



**DISCOVER SCOTLAND'S STORIES**

**Project Report**

**April 2016 – March 2018**

**VISION:** A Scotland where everyone enjoys archaeology

**MISSION:** To encourage the discovery of Scotland’s stories through archaeology by providing innovative promotion and support to the heritage sector

**VALUES:**

- Inclusivity – helping to ensure that archaeology is for everybody
- Innovation – stepping away from the traditional and embracing the unexpected
- Collaboration – working closely with others and sharing “lessons learned”



Our World Heritage Day events were used to launch the Year of History, Heritage and Archaeology and ultimately attracted 37 pieces of printed coverage, 3,400 attendees and over 11 million hashtag impressions (Photo Credit: James Glossop)

# Dig It! 2017 Report

## **INTRODUCTION**

Dig It! 2017 celebrated all things Scottish archaeology as part of the Year of History, Heritage and Archaeology, a Scottish Government initiative led by VisitScotland. Dig It! 2017 was built on a sector-led initiative in 2015 that promoted more than 1,500 events from over 200 organisations. With support from an Advisory Group<sup>1</sup>, the Dig It! 2017 team<sup>2</sup> promoted activities and organisations, provided event and funding advice, facilitated networking and led on initiatives. The online event listing<sup>3</sup> and social media channels were used to promote over 400 events and the website now hosts five free Crafting the Past Minecraft worlds. The Dig It! TV YouTube channel alone promotes more than 50 stories and sites ranging from volunteer-led museums to internationally significant landmarks. We worked with over 160 partners (including more than 60 partners from outside the heritage sector), co-ordinated over 70 events and initiatives, appeared in more than 104 printed and 22 broadcast pieces, and our Scotland in Six initiative generated over 11 million hashtag impressions for World Heritage Day.

## ***STORY OF DIG IT! 2017 (April 2016 to March 2018)***

The Scotland in Six celebrations on World Heritage Day were a major component of the Year of History, Heritage and Archaeology (HHA2017). In addition to forming a key component of the promotion, the Dig It! 2017 Project Manager spoke at the industry launch, the team helped design the public launch, and they ran an event at the Parliamentary launch. The media impact for Scotland in Six alone was calculated as having a PR value of £223,125 for broadcast and printed media and £284,796 for the impressions on social media.

As well as celebrating Scotland's six World Heritage Sites, part of Scotland in Six focused on a Hidden Gems summer campaign with 28 sites from around the country. Sites were nominated by local representatives and six winners were chosen by members of the public after over 12,000 votes were cast through Facebook. Events at winning sites were then delivered as part of Scottish Archaeology Month in September 2017. The Hidden Gems campaign attracted considerable support, including an award for the Govan Stones event and motions of support in both Holyrood and Westminster.

When the team weren't yarnbombing World Heritage Sites or leading troupes of Vikings across the Clyde, they were weaving their brand of archaeology into other events and initiatives throughout the year. Dig It! 2017 brought a shipping container filled with Minecraft worlds, hands-on archaeology kits, a 3D printer and spray paint to a powerboating championship in Inverclyde, a music festival in Glasgow and the Horsepower event at The Kelpies in Falkirk. We also took our Green Screen Photo Booth to Stirling Castle,

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<sup>1</sup> Comprising Saga Binnie (student), Simon Gilmour (SoAS), Rebecca Jones (Historic Environment Scotland), Ross Laird (Graylings), Eila Macqueen (Archaeology Scotland), Kirsty Owen (Historic Environment Scotland), and Paul Ralph (Euan's Guide).

<sup>2</sup> Jeff Sanders as Project Manager, Julianne McGraw as Communications Officer, Rebecca Boyde as Youth Engagement Officer (part-time) and Sara Thomas as Project Officer for Scotland in Six.

<sup>3</sup> [www.digitscotland.com](http://www.digitscotland.com)

the Scottish Parliament, the Royal Highland Show in Edinburgh and a Borders Youth Theatre performance. We ran Building History in September in association with a range of partners to explore how archaeology and construction are taught in universities, which culminated in a dig at the Pineapple. We also coordinated a Murder at the Museum event at the National Museum of Scotland as part of a European celebration of research.

Dig It! 2017's success was built on partnerships. In addition to bringing in over £250,000 direct funding, the team also helped secure more than £185,900 collaborative funding and over £90,000 in in-kind contributions. We worked with 78 volunteers who provided 1,260 hours in support. We assisted other organisations whenever possible, for example, by providing social media support for Previously...Scotland's History Festival. We also participated in the Our Place in Time Volunteering Working Group and the HHA2017 Working Group. The Communications Officer co-created the Scottish Heritage Social Media Group<sup>4</sup>, which hosted fourteen peer-to-peer learning events with speakers and hosts from government departments, visitor attractions and historic houses. The Learning Officer's Scottish Learning Group<sup>5</sup> held eight meetings and recruited 150 members from various sectors.

The final three months of the project (January to March 2018) focused heavily on legacy work by supporting a major Children in Scotland initiative, working with the University of Edinburgh on a forensics exhibition, growing the Dig It! TV initiative with 14 members of the Argyll & Bute Museums & Heritage Forum (and now the Castle Studies Trust), supporting Fellowship Films with their Parliamentary launch and teaming up with Immersive Minds on a Crafting the Past project at the Wyndford Housing Estate ("*the Barracks*") in Glasgow.



Durham University Archaeology Department flew the Dig It! 2017 Youth Engagement Officer to Cairo to talk to the *Whose Heritage Network?* about community engagement.

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<sup>4</sup> <https://scottishheritagesocialmediagroup.wordpress.com/>

<sup>5</sup> <https://scotlearnip.wordpress.com/>

## **FIVE THINGS WE LEARNED**

By reflecting on the success and “failures” of Dig It! 2017, we’ve created five commandments that we thought would be of interest to other organisations.

### **1. THOU SHALT SHARE SKILLS**

In a sector where staff are often juggling multiple roles with limited training budgets, we found that there was considerable demand for both basic and in-depth levels of advice and support, particularly with regards to communications, funding applications, networking and events. In order to facilitate skill swapping beyond Dig It! 2017, the team created the Scottish Heritage Social Media Group and Scottish Learning Group, which hold free and informal events in different locations throughout the year. Such approaches can be inexpensive for participants and hosts, especially when organised in partnership, and can cover a wide range of topics within and beyond the heritage sector.

### **2. THOU SHALT NOT STAY IN AN OUTREACH RUT**

There are lots of opportunities to inject heritage into different spaces, such as music festivals, sporting events and shopping centres. We found that there were very easy ways to engage, including simply picking up the phone and making a call, attending free networking events (such as Creative Edinburgh), connecting over social media, drawing on personal contacts or researching different events that appeal to your target audience and reaching out to the organisers. This has the advantage of connecting with people of different demographics and interests, whilst not placing an onus on the heritage organisation to develop new activities each year. The same principle applies when designing heritage activities. The value of co-designing activities with partners from outside the heritage sector is difficult to overstate, particularly for reaching niche audiences.



**The shipping container was created in partnership with a games-based learning company and a marketing agency, resulting in a cost-effective, eye-catching and fun way to bring our message to events.**

### 3. THOU SHALL CELEBRATE WORLD HERITAGE DAY

As an international celebration without an international profile, World Heritage Day represents a huge opportunity for Scotland. Through our six events, we found that there is an appetite amongst local partners to mark the occasion on an annual basis. We also concluded that it would be relatively easy and cost-effective to replicate several events in order to join any international festivities and drive home the message that the importance of these sites “transcends national boundaries”.<sup>6</sup> We found that the pre-engagement activities were often the most effective (see below). All events were free (although several were ticketed), which resulted in a quick take-up, but a high drop-out rate. We would recommend having a nominal charge for events with the proceeds going to a relevant charity, such as the venue or partner organisations. We would also recommend covering travel costs (within reason) for a small number of people who would see these costs as a barrier to entry.



The free yarnbombing kits sent out in advance of Knit New Lanark resulted in user-generated social media content and allowed people from all over the UK to contribute piece by piece. (Photo Credit: Rich Dyson)

- In terms of replicability, the Picts vs. Romans 5k race and Great Roman Bake Off at the Antonine Wall could easily develop into an annual event, especially if the organisers were able to build an early relationship with local running groups and bakeries.

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<sup>6</sup> <https://www.historicenvironment.scot/advice-and-support/listing-scheduling-and-designations/world-heritage-sites/what-is-a-world-heritage-site/>

- The Forth Bridge festivities featured a steampunk party at North Queensferry Train Station. There is a lot of potential for future events, as there is no dedicated steampunk festival north of Manchester and this dedicated community is willing to travel from across the UK (and stay overnight).
- Thanks to the free yarnbombing boxes, Knit New Lanark was the most successful event in terms of the run-up. We would recommend linking up with relevant volunteering initiatives or yarn festivals, focusing primarily on these remote participants and using World Heritage Day as a photo opportunity (rather than an event) to display the results.
- Glow in the ArchaeoDark at the Heart of Neolithic Orkney took a community-centred approach, which resulted in an intergenerational after-hours event with enthusiastic participation from local youth groups, performers and the University. For future World Heritage Day events, we would recommend a longer lead-in (where funding permits).
- The St Kilda events took place in Lewis and centred around a 1:1 scale build of St Kilda in Minecraft as part of the ongoing Crafting the Past project. On World Heritage Day, the builders (Immersive Minds) visited a series of locations to showcase the project and involve local people in the content creation by providing sounds and voices for the game. The free build is currently available on the Dig It! website and accompanying learning resources are in development. This would lend itself to any future World Heritage Day celebrations.
- The Battle of the Bands featured wandering Medieval and Georgian-era musicians representing Edinburgh's Old and New Towns who performed throughout the city before facing off at a concert at St Cecilia's Hall, the newly refurbished music museum. For future events, we would recommend partnering with additional local organisations and businesses and positioning performers in several high-traffic areas prior to the event in order to raise awareness of the concert and World Heritage Day.

The image shows the cover of 'The List: The Guide to Scotland's Festivals 2017' on the left and a page from the guide on the right. The cover features a woman playing a violin and lists various festival categories: Music, Books, Art, Theatre, Film, Comedy, Family, Food, Drink, Outdoor, and More. The right page is titled 'THE GUIDE TO SCOTLAND'S FESTIVALS 2017' and 'LIST'. It lists several festivals:

- 25 MARCH-15 APRIL PUPPET ANIMATION FESTIVAL**  
FAMILY / THEATRE & DANCE  
Various venues, Scotland  
puppetanimationfestival.org  
The UK's largest and longest established annual performing arts event for children pulls some strings to present a feast of puppet-based entertainment, working with local authorities, organisations and venues throughout Scotland.
- 29-31 MARCH LORN DRAMA FESTIVAL**  
FAMILY / THEATRE & DANCE  
Gornal Hall, The Esplanade, Oban, argyllcommunities.org/lordramafestival  
A festival of one-act plays performed by drama groups from all over Argyll.
- 31 MARCH-5 APRIL EDINBURGH INTERNATIONAL HARP FESTIVAL**  
MUSIC  
Marchmont Castle School, 294 Colinton Road, Edinburgh, harpfestival.co.uk  
This annual harp festival welcomes a healthy mix of world class harpists and up-and-coming local talents playing a range of musical styles from folk to jazz. There's concerts, courses, workshops, the UK's largest harpists' exhibition and late night music sessions.
- 31 MARCH-9 APRIL ON THE ROCKS STUDENT ARTS FESTIVAL**  
MULTI-ARTS  
Various venues, St Andrews, ontherocksfestival.com  
An entirely student-run arts festival incorporating art, photography, film, theatre, dance, fashion, music and

Scotland in Six and Dig It! were showcased throughout *The List's* annual festival guide (80,000+ copies).

#### 4. THOU SHALT TAP INTO THE POWER OF PROMOTION

If promotion is taken into consideration from the start, there are considerable opportunities to take advantage of existing initiatives regardless of budget, including the Themed Years and #ScotlandHour (which we co-hosted at the beginning of 2017). Working with tourism and promotional organisations such as EventScotland and VisitScotland provided a big boost, particularly once we got to know their team members. The heritage sector runs fantastic events and initiatives, and there is added value to be had by marketing them months in advance in a clear and coherent format, for example, through the Dig It! website. Many tourism and promotional organisations are hungry for this type of content, but are not aware of every single heritage organisation and do not have time to sort through all of the individual websites. We also recommend budgeting for photographers and videographers to capture high quality, dynamic and diverse promotional images and if possible, making these images freely available. In addition, working with bloggers can result in a wider reach and lead to fantastic content before, during and after events, while building a Wikipedia component into events and initiatives guarantees a long-lasting impact.

#### 5. THOU SHALT FORM PARTNERSHIPS

More than any other factor, partnerships were fundamental to Dig It! 2017 by enabling us to deliver exciting events and promote an engaging programme of archaeology. High potential areas include games-based learning, the tourism industry and other heritage organisations (museums and sites). There is a lot of value in embedding heritage - and archaeology in particular - into other sectors, especially as it opens up new funding sources. If we are serious about reaching different target audiences, partnership is the key.



**Dig It! 2017's partnership with the games-based learning experts at Immersive Minds resulted in the creation of *Crafting the Past*<sup>7</sup>, an initiative which allows us (and a growing number of heritage partners) to engage with an international audience.**

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<sup>7</sup> <http://www.digitScotland.com/discover/crafting-the-past/>

## OUTCOME 1: Promotion

Promote archaeology as part of Scotland's Year of History, Heritage and Archaeology 2017 to enhance participation, awareness and enjoyment of archaeological activity. As a result, a larger number of people will feel that Scottish archaeology is fun and for them.

**Target audience:** Domestic tourists

**Activities:** 1) Develop and co-ordinate an exciting programme of activities throughout 2017;  
2) promote the programme and opportunities to get involved

Indicator	March 2018 Target		Final
a) Numbers and geographical coverage of promoted events and activities	1,500	32 LAs	427 31 LAs
b) Total number of public-facing events with Dig It! 2017 participation (includes 2b and 3b)	20		40
c) Number of people who attended events in 1b	5,000		19,481
d) Website access statistics (users)	50,000		61,310
e) Web stats of people signing-up for the e-newsletter and social media followers	Facebook	5,000	4,383
	Twitter	10,000	5,819
	E-newsletter	2,000	844
	Instagram	500	779
	YouTube	2,000	233
f) Media coverage	Print	40	104
	Broadcast	8	22
g) Amount of feedback from Dig It! 2017 element of events from 1b	100		58
h) Percentage of positive feedback from 1g	75%		85%

**What worked:** Events were fun, engaging and involved a lot of people, with a particular boost from our Crafting the Past initiative. We vastly exceeded our print and broadcast targets and helped other organisations with their communications. Our brand design and social media voice was coherent and recognisable, our website saw a large number of new and returning visitors and we grew our social media accounts.

**What didn't:** We missed our YouTube target, although this was predicated on securing funding for a YouTuber-in-Residence post. We undershot our Twitter, e-newsletter and feedback targets, although the feedback that we did receive was very positive. The numbers of promoted events was low compare to 2015, due to our decision to promote initiatives with multiple events (e.g. Scottish Archaeology Month) as one item, the loss of Dig It! 2017's feed function on Facebook (which is where many smaller groups advertise their events) and a lack of time due to a wider range of Dig It! 2017-led initiatives.

**If we had our time again:** We would have focused on YouTube, Instagram and social videos (shorter, captioned and uploaded directly to Twitter and Facebook) earlier in the project. We would have used different metrics - particularly looking at engagement rather than

numbers of followers - and built feedback into all events. We also would have created the Scottish Heritage Social Media Group earlier.



*“These events will offer an ideal opportunity to celebrate Scotland’s iconic World Heritage Sites, representing thousands of years of Scottish history and attracting many thousands of visitors every year.” - Fiona Hyslop*

## **OUTCOME 2: Inclusivity**

*Enable a more diverse audience to participate in and enjoy archaeology as part of Scotland’s Year of History, Heritage and Archaeology 2017. As a result, people with perceived barriers to engagement will feel welcome in the heritage sector and the sector will be better equipped to welcome them.*

**Target audience:** *People with perceived barriers to engagement (for example, physical, mental, developmental, socio-economic)*

**Activities:** *1) Develop and co-ordinate an exciting programme of activities throughout 2017; 2) promote the programme and opportunities to get involved*

Indicator	March 2018 Target	Final
a) Numbers and geographical coverage of promoted events and activities	300      32 LAs	133      26 LAs
b) Number of Dig It! 2017 events with an inclusive element	10	2
c) Amount of feedback from 2b regarding the inclusive element	25	13
d) Percentage of first-time archaeology participants from 2c	50%	100%

**What worked:** Where applicable, we featured a direct link to accessibility guides on event listings and we attempted to create an Advisory Group which reflected our target audiences. There was a lot of goodwill and support for relatively minor changes, such as closed-captioning video content.

**What didn't:** Initially we conceived of the 'inclusive element' indicator as either promoting accessibility information for events organised by others or incorporating (what we perceived to be) an element of accessibility into events that we designed (e.g. running free events). Initially, this resulted in us exceeding our target considerably. On reflection, we thought that this did not best represent efforts to engage with this target audience. We therefore decided to only include bespoke events specifically focused on participants with different accessibility needs, such as the dig at Auchindrain, and missed the target.

**If we had our time again:** We would strive to adopt a more in-depth approach which would have a greater impact on the heritage sector and members of the public. We would be more specific with our targets, work with the sector to outline the gaps and re-examine our use of the words "perceived barriers", "diverse" and "inclusivity". We would work closely with partner organisations earlier in the project to co-design, fund and deliver appropriate events and initiatives. In addition to sending more staff and partners on training courses, we would look to disseminate more resources and case studies.



**Dig It!** at Auchindrain (in partnership with Xchange Scotland) brought young people with different accessibility needs from urban and rural Scotland, France, Italy and Germany together to live on site and take part in an excavation.

### **OUTCOME 3: Young People (16-24)**

*Enable young people to participate in and enjoy archaeology as part of Scotland's Year of History, Heritage and Archaeology 2017. As a result, young people will feel welcome in the heritage sector and the sector will be better equipped to welcome them.*

**Target Audiences:** 16-24 year olds (both Scotland-based domestic tourists and residents) and people who work with young people

**Activities:** 1) Develop and co-ordinate an exciting programme of activities throughout 2017; 2) promote the programme and opportunities to get involved; 3) Design and create resource portal to launch in 2017

<b>Indicator</b>	<b>March 2018 Target</b>		<b>Final</b>	
a) Numbers and geographical coverage of promoted events and activities*	32	32 LAs	25	10 LAs
b) Number of Dig It! 2017 events with a 16 – 24 year olds element	10		9	
c) Amount of feedback from 3b	25		10	
d) Percentage of positive feedback from 3c	75%		100	
e) Number of resources on resource portal	30		20	

\*The target for event numbers (3a) is much lower than for Outcome 2 because this requires dedicated events (as opposed to marketing existing events better).

**What worked:** Events which focused on young people went well. Our marketing and resources appealed to a younger demographic.

**What didn't:** There is not an even spread of events across the sector. The resource portal was moved to Archaeology Scotland, so we have reported on the Dig It! 2017-specific resources, including Minecraft builds and World Heritage Day resources.

**If we had our time again:** We would spend more time helping partners reach this audience, particularly as we now have a network of organisations who specialise in this subject. We found that a lot of “young people” events are actually for families and the language and distinction needs to be clearer. We would have further explored the potential of co-creation and built immediate feedback into events.



Building History brought construction and archaeology students together and encouraged a number of organisations to focus on young people and their skills development. The project attracted TV coverage and helped kick-start a discussion on training provision within archaeology. (Photo Credit: Chris Mackinnon)

## OUTCOME 4: Collaboration and Support

*Promote collaboration within and beyond the heritage sector to support the development of the programme as part of Scotland's Year of History, Heritage and Archaeology 2017 and into 2018. As a result, the sector will be better promoted, engage with a wider audience, form more partnerships and their work will be increasingly valued.*

**Target Audience:** Heritage sector organisations

**Activities:** 1) Collaboration with project partners on funding bids, promotion, project design and implementation; 2) Analysis and sharing of information

Indicator	March 2018 Target	Final
a) Number of actively participating organisations*	200	167
b) Number of non-heritage organisations from 4a	35	64
c) Level of project sponsorship and in-kind support for Dig It! 2017	£300,000	£344,988 (£252,534 + £92,454 in-kind)
d) Level of collaborative funding achieved with Dig It! 2017 support	£150,000	£185,900
e) Number of collaborative funding bids/projects submitted with Dig It! 2017 support	20	27
f) Number of knowledge-sharing events with Dig It! 2017 component	10	36

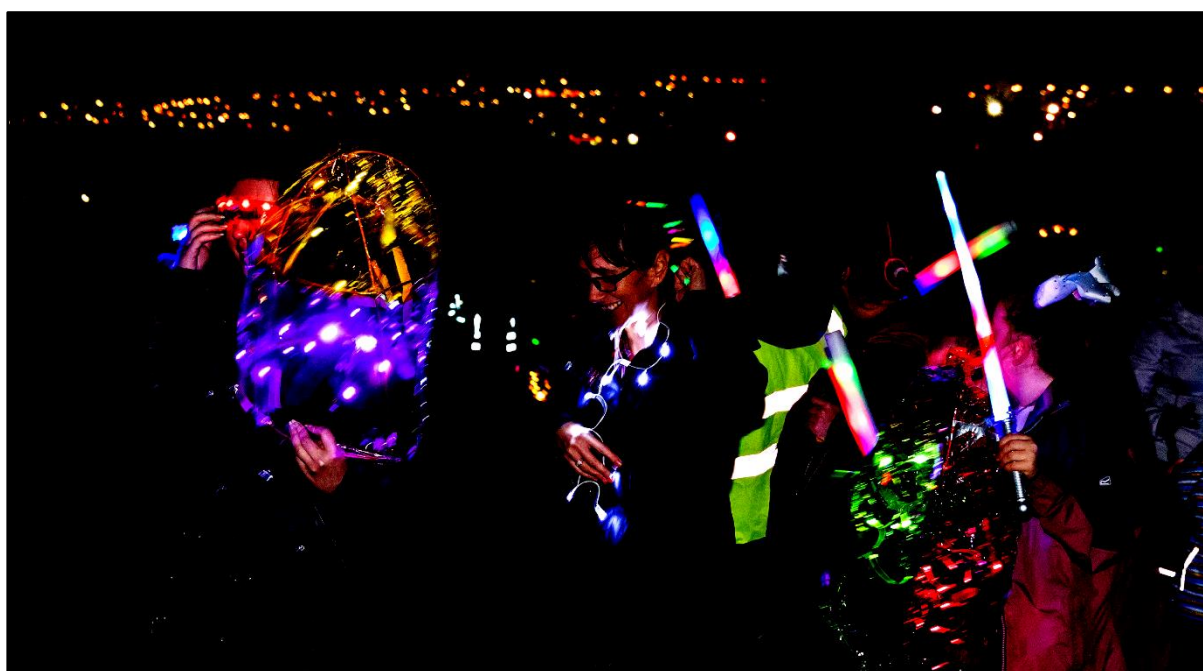
g) Number of people who attended events in 4f	200	1576
h) Number of target audience case studies from OUTCOME 2 and 3	7	7
i) Green Screen events; engagement; images; volunteer hours	5; 500; 250; 75	8; 1270; 718; 45
j) Dig It! TV resources; video viewing length; subscribers	16; 50%; 500	22; 51%; 237

\*"Actively participating" organisation means any organisation that approaches us or works with us to promote/design/fund activities.

**What worked:** We secured funding for some amazing projects - with World Heritage Day principal among them - and worked with a large number of partners from outside the heritage sector. We reached over 1,500 people through knowledge-sharing events, aided especially by the Scottish Heritage Social Media Group and the Scottish Learning Group. The Green Screen Photo Booth was particularly popular and allowed us to add value to other events or loan it out to partners at no cost, such as the National Mining Museum. Similarly, Dig It! TV enabled us to work with a large number of new partner organisations.

**What didn't:** We undershot our target of participating organisations and the number of YouTube subscribers. We worked closely with a smaller number of heritage partners and a greater number of organisations from outside the heritage sector which affected the total number. The lack of funding for a YouTuber-in-Residence impacted the YouTube numbers. While in-kind support came from a variety of sources, more direct funding from private sources would have been preferable.

**If we had our time again:** We would focus on YouTube and social videos earlier in the project and look to diversify funding strands.



The Hiddem Gems campaign attracted over 12,000 votes and winning sites held celebratory events, including a circus and lantern-making session, followed by a glowing procession to Ardrossan Castle. (Photo Credit: Neil Barton)