

Drawing on relevant primary and secondary data and sources relating to archaeology, develop a publication and dissemination strategy for an agreed case study.

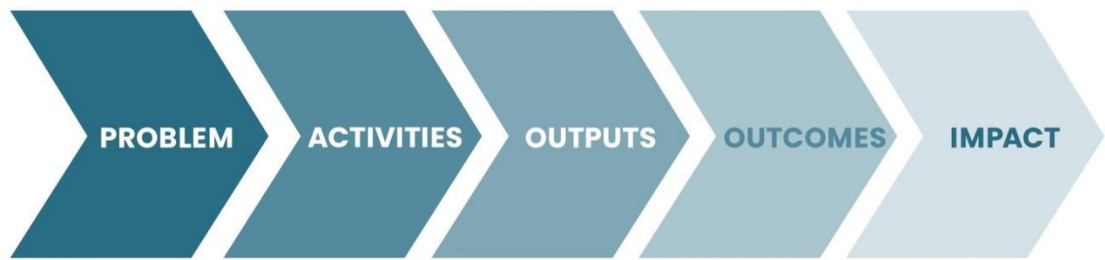
According to Historic England's *MoRPHE Project Managers' Guide*, "dissemination of results is fundamental to the success of any historic-environment research project" (2015, p. 21). Professional archaeological standards and guidance coherently establish essential parameters for successful publication and dissemination (ClfA, 2014a; ClfA, 2014b; HE, 2015; ClfA, 2024a; ADS, 2024a). For decades, the contribution to knowledge via 'traditional' products was viewed as archaeology's preeminent benefit to stakeholders, participants and the general public (ClfA, 2025a-d). "Increasing understanding of the past is at the heart of everything archaeologists do" (ClfA, 2020a). Therefore, archaeologists are progressively expanding their goals to incorporate public engagement (ClfA, 2025c; HE, 2017). Engagement activities engender outputs and outcomes, which achieve public impacts designed to maximise breadth or depth (ClfA, 2025b); this can be visualised as a Theory of Change (Figure 1; Wilkins, 2019, pp. 30-31).

Throughout this essay, the term 'archaeological project' is understood as delineated by Barclay *et al.* (2016, pp. 20-21), whilst 'archaeological investigation' will refer to research/inquiry at all stages. 'Dissemination' will be used as defined by Chernitskiy (2023):

"the targeted sharing of relevant information with specific audiences for a specific purpose, with an opportunity for bi-directional knowledge exchange".

Where applicable, additional terminology will be clarified, and acronyms introduced and used thereafter. This essay identifies the publication and dissemination requirements of a specific archaeological project in east Telford by reviewing the site's historical background and assessing the affiliated primary and secondary data, as well as applicable resources and strategies, to achieve effective circulation of information within relevant and receptive audiences.

Figure 1. A Theory of Change



(Aleron Partners Limited, 2025)

The case study

This archaeological project [outlined below] has been selected as a felicitous case study on two accounts. Firstly, its relatively small yet meaningful archival contribution to an area rich in Roman history of regional and national importance. Secondly, post-excavation analysis was suspended indefinitely.

Logging of the bulk finds and soil samples was undertaken, and a project database initiated, consisting of context information and a basic finds quantification (CA, 2018a); this formed the basis of a *Fieldwork Summary* (2018b, p. 5, table 1). This strategy has been devised as a more comprehensive, standalone component of the *Updated Project Design's* proposed recommendations for 'Publication' (CA, n.d., p. 14). Consequently, reasonable suppositions about the assemblage are required to bridge the absent analysis by specialists and project leadership.

The archaeological project

The project is an archaeological strip, map and sample investigation [SMS] and watching brief known as 'Grange Lane, Redhill DBS (*Uxacona*), Telford, Shropshire' [hereafter 'Redhill DBS'], which was enacted by Cotswold Archaeology [CA] in late 2018 (CA, n.d., p. 2; Mann, 2011, fig. 1). The excavated area measured 52sqm, bounded to the south by the A5 and located approximately 15m from Worcestershire Archaeology's [WA] western limit of excavation (CA, 2018b, p. 3; Mann *et al.*, 2015). Redhill DBS was immediately

adjacent to *Uxacona* ('the high place'), a scheduled monument atop a hill ($\geq 175\text{m}$ AOD; Browne and Boon, 2004, p. 1; Heritage Gateway, 2024a; Appendix A) consisting of three areas of protection: parts of a small Roman town, a section of the Roman road Watling Street, and a '*mansio*' – a rest house for travellers associated with the Romano-British postal service, the *Cursus Publicus* (NHLE 1003811; HE, 2024).

The site and wider Redhill area had previously undergone trial trenching (ADS, 2024b), an archaeological evaluation and watching brief (Mann, 2011), a geophysical survey (WYAS, 2012), and excavations between 2011-2013 (Mann *et al.*, 2015); digital data from WA's investigations and an '*Archive from the 1972-73 rescue excavation at Redhill Roman fort (Uxacona) [...]*' is available on the Archaeological Data Service [ADS] (2024c).

Cropmark enclosures were first identified at Redhill in 1949 (Browne and Boon, 2004, p. 1). Browne's rescue excavations revealed a pre-Flavian Roman military enclosure: a supply base abandoned by the army in c. AD 68-79, with continuous occupation from the early-to-mid 2nd century AD following a more than 50-year hiatus (Browne and Boon, 2004, p. 7). Military abandonment in the late 3rd century and an early 4th-century re-establishment was evidenced by poorly consolidated ditch fills, as well as pottery and a re-deposited coin hoard (original buried c. AD 275-80) in Ditch VII (Browne and Boon, 2004, pp. 7-9). Archaeological investigations by WA further uncovered a military camp encircled by a Middle Roman civilian settlement through the recovery of "significant quantities of exotic and high-status pottery and metal working remains" (Mann, 2011, p. 11) and identified patterns of origin and decline (Mann *et al.*, 2015, pp. 64-67; ADS, 2024d).

The Redhill DBS archaeological SMS uncovered an asymmetrically V-sectioned ditch [*fossa punica*; 1044] with a similar alignment and profile to ditch CG2 (CA, 2018b, fig. 1; Mann *et al.*, 2015, fig. 3, fig. 4, section 204). A substantial pit [1063] truncating ditch 1044 contained multiple Roman pottery-filled deposits; butchered animal bone and waterlogged wood were recovered from a sizable, waterlogged fill (sample 8 and 9; CA, 2018c). A small Roman artefactual and environmental assemblage was recovered (CA, 2018b, p. 5).

Project design and initial output goals

The archaeological investigation's aims and objectives are outlined in the *Written Scheme of Investigation* [WSI] (Mott MacDonald, 2018, p. 5). This document was originally prepared for WA; it was summarised in CA's *Method Statement* (2018d, p. 5) prior to undertaking the fieldwork. General aims involved "determin[ing] the presence or absence of archaeological remains shown on the geophysical survey" and further establishing the character, nature, date, complexity and extent of any potentially effected archaeological remains or deposits encountered during the 2011-2013 excavation (Mott MacDonald, 2018, p. 5). The project's specific objectives were to contribute additional knowledge to *The Archaeology of the West Midlands: A framework for research* [AWMFR] (Watt, 2011), enhance understanding of the Roman West Midlands' industry, production centres and trade patterns, and expand the information pertinent to the *Wroxeter Hinterland Project* (White and van Leusen, 1997, p.134, Fig. 1; Buteux *et al.*, 2000, p. 70-71, Fig. 1).

These goals were consistent with *The Romano-British period: an assessment*, with specific concern for the "overall distribution and trade" of pottery, beyond its vital use in dating (Esmonde Cleary, 2011, p. 143). The forthcoming *Roman Resource Assessment* within the *Worcestershire Research Framework* will likely benefit from Redhill DBS' publication (RFN, 2024a; RFN, 2024b). The updated characterisation of Roman Redhill implies intention to suitably archive, publish and disseminate findings (Mott MacDonald, 2018, p. 5; CA, 2018d, p. 5). However, the *Method Statement* explicitly outlines the requirements for post-excavation assessment and reporting, academic and public dissemination, and archive preparation and deposition (CA, 2018d, p. 10-13).

The Findings

An indispensable component of the strategy's development is the evidence from Redhill DBS, which forms the basis of the project archive and subsequent interpretation (CA, 2018a).

The primary archaeological evidence consists of three categories: features and deposits, artefactual material, and environmental material. These 'material

remains of human history and the environments in which they were found' (Bellwood, 2015, cited ScienceDirect, 2025) can be interacted with directly by field archaeologists and post-excavation specialists, scrutinised during recording and examined during analysis. After excavating, the archaeological features are permanently disturbed or destroyed; they are no longer accessible, unless re-excavated, and even then, only some primary evidence may be recoverable. This makes comprehensive, objective on-site recording and an appropriate artefactual/environmental recovery policy essential (ClfA, 2020b, p. 12).

The secondary evidence comprises written or pictorial records derived from interacting with the primary evidence and often contains paradata (May *et al.*, 2024). Despite objective intentions, the documentation process is vulnerable to subjectivity and diversity in perception and interpretation. The key components are:

- context sheets (CA, 2018e; CA, 2018f; CA, 2018g)
- sample sheets (CA, 2018c)
- on-site drawings (CA, 2018h)
- on-site photography (CA, 2018i; cf. Mann *et al.*, 2015, plate 1-30)
- post-excavation photography (cf. Mann *et al.*, 2015, fig. 15-17)
- illustration (cf. Mann *et al.*, 2015, fig. 24)
- project database including the pre-analysis finds quantification (CA, 2018a; CA, 2018b, p. 5),
- GPS [Global Positioning System] co-ordinates for trench and feature mapping (e.g. interventions, section lines, find spots and sample locations)
- GIS [Geographic Information System] mapping (CA, 2018b, fig. 1, fig. 2)
- artefact/environmental specialist reports (cf. Evans, 2011; Pearson, 2011)

Relevant pottery standards and essential reference resources for the Baetican *amphorae* and Samian wares include *The National Roman Fabric Reference Collection* [NRFRC] (Tomber and Dore, 1998a; Tomber and Dore, 1998b), Webster's *Handbook* (1996), *A standard for pottery studies in archaeology* (Barclay *et al.*, 2016), ClfA's *Toolkits* for finds and pottery (2024a; 2024b), and Perrin's (2011) *Updated Agenda*. The copper alloy registered artefacts [RA]

consist of two heavily corroded coins (RA.1, RA.4), a hooked vessel mount (RA.2), a socketed object (RA.5), and a Polden Hill brooch (RA.6) (CA, 2018a; CA, 2018b, p. 5, table 1). Two Polden Hill brooches were recovered from *Uxacona* between 2011-2013 (Mann *et al.*, 2015, p. 18). None of these metallic objects meet the definition of 'Treasure' (DCMS, 2002); having been excavated prior to July 2023, the location being of archaeological significance has no bearing (PAS, 2025).

The environmental material is summarised in the *Fieldwork Summary* (CA, 2018d, p. 5). Of the ten bulk soil samples taken (CA, 2018c), charcoal is anticipated in three samples (2, 3, 4) and waterlogged wood expected from sample 8 and sub-sample 9. The potential for C14 dating is expressed in sample recording sheets 2 and 7; 'finds recovery' is stated as a sampling motive in three instances (2, 7, 10). The two ditch fills (1011 and 1062) from which samples 2 and 7 were taken each produced Roman pottery (21g and 1066g, respectively), sandstone and fired clay, as well as RA.2 and RA.5 from the former, and Samian pottery and a CBM [ceramic building material] tile fragment from the latter (CA, 2018a; CA, 2018d, p. 5).

Figure 2. Screen capture of Dissemination Strategy Template

Evidence for Action Dissemination Strategy Template

Objective(s)				
• • •				
Audiences Who should know about your findings?	Desired Action(s) What are you asking this audience to do with the findings?	Relationships How will you build and/or strengthen relationships?	Comms Tactics How will you reach each audience to get them to take the desired action(s)?	Materials What supporting material(s) will you provide to support your request to take action?

(Chernitskiy, 2023)

Identifying the Audiences

According to The National Archives (2024), a foremost publishing challenge is “ensuring that the publication reaches the right audience”. This view is supported by the dissemination strategies of national philanthropic foundations’ programs, such as Evidence for Action [E4A] (Chernitskiy, 2023; E4A, 2025; RWJF, 2025), and university Academic Engagement Teams’ guidance for researchers (NTU, 2025). By tailoring E4A’s template (Figure 2) to an archaeological project’s dissemination requirements, it is possible to determine appropriate audiences, actions, tactics, and primary and secondary evidence.

The basic publication and dissemination objectives for Redhill DBS are outlined in Appendix B. Within this strategy, consistent with the definition provided by ClfA (2024c), an ‘audience’ refers to one or more groups of people (local, national or international) who have been identified by the archaeological project team as the desired participants for engagement with the project, whether in-person, virtually, remotely, or a combination of the above. Additionally, people can engage with a project as ‘participants’ or ‘stakeholders’ or operate within multiple groups (ClfA, 2025c).

The ‘audience segmentation’ (ClfA, 2025c) deemed relevant for Redhill DBS’ publication and dissemination is:

- Archaeologists
 - Professionals employed in the archaeological and heritage sector, such as commercial companies or county units, especially in the Midlands.
- Academics
 - Scholars and researchers engaged in the study of *Uxacona*, Romano-Britain forts or *mansio*, Roman Shropshire, or more broadly, activity between AD 43-410.
- Specialists
 - Archaeological or scientific professionals with expertise in Romano-British and/or Midlands pottery, Roman finds, or a material-type niche.

- Curator
 - Representatives of the Local Planning Authority [LPA], e.g. District or County Councils, or the Museums/Collections Service responsible for long-term curatorial care of the archaeological project archive.
- Client
 - Developers, or someone acting on their behalf or in conjunction with the proposed development of the land undergoing investigation.
- Local Heritage groups
 - Members of societies or organisations dedicated to the protection and promotion of a specific geographical region, e.g. Telford, Shropshire, the Midlands, often devising mechanisms for research and learning, including a regional journal, newsletters, lectures, and heritage visits.
- Local community
 - People of all demographics residing in the site's vicinity, unaffiliated with local heritage groups and open to participation in accessible events/activities.

The Publication and Dissemination Strategy

The development of a strategy for publishing and disseminating Redhill DBS' findings observes Section 3.8 'Publication and Dissemination' in ClfA's *Standard and guidance* documents (2014a, p. 9; 2020b, pp. 14-15), as well as its *Toolkit for public engagement* (2025a-d). The proposed strategy "conform[s] to the project design", specifically Section 6 'Post-excavation, archiving and reporting' (ClfA, 2014a, p. 9; CA, 2018d, pp. 10-13). Furthermore, the Redhill DBS dissemination and archive preparation will be adapted to align with the significance and research potential of the project's findings (ClfA, 2020b, p. 8) to include signposting, publication and outreach (HE, 2015, p. 22). As stated, the archival contribution is quantitatively small compared to archaeological investigations previously undertaken at *Uxacona*. Nevertheless, it is beneficial to an increasingly enriched understanding of this Roman scheduled monument, and

of interest to various audiences, which necessitates a diversified program of publication and dissemination.

Thus, “consideration [has been] given to publicising the results [...] through a range of media, from conventional archaeological publications to [...] exhibitions and lectures, [...] school visits, radio and television programmes, videos and popular publications and the Internet” (ClfA, 2014a, p. 9).

Such an approach is, admittedly, idealistic. However, the proposed publication and dissemination for Redhill DBS has been devised in favour of ‘public benefit’ (or ‘social value’) over ‘public value’ (ClfA, 2021, p. 5; ClfA, 2024d; Belford, 2020; Holbrook, 2023; NSVT, 2019) to be approved in whole or in part against CA’s *Action Plan* and associated budgets (CA, 2024a; HE, 2017, p. 5).

This strategy is divided into four parts, according to compatible recipients and approximate chronological generation of the published material. Each part introduces each audience and discusses what they would likely wish to know about Redhill DBS, acknowledging why it is significant, and to what extent. The potential for bi-directional knowledge exchange (i.e. what valuable information the County Archaeologist, Specialists, Local Heritage advocates, or the general public may yield in return) is recognised but will not be discussed (Chernitskiy, 2023).

Contractual commitments for the curator and client

The Senior Archaeological Advisor (curator) at Shropshire County Council, the relevant LPA for *Uxacona*, is named as Hugh Hannaford (HE, 2015, p. 14; CA, 2018d, p. 3). The archaeological investigation was conducted at the request of Mott MacDonald Bentley (client), a global consultancy specialising in integral infrastructure (Mott MacDonald, 2025). Both parties will need to learn about the project’s findings, which are integral to informing whether to approve the planning application submitted to Telford District Council (CA, 2018d, p. 3). The client is likely eager to see construction proceed; the curator’s principal interest is the

conservation of the archaeology and historic environment according to best practice (ClfA, 2020c), a stance potentially at odds with the client's interests.

There are three fundamental dissemination products aimed at this audience; the first already exists. In accordance with *MoRPHE*, interim and summary reports are useful documents for appraising the project team, sponsors and stakeholders of developments (HE, 2015, p. 11, table 1). CA's *Fieldwork Summary* (2018b) provides an assessment of the data's potential.

A post-excavation assessment [PXA] report is required upon completion of the archaeological fieldwork (CA, n.d.); its proposed content is outlined in the *Method Statement* (CA, 2018d, p. 11-12). Once finalised, "the approved report will be issued to the Client [and the] LPA's Archaeological Advisor", as well as the Shropshire Historic Environment Record [HER] (CA, 2018d, p. 12; Heritage Gateway, 2024b).

The third product is the deposited project archive for Redhill DBS (HE, 2015, p. 21). Shropshire Museums' Collection Centre (2025) will receive the project's physical archives, consisting of paper records, artefacts and ecofacts, as well as digital documents. The preparation of these archives must adhere to Collection Centre *Standards* (2023) and *Guidance* by ClfA (2014b) and Darling (1994), notice given of the anticipated timeframe (CA, 2018d, p. 13), and the archive's location recorded (HE, 2015, p. 11, table 1). Higher deposition fees associated with the District of Telford and Wrekin will be incurred (Shropshire Museums, 2023, p. 3).

Formal publication for archaeologists, specialists and academics

Uxacona is documented in AWMFR as "one of seven Shropshire military fort sites [...] and as one of three roadside settlements in Shropshire that developed as a *vicus* ['village'] outside a fort" (Watt, 2011, cited Mott MacDonald, 2018, p. 5). Furthermore, "fewer than ten [*mansiones*] have been positively identified", therefore all surviving examples are deemed important due to their scarcity (HE, 2024). In such instances, archaeological professionals and researchers must weigh the need for protection of the site against the opportunity for investigation.

The ability to access and analyse the findings from Redhill DBS, to enhance or revise current understanding of Romano-British military infrastructure, is of profound academic interest, and of national value when considered collectively. This will be achieved online, in-print and in-person.

Dissemination will build upon the contractual obligations. A summary and PDF of the approved PXA report will be uploaded to OASIS' online database of British archaeological projects (OASIS, 2024; CA, 2018b, p. 6). Following the OASIS record's verification, the Redhill DBS report and project data will be deposited with the ADS (2024a) to be "professionally curated [...] and easily accessible for future reuse" (CA, 2018d, p. 13; Go FAIR, 2023). This *modus operandi*, facilitated by the service's searchability and interfacing (Evans, 2014), supports Barclay *et al.*'s *Standard* for the content of specialists' reports to "facilitate access [...] for future researchers" (2016, p. 15).

Publishing articles in relevant archaeological journals will be indispensable to Redhill DBS' dissemination. Open Access is preferable; nonetheless, most periodicals release older volumes within a handful of years (e.g. *Oxoniensia*; OAHS, 2025). Despite their usability to archaeologists, journals "are intended for a wider audience [than online reports], many of whom may be non-archaeologists reading for pleasure" (CA, 2021, p. 34). Browne and Boon (2004, p. 1) echo this in their contribution to *Transactions of the Shropshire Archaeological & Historical Society*:

"It is hoped that this interim statement will [...] be of value both to researchers in the field of Roman studies and to those with a more general interest in the history of Shropshire and the English Midlands".

The aforementioned regional society [SAHS] (2024a) is responsible for publishing "important and scholarly papers" in their *Transactions* (SAHS, 2024b). New discoveries about *Uxacona*'s military fort and civilian complex, along with Redhill DBS' artefact assemblage, would appeal to these audiences. Dissemination in a forthcoming volume of *Transactions* is strongly recommended as a continuation of project reporting at Redhill (Browne and Boon, 2004; Hurst *et al.*, forthcoming). Adherence to the *Notes for Contributors* is requisite to the article's acceptance (Britnell, 2018). Given the low environmental significance,

signposting to the online PXA report is sufficient; moreover, supplementary dissemination within a specialist journal such as *Environmental Archaeology* is not necessary (Taylor and Francis Online, 2025).

Alongside regional publication, this strategy proposes dissemination in the *Journal of Roman Pottery Studies* [JRPS] (SGRP, 2024a) and a ‘popular’ periodical (Jönköping University, 2023). Contribution to JRPS may be proceeded by a paper at the *Study Group for Roman Pottery’s* [SGRP] annual conference (2024b), with particular consideration afforded to the stamped Baetican *amphorae*, including a handling opportunity, and a synthesis of pottery recovered during all archaeological investigations at *Uxacona*. Dissemination of the pottery will comply with relevant recording and reporting standards (Barclay *et al.*, 2016; Tomber and Dore, 1998c; Timby, 2016; ClfA, 2014a; ClfA, 2024a; ClfA, 2024b), as well as illustration guidance (Collett, 2012, pp. 21-29). Archaeological magazines facilitate engagement with a wider audience of enthusiastic amateurs or serves as causal reading for professionals; the foremost publications are *British Archaeology* (CBA, 2024) and *Current Archaeology* (Current Publishing Ltd., 2024). A featured article will potentially exceed the benchmark in terms of project size and scope, and may be revised to a ‘Finds Tray’ entry about the Polden Hill Brooch (Current Publishing Ltd., 2025).

A dedicated monograph for Redhill DBS is not recommended. A worthwhile strategy may involve consolidating the project’s results into a synthesis of existing and/or future findings from *Uxacona* (Mann, 2011; Mann *et al.*, 2015; CA, 2024b; Explore the Past, 2024).

Informal publication for the general public

Public interest for British archaeology is widespread and often runs deep, especially if it sparks imagination. This is evident at Lunt Roman Fort (2025); learning about Roman military history in an active, fun, family-friendly way provides excellent engagement. For Redhill DBS (a fortified Romano-British settlement not accessible to the public), alternative engagement methods are essential. “Websites can provide a powerful and flexible tool for [...] dissemination” but are “rarely more than a passive engagement” (ClfA, 2025e).

Nevertheless, online engagement has the “potential to create a deep and lasting impression [and] inspire” profound engagement thereafter (ClfA, 2025e).

The ‘Public dissemination’ outlined in the *Method Statement* (CA, 2018d, p. 13) is limited in scope. It solely intends to upload Redhill DBS’ PXA report to CA’s open access *Archaeological Reports Online* (2024c). The webpage is a beneficial repository for multiple audiences (ClfA, 2023, p. 8); thus, this action is recommended. Additionally, this strategy advises dissemination via CA’s *Archaeology News* (CA, 2024d), contributions to its *Virtual Museum* (CA, 2024e), web updates (similar to CA, 2022, p. 20) and social media posts, which will conform to CA’s *Social Media Guidance* (2024f). The informal *News* article will apprise readers of *Uxacona*’s military and civilian settlement and publicise the most recent investigation’s findings. Intriguing, diagnostic artefacts will be digitally uploaded as 3D models to the *CA Virtual Museum*, accompanied by catalogue information and brief descriptions. The Polden Hill brooch and stamped Baetican *amphorae* are recommended for the *Virtual Museum* and sharing on *X* (CA, 2025a); the quernstone and whetstone may also be considered.

Dissemination and engagement with the local community

Public curiosity and enthusiasm for exploration at Redhill will likely be strongest for people with a local or personal connection. CA “is dedicated to [...] widen[ing] access for engagement and participation for communities and their heritage” (CA, 2024g). This strategy’s final outputs are narrower in scale than online dissemination or bi-monthly magazine publication, yet it is anticipated to create a deeper impact on the local community (Wilkins, 2019, p. 31). Whilst the aforementioned online resources are available regardless of demographic or geographical location, the dissemination approach for the residents of Shropshire and the Midlands, especially Telford and Wrekin district, will be enhanced by local media and informational displays and resources, as well as active participation via observational learning and hands-on workshops (ClfA, 2025f; ClfA, 2025g). These recommendations are subject to the collaboration of the relevant organisations.

For some audiences, media in an audio format is the most accessible. A brief segment on a platform such as BBC Radio Shropshire (2025) will satisfy this requirement. An illustrated article (e.g. a site plan, section photograph and the Polden Hill brooch), reproduced from CA's *Archaeology News*, will feature in the History section of *Telford Live*, an online local forum with a searchable archive (Telford Live, 2025a; Telford Live, 2025b), to facilitate increased regional engagement. A small-scale, temporary exhibition (aka. an off-site open day) will be hosted by Southwater Library, Telford (TWCC, 2025a). Display boards depicting Redhill's history, the SMS and watching brief, and its pivotal findings will form the main component (ClfA, 2025f).

As part of CA's charitable status, a project/outreach team member will present an in-person lecture to *The Shropshire Archaeological & Historical Society* (SAHS, 2024a). This will be simultaneously live-streamed free-of-charge to an online audience. Subsequently, an audiovisual recording will be uploaded as part of CA's webinar series to maximise its availability and impact (CA, 2025b). The event, which may proceed publication of the *Transactions* article, will facilitate supervised handling of objects from the artefact assemblage.

Engagement with local schools will be considered (TWCC, 2025b). This may be a talk/workshop with opportunities to handle artefacts of low significance, or school resource packs customised to *Uxacona* (ClfA, 2025f; ClfA, 2025d). Filming will not be permitted (DfE, 2024). Where feasible following in-person engagement (i.e. the off-site open day, SAHS lecture and school workshop), *Outreach Evaluation Forms* should be available, and participants' feedback encouraged to better evaluate dissemination outcomes and impacts (CA, 2019).

In conjunction with Wroxeter Roman Town Visitors' Centre, located less than 20km west of Redhill, the outreach team will produce returnable laminated information sheets or handouts aimed at families about the military fort and civilian complex at *Uxacona* (EH, 2025; Visit Telford, 2025). This output will target a captive audience to expand visitors' knowledge of the Roman Midlands, and signpost to the project's online publication and dissemination (CA, 2024b-d; ADS, 2024a).

Conclusions

This essay has conceived and summarised a strategy for publishing and disseminating the results of a 2018 archaeological investigation at Redhill, Telford, adjacent to scheduled monument *Uxacona*: a Roman fort, *mansio* and *vicus*. The primary evidence and secondary dataset recovered from Redhill DBS is quantitatively low compared to previous investigations (Browne and Boon, 2004; Mann *et al.*, 2015), and qualitatively modest, except for the stamped *amphorae* and several registered artefacts (CA, 2018a; CA, 2018b). However, *Uxacona*'s national significance affixes a heightened magnitude to the project's results. The dissemination's calibre resides in its ability to publish and signpost the PXA report for professional archaeologists (HE, 2025, p. 11), engage with local audiences to benefit communal wellbeing and education (CIFA, 2020a, cited ClfA, 2021), and "achieve wider public impact" through a range of non-traditional media and activities (CIFA, 2025a).

Word Count: 4,180 words [excluding Figures]

Acknowledgements

I am grateful for the advice of Joanne Barker (CA, Post Excavation Manager)

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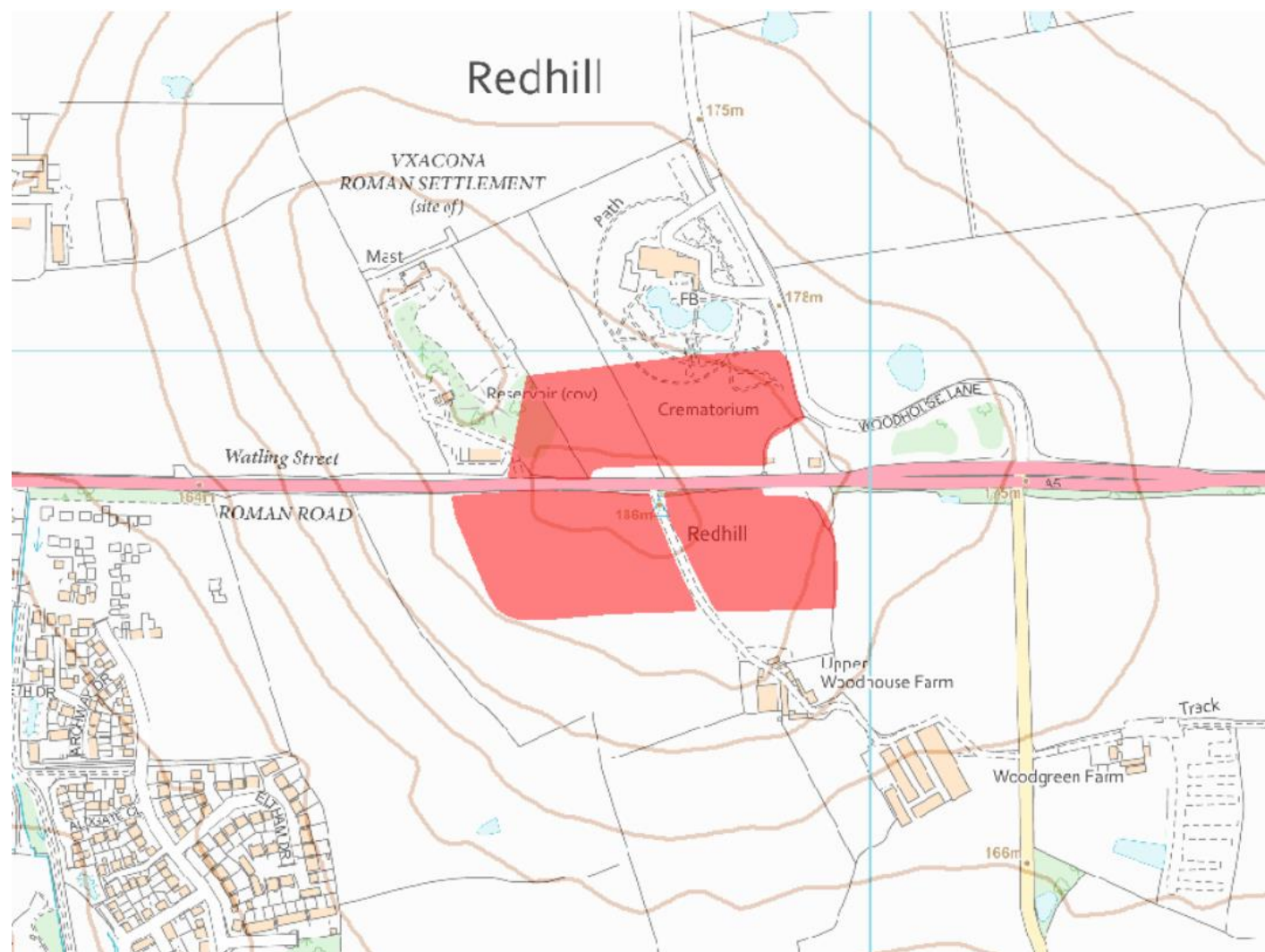
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* Not to submitted to *Supporting evidence* folder due to 20-file limit for all three assessments. Files available upon request.

APPENDIX A: MAP OF SCHEDULED MONUMENT 1003811



(adapted from HE, 2024; no scale provided)

APPENDIX B: 'REDHILL DBS' DISSEMINATION STRATEGY

Objective(s) outlined in <i>Method Statement for an Archaeological Excavation and Watching Brief</i> (CA, 2018d)				
- To determine the presence or absence of archaeological remains shown on the geophysical survey - To contribute additional knowledge to <i>The Archaeology of the West Midlands: A framework for research</i> [AWMFR] - To further establish the character, nature, date, complexity and extent of archaeological remains or deposits found during the 2011-2013 excavation				
Audiences Who should know about your findings?	Desired Action(s) What are you asking this audience to do with the findings?	Relationships How will you build and/or strengthen relationships?	Comms Tactics How will you reach each audience to get them to take the desired action(s)?	Materials What supporting material(s) will you provide to support your Dissemination?
Archaeologists: - Commercial companies - County units (esp. Midlands)	Use it to inform similar future archaeological projects (e.g. same period, same region, etc.)	Publish and disseminate the project's findings via the most applicable and accessible means available.	Online report and data, a possible future monograph(?), Journal and magazine article(s), Conference talks	Project archive (including documents, artefacts and ecofacts, specialist reports, geomatics and illustration)
Academics: - <i>Uxacona</i> / Roman forts - Roman Shropshire / Roman Britain	Use it to inform relevant future research and academic outputs, including AWMFR		Online report and data, [future monograph?], Journal and magazine article(s), Conference talks	
Specialists: - Roman finds - Midlands pottery / Roman pottery	Use it to inform similar future archaeological assemblages (e.g. same period, same region, etc.)		Online report and data, a possible future monograph(?), Journal and magazine article(s), Conference talks	
Curator: - Local Authority / Museum	Use it to maintain the research archive and derive information for future generations.		Highlight report(s), Fieldwork summary, Project report, Project Archive	
Client: - Developer	Use it to understand the decision making for the development		Highlight report(s), Fieldwork summary, Project report	
Local Heritage Group(s): - Shropshire Archaeological & Historical Society	Use it to better understand, engage with and preserve their local heritage		Online report and data; Journal and magazine article(s); Social media; Local media; Pop-up exhibition; In-person talk(s)	
Local community: - General public - Schools	Use it to better understand and engage with their local heritage, and inspire future generations		Social media; Local media; Pop-up exhibition; In-person talk(s); School talk(s); Information sheets at local attractions	

(adapted from Chernitskiy, 2023)