

Archaeology: adding value to development





- What is ClfA?
- Standards
- Quality
- Public benefit
- Value
- Communication

Archaeology: adding value to development





ClfA is the leading professional body representing archaeologists working in the UK and overseas



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Archaeologists

We promote high professional standards and strong professional ethics in archaeological practice, to maximise the benefits that archaeologists bring to society



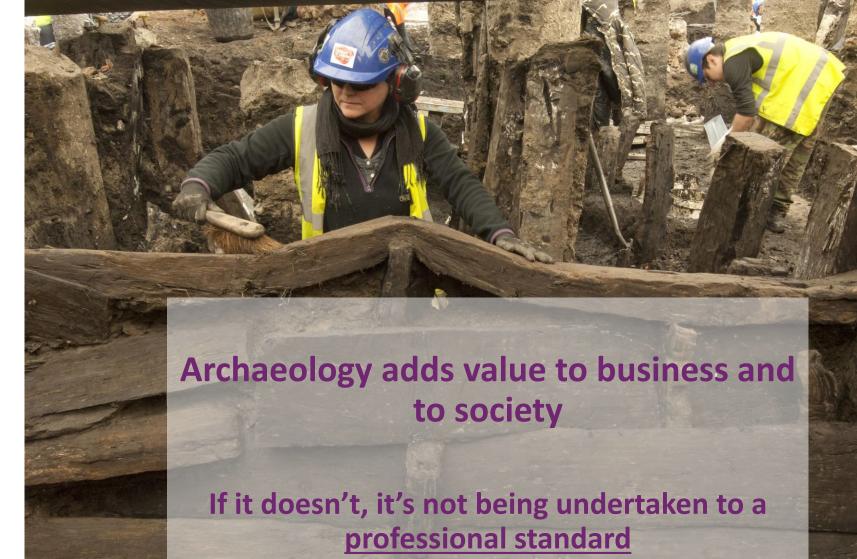


We do that by setting standards and monitoring compliance

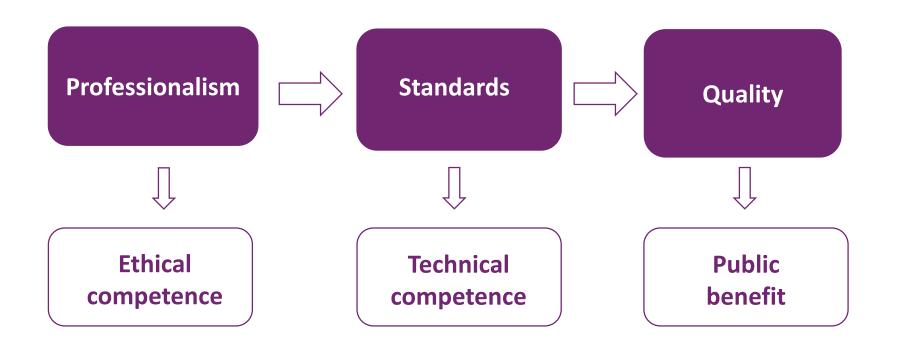
- For people (individual members and organisations)
- For processes and products (professional standards & good practice guidance)















- Managing risk (and maximising opportunities)
- Meeting standards (social responsibility)
- Realising benefits (value for money)
- Cost control
- Delivering complex programmes

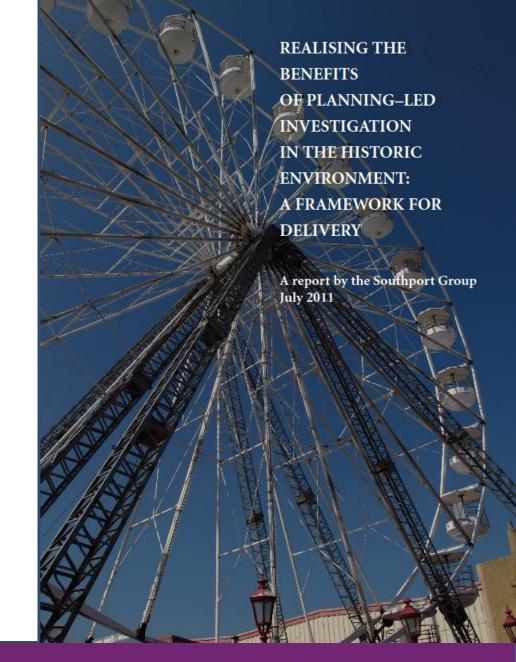




The Southport Report 2011

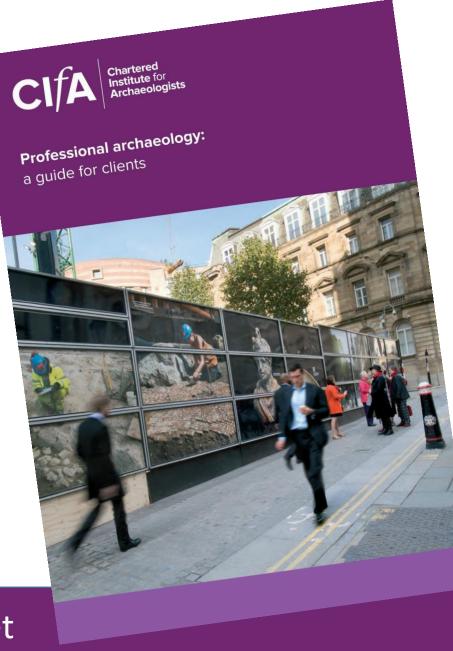
Set out a vision that enabled and encouraged

- public involvement and participation
- research
- the use of archived and published results and
 - provides high value services to the property and development sector



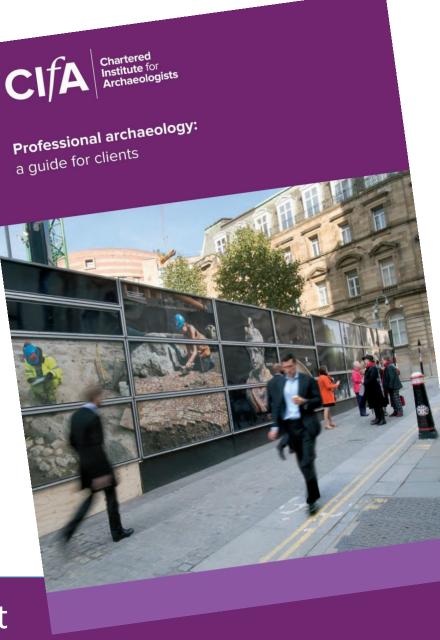


Working with a professional archaeologist enables you to...



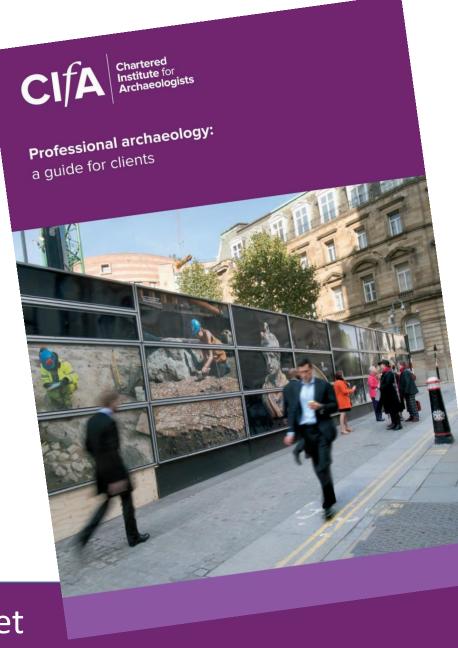


- design and develop places that fit into and enhance the cultural and social fabric of our society, without losing important resources and information that could be used in future
- make a contribution to human knowledge the opportunity to produce a research dividend that is acceptable mitigation or compensation in response to approved destruction of the resource in some instances





- to support education through the involvement of local communities, schools and through the work of universities using the results of your work
- to develop better community relations through sharing information
- to get beneficial publicity for your project, particularly for controversial development schemes
- to meet corporate and commercial targets for social responsibility





Actions

- 1. Communicate
- 2. Communicate
- 3. Communicate

