the scenes access to our archives.
tinyurl.com/bdhf48zj



Hollis Croft: A Matter of Time

An in-depth graphic novel interpreting Hollis Croft for adults, with contemporary themes.
tinyurl.com/4pwt96kh



Archaeology Online

An online platform which provides a permanent space where vlogs, blogs, 3D models, webinars and lectures are curated into a guided experience.
tinyurl.com/2s4z4n3x



Archaeology From The Sky - The Air War Over The Thames Estuary

An example of an accessible booklet for adults providing information about archaeology.
tinyurl.com/yfhh8x3r

At Wessex Archaeology, we take a holistic approach...

Community Engagement should enable participants to be:

Curious

Being active in the experience and making decisions about what to do

Creative

Given opportunities to enquire, explore and discover

Collaborative

Engage not just with the subject but with each other;
learning together with friends and peers

The Five Ways to Wellbeing

An holistic approach to Community Engagement can support the Five Ways to Wellbeing:

Connect with People

Enable participants to collaborate with their peers to explore the lives of people in the past,
in turn connecting them with those people

Be Physically Active

Offer opportunities for participants to walk, move, dance or play

Learn skills

Use archaeology as a stimulus for developing skills –
literacy, numeracy, art, social and business skills

Give

Curate opportunities to help others, support other people's sense of worth,
improve an environment or cascade skills

Be Present

Participants should be encouraged to be 'in the moment' – paying attention
to the individual's thoughts, feelings and the environment they are in.

Through being in the present, participants can discover the past