



THE LOCAL LANDSCAPE RESEARCH FRAMEWORK

ARCHAEOLOGICAL RESEARCH IN BESPOKE PERCEPTIONS OF SPACE AND PLACE

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Archaeological research in bespoke perceptions of space and place

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Master's Degrees by Examination and Dissertation

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Cover image: The Elmswell Farms local landscape. Courtesy of DigVentures.

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ABSTRACT

Archaeological research in landscapes should produce outputs and outcomes of value to the unique context that defines them. This includes the bespoke perceptions of intangible space as well as the physical place formed from a complex interconnected, multi-vocal and social narrative. However, many of the models used for designing archaeological research in landscapes today are framed against abstract definitions that limit the value of research products to a narrow audience within the overall landscape context.

This paper proposes a new model for designing archaeological research in landscape settings; the Local Landscape Research Framework [LLRF]. The core purpose of the LLRF is to produce outcomes for landscape that are of value to those who perceive it by increasing our understanding (Outcome 1) and informing the future management (Outcome 2) of the archaeological resource within the context of bespoke perceptions of space and place. At all stages, the model has been developed to ensure that users must consider both the archaeological and wider social perceptions of the local landscape definition together.

Outcome 1 is achieved by following the reconnaissance and evaluation pathways to developing a bespoke local landscape research context and agenda, whilst Outcome 2 is achieved by following a criteria-based system for selecting an appropriate level of landscape management plan. Next steps for moving the LLRF model forward into practice involve strengthening industry standards and guidance in landscape archaeology, improving archaeological and social evaluation strategies, and developing an interdisciplinary networking infrastructure for a more holistic approach to landscape management strategy.

Introduction

How do we really understand landscape? When introducing 'The Handbook of Landscape Archaeology', the authors (David and Thomas, 2016, pp. 38-39) propose a concept of place that cannot be compartmentalized into constituent parts with parallel abstract narratives; landscapes are experiential and social as much as they are a physical resource. They exist in interconnected and fluid perceptions of intangible space that also occupy a tangible place. The complexity of multi-vocal community-based narratives in landscapes means that research conducted with the aim of improving our understanding of them cannot be achieved through the agenda of a singular perspective that only provides knowledge-value for a narrow audience.

So how have archaeologists approached landscape research in the past and present? Landscape archaeology as a research tool has its modern origins in the 1970's, when the tangible and intangible interconnected nature of individual 'sites' became its own field of study (Aston and Rowley, 1974). Since then, the discipline has developed into a core attribute of archaeological research method and theory with diverse approaches to conceptualizing physical and experiential place (May, 2023, p. 118). But in practice, many of the models that exist for designing archaeological research in landscapes today have a value-proposition built for abstract administrative regional and traditional heritage asset-based definitions of landscape that limits the agency of and value produced for the wider social context (Belford, 2020).

Does this represent the peak value-contribution that archaeological research makes towards understanding landscapes, or can we offer more? The archaeological perception of place maintains a core value within the complex wider community-based narrative of the landscape; it ultimately adds to our understanding of past human cultural conceptualization of space and place that informs the current (Torrence, 2002). In short, the archaeology of place does not have a monopoly on the overall landscape narrative but it is just as important as any other perception that drives our understanding of it, so long as we frame archaeological research to produce value within a scope wider than itself.

If the suite of existing models for framing archaeological research is designed to produce value only for the agenda of archaeologists, then it is not producing value for the people who define

landscape, inherently limiting the contribution of archaeology towards understanding it. Therefore, a new framework model for archaeological research that produces valuable outputs and outcomes within the context of a wider definition of landscape that includes locally-derived perceptions of space and place should be developed.

This paper proposes such a model, developed specifically for designing archaeological research in local landscape settings. The Local Landscape Research Framework [hereafter LLRF] is underpinned by a value-based model for archaeology-by-design that balances research objectives against the prevailing social context (Carver, 2011). The first chapter fully contextualises the issues with current approaches to framing archaeological research in landscape settings, firmly grounding the need for the new framework. Next, an evaluation of the design models from two case study examples of completed landscape research projects reveals the lessons that can be learned from what worked well and what did not to inform the creation of the new model. Chapter 3 proposes a structure for the new LLRF model that is built from this strong theoretical foundation. This is then tested in Chapter 4 by applying the principles to a real case study example in order to evaluate the feasibility of implementing the LLRF in practice. Finally, next steps required for moving the LLRF forward into a usable and accessible tool for those working in multiple project contexts are identified.

Chapter 1: Contextualising the Issue

Asking the right questions

In his book, *'Making Archaeology Happen,'* Martin Carver proposes that a valuable research output begins with the quality of the questions asked at the design stage; are we asking the right questions of the archaeological resource available to us within the context of what society wants to know (Carver, 2011, p. 35)? The questions set out in most archaeological project designs will usually make an attempt to address gaps in knowledge identified by a research agenda or strategy developed from broad regional or thematic assessments of the known archaeological resource (The Research Frameworks Network, 2024). This model of research framework, developed in the 1990s (Olivier, 1996), was intended to be a unifying guide across the profession that would help archaeologists working in different contexts make 'better' decisions when choosing research questions by uniting their research goals (Belford, 2020, p. 360). In other words, the unique context within which an archaeological project is carried out and the idiosyncrasies of a landscape's archaeological resource and its social environment are not as important as the focus on a set of common overarching research questions, and being united in that approach across the whole profession.

Therefore, it must be asked whether or not these overarching regional and thematic research agendas, developed alongside traditional approaches to archaeological evaluation and procurement that also have origins in the 1990's, can produce the quality of research questions necessary to deliver the most appropriate and valuable output in the context of a local landscape research project [hereafter LLRP] today? Or alternatively in the light of new and improved bespoke methods of understanding and managing local landscapes defined by nuanced social perceptions of space and place in addition to the physical resource, is a more tailored approach needed?

The criteria for design

Carver (2011, p. 34) expands on his criteria for evaluating the quality of a research design by identifying three key elements that should frame the design of any project so that it delivers an end product of value. The 'Objectives' are the purely archaeological questions that exist; where the knowledge gaps lie. The 'Terrain' is the surviving archaeological resource and dictates which

of the objectives can be answered within the constraints of what can be physically investigated. Finally, the 'Social Context' determines the research that society considers to be valuable and will consequently allow to proceed. All three combine to determine the most appropriate design within which the archaeological work should be carried out. The following discussion of these three criteria shows that whilst Olivier's research framework model and other associated approaches developed in the 1990's are useful as contributory resources towards establishing the research questions of an LLRP, on their own they cannot provide the appropriate level of guidance for fully designing and framing the research activities of an LLRP.

Objectives

Developing an understanding of what you want to know; your research objectives, must begin with an assessment of what you already do know. A well implemented 'Reconnaissance' stage is essential for producing the best quality research objectives (Carver, 2011, pp. 120-122). Reconnaissance is primarily why traditional research frameworks, as proposed by Olivier (1996), are utilised so extensively by many different users; because the resource assessments they produce should synthesise a wide range of information to provide an overview of the knowledge available in a given region, theme or period at the time they are written (Mann, 2014). However, a review of research frameworks undertaken by Pye-Tait Consulting, having been commissioned by English Heritage in 2014 as a result of the Southport report (Southport Group, 2011), showed that only 60% of participants agreed that they were fit for purpose and 57% that they were up to date and relevant (Pye-Tait Consulting, 2014 pp. 30-39, 50). Clearly, many users of research frameworks were acutely aware of their well-documented shortcomings regarding currency, over-generalisation and rigid or abstract modern administrative and political boundaries as well as incoherence between regions, specialist themes and methodologies (Southport Group, 2011, p. 14).

If good reconnaissance produces good research objectives, then it is clear that we must look beyond these traditional overarching research frameworks when contextualising research questions. In the case of an LLRP, this is particularly relevant. Since the advent of the present research framework system in the 1990's, a vastly increased body of landscape-level archaeological data, resources and information has become available at an ever-increasing rate with technological developments and the proliferation of the internet. Remote sensing through drone and LiDAR surveys, spatial and distribution analysis using Geographic Information

Systems and scientific fieldwork techniques such as dGPS and total station survey are only a few areas where huge advances have been made in recent years, bringing a wealth of new and unique insights to entire landscapes on a macro and micro level (Chapman, 2006; Cheetham, 2008; Historic England, 2017). Access to the associated data for re-use along with the reports and publications from such methods of investigation has also become significantly easier with the development of expansive digital archives at the ADS library, the OASIS portal and through the online availability of Historic Environment Record (HER) databases amongst many others.

These resources are not well integrated with traditional research frameworks (Belford, 2020, p. 362) due to issues of currency and document scope, but their information value during reconnaissance is obvious. In short, overarching research frameworks alone simply do not provide enough context for a proposed LLRP, with its own idiosyncrasies, when framing appropriate research questions. The point was put most succinctly by the working groups consulted during the Pye-Tait survey, citing a key challenge for overarching research frameworks is that 'one size doesn't fit all,' (Pye Tait Consulting, 2014, p. 8).

This has significant implications for an LLRP, a project type that ostensibly should sit comfortably within the remit of a regional research framework. If this is not on its own a suitable mechanism by which to contextualise the research questions for a local landscape, then what additional material should be consulted as part of this framework process? Appendix A provides some examples of these resources and Figures 1-2 illustrate the impact that their increasing availability and accessibility has on the reconnaissance stage. We cannot afford to ignore the potential for such insightful contributions to knowledge when framing the research objectives of an LLRP and we now have the resources to contextualise our objectives at a much higher quality than ever before.

Figure 1. Changing availability of freely accessible and downloadable digital landscape-level data resources - Part 1.

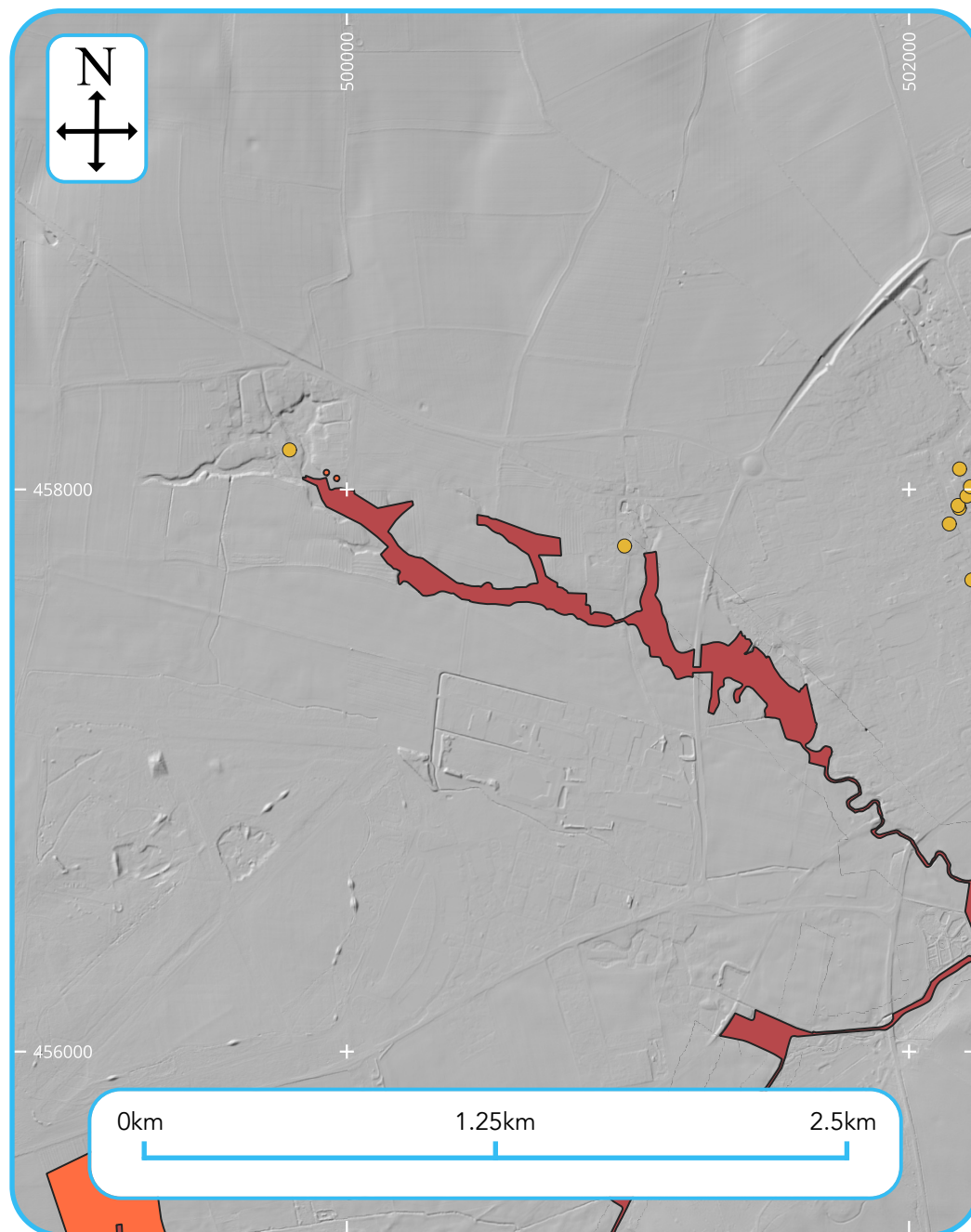


No free open access online landscape-level digital data available for the Elmswell landscape in the 1990s, at the inception of research frameworks.
(Image: Google Satellite basemap)

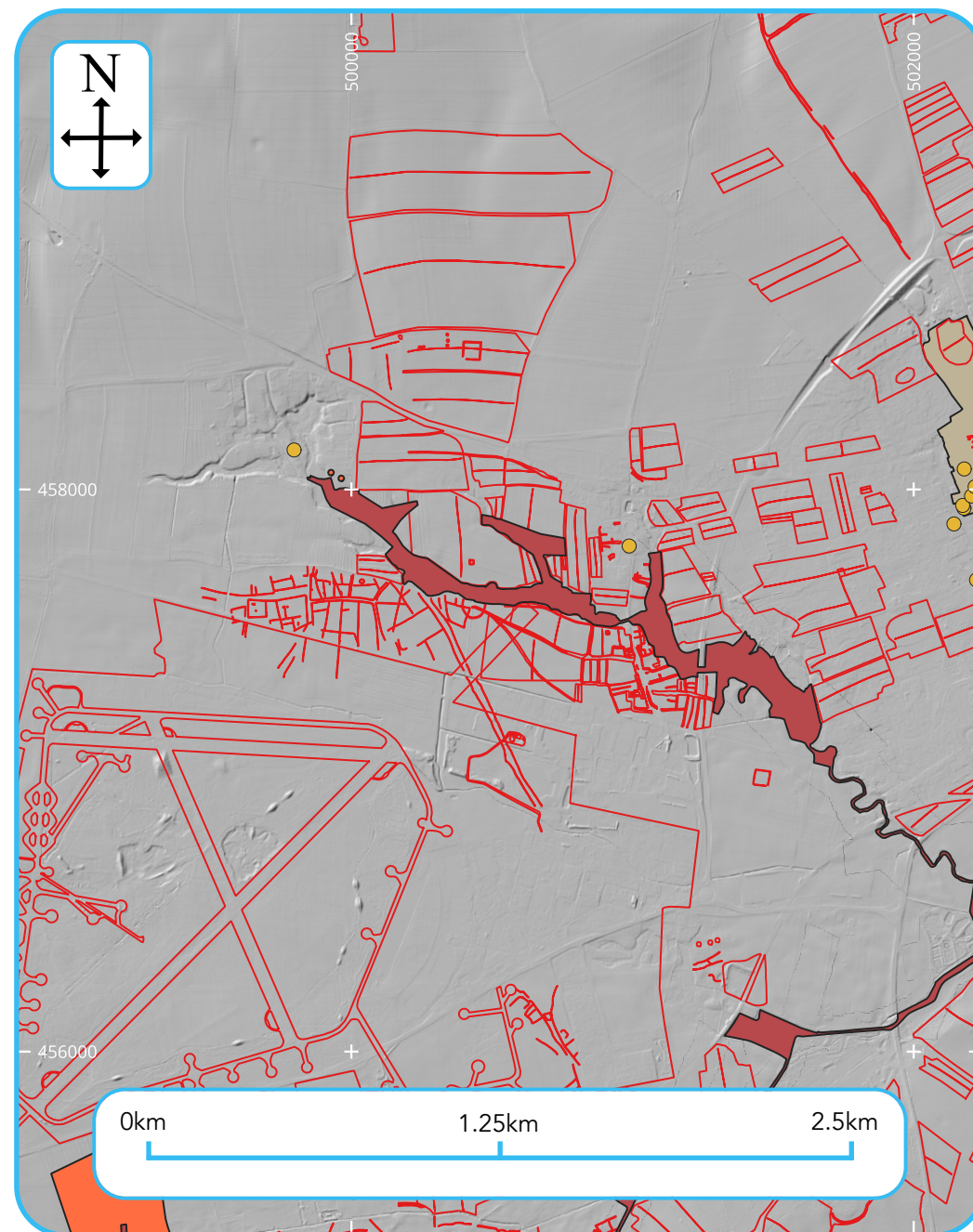


2014 - Intermittent coverage of 1m and 0.25m LiDAR composite DTM data becomes available from surveys completed by the Environment Agency [DEFRA] in 2005, 2006 and 2014.

Figure 2. Changing availability of freely accessible and downloadable digital landscape-level data resources - Part 2.



2018 - Full LiDAR 1m coverage (DEFRA, 2018), shapefiles defining listed buildings, scheduled monuments (Historic England, 2018) and SSSI sites (Natural England, 2017) are freely accessible for online download.



2023 - Shapefiles defining conservation areas, cropmarks and heritage assets identified from the Aerial Archaeology Mapping Explorer (Historic England, 2023) also become freely accessible for online download.

Terrain

What physically survives for investigation, the 'Terrain,' determines what we can actually investigate and should also frame the research questions we ask. Without a targeted evaluation stage that interrogates the unique information potential of a specified local landscape's archaeological resource, time and money could be wasted whilst valid research opportunities are missed by trying to answer the wrong questions using the wrong methods. Landscape-level reconnaissance techniques are essential but a gap can be experienced between the results and the interpretations we draw from them (Llobera, 2012; Verhagen, 2012), producing inappropriate research objectives if they are not refined by an evaluation stage that characterises the information potential of a landscape (Carver, 2011, p. 40).

There are many different ways of defining and characterising landscapes (Dabaut and Carrer, 2020, p. 153) but these have not been well integrated with regional research frameworks (Belford, 2020, p. 362), which tend to create abstract borders and regions of their own that do not respect the landscape definitions of their potential users. Local councils, national parks, land and woodland trusts, national landscapes (formerly AONB), landscape partnerships as well as waterway and maritime trusts represent some examples of viewing and defining landscapes (or seascapes) in different ways. Each of these organisations has a fundamental need to characterise their defined landscape in order to effectively understand and curate it (Historic England, 2024).

With regional research frameworks unable to sufficiently service this need, Historic Landscape Characterisation [hereafter HLC] projects have become one of the most popular methods of achieving this for many of these organisations; initially promoted by English Heritage in the 1990s and developed into a distinct research technique of its own soon after (Clark *et al.*, 2004). However, the HLC methodology of essentially producing a desk-based assessment for a defined region at varying levels of granularity (Aldred and Fairclough, 2003; Tompkins and Malone, 2017, p. 19) more or less uses the same approach of utilising landscape-level data and resources as previously discussed in the reconnaissance stage.

If characterising the unique information potential of a landscape resource is necessary to refine and frame the research objectives of an LLRP developed from reconnaissance, then it is clear that we must look beyond both traditional regional research frameworks and HLC methodology

to do this. Since the inception of both these approaches in the 1990's, methods of archaeological evaluation applicable to landscapes have significantly improved and increased in number to provide new ways of interrogating the information potential of a landscape. Deposit modelling through excavation, geophysical, geotechnical and geoarchaeological survey as well as above-ground remote sensing through 3D topographic earthwork survey, photogrammetric standing building survey and laser scanning techniques are just a few of the areas where huge advances have been made (Carey *et al.*, 2017; Historic England, 2017; 2020; Verhegge *et al.*, 2016). In 2014, industry guidance issued by the Chartered Institute for Archaeologists [hereafter CIfA] defined a specified set of approved archaeological evaluation methods that were covered by the standard (CIfA, 2014a, pp. 11-12). However, the latest guidance released in 2023 intentionally avoided defining a list of methods at all, instead recognising the validity and applicability of a rapidly increasing range of archaeological evaluation techniques that have recently been developed in an ever-evolving interdisciplinary profession (CIfA, 2023, p. 3).

It is becoming increasingly clear that the growing innovative suite of specialist landscape-level reconnaissance resources and evaluation methodologies available today compared even to recent years allows us to frame the research objectives of an LLRP at a higher quality than ever before. This multi-staged approach of contextualising research objectives through reconnaissance refined by evaluation must be built into a framework model for designing an LLRP.

Social Context

Framing an LLRP must look further than the interests of archaeologists seeking to answer their own research questions. The social context within which we operate often represents the most influential factor in determining what research is carried out and how (Carver, 2011, p. 89). Landscapes are comprised of areas perceived by people groups with their own unique views, opinions and interpretations of what 'place' means to them (Council of Europe, 2000; Herring, 2020, p. 115). Consequently, we have an ethical responsibility to learn from them, consider how our work might impact them and to frame our approach to researching a landscape with inclusive, collaborative public participation that produces a positive impact within the social context we are operating (David and Thomas, 2016, pp. 32-36; Dalglish, 2012, pp. 338-339).

However, if landscapes are perceived by people and perceptions can be fluid, then the social context within which we operate is potentially limitless and consistently subject to change; not being defined by fixed geographic boundaries or relevant only to select communities for all time (Turner, 2007, p. 42). From a practical perspective this presents a challenge; as much as we might try, we cannot always please everyone. At the same time not every public stakeholder group will have the same level of vested interest in our research or be subject to the same level of impact within their social context because of it (Boom, 2018, pp. 181-184). Therefore, implementing a model for identifying and regularly reviewing the key public stakeholder groups that together form the most relevant social context within which an LLRP should be framed is essential to practicably fulfilling the ethical responsibility for our research.

Historically, the archaeological profession has struggled with developing such models because of how the vast majority of archaeology in the United Kingdom is procured. Belford (2020, p. 374) argues that traditional research frameworks are not designed with enough focus on understanding the social context that would frame research outputs to deliver public benefit, largely due to the agendas of those who control the limited resources available for their creation and design. These agendas are derived from the 'polluter-pays' development-led archaeological model; a pipeline approach to producing an end product that satisfies a planning condition which is largely ignorant of the social context it operates in (Wilkins, 2020; Watson, 2021).

However, in a challenge to this agenda, DigVentures demonstrated a model at Pontefract Castle in 2019 for delivering measurable value to the public stakeholder groups that formed the social context of an archaeological excavation procured in a development-led setting (Wilkins *et al.*, 2021). This experiment tested a theoretical framework for evaluating the impact an archaeological project makes within its social context by measuring against a set of evidence-based standards (Wilkins, 2019). Such a framework is something that Gould (2016, p. 7) had argued was missing from the profession, where fragmented and disparate approaches to evaluating public impact have become all too prevalent in its absence. The 'Theory of Change and Standards of Evidence framework' (Appendix B) has since been applied to all of DigVentures' projects, procured in a number of different settings and using project participant and public evaluation survey data to measure the change the project made within its social context, representing its public value.

In the context of an LLRP, combining an initial social evaluation with the previously discussed evaluation stage would enable the framing of the LLRP research objectives, approaches and methodologies to be matched with the most relevant social context at its inception. As a long-term project such as an LLRP progresses, regular social impact evaluation would create a 'rapid feedback mechanism' (Wilkins, 2019, p. 97) that identifies changes in impact levels; effectively representing changes in the project's relevance to its social context, for good or ill. Invaluable insights could then be made from these results to determine why this is and to reinforce positive value-generating approaches or take corrective action through re-design where necessary. This would ensure the LLRP continues to generate the highest quality research outputs produced from a research design that also fulfils its ethical responsibility to create public value within the most relevant social context.

Contextualising the Issue

This chapter has critically evaluated current and traditional methods of framing the design for landscape-level research projects in the light of new and improved tailored methodologies for understanding bespoke local landscapes that have become available in recent years. From Adrian Olivier's model of research frameworks to HLC methodology and the development-led procurement model, most of the methods currently used for framing research in archaeology have their origins in the 1990's and struggle to create new knowledge and understanding within the context of more refined local landscape definitions.

It is becoming increasingly clear that framing an LLRP today so that it produces the best quality research outputs and creates public benefit within its social context requires a new type of bespoke, carefully planned and multi-faceted framework approach; one that utilises an array of specialist reconnaissance, field evaluation and social impact evaluation methods tailored to a defined local landscape and its social context.

The next chapter will seek to refine the approach to developing this new model framework for an LLRP by evaluating the strengths and weaknesses of the methods used by two case study examples of completed landscape research projects. Assessing what approaches worked well and those that did not will contribute towards creating a new LLRF model that builds on previous successes and avoids repeating past mistakes.

Chapter 2: The Case Studies

The purpose of the case studies

Chapter 1 contextualised the problems associated with designing an LLRP without a tailored approach to refining its objectives against the terrain and social context. The key points raised from this critical evaluation are summarised in Table 1 as a set of fundamental characteristics that should be displayed by any model for designing local landscape research that produces valuable outputs. This chapter uses these characteristics to evaluate the strengths and weaknesses of different approaches to design in two case study examples of landscape research projects.

Table 1 in effect represents a skeleton of basic principles that could be used to underpin the creation of a new framework model for local landscape research. By using these characteristics to evaluate case studies of previous landscape research projects, lessons can be learnt from real practical examples of what approaches worked well and those that did not. As part of chapter 3, these lessons will then be applied to this skeleton of basic principles to develop the new LLRF model for local landscape research by refining them and adding substance. Contrasting case studies were chosen to allow for a broader perspective of what worked well, what did not and why that may vary in different project contexts.

OBJECTIVES	
O1	Tailored reconnaissance is undertaken using the most appropriate specialist techniques to identify current levels of knowledge
O2	Gaps in knowledge are identified based on the results from reconnaissance and research objectives are chosen
TERRAIN	
T1	Appropriate specialist targeted fieldwork evaluation is undertaken to test the results from reconnaissance
T2	The landscape's information potential is characterised and used to refine the research objectives identified during reconnaissance
SOCIAL CONTEXT	
SC1	An initial social evaluation is conducted to identify the most relevant social context for the project
SC2	The research objectives are continually refined through regular social impact evaluation to ensure they are based on the most relevant social context

Table 1: Characteristics of successful design

Case Study 1: Heslerton Parish Project

Three decades of archaeological investigations by the Landscape Research Centre [hereafter LRC] began in 1980 as part of the Heslerton Parish Project [hereafter HPP], focusing on a 10km x 10km area straddling the Yorkshire Wolds and the Vale of Pickering. The investigations produced a truly expansive and impressive portfolio of archaeological results from the Mesolithic to the Medieval periods, summarised in an end of project publication by LRC and HPP co-founder Dominic Powlesland (2003) available in Appendix C.

The HPP has been considered by some as a benchmark archaeological landscape research project for its time, with John Schofield (2011) including it in his book on ‘Great Excavations that Shaped the Archaeological Profession.’ Writing about the HPP in Schofield’s book, Powlesland (2011, p. 247) claims that the success of the project was found in the design of its research framework; a combination of the ‘frameworks and directives’ driving the research (Objectives), the ‘archaeological resource’ (Terrain) and the ‘people [volunteers] who do the work’ (Social context). Powlesland (1980; 1981) circulated summaries of his framework in a number of short publications for comments from peers in advance of initiating the HPP and these are available in Appendix D-E.

With the reputation of the project as a representative benchmark in landscape research and the basis of its framework seemingly mirroring Carver’s three tenets of design, the HPP was chosen as a particularly relevant case study example for evaluating the strengths and weaknesses of how this model has been practicably implemented in the past. The following sub-sections aim to reveal what worked well and what could be improved from the practical application of each tenet to the HPP through an evaluation using the characteristics of successful design in Table 1.

Objectives

At a time before the publication of any formalized archaeological research frameworks in the style of the Olivier (1996) model, the LRC (1980) created a reconnaissance model of its own to identify existing levels of archaeological knowledge in the HPP project area (**O1**). The result was a specialist tailored methodology of landscape reconnaissance that visually divided up Heslerton parish into six geomorphological zones (Figure 3) and mapped the known archaeological site types from each zone on to the resulting environmental transect model

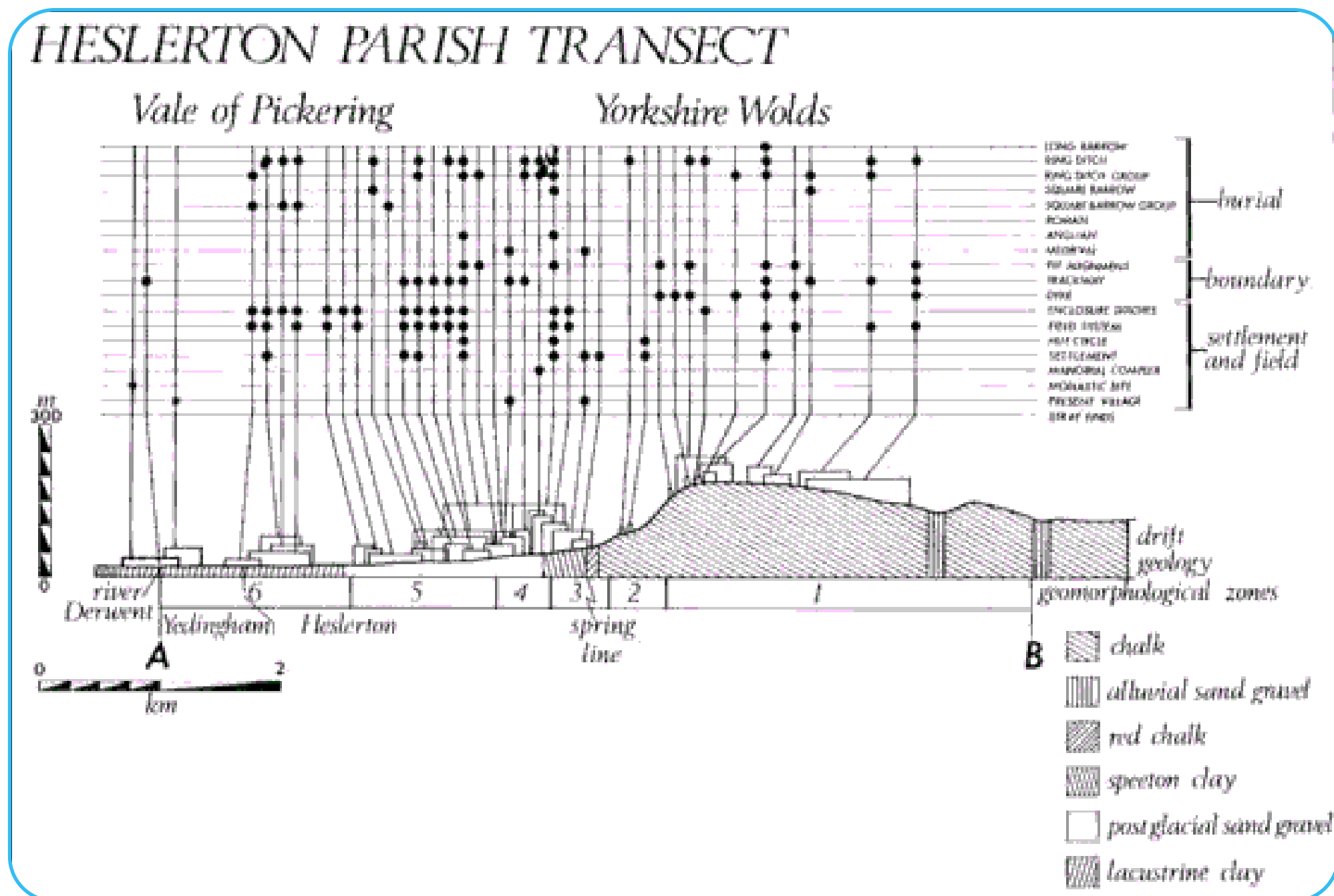
through the landscape (Figure 4). Rippon (2007, pp. 4-9) shows how illustrative landscape visualisation using a similar map-based morphological approach to historic landscape characterisation can be of immense value to understanding current knowledge levels in a landscape. The main benefits include flexibility in scope and scalability when visualising both local and regional variations in the landscape (Rippon, 2007, p. 13).

At Heslerton, this approach framed the idiosyncrasies of the parish topography and geomorphology as key determinants of archaeological knowledge (O2). This bespoke illustrative method of synthesising the results of reconnaissance framed the core research objectives of the HPP, with investigations geared towards understanding the nature of the apparent bias in archaeological site-types between environmental zones (Powlesland, 2011, pp. 250-251).

**PARISH MORPHOLOGY
HESLERTON & SURROUNDING
AREA**

16

Figure 4. The Heslerton Parish local landscape transect.



The Heslerton Parish local landscape transect, showing six geomorphological zones bisecting the Vale of Pickering and the Yorkshire Wolds. The transect highlights where reconnaissance within these zones identified the known archaeological sites (classified into three types; burial, boundary, settlement & field) and where the knowledge gaps lie. (Reproduced from LRC, 1980).

Terrain

Five hectares of rescue excavations between 1977 and 1984 at Cooks Quarry near West Heslerton and targeted geophysical survey (Powlesland, 2000) represented the main fieldwork evaluation techniques by which the HPP research objectives were originally tested and refined. However, it appears there was a clear recognition early on of the potential for the rapidly growing suite of specialist evaluation techniques to continue making new contributions towards characterising the landscape's information potential. The HPP undertook multiple dedicated landscape evaluation projects over the course of its existence (LRC, 2024a; 2024b; Powlesland, *et al.* 2006) consisting of specialist geophysical, topographic, auger and sampling surveys as well as pioneering multi-spectral imaging and sub-surface deposit modelling (T1).

Studies on sampling strategies for archaeological fieldwork evaluation techniques, such as the Planarch project (Hey and Lacey, 2001, pp. 58-63), have shown the dangers of minimalist and blanket approaches to evaluation and the advantages of a targeted approach that combines a suite of specialist evaluation techniques. Inherent interpretation bias exacerbated by inadequate levels of survey and a lack of diversity in evaluation techniques can be countered by tailoring a combination of specialist evaluation techniques to the unique attributes of the survey area in question. The results from the HPP fieldwork evaluation show the importance of a tailored approach to evaluating the landscape using a range of appropriate specialist techniques as and when they become relevant. This included the revelatory discovery of the sheer density of surviving archaeology in a landscape previously assumed to have been relatively empty. Over 750 potential Anglo-Saxon Grubenhauser were revealed, alongside at least 560 examples of a new monument type; the 'Barrowlet.' These discoveries significantly re-characterised the information potential of the HPP landscape (T2) and led to the re-direction of multiple aspects of the research agenda (LRC, 2024a; 2024b).

Social Context

The LRC recognised from an early stage the importance of the legacy in the local community from Tony Brewster's excavations at Staple Howe in the 1950's, and later at Devil's Hill, to the social context of the HPP. The result was that the Heslerton community already had a particularly strong sense of ownership and appreciation for their local heritage, as well as an

understanding of the benefits to them of local archaeological research (see Appendix F; Powlesland, 2003, pp. 3-4; 2011, p. 251).

The challenge was operating within this social context despite the severely limiting financial resources available from the rescue excavation grants. The solution presented itself by effectively crowdsourcing the HPP workforce from the local community. The research was managed by a small number of professionals but the excavations themselves were carried out almost exclusively by over 1,000 local community volunteers (Powlesland, 2011, p. 247). As part of a mutually beneficial exchange, the volunteers received training and experience at Heslerton that many of them directly attributed with a positive impact on their lives and future careers (Powlesland, 2011, p. 252), whilst the archaeological project objectives could actually be delivered within the constraints of funding because of the sizeable volunteer workforce.

Whilst there is no doubt that the HPP produced a positive impact within this social context, without any initial and follow-up social evaluation (**SC1**) it is impossible to measure the scale and extent of this impact (Ellenberger and Richardson, 2018). Regular evaluation could also have revealed insights into how the HPP produced an impact within other people groups relevant to the social context throughout the project's 30-year lifespan (**SC2**), rather than just those with an established interest in local archaeology. Hodder (2008, pp. 196-197) argues that placing archaeological research within its social context involves an engagement and understanding of the multiple voices and perspectives within the community that makes up the overall social context.

Strengths and weaknesses

The strengths of the HPP framework model are in the specialist reconnaissance and fieldwork evaluation techniques used to tailor research objectives to the information potential of the landscape (**O1-T2**). Of particular note is the flexibility and scalability of the bespoke illustrative reconnaissance model and the iterative approach to evaluating the landscape's information potential throughout the lifespan of this long-term project. This model of design allowed the project to adapt and evolve to new information generated from the research results as they happened. The flexibility in the model allowed the opportunity for variations and re-design where necessary and the scalability of the techniques used also allowed for changes in the

scope and duration of the HPP. The sub-projects 'Characterising the Landscape' (LRC, 2024a) and 'Evaluating the Landscape' (LRC, 2024b) are excellent examples of this.

However, potential pitfalls of this approach are that an overly iterative methodology may become too hermeneutical and struggle to produce a defined end-product delivered in a timely manner if objectives are constantly revisited and updated (Carver, 2011, pp. 135-136). A balance is needed whereby there is scope for revision of research objectives within the lifespan of a project to ensure they remain relevant, but the frequency and extent of this revision is tempered according to a specified criteria controlled by a defined end product. This point will be revisited in the next chapter as part of designing a new LLRF model.

The HPP framework model struggled more in measuring the impact the project made within its social context (**SC1-SC2**). Without an evidence-based approach, it is difficult to demonstrate how the research objectives were refined against the different people groups who make up the social context of the HPP landscape and which of these were the most relevant as the project changed over time. However, whilst the HPP struggled to evidence public benefit within the most relevant social context, one thing is clear; the community wanted the excavations to happen and the community made them happen. A value was clearly placed upon the project within its social context, and in return the community provided the project with the necessary volunteer workforce to deliver it.

Case Study 2: Living Levels Landscape Partnership

Since 2004, the Heritage Lottery Fund [hereafter HLF] has invested millions of pounds in over 120 Landscape Partnerships across the UK to conserve landscapes as well as connect people with their cultural and heritage value (HLF, 2024). The partnership-project approach to their design (HLF, 2017, p. 3) reflects the underlying principles of the European Landscape Convention (Council of Europe, 2000); that landscapes are defined and perceived differently by different people groups (see also the previous discussion of social context in chapter 1). This frames archaeology as one of many aspects that combine to form a landscape, setting it within the context of a wider backdrop of characterizing elements that includes ecology, wildlife, geology and the natural environment (Head, 2000).

Increasingly, it is becoming clear that each of these environmental humanities are interdependent and cannot be treated in isolation if landscapes are to be fully understood,

appreciated and survive into the future (Kluiving, *et al.*, 2021). Statements such as that released jointly by Historic England, Natural England and the National Lottery Heritage Fund [hereafter NLHF] (Mendoza *et al.*, 2024), committing to integrating the management of the natural and historic environments, frame the future direction of the archaeological profession in landscapes as interdisciplinary, co-operative and multi-vocal. This has significant implications when framing the objectives of archaeological research in a landscape, introducing alternative perspectives of viewing the terrain and social context. For these reasons, it was considered important to evaluate a landscape partnership as a case study that could inform a new model for an LLRF.

The Living Levels Landscape Partnership [hereafter LLLP] has invested nearly £4million in the Gwent Levels (HLF, 2015), with £130,000 (3%) being invested directly into archaeological research as part of sub-project LLS-2; ‘Recapturing the Historic Landscape’ (Living Levels, 2017a, pp. 91-92). The sub-project was designed and co-delivered by DigVentures with PTS Consultancy. The design and social impact evaluation are available in Appendix F, with the archaeological project results available in Appendix G. The following sub-sections apply the characteristics of successful design in Table 1 to the archaeological research carried out as part of LLS-2, revealing what worked well and what could be improved when matching the project’s objectives to the terrain and social context.

Objectives

Reconnaissance was carried out through professionally-led volunteer activities consisting of local archives research and developing a GIS of the Gwent Levels landscape. The purpose of this was to create an account of the known heritage assets within the landscape (Aim 3 of Jago and Eno, 2022, p. 16; Appendix F), effectively illustrating the current levels of archaeological knowledge in the landscape and where the knowledge gaps were (O1). Reconnaissance was tailored to the landscape through map regression and analysis of spatial data including the 1830s commissioners of sewers maps, first edition Ordnance Survey maps, LiDAR survey data, HER records and known monuments on the National List within the GIS. This methodology resulted in 275 potential new heritage asset records (Jago and Eno, 2022, p. 21) that were subsequently uploaded to the local HER database. Gaps in knowledge were then identified and used to inform research objectives that were defined in Jago (2022, p. 13-15), available in Appendix G (O2).

An important characteristic to draw from this case study is that public-participatory archaeological landscape-level reconnaissance did not exist in isolation but was designed to interface directly with up to nine other sub-projects relating to different perceptions of landscape within the social context (Living Levels, 2017a, p. 94). For example, the reconnaissance linked to sub-project LLS-3; 'Stories from the Levels,' through the mapping of oral histories on to the GIS alongside the archaeological results as part of the 'Mapping Memories' initiative (Jago and Eno, 2022, p. 23). Both sub-projects contributed to the 'Recording and Preserving' main principle of the LLLP's third programme of delivery (Living Levels, 2017b, p. 208; pp. 212-213), highlighting the importance of both heritage and personal experience perceptions of landscapes to understanding and protecting them. This approach clearly places the social context of the LLLP at the heart of the reconnaissance stage of the project.

Terrain

Archaeological fieldwork evaluation to test the results from the GIS reconnaissance activity was also contextualised against a number of other sub-projects relating to different aspects of understanding and defining landscape. An example of this included the 'Heritage on the Horizons' initiative, where volunteers walked three of the RSPB trails through the Gwent Levels landscape, conducting photographic, earthwork and historic building recording surveys of heritage features they encountered on the way (**T1**). This professionally-led volunteer training initiative provided specialist results that helped to characterise the landscape's information potential, refining the results from reconnaissance and informing the archaeological objectives of the project (**T2**) by identifying the villages of Redwick and Whitson as appropriate targets for excavation (Jago and Eno, 2022, pp. 24-25).

Simultaneously, the results from this fieldwork evaluation also contributed to sub-project LLDM-7; 'Walking and Cycling the Levels' by adding to the interpretation and character of these trails through the landscape (Living Levels, 2017a, pp. 29-31). The result of this interface between both sub-projects is a contribution towards two distinct Living Levels principles of landscape; 'Recording and Preserving' as well as 'Health and wellbeing' (Living Levels, 2017b, p. 179; p. 208).

Whilst the extent of the survey and the range of specialist fieldwork evaluation techniques was significantly reduced due to the COVID-19 pandemic, a fully comprehensive landscape-level representative sample of results was never within the scope of the LLLP. Instead, the more relevant point is how this example has highlighted that different ways of perceiving landscape within the social context, such as heritage and wellbeing, do not exist in isolation but are interdependent and can be framed to co-exist.

Social Context

To establish the most relevant social context during the design phase, the LLLP surveyed public perceptions of the Gwent Levels landscape alongside the associated key social indicators of respondents including demographics, socio-economic trends, public health and wellbeing (Living Levels, 2017b, pp. 67-81). This pre-project social evaluation at the strategic level identified that perceptions of landscape meaning were widely varied and included geology, culture, wildlife habitats, wellbeing, visual and sensory experience, learning, recreation and agriculture in addition to heritage and archaeology. Surveying these results alongside key social indicators produced a social context for the LLLP (**SC1**); identifying what mattered about the landscape to which people groups. The LLLP used this social context to design and identify the scheme's aims, objectives, programme of delivery and tailor these to the relevant target audiences (Living Levels, 2017c, pp. 67-81). However, testing this methodology to understand how effective the approach was at delivering measurable public benefit within the identified social context was essential in order to learn from this case study and apply the lessons to a new model for an LLRF.

DigVentures carried out regular social impact evaluation (**SC2**) for each of the deliverable elements of the 'Recapturing the Historic Landscape' sub-project LLS-2 (Appendix F, pp. 28-35), following the methodology defined by the 'Theory of change and standards of evidence framework,' available in Appendix B. This evaluation demonstrated measurable public benefit within the social context of the LLLP, including outcomes not just for heritage but also for people and communities through increased personal skillsets, knowledge, improved understanding and access to the landscape as well as a greater sense of wellbeing. Detailed results are available in Figures 12-19 of Appendix F.

The key point to draw out here is that archaeological research as part of sub-project LLS-2 succeeded in producing public benefit within the wider social context of those people who viewed the Gwent Levels landscape through multiple different perceptions, not just through heritage and archaeology. This benefit extended to those who perceived the landscape through wellbeing, learning and recreation. The lesson here is that an LLRF model for archaeological research in a landscape can and should be framed using social impact evaluation to produce a positive public impact within the wider social context of multiple different perceptions of landscape.

Strengths and weaknesses

A key strength of the framework used to design the LLLP is the interconnected nature of the partnership project approach within their relevant social contexts. Overlapping sub-projects, such as the 'Mapping Memories' and 'Stories from the Levels' initiatives were able to supplement and complement each other in their deliverable outputs and the impact they produced within the people groups they were designed for (see Jago and Eno, 2022, pp. 28-35; available in Appendix F). Examples include engaging public participants with GIS mapping during reconnaissance and then testing these results with in-person walkover surveys as part of fieldwork evaluation culminating in designing the main village test pitting research. Interestingly, this also highlights another strength of the LLLP case study; community participants were actively involved in the process of co-designing (through reconnaissance and evaluation) and then delivering archaeological research into the Gwent levels landscape, placing the social context at the heart of the research design process. The success of this collaborative approach to designing and delivering archaeological research with public participation is dependent on the idiosyncratic attributes of the communities themselves (Roberts, *et al.*, 2020), necessitating a strategic approach to pre-delivery social evaluation; one of the greatest strengths of the LLLP. None of the above attributes of this case study would have been possible without such an in-depth strategically focused pre-project delivery social evaluation.

However, care must be taken with an interconnected partnership-project approach to ensure that time, effort and resources are not diluted and diverted away from achieving the main project objectives through simply trying to do too much. This raises a potential point of weakness when applying the lessons learned from the landscape partnership model for design

to a new framework model for an LLRF; its sheer scale. Landscape partnerships are often huge projects that cost millions of pounds, funded by national bodies and local government (HLF, 2024). The partnership-project approach may produce exceptional results at a large scale, especially within the social context when combined with an in-depth pre-delivery social evaluation at the strategic level. However, the reality is that we cannot expect to design, fund and implement such vast undertakings every time we want to carry out a piece of archaeological research in a local landscape setting.

A new model for an LLRF should be able to take the core strengths of the interconnected landscape partnership-project approach to design and scale it down appropriately to reflect other project contexts where the landscape in question may be defined in very different ways. This will be revisited as part of the next chapter.

A new model for local landscape research: learning from the case studies

The strengths and weaknesses of these two contrasting case study examples have highlighted the importance of learning from past experience when developing and designing future landscape research. The HPP excelled at developing new and innovative scientific techniques to increase knowledge and understanding of the landscape's archaeological resource. The LLLP combined interacting partnership projects with extensive social evaluation to understand the landscape's social environment and produce value within this context. Together, both these projects showed that reconnaissance, evaluation and social context are at the heart of successful landscape project design where the ultimate outcomes are improved understanding and lasting legacy.

The next chapter takes the critical evaluation from Chapter 1 along with the lessons learned from the case studies in Chapter 2 and combines them to produce the new LLRF framework model. This model for research in local landscapes merges the archaeological aims with the social aims so that neither are considered individual or distinct, but form one and the same final outcome for the landscape; improving understanding through new knowledge and lasting legacy through managing the landscape.

Chapter 3: The Local Landscape Research Framework (LLRF) Model

Designing the LLRF

The LLRF model has been designed to produce two distinct outcomes for local landscapes. Outcome 1, 'Understanding the Local Landscape,' is achieved through delivering two outputs tailored to the local landscape; a research context and agenda. The research context identifies what is already known about the landscape whilst the research agenda identifies what can be known. Together, these produce the fullest available understanding of the landscape. The steps to delivering each model output combine via a key 'Interfaces' element, where mutually-supporting archaeological and social products merge. Once a bespoke local landscape research context and agenda have been identified, these can plug-in directly to archaeological research project management tools, such as MoRPHE (Historic England, 2015), to design local landscape research projects that are applicable in a number of different project contexts.

Outcome 2, 'Managing the Local Landscape,' is achieved by applying a set of criteria to the results of the LLRP as a mechanism for choosing one of three distinct levels of landscape management plan. Choosing a plan is essential to ensure that any changes to our understanding of the landscape (Outcome 1) that occur as a result of delivering an LLRP contribute towards its future management. The criteria for selecting the relevant management plan consider what new landscape knowledge, significance and objectives have been generated by the LLRP. Based on the level of management plan recommended by these criteria, an LLRP may be required to produce one or all three of either project publication, a legacy plan or framework review.

A basic visual summary of how the model achieves these outcomes is illustrated in Figure 5, with more detailed breakdowns of the steps towards delivering them available in Figures 6-7. The model has been structured so that these steps consider the archaeological and other socially significant perceptions of landscape together. Using this approach, the pursuit of new archaeological knowledge is refined by these most significant perceptions of landscape, producing the most socially valuable end product; a key attribute of valuable research (see discussion of Carver (2011) in chapter 1).

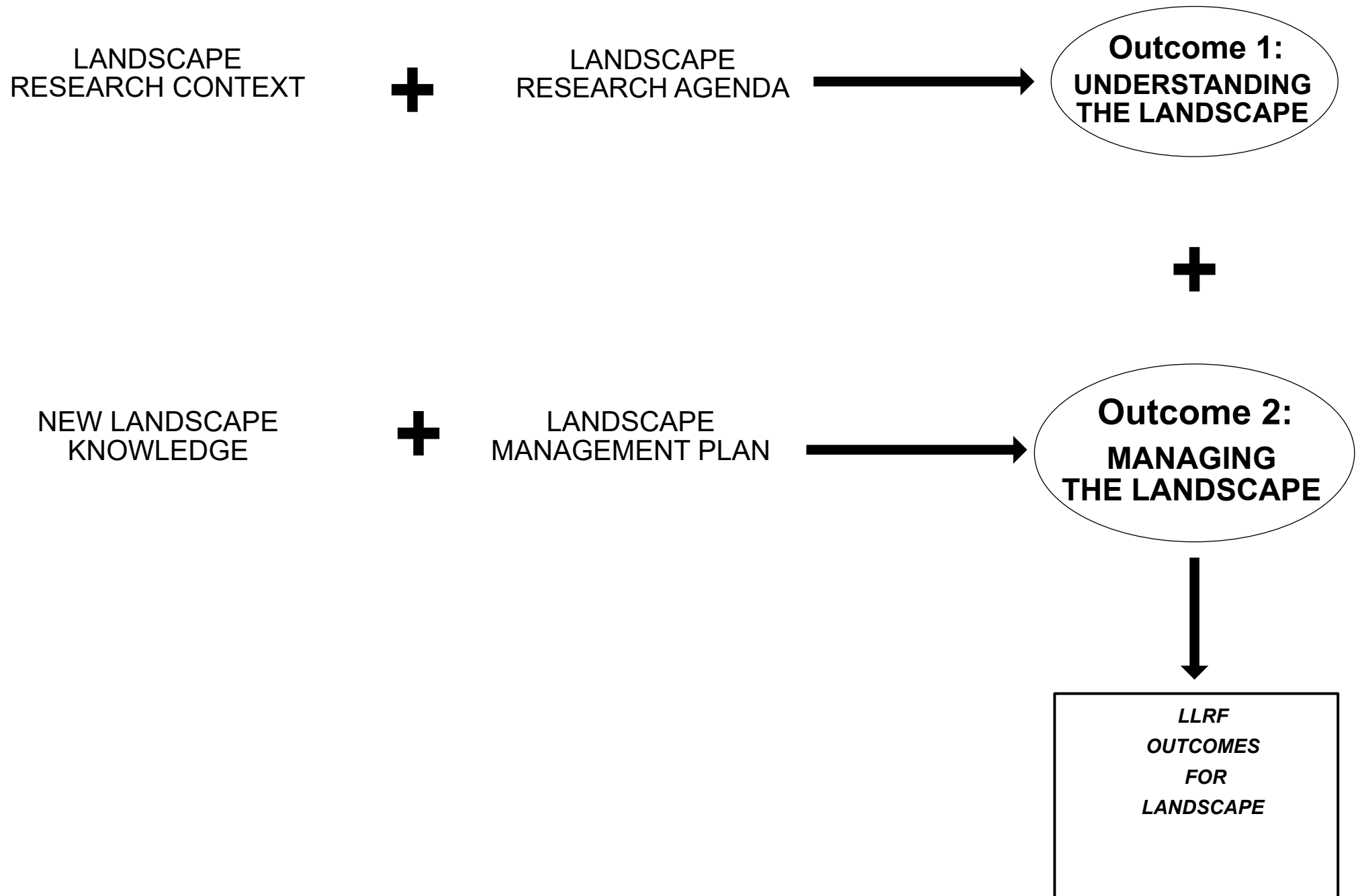


Figure 5. LLRF model summary of outcomes.

Outcome 1: Understanding the Local Landscape

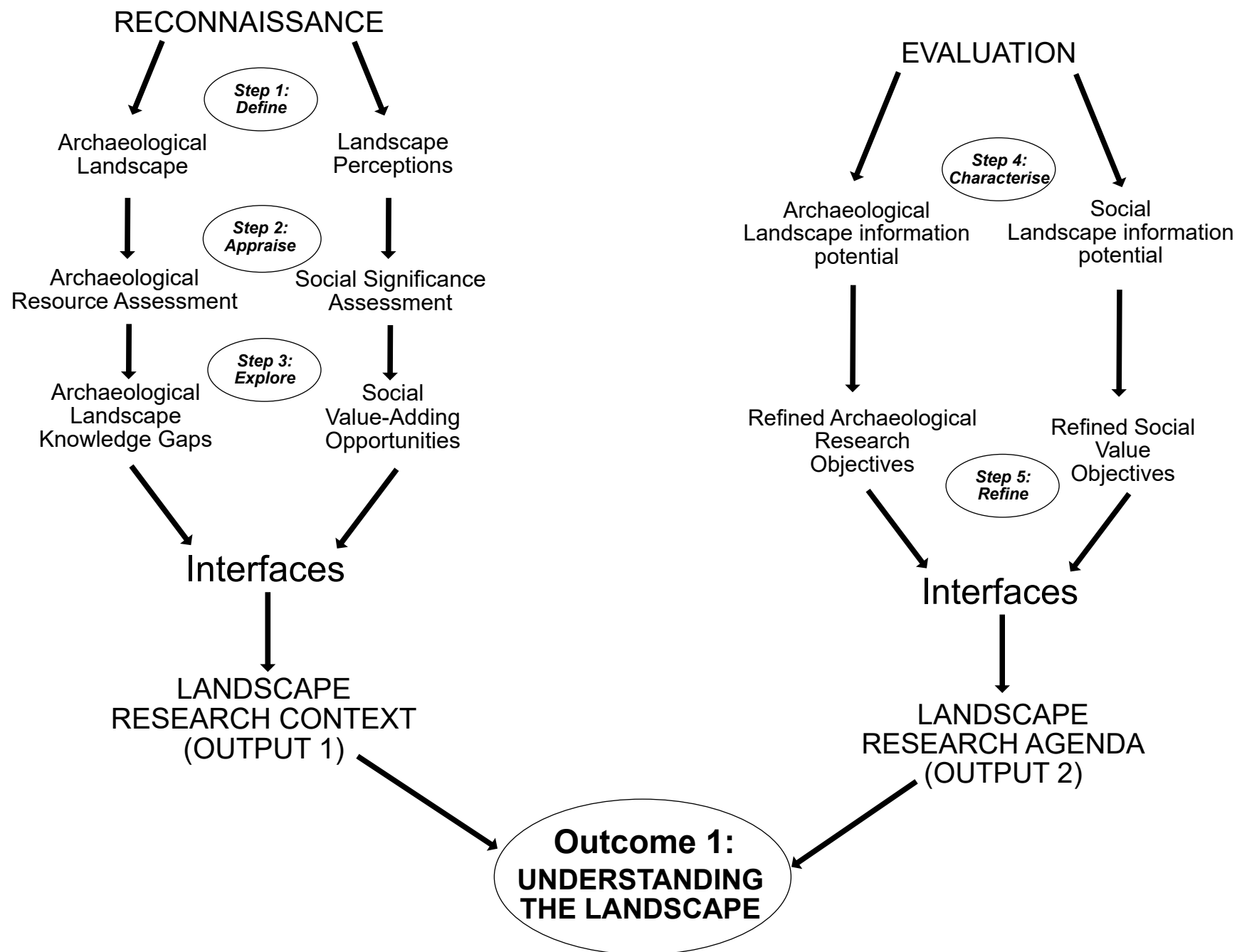
This first outcome of the framework model is achieved by following the reconnaissance and evaluation pathways (Figure 6) towards developing a tailored local landscape research context (Output 1) and research agenda (Output 2) respectively. There are three steps that make up the reconnaissance pathway towards developing a landscape research context and these focus on defining, appraising and exploring the landscape. There are a further two steps that represent the evaluation pathway towards developing a landscape research agenda and these focus on characterising the information potential of the local landscape and using this to refine the research objectives.

Viewed through the lens of Carver's model for successful design, Outcome 1 is designed to increase understanding through new knowledge whilst adding value to society. To this end, the research context and agenda have been constructed to interface both archaeological research objectives and social value objectives.

The Landscape Research Context

Social perceptions and cultural definitions (Council of Europe, 2000; Herring, 2020) as well as the physical archaeological and environmental resource (Dabaut and Carrer, 2020; Belford, 2020; Historic England, 2024) combine to define a local landscape (Step 1). From within the scope of this definition, the landscape can then be appraised (Step 2) from a baseline assessment of existing archaeological knowledge and the social significance of wider perceptions. It is from this position that gaps in archaeological knowledge and opportunities for increased social value (Head, 2000; Kluiving, *et al.*, 2021) can be explored together (Step 3). The interfaces between these different attributes of landscape combine to form the research context within which a local landscape project should be undertaken.

Reconnaissance forms the mechanism by which the three steps towards developing a research context are achieved. They take elements from the characteristics of successful design available in Table 1 (O1-O2, SC1) and add substance to these basic principles through applying the lessons learned from Chapter 1 and the case studies in Chapter 2 to develop this first output of the LLRF model.



Step 1: Define – The archaeological landscape and landscape perceptions

Defining a local landscape is the very first step in the process towards developing a research context. This consists of identifying the physical resources and non-physical social perceptions that form the tangible 'place' and intangible 'space' within which the landscape exists (David and Thomas, 2016, p. 38). In other words, what makes up the landscape that is being targeted for research? This basic but fundamental question is key to developing the scope within which research will occur and therefore represents a crucial aspect of the landscape research context.

The landscape definition within the framework of the LLRF model can be visualized as the sum of the archaeological landscape plus the remaining attributes and perceptions of landscape (Figure 6, Step 1). Reconnaissance in this step involves information gathering to identify the different variables within this equation, with the archaeological resource being just one of these (see the strengths of Case Study 1 in Chapter 2). Other aspects of the physical landscape resource may include the geography and topography, the forests and the rivers, the built structures, the soil, the wildlife, the ecology and much more. The non-physical landscape may, for example, be made up of different social perceptions of place such as health, wellbeing, heritage, agriculture, learning, recreation, work and community (see Case Study 2 in Chapter 2).

The LLRF model is tailored to the bespoke nature of each local landscape and the reconnaissance techniques used to define the landscape should reflect this. However, as a starting point, identification of physical landscape attributes can be carried out using basic reconnaissance techniques such as reviewing maps from the Ordnance Survey as well as geological, agricultural or urban surveys. There may be many different forms of perceiving the non-physical landscape including local public, private, corporate or charitable bodies such as estates, parks, wildlife and woodland Trusts or nature reserves. Others may be more nuanced, such as local historical societies, walking trail rangers, wildlife protection groups, outdoor sports groups and much more.

Step 2: Appraise – The archaeological resource and social significance assessment

The next step on the reconnaissance pathway to developing a landscape research context is to appraise the archaeological resource and the social significance of the wider attributes and perceptions of the landscape. In other words, what are the current knowledge levels of the

archaeological resource and the social significance of the different attributes and perceptions that combine to form the local landscape?

Pre-existing resources such as regional archaeological resource assessments, Historic Environment Record (HER) databases and historic landscape characterization are useful but should be combined with a tailored archaeological resource assessment of the local landscape. This can be carried out using the latest bespoke reconnaissance techniques such as those identified in Chapter 1 and Appendix A. A tailored understanding of what is currently known about the archaeological resource of the landscape is an essential step towards understanding knowledge gaps, informing the landscape research context.

The second element of the appraisal step is the social significance assessment. Not all of the attributes and perceptions of the local landscape identified in Step 1 will have the same level of social significance or relevance at any given point in time to the research context of an archaeological LLRP (Turner, 2007; Boom, 2018). Nor, as identified from an evaluation of the strengths and weaknesses of case study 2 in Chapter 2, would it always be feasible or viable from a local landscape project resourcing and financing perspective to try to deliver archaeological research within the social context of the entire landscape definition. In other words, what attributes of the local landscape matter most to the people who perceive them that could inform where the best social value-adding opportunities lie? This is also an important question to address in order to prevent the framework model from developing a research context based only on a more traditional authorised heritage discourse (Smith, 2006); written by and for an increasingly narrow stakeholder audience. This would ultimately result in imposing a landscape research agenda that is abstract from and disengages the communities that perceive the landscape.

When it comes to carrying out a social significance assessment of the different attributes and perceptions of landscape, a good starting point would be to assess who is forming these perceptions. Desk-based research identifying where the patterns emerge of people groups and entities that focus on specific attributes and perceptions of landscape will provide useful pointers towards assessing their social significance. This can involve evaluating key social indicators and local population demographics to understand what matters to the people who perceive the landscape itself. Consequently, the relevant communities identified by this process

can be directly engaged and provided with access and agency within the subsequent process for designing the landscape research agenda.

Step 3: Explore – The archaeological knowledge gaps and social value-adding opportunities

The results from Step 2 appraise what is known and what matters to local people about the local landscape. Consequently, the user is now able to explore the knowledge gaps within the archaeological landscape and where there are opportunities that exist to add social value within the most significant perceptions of the local landscape.

The key point in Step 3 is interfacing archaeological knowledge gaps with opportunities for advancing social value within this context. These will produce the most archaeologically and socially valuable end product and should form the landscape research context (LLRF Output 1). Mutually supporting archaeological and social products are most likely to interface well here. For example, case study 2 in chapter 2 showed that the archaeological knowledge gaps interfaced with a mutually beneficial social output that improved the ‘personal experience’ perception of landscape through public participatory GIS mapping of heritage assets and oral histories (Jago and Eno, 2022).

The Landscape Research Agenda

Output 1 used reconnaissance to identify what we know and don’t know about the physical and non-physical landscape, helping us to understand these better and produce a context within which research that produces social value can take place. Output 2 seeks to refine this further by using evaluation techniques to identify what research we practicably can achieve given the landscape’s archaeological and social information potential (Step 4). The end result of this is a landscape research agenda derived from what we want to know archaeologically that also produces the most social value, refined by the landscape’s information potential (Step 5).

Evaluation forms the mechanism by which the two steps towards developing a research agenda are achieved. They take elements from the characteristics of successful design available in Table 1 (T1-T2, SC2) and add substance to these basic principles through applying the lessons learned from Chapter 1 and the case studies in Chapter 2 to develop this second output of the LLRF model.

Step 4: Characterise – The archaeological and social landscape information potential

Traditional archaeological evaluation techniques such as remote sensing surveys, test pitting or evaluation trenching can be used to help characterize the information potential of the archaeological resource, but cannot exist in isolation. A plethora of new and consistently improving scientific evaluation techniques identified in Chapter 1 (Carey *et al.*, 2017; Historic England, 2017; 2020; Verhegge *et al.*, 2016) should also be applied based on their particular bespoke relevance to the unique nature of the landscape's archaeological resource. This approach will contribute towards refining the knowledge gaps identified in Step 3.

Characterising the information potential of the social landscape will involve carrying out a pre-project social evaluation survey. This active evaluation will build on and refine the results of the desk-based research (Step 2), to better understand what realistic and practicable opportunities may exist to add social value within the unique context of the defined landscape. This may involve targeted survey of groups or communities identified during the social significance assessment to understand where the realistic opportunities lie to maximise social impact within the landscape research context. This evaluation process also represents an ideal opportunity to engage and include the voices of those communities identified in Step 2 within the heritage discourse of the local landscape that may have previously been marginalized by more traditional narratives. Examples of strategic pre-project social evaluation include the DigVentures' Pontefract Castle model (Wilkins *et al.*, 2021) reviewed in Chapter 1 and the Living Levels survey of public perceptions and key social indicators (Living Levels, 2017b, pp. 67-81) reviewed in Chapter 2.

Step 5: Refine – The archaeological research and social value objectives

This step uses the landscape's information potential, characterised in Step 4, to refine the archaeological research and social value objectives within a research context that also considers what is practicable and possible to achieve. The 'interfaces' element of this step combines these refined archaeological and social objectives to produce overall landscape objectives, representing the landscape research agenda and fulfilling the second model output that contributes to Outcome 1: Understanding the Local Landscape.

Similarly to Step 3, mutually supporting archaeological and social products are most likely to interface well here. Following the same public participatory GIS example from case study 2,

applying the landscape's archaeological and social information potential could help to further refine the objectives of the project. For example, evaluating the types of heritage assets that exist within the landscape resource may help refine what can be practicably recorded, whilst pre-project social evaluation may help to refine the oral history themes that are most relevant and should be explored within the social context, whilst avoiding those that could be detrimental within that context.

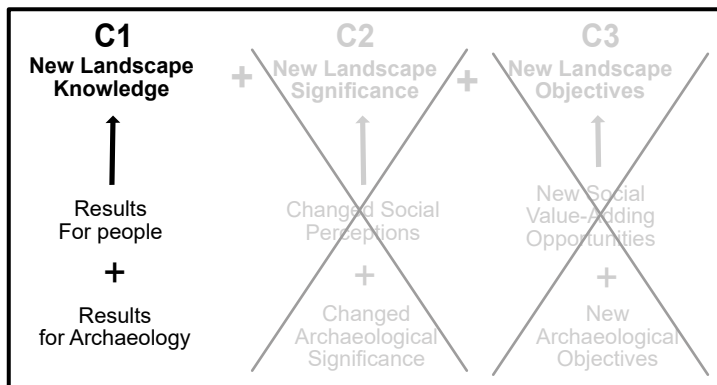
Outcome 2: Managing the Local Landscape

This second outcome of the LLRF model is achieved by applying a set of criteria (**C1-C3**; Figure 7) to the results of the LLRP as a mechanism for choosing one of three distinct levels of post-project planning that can contribute towards the future management of the local landscape. The criteria considers what new landscape knowledge (**C1**), significance (**C2**) and objectives (**C3**) have been generated by the LLRP to select the most relevant approach towards project publication and dissemination, legacy and the potential for future research (Figure 7).

The requirement for Outcome 2 is necessitated by the legacy of Outcome 1 and the delivery of the LLRP. The project should have a defined framework for understanding the local landscape (Outcome 1) as determined by the landscape research context and agenda (Outputs 1 and 2, Figure 6). However, in order to ensure that any potential changes in our understanding of the local landscape as a result of the LLRP contribute to its overall future management, there must be a mechanism in place for planning project publication, legacy and future research.

The framework for Outcome 2 proposes three levels of management plan for the local landscape based on how many of the three criteria (**C1-C3**) the LLRP meets respectively (Figure 7). Each of these plans represent an outcome for managing the local landscape that is commensurate with the new landscape knowledge, significance and objectives generated by the LLRP. They are evaluated as part of the following discussion based on the elements of each plan.

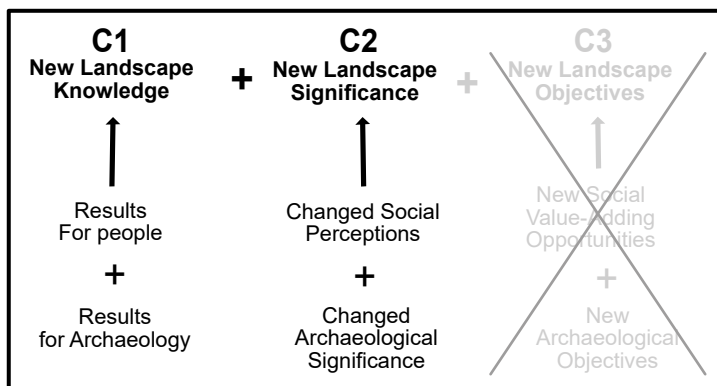
LEVEL 1



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**PUBLICATION,
DISSEMINATION,
ARCHIVING**

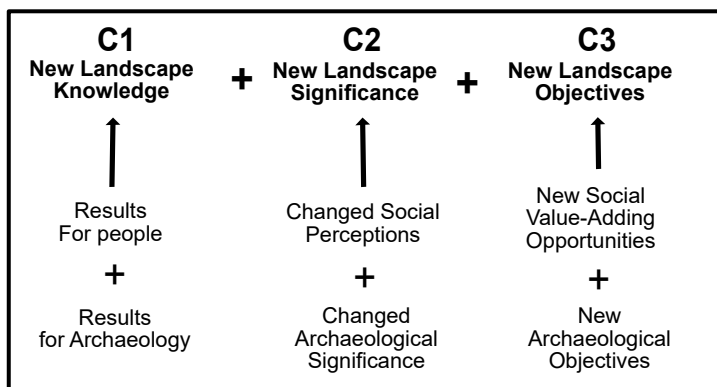
LEVEL 2



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**LEVEL 1
+ LEGACY PLAN**

LEVEL 3



=

**LEVEL 2 +
FRAMEWORK
REVIEW**

**Outcome 2:
MANAGING
THE LANDSCAPE**

Figure 7. LLRF Outcome 2: Managing the Local Landscape.

Level 1: Publication, dissemination and archiving

Any LLRP that has been designed in accordance with Outcome 1 of the LLRF model (Figure 6) should as a bare minimum produce new landscape knowledge, defined as the sum of results for people and results for archaeology (Figure 7). An LLRP that achieves this criteria (**C1**) automatically qualifies for a Level 1 landscape management plan consisting of publication, dissemination and archiving followed by project closure. This is the essential minimum required outcome for managing the landscape (Outcome 2). The goal here is the publication, dissemination and long-term preservation of new landscape knowledge generated by the LLRP that contributes towards refining, rather than materially changing, our understanding of the landscape (Outcome 1) to inform its future management.

Projects meeting this criteria (**C1**) alone will not normally produce new landscape significance or objectives. This means that beyond publication, dissemination and archiving the most appropriate response would be project closure. Small-scale and/or short-term LLRP projects are more likely to be suited to this level of management plan, although this will be entirely dependent on the results generated by the LLRP itself. Where our understanding of the landscape is meaningfully changed through a new level of significance and the potential for new landscape objectives (**C2-C3**), a level 2 or level 3 management plan may be more appropriate.

Industry standard methods of dissemination and archiving archaeological results (CIfA, 2014b; ADS, 2024a) are important methods for delivering the level 1 plan, but they will likely need to be adapted to the unique and bespoke nature of a defined local landscape question. For example, a local landscape definition may not fully adhere to the sometimes abstract fixed boundaries of county or regional HER databases (Illsley, 2019). In such a scenario, the ADS Heritage Gateway loader (ADS, 2024b) could offer a potential solution to integrating the LLRP to the HER by building a bespoke plug-in to the searchable Heritage Gateway interface. This functionality could work to bypass the potential fragmentation of the results from an LLRP across multiple HER databases where the landscape definition does not fit well with county or regional HER database borders.

However, a crucial element of meeting the criteria for the Level 1 landscape management plan is that these methods must also include results for people as well as archaeology. One should

not exist without the other or else the project's design framework has failed in its fundamental approach towards understanding the landscape (Outcome 1), which must include both archaeological and wider social perceptions of the landscape. Archaeological research and social impact results should therefore always be published, disseminated and archived together. Examples of this include DigVentures' approach, where all archaeological project results are reported, disseminated and ultimately archived alongside the social impact results following the Theory of Change and Standards of Evidence methodology (Appendix B). Examples such as the DigVentures approach also open the doorway towards non-traditional methods of publication, dissemination and archiving aimed at reaching new audiences, particularly those directly associated with the social groups where added value was generated by the project. These non-traditional methods will also have the added benefit of moving on from traditional research impacts to reach new audiences that enhance both research and social impact together.

Level 2: Legacy Plan

Where the results generated by an LLRP produce new landscape significance (**C2**) in addition to new knowledge (**C1**), the project has met the criteria for a level 2 landscape management plan, consisting of developing a legacy plan in addition to the level 1 requirements. New landscape significance represents a material change in our understanding of the landscape (Outcome 1) and should therefore result in a material change regarding its future management (Outcome 2). A legacy plan for preserving, maintaining and building upon the new landscape significance created by the LLRP project results is therefore essential to ensure this translates into the most effective way of managing the landscape in the future.

New landscape significance is defined in this model as the sum of changed archaeological significance and changed social perceptions of landscape (Figure 7). Again, one should not exist without the other. A changed archaeological significance without a change in the social perceptions of the landscape means that the LLRP has failed to translate meaningful archaeological research into any meaningful significance or benefit to society, therefore limiting its potential value. Because landscapes are perceived by people, an archaeological LLRP can only claim to have produced new landscape significance (the criteria for level 2) if there is measurable evidence of changed social perceptions in addition to changed archaeological significance.

Examples of a number of landscape project legacy plans have been produced on a regional level as part of legacy planning for HLF funded landscape partnership projects. The HLF legacy planning guidance document provides an overarching model and strategy that presents a future vision for the landscape based largely on the outcomes of the European Landscape Convention, including understanding the landscape (Mount, 2013, p. 15). Therefore, this strategy for legacy planning links directly to Outcome 1 of the LLRF, albeit in a format that should be scaled down significantly for an LLRP given the challenges of sheer scale when applying methodologies employed by landscape partnership projects to an LLRP (as identified in the Living Levels case study of Chapter 2).

In scenarios where significant new landscape knowledge resulting in publication, dissemination and a legacy plan does not result in new landscape objectives, the project can then move into closure. However, where this process has identified new landscape objectives outside the framework for understanding the landscape originally developed in Outcome 1, then a Level 3 landscape management plan consisting of framework review would be more appropriate.

Level 3: Framework Review

The framework review point is triggered by meeting all three criteria of new landscape knowledge (**C1**) and significance (**C2**) that leads to new objectives (**C3**) beyond the scope of the original landscape research agenda produced as part of Outcome 1. In addition to delivering the requirements of the level 1 and level 2 plans, the framework review represents a Level 3 landscape management plan. Longer term and/or larger LLRP projects are most likely to result in this level of management plan, although this is far from exclusive and will be entirely dependent on the results and nature of the LLRP itself. In some circumstances, a project following the level 2 management plan may receive recommendations from the legacy plan that include pursuing new landscape objectives to preserve the legacy, requiring a framework review that moves the management plan to level 3 by default.

This higher-level management plan is necessary when significant new knowledge about a landscape produces new landscape objectives, defined as the sum of new archaeological objectives and new social-value adding opportunities (Figure 7). As always, both variables of this equation must be present in order to result in new landscape objectives that require a revised framework. New archaeological objectives represent the research questions posed by

knowledge gaps identified by changes to current levels of knowledge and significance of the archaeological resource. New social value-adding opportunities represent potential opportunities for increased social value within the changed social perceptions of the landscape as a result of the LLRP.

If the above three criteria for framework review are met, then an updated landscape research context should be developed by re-visiting the reconnaissance pathway in Figure 6 and applying the results of the LLRP. This will produce a new context within which potential future research should occur, informing the future management of research in the local landscape and fulfilling Outcome 2. If in the future a new LLRP is proposed, an updated research agenda can then be developed by re-visiting the evaluation pathway (Figure 6) in advance of project initiation.

The requirement for meeting defined criteria controlling framework review was identified in Chapter 2, Case Study 1; where it became clear that there needed to be an instrument for updating the research objectives of an LLRP to ensure they remain relevant, but that this should be controlled by delivering a defined end product. The LLRF model identifies this end product as new knowledge about the landscape that changes its significance and poses new research objectives. At this point, the potential for new archaeological and social value-adding research exists and should therefore be placed into an updated landscape research context in order to appropriately manage future potential research in the local landscape. It is important to realise that understanding a local landscape and the social significance of its perceptions may change over time, especially as the result of well-designed and executed research. This is why it is essential to build a review stage into the model so that any potential future research in the landscape is managed and designed to build successfully on these foundations.

Chapter 4: The LLRF Model in Practice

Moving from theory into practice

The previous chapters have combined to build the framework model for local landscape research from a strong theoretical grounding. However, in order to move the LLRF from a sound theoretical principle into a useful and usable tool, the feasibility of applying the model in practice must be evaluated. It is beyond the scope of this paper to fully design and develop the LLRF outputs and outcomes for research in a real local landscape example. However, the fundamental principles of the model can be applied and the practicalities of doing so evaluated in summary.

This chapter will use the ‘Excavating Elmswell: Seasons in Time’ community archaeological landscape research project (DigVentures, 2024a), as a real case study example for evaluating the feasibility of implementing the LLRF model in principle. It provides an overview of the key practical strengths of the LLRF and also considers the next steps required for industry guidance and infrastructure to provide improved accessibility and usability in multiple project contexts. Combined, these insights help to move the framework forward from theory into practice.

Excavating Elmswell: Seasons in Time

Elmswell Farms [hereafter Elmswell] consist of 500 hectares of predominantly arable and pastoral farmland located 2 miles west of the market town of Driffield on the eastern dip-slope of the Yorkshire Wolds. The farm is owned by a family with a generational interest in researching, preserving and sharing the rich archaeology that exists on the land under their guardianship. They also have a strong belief in using the land for sustainable food production, ecological conservation and habitat protection whilst educating the next generation in these values through hosting regularly organized school trips to the farm (Elmswell Farms, 2024).

It is within the context of this perception of the local landscape that DigVentures was invited to carry out a community archaeology research project at Elmswell in 2017. From initiation, the Seasons in Time project was framed to generate archaeological results of value whilst also producing benefit within this unique context (Wilkins *et al.*, 2017). Archaeological research frameworks available at the time only existed at an overall regional level (Roskams and

Whyman, 2007), providing very little scope for the nuances of more localized perceptions and definitions of landscape such as that which exists at Elmswell.

Understanding the Landscape – The Elmswell Farms landscape research context

The perceptions of those individuals or entities driving the project is a good starting place to inform how the local landscape can be defined (Step 1), but it is important to remember this will very likely not be the only way of perceiving the landscape (Burgi *et al.*, 2017). At Elmswell, the landowner's perception of the landscape, as described above, does not exist in isolation. At a statutory level the government entity Natural England (2017) perceives the landscape from an ecological conservation perspective, as evidenced through designating the natural chalk stream at Elmswell Beck as a SSSI (ID: 3608). At a local community level, Elmswell Old Hall is a waypoint on the popular Wold Rangers Way cultural heritage walking route and is perceived as an important place to experience local cultural and natural history (The Wold Rangers Way, 2021).

Sometimes these different landscape perceptions align well with the project drivers, as is the case at Elmswell where community-focused research and preservation of the archaeological resource interfaces with ecological and cultural conservation, but sometimes they will not. For this reason it is crucial at an early stage to identify the different landscape perceptions beyond the main project drivers that combine with the archaeological resource to define the local landscape (Step 1).

A discussion of Step 2 from the LLRF model, available in Chapter 3, highlighted that desk based reconnaissance techniques are essential for appraising both the archaeological landscape resource as well as the social significance of other landscape perceptions. However, not all techniques will always be available, useful or relevant within every local landscape definition (Belford, 2020; Boom, 2018). At Elmswell, the known archaeological resource was appraised using the Humber HER database, previous archaeological research results, historic map regression, LiDAR and cropmark surveys amongst others (see Figures 1-2). Cropmark survey was particularly suited to the local landscape but LiDAR was less effective (Figure 2), given the regularly ploughed modern agricultural use of the land. This emphasises the benefits of using an array of archaeological reconnaissance methods tailored to the local landscape. The

resulting archaeological and historic background (Swain, 2024a, pp. 2-6) effectively represents a resource assessment for current levels of archaeological knowledge in the local landscape.

Practitioners working in a variety of project contexts will be familiar with applying many of these desk-based reconnaissance techniques, at least at a site level. As seen from the Elmswell example, the process can be scaled to local landscape level without too much difficulty and if resources are tailored to the local landscape, the practical implementation of this element of the LLRF works well.

The main aspect of Step 2 that will be less familiar to practitioners is the social significance assessment. Desk-based reconnaissance can include using a variety of social indicators (Office for National Statistics [hereafter ONS], 2021) as a way of understanding what might matter most to people groups within the project area. For example, the Elmswell local landscape project area is within the fourth most deprived decile of the Index of Multiple Deprivation, (Consumer Data Research Centre [hereafter CDRC], 2019) indicating above average social barriers to accessing the benefits of landscape (index area code: East Riding of Yorkshire 008B). Consequently, there may be an above average social significance attributed to aspects of the perceived local landscape definition where opportunities exist to cross these barriers, providing space for the voice of this local community to contribute to the heritage discourse of the landscape.

From a practical implementation perspective, Step 3 can be simplified to exploring where the archaeological knowledge gaps and social value-adding opportunities mutually interface. This is because the landscape knowledge gained from the archaeological resource and social significance assessments in Step 2 inherently inform where the knowledge gaps lie. In other words, what is known also implies what is not known. At Elmswell, archaeological knowledge gaps included the character, extent, chronology and phasing of archaeological remains (Wilkins *et al.*, 2017, p. 11). Social value-adding opportunities included removing barriers of access to the landscape through providing opportunities to engage with its benefits. These elements interface well together through a programme of community-focused archaeological research in the local landscape.

The Landscape Research Context: Key Practical Strengths and Next Steps

The Elmswell example highlights that the key practical strengths of the LLRF model for developing a local landscape research context are in simplicity and flexibility. In principle, each of the three steps inform completion of the next using desk-based reconnaissance from existing information sources. Methods of identifying landscape perceptions and the appraisal of current knowledge levels can be scaled and tailored to the idiosyncrasies of the local landscape definition. These strengths are key to revealing what is currently known and unknown about the local landscape in practice, representing the context within which research will occur (Output 1); a fundamental contribution towards understanding the landscape (Outcome 1).

Whilst the LLRF model for developing a landscape research context is certainly a feasible tool within a community archaeological project setting, there are other factors to consider when working in different project contexts. For example, practitioners working within the commercially-driven NPPF archaeological mitigation structure will likely experience pressure to isolate or ignore wider landscape perceptions and define the local landscape solely within the context of the main project driver; the client's proposed development (Moore, 2005). Counteracting this would be an important contribution towards making the LLRF model an accessible tool for practitioners working within this project context.

Strengthening industry standards and guidance in landscape archaeology would be an immensely beneficial next step for those seeking to define a local landscape in all project contexts. However, it may well lie with local government archaeologists to place more emphasis upon landscape within the planning conditions of the NPPF structure to assist practitioners working within this particular project context. Industry bodies representing these areas, such as ClfA and ALGAO, could work together to deliver both outcomes simultaneously to enhance their effectiveness.

Understanding the Landscape – The Elmswell Farms landscape research agenda

Desk-based reconnaissance is replaced by active evaluation when characterising the landscape's information potential (Step 4) and forming a local landscape research agenda (Output 2). At Elmswell, the archaeological information potential was characterised by a combination of field-walking, metal detecting, trial-trenching, aerial survey and photogrammetric recording. Geophysical survey worked less well due to modern green-waste

spreading on many of the arable fields. This demonstrates that a variety of evaluation techniques will likely need to be used in practice; not every method will always generate the desired results and some specialist techniques tailored to the landscape may need to be used. Trial and error can be a valuable part of this process; discovering what works well and what does not during the evaluation stage is much more preferable than discovering a key research technique will not work during the main delivery phase of the LLRP itself.

The same is true when characterising the information potential of the social landscape in order to provide value within the wider landscape definition. Evaluating which of the social value-adding opportunities identified in Step 3 is practicably feasible to deliver as part of the LLRP should be treated with equal importance to evaluating the archaeological resource. At Elmswell, regular social impact evaluation is undertaken during all aspects of fieldwork to establish where the project is creating value within the social perception of the local landscape definition. This regular review mechanism ensures the project remains relevant to the social landscape and continues to include the voices of those communities that form these perceptions within the emerging landscape discourse, maintaining an up to date understanding of its character and information potential. The most recent evaluation was undertaken in 2023 (van Nostrand, 2024, p. 48) and showed that 53% of project participants had never been involved in archaeology before, compared to 48% in 2022 (Ungemach, 2023, p. 37) and 36% in 2021 (Ungemach, 2022, p. 45). This increasing trend shows a steadily changing social landscape where the archaeology at Elmswell is becoming more important to those who have never experienced it before.

Step 5 involves refining the archaeological knowledge gaps and social value-adding opportunities with the landscape's information potential and identifying the interfaces between them. At Elmswell, the results from metal detecting and field-walking finds helped to refine the archaeological research objectives of the project, identifying a high potential for new knowledge relating to the Romano-British period in the local landscape. The results from regular social impact evaluation helped to refine the social value objectives by identifying an increased importance attributed to accessing archaeology in the local landscape for those who had never experienced it before. A community archaeology project investigating Romano-British research questions in the Elmswell local landscape interfaces well with crossing social barriers for those who have never been involved in archaeology before. In particular, providing

opportunities for school children to get involved interfaces well within the context of the landowner's perception of the landscape; educating the next generation through organized trips to the farm for school-aged children.

The Landscape Research Agenda: Key Practical Strengths and Next Steps

The Elmswell example highlights that a key fundamental strength of the LLRF model is that it has been actively designed to ensure that users must consider issues of practical implementation during the design phase. Evaluation showed that the Elmswell landscape does not hold a high information potential (Step 4) through geophysical survey but targeted excavation informed by field walking and metal detecting survey is much more effective. Similarly, opportunities to engage local communities and school children in particular with the archaeology at the farm holds a high information and social value potential within the landscape context.

Without this knowledge, the proposed landscape research agenda (Output 2) may have been unable to feasibly contribute towards a valuable understanding of the landscape (Outcome 1) in practice. In essence, the evaluation pathway (Figure 6, steps 4 and 5) towards developing a Landscape Research Agenda (Output 2) effectively represents a feasibility backstop-mechanism to ensure that the research project has a realistic chance of producing valuable results.

One of the biggest challenges facing useful and effective archaeological and social evaluation across the industry is cyclical mis-representation and chronic underfunding. Programmes of archaeological evaluation in developer-funded projects tend to suffer from being viewed as non-essential and watered down to reduce client cost (Hey and Lacey, 2001, pp. 52-55). Social evaluation suffers from often being reliant on limited funding from institutional and government bodies with their own policies and agendas (Ellenberger and Richardson, 2018, p. 82).

Next steps for developing a funding infrastructure that can support the LLRF evaluation pathway in commercial project contexts should focus on developing guidance and a cost-benefit framework in order to provide clear justification for undertaking evaluation. Extrapolating from the Elmswell example, there are non-trivial financial project risks associated with an ineffectual or underfunded programme of evaluation if key research methodologies are then found to be unsuited to the landscape further down the line during project delivery. In

many cases, investing in evaluation during the LLRP design stage will represent a positive net present value when viewed in the light of future cost savings and project risk mitigation. Industry working groups and forums could work together with representative bodies to develop a more robust framework for evaluation to present to clients and project stakeholders.

Managing the Landscape – The Elmswell Farms landscape management plan

The Excavating Elmswell: Seasons in Time project is still ongoing but it is already clear that managing the landscape (Outcome 2) will require at least a level 2 landscape management plan; consisting of publication, dissemination, archiving and a legacy plan (Figure 7). Results for archaeology (C1) have led to a changed significance (C2) because a new chronology of Romano-British landscape settlement has been developed consisting of a late 1st century Mansio complex (Jackson *et al.*, 2023), a 2nd century ladder settlement (Swain, 2024b), a 3rd century Villa (Casswell, 2020), as well as a 4th century shrine and industrial complex (Swain, 2025). This has fundamentally changed our understanding of the character of the archaeological resource within the local landscape definition originally identified in Outcome 1.

Similarly, results for people (C1) have changed our understanding of the social perceptions (C2) that formed part of the local landscape definition identified in Outcome 1. Social impact results showed that the Elmswell landscape is increasingly becoming more important to those who have never experienced it before (Ungemach, 2022, p. 45; Ungemach, 2023, p. 37; van Nostrand, 2024, p. 48).

The level 2 legacy plan is an opportunity to move the publication, dissemination and archiving products on from the industry minimum-requirements of the Level 1 approach (Humphreys *et al.*, 2017) towards an integrated higher-impact output strategy targeting multiple audiences (Opitz, 2018) within the context of the wider local landscape definition. Part of a tailored legacy plan for the Elmswell local landscape should include products that appeal to non-academic audiences who are new to archaeology, where it is clear from social impact results that the greatest benefit is being made.

An interactive digital platform including a virtual museum of artefacts, 3D models of finds and trenches, structural remains (DigVentures, 2024b) and other digital research results (Poller *et al.*, 2018) would fit within the wider social perceptions of the local landscape definition. Developing education packs and resources targeted at children for use during school trips to

the farm would also link into the schools and education perception of the local landscape definition that is so important to the landowners. A legacy plan targeted at defined audiences should be designed in consultation with those audiences to ensure that its outputs are relevant and produce the desired result. One way of achieving this would be to feed this consultation regarding legacy into the social impact evaluation process.

Managing the Landscape: Key Practical Strengths and Next Steps

The Elmswell local landscape example has shown that a key practical strength of the LLRF model for Outcome 2 is the clear structure for a cumulative incremental three-level LLRF landscape management plan. Specifically, the early insight that the criteria-based system has been able to provide means that preparation for a legacy plan for the Seasons in Time project has already begun, well in advance of project completion. The cumulative three-level structure also means that the long-term sustainability, accessibility and integrity of any additional project outputs proposed by the legacy plan will be guaranteed by the stable archiving provisions of the Level 1 plan. At Elmswell, a long term stable data version of digital project outputs will be produced and as a minimum archived with the Humber Historic Environment Record and a trusted digital repository such as the ADS (Swain, 2024b, p. 13).

Another key strength is that continuous social evaluation allows for the project legacy outputs to be contextualized to multiple audiences within the bespoke local landscape definition based on where the greatest benefit can be made. Similarly, a clearly scoped landscape definition within the context of Outcome 1 also allows for a structured framework for understanding changes to its significance; an important part of the criteria system (**C2**) for Outcome 2 that can be difficult to quantify by subjectivity alone (Samuels, 2008; Hardesty and Little, 2009).

Next steps for improving the practical implementation of Outcome 2 would include developing a stronger interdisciplinary infrastructure for a more effective landscape management strategy. The LLRF framework for a landscape management plan is an archaeology-focused model, but its foundation is premised on a holistic view of managing the landscape within the context of its wider definition. Archaeologists should look to develop landscape management plans in co-ordination with professionals working in industries curating other resources and perceptions within the context of the local landscape definition.

At Elmswell, an example of this could look like establishing communication networks with Natural England and East Riding of Yorkshire Council [hereafter ERYC] to coordinate a level 2 legacy plan that promotes dissemination of archaeological results within the context of ecological conservation as well as schools and education for young people. Interfacing the LLRF strategy for project legacy planning with key outcomes from Natural England's Action Plan (Natural England, 2024) and East Riding of Yorkshire Council's people strategy for children and young people (ERYC, 2025, p. 15) would undoubtedly enhance its value.

Conclusion

Existing frameworks and methodologies for designing archaeological research in landscapes are often contextualised to broad regional definitions informed by traditional heritage-based discourses that are abstract from the more nuanced social perceptions of space and place that exist in the localised settings where the majority of archaeological research occurs. Furthermore, their lack of currency means these documents are often outdated and not informed by the latest results or by up to date specialist research techniques as well as the vast body of data and resources currently available. Consequently, these models of design can often result in project outputs that only produce limited value for a narrow audience subscribing to an outdated and generalised perception of place that is abstract from and rarely gives agency to, or value for, any other locally derived social perceptions of landscape.

In response, this paper has formalised a new framework for designing archaeological research in local landscape settings. The LLRF is underpinned by a value-based model for archaeology-by-design that balances research objectives against the prevailing social context (Carver, 2011). The core purpose of the new model is to produce outcomes for landscape that are of value to those who perceive it by increasing our understanding (Outcome 1) and informing the future management (Outcome 2) of the archaeological resource within the context of bespoke perceptions of space and place.

The foundation blocks of the LLRF were formed from lessons learned through a critical evaluation of the design models for the Heslerton Parish Project and the Living Levels Landscape Partnership case studies. This showed that a tailored, flexible and scalable approach to refining reconnaissance with evaluation produces a bespoke research context and agenda for understanding a uniquely perceived landscape. Strategic social evaluation must flow through all of the core elements of the model to ensure design outputs consistently remain relevant to the social context.

The workflow of the new LLRF is broken down into five structured steps towards developing a research context and agenda followed by a criteria-based model for selecting an appropriate level of landscape management plan. At all stages, the model has been developed to ensure that users must consider both the archaeological and wider social perceptions of the local

landscape definition together. The process begins in the reconnaissance pathway to developing a research context by identifying the unique attributes and perceptions that combine to define the local landscape. The archaeological resource and social significance of these landscape perceptions is then appraised, identifying where the knowledge gaps and social-value adding opportunities lie. The interfaces between these form the context within which research should occur in the defined local landscape. The evaluation pathway towards developing a research agenda requires the use of active archaeological and social evaluation techniques to characterise the information potential of the landscape. This is then used to produce refined archaeological and social value objectives based on what is practicably possible and the interfaces between these form the landscape research agenda.

The criteria-based system for selecting one of three levels of landscape management plan considers what new knowledge, significance and objectives have been revealed by the research results from Outcome 1. By selecting a plan based on criteria that consider both the archaeological and wider social perceptions of the landscape, an appropriate legacy within the context of the local landscape definition can be produced.

The feasibility of implementing the LLRF model in practice was evaluated by applying its key principles to the Elmswell Farms local landscape case study example. The reconnaissance structure of the model was found to be flexible and simple to apply. The evaluation pathway to producing a research agenda represented an effective feasibility backstop mechanism that refines research objectives against what is practicably possible to achieve. The criteria based system for selecting a landscape management plan allows the preparation for legacy to begin well in advance of project completion and regular social evaluation means that legacy can be contextualised to multiple audiences within the landscape definition.

Next steps for moving the LLRF model forward involve improving its accessibility as a tool for practitioners working within multiple project contexts. This will include strengthening industry standards and guidance in landscape archaeology, especially within the NPPF structure, to reduce the pressure on practitioners working within this project context to isolate or ignore social perceptions of the landscape. A funding infrastructure based on a cost-benefit framework promoting the effective use of both archaeological and social evaluation techniques should also be developed to ensure research objectives can be refined by a characterisation of the local landscape's information potential. Interdisciplinary communication networks should

be established to promote a more effective overall landscape management strategy based on a holistic view of the landscape.

The LLRF model provides an important opportunity to refocus the value proposition of archaeology towards a much wider, locally-derived and multi-vocal audience that perceives the heritage value of landscape to be worth far more than the abstract narrative offered by an increasingly narrow audience subscribing to the traditional asset-based discourse. Producing value to the communities within this context of landscape should be at the core of all archaeological research in landscape settings.

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