

Assessment 1: Drawing on relevant primary and secondary data and sources relating to archaeology, develop a publication and dissemination strategy for a case study

Introduction

This essay makes reference to a project that is currently being undertaken by Cornwall Archaeological Unit (hereafter CAU), at Boswarthen Farm near Sancreed, Penzance, Cornwall. As the project is still underway, some information has been fictionalised. The project was commissioned in 2022 and comprised a Level 3 historic building record of the extant structures at the site, along with a watching brief (archaeological monitoring and recording) of works in the buildings which might reveal new information (such as removal of floors), as well as any groundworks associated with the conversion of the buildings.

The dissemination strategy that follows is designed with Theory of Change in mind. That being a breakdown of the project into its composite parts (DigVentures, n.d.), and a table to show this planned Theory of Change is included in the document on page 3.

Site description and project background

The project was commissioned by the then site owner, in order to discharge Condition 6 of the planning conditions (Sturgess, 2022, p. 2). The settlement of Boswarthen has existed since 1284 (Motley and Sturgess, n.d., p. 15), however findings from the watching brief have shown that the site has been in occupation for much longer than that. The site comprises a collection of historic buildings of varying dates, the earliest farmhouse possibly dating from the late 17th or early 18th century, and the latest building, a count house for the nearby mine, was added in the mid-19th century (Motley and Sturgess, n.d., p. 15).

Project aims and objectives

The principal aim of the project was “to create a detailed record of the building [sic] prior to alterations” (Sturgess, 2022, p. 5), and to make “a record of any archaeological features exposed during the course of the groundworks for the new development” (Sturgess, 2022, p. 5).

The objectives of the project were to:

- “Produce an accurate record of the buildings along with their fabric, fixtures, and fittings (Level 3 as defined by Historic England 2016).
- Create a phased historic development for the buildings.
- Produce a record of any archaeological features exposed during the course of the development” (Sturgess, 2022, p.5).

Summary of the results

The historic building record encompassed nine separate buildings, as well as boundary walls and hedges. The buildings were labelled A-I. Building A, which is one of the oldest was shown to date from the late 17th or early 18th century and contained an extant cloam oven (Motley and Sturgess, n.d., p. 15). There were no unexpected results from Buildings B-D, which were both agricultural buildings (a cow house and a possible stable). Building E, the count house, contained some surviving 19th century panelling. Building F supplied the most information, but also questions, as it contained a blocked fireplace with a chamfered lintel which, might date from the 17th century, and had wide 18th century floorboards with elaborate import marks. The remaining buildings were ruinous and provided little information. The results of the historic

building record alone would not have given sufficient reason to implement an abnormal dissemination strategy, however the results of the watching brief were more significant.

During the watching brief, several post holes and pits were discovered, some of which contained pottery, flint and other worked stones. An axe shaped stone was found unstratified. These findings are discussed below.

Results - specialist consultation

As part of the post-excavation work, and in light of the findings, several specialists were consulted and produced specialist reports.

The pottery and the stone ‘axe’ were assessed by a specialist in that field. In all, thirty sherds of pottery were discovered, some decorated with S twist cord impressions or hurdle patterns. The thirty sherds were estimated to have come from ten different vessels. The specialist stated that the “general style of decoration is [Early] Bronze Age... being much finer than anything the author is aware of from Cornwall” (Quinnell, 2024, p.1). The “axe” was determined to be a whetstone (Quinnell, 2024, p.1).

The flints were assessed by a specialist in that field. Twenty-two flints were found. They were nearly all worked, the flints came from five features, and one was unstratified. The pits contained a number of blades and cutting flakes, as well as worked waste and a ‘hagstone’ (Lawson-Jones, 2024, p. 1). The flint suggested an Early Bronze Age date (Lawson-Jones, 2024, p. 1).

Specialist contributions from a radio-carbon dating lab have been requested for two samples, and drawings of key items have been commissioned, however these have not yet been received at the time of writing.

Updated aims in light of the results

The updated aims after the results of the fieldwork are

- To produce an article for formal publication
- To catalogue and deposit the finds with an appropriate depository
- To disseminate the findings with the public at a local national level

Significance of the results in the broader research context

The findings contribute to the following research aims of the South-West Archaeological Research Framework (hereafter referred to as SWARF), (Bone et al, 2006).

The information obtained by this project could be further incorporated into a systematic regional review of data from Bronze Age sites, such as is recommended in SWARF Research Aim 2e (Bone et al, 2006). The information from the site investigation could contribute to several of the research questions within Research Aim 3, which is to address apparent “gaps” in our knowledge and assess whether they are meaningful or simply biases in current knowledge (Bone et al, 2006). In particular, the data could be used to enhance the knowledge of the Early Bronze Age period in the region (3b), and to fill in gaps of knowledge of Neolithic-Early Bronze Age period settlements (3c). The presence of deposits within pits at the site also means that the results could contribute to research question 3h; “Are there regional traditions of pit digging and deposition, and what might these tell us of residency, settlement duration, composition, social relations and relations with places and other agencies?” (Bone et al, 2006). The results of the

pottery analysis could also be used to contribute to question 3j if it were included in a broader study of sites from different periods. The question asks whether the ceramic sequences and types in the Neolithic and Early Bronze Age overlap across the region. It has been noted that the pottery is unusually good quality for the region, and so the importance of the find needs to be made known.

The building section of the project contributes to Research Aim 7a, which is to “embrace recording evidence and analysis of current and earlier active use of space”. The project has combined both site survey and archival (evidence-based) research in order to understand the later history of the site.

Engagement

	Planned activities	How will this be measured?	Outcomes
Archaeology or heritage	Historic building recording	Archaeological report	The client will satisfy their planning condition
	Watching brief	ADS archive, publicly accessible (views can be tracked)	The SDOHE will be able to sign the condition off
	Archiving		The report and images will be publicly accessible
People and individual participants	Academic journal	Publication numbers	The research will contribute to the understanding of the site and to the South West Research Framework. It will aim to raise the importance of Cornwall’s heritage.
	Magazine article	Engagement numbers	
	Social media posts		
Place or community	Talks to local societies and groups	Number of attendees	Attendees will have learnt about the site and gained a better connection to their local area
	Finds display in the museum	Museum visitor numbers	Attendees may take further interest in Cornwall’s heritage

The above table sets out the project’s outputs, measurements of success and desired outcomes, using the Theory of Change (DigVentures, n.d.). The elements in this table are further discussed below.

Engagement can be grouped into two broad categories: passive engagement and active engagement. Passive engagement can include talks and site visits but does not influence the project (Chartered Institute for Archaeologists, 2025a). Active engagement can include hands-on experience that contributes to the outcomes of the project (Chartered Institute for Archaeologists, 2025a). Although specialists have been engaged in this manner, as the fieldwork has now been completed, all the engagement in this strategy will be passive.

Intended audiences

The intended audience for the project’s outputs can be divided into several groups.

The grey literature report, although it will eventually be publicly available, is primarily aimed at the Senior Development Officer (Historic Environment) and the client.

The client, who is a stakeholder, requires this information in order to fulfil their obligations to their planning consent for the development. The client will also require other support from CAU: they have been supplied with an interim summary already, which they have provided to the planning officer as evidence that the work is being undertaken. They are also using the plans of the archaeological features to inform the development and respect the site.

The Senior Development Officer (Historic Environment), who is a stakeholder, requires the output in order to discharge the planning consent. It is also this officer who has identified the significance of the project and requested its further publication and dissemination.

For these two audiences, it will be necessary for the staff member to have communication skills, and experience of writing up reports from primary site records, relating to both built and buried archaeology.

The secondary outputs which will be produced as part of the updated project design will be aimed towards a broader audience. This will include the local community and the wider academic community.

The academic audience will benefit from the information provided in journal articles as it will enable for a broader understanding of the country's archaeology, specifically in the Early Bronze Age and Post-Medieval periods. The staff member undertaking the production of a journal article will need to have experience of, or training in how to produce academic articles for publication. This output will require the information already provided by the specialist consultations for finds and dating and will require direct communication with the editor of the journal(s) to ensure a smooth editing process.

The local community (audience) will benefit from the delivery of presentations which will allow them to connect with, and gain a better understanding of, their local area. The member of staff delivering this output will need to be a confident speaker, have knowledge of the project and be able to use the required hardware and software. This part of the delivery should not require any assistance. The intended impact of engaging with the local community is to have a social impact. In addition to the local community, there could be the opportunity to reach further audiences which would not usually engage with archaeology. This could be done by engaging a talk with other groups identified via a connection with organisations such as Inclusion Cornwall.

Outputs to reach the audiences

The outputs that have been identified for this project are considered to be proportionate and reasonable for the scale of the project. The original project design, before the discovery of more important results, was to disseminate the findings of the project via the two standard methods used by CAU:

- Publication of an archive report to the OASIS system
- Dissemination of the report and site images via the Archaeology Data Service (hereafter ADS).

As a result of the findings, additional outputs will be made:

- Publication of an article in Cornish Archaeology (prehistoric element)

- Publication of an article in Post-Medieval Archaeology or Internet Archaeology to cover the buildings element of the project
- Talks given to local societies and groups

Primary outputs

The production of the grey literature report will be undertaken by one or more staff members who participated in the fieldwork. The report will be written up into the CAU historic building recording template using the following primary data collected on site:

- Notes
- Annotated survey drawings
- Photographs
- Drawn plans
- Section drawings
- Context record sheets

The report will contain photographs and descriptions of all the internal and external walls of the buildings, as well as floors, ceilings, and roofs. There will be an annotated plan created to show the phased development of the buildings. Section drawings and plans created on site for the watching brief will be digitized in AutoCAD and included in the report, along with photographs of features. Finds will be listed as a table in the appendix and then shown as either photographs or drawings in the report. A description of the contexts and a discussion about these will be included. The report will be sent to another member of staff for an initial check, and then the CAU Projects Manager for approval. The report will finally be sent to the client, who will in turn send it on to the planning officer.

The outputs mentioned above are the standard practice for many projects CAU undertakes, and the project report is then uploaded to OASIS V. At the time of the report being sent to the client, the digital images from the report are uploaded to the ADS via the ADS-easy website. These images are archived by the ADS, and then, approximately six months to a year later the images are made public. The publication of the images, with the report attached to this archive is advertised on the ADS social media channels.

This project has produced a physical archive and therefore the contents of it will be deposited with an appropriate museum. This will be either the Penlee House Gallery and Museum, Penzance or the Royal Cornwall Museum, Truro, depending on capacity. If the museum considers the finds to be of sufficient importance and interest, then the find will hopefully be put on display. A summary of the findings and a copy of the literature report will be provided to the museum in order for them to create the display.

The workflow for the grey literature report and archive are as follows:

1. Complete site work
2. Scan primary data (context sheets, site records, drawings)
3. Upload digital images to the corporate server
4. Sort the images for archive suitability and complete a raster image metadata spreadsheet
5. Digitise all necessary drawings in AutoCAD/Adobe Illustrator
6. Contact and receive specialist report (pottery, flint, soil samples)
7. Undertake research of primary records online (such as maps and newspapers)

8. Undertake primary records research at the Archive and Cornish Studies Service, Kresen Kernow
9. Draft report using the now digitized primary data, information from specialist reports and research
10. Hand draft of the report to another member of staff for checking
11. Receive corrected draft and undertake edits
12. Hand draft report to the CAU Projects Manager for review
13. Receive and make edits from the Projects Manager
14. Send report to the administrative team for dissemination to stakeholders
15. Submit a copy of the report to OASIS
16. Submit the digital archive and metadata form to ADS
17. Submit the physical archive to the relevant institution

Secondary output strategy

The standard practice at CAU, when a project has significant results, is to publish the information in *Cornish Archaeology*, a journal created and published by the Cornwall Archaeological Society (2024). While the journal has reasonable reach within Cornwall, it does mean that the information is largely confined to stay within the county. The society will be approached and a discussion with the editor will be had about the suitability of the content. Once this has been clarified, a member of staff from CAU will re-work the content of the grey literature report into a journal article with select important images. The article for this journal will focus on the findings of the watching brief and detail of the historic building record will be kept to a minimal background information.

Additional outputs for the project will include publication of the project contents to include a focus on the historic buildings at the site, which are significant in their own right. This could be to the *Post-Medieval Archaeology* journal to target people specifically interested in the period, or *Internet Archaeology* which would reach a larger audience. Coincidentally, the journal has approached CAU at the time of writing to request article submissions. The deadline for the article submissions is April 1 and so this publication will have to be prioritised above the production of other outputs. The summary is requested to be around 300 words, and so it is not an exhaustive piece of work to produce, and the text needs to act as an interpretation of the fieldwork; it needs to convey where the site is, who the supervisor was, and links to OASIS if available (Society for Post-Medieval Archaeology, n.d.).

Alternatively, it might be prudent to explore publication with *Internet Archaeology*, as this would allow the information to reach a wider audience online, and is Open Access.

The workflow to produce the journal article(s) is as follows:

1. Reworking of report information into an article format. The presentation will need to be audience appropriate, i.e. for an academic audience, and while they should be avoided, any acronyms or jargon must be explained in the text. Images and tables need to be selected carefully as *Cornish Archaeology* articles are charged per page, and so page space is at a premium.
2. Provide the editor with the first draft.
3. Receive the draft with edit. This needs to then be confirmed or re-worked.
4. Publication of the journal.

Using the information from journal articles, grey literature report, and images from the specialists, a presentation will be created to give to local interest groups. One could be undertaken with the Cornwall Archaeological Society mentioned above, or with another group such as the Cornwall Buildings Group, as well as a talk with the local community at Stithians, which would perhaps be the most fruitful and engaging as it would allow for local people with a connection to the place to learn about their area. The level of engagement can be measured by simply taking note of the attendance at the talk, and the number and nature of questions that the audience might ask at the end. A short survey sheet could also be left on people's seats to fill out, asking them where they heard about the talk and what kind of person they are (E.g. academic, professional, enthusiast).

The workflow for the production and delivery of the presentations will be as follows:

5. Reworking of report information into a presentation format. The presentation will need to be audience appropriate and contain no acronyms and as little jargon as possible. The use of images should be the primary information on the slides, along with key text and graphs/charts as appropriate.
6. Identify and secure a venue, such as a village hall. It should be checked what facilities the venue has, but at the very least it will need to have a power supply, wall space on which to project, seating and a toilet.
7. Invitations sent out
 - a. Contact local groups such as parish church, Women's Institute, Old Cornwall Society
 - b. Advertise talks on social media
 - c. Leaflets in nearby library/museum
8. Book out projector from the unit's equipment store and ensure that it is tested well in advance of the talk. This should be done even if the venue has its own projector, to have as a backup. Ensure that the laptop is charged, and that the presentation is saved onto a memory stick as a backup in case of tech issues.

Proposals to measure impact/effectiveness of the strategy once implemented

Grey literature report:

All projects involving historic building recording at CAU are uploaded to the ADS archive. The archive is especially useful because it displays usage statistics for projects which have been made public. A previous CAU project, which was looking at a miner's dry, has been available since 2022 and so it has been possible to see both the individual and page views of the project over time.

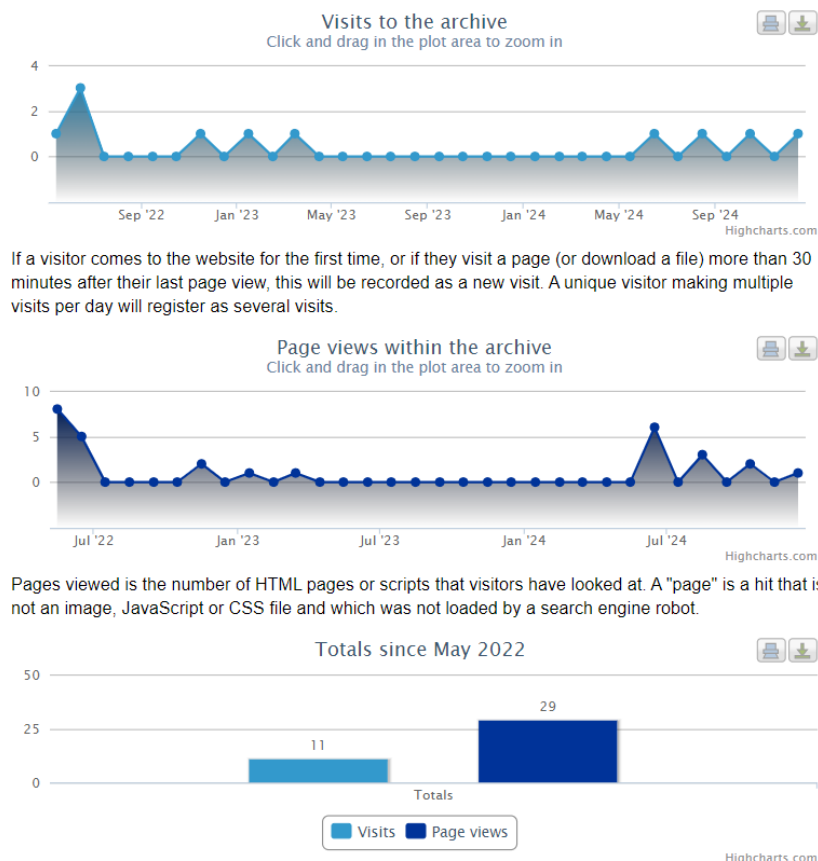


Figure 1 views of a project archive on ADS (Cornwall Archaeological Unit 2022)

Such a graph will also become available for the project at Boswarthen over time, once the page has been active on the ADS website for some time and has acquired views. It will also be possible to measure engagement for the project via information on the posts made by the ADS. This can include information on how many times a post has been liked, and in some cases how many times it has been viewed or shared.

It may be possible to obtain information from journal publications, if they are obliging, such as subscription numbers, to ascertain how many copies of the journal containing the article were sent out. Using a platform such as Google Scholar, it might be possible to measure how much the paper is cited in other works over time. This would not provide instant metrics but could be used to measure the success over time.

CAU maintains social media presence on Instagram and Facebook. Information about the site can be posted on these platforms, and the engagement can be measured using engagement metrics such as likes and comments. The use of social media can also be used to publicise the other outputs generated by the project, such as at the time that articles are published in journals and when talks are going to be given.

The outcome of the public talks will be difficult to measure, other than the number of attendances, but it will have a social impact, and will hopefully help contribute to a sense of place (Chartered Institute for Archaeologists, 2024b)

It is likely that if the finds are put on display at a museum, and along with the presentations, the story of the site might be picked up by a local newspaper. It would also help the publicity of the site if a summary of the findings were published in a magazine such as Current Archaeology or

British Archaeology. This could then guide a wider (non-local) audience to learn more about the site.

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