Cambridgeshire Archaeology JIGSAW "piecing together Cambridgeshire's Past

Final Report April 2007

Prepared By The Market Research Group (MRG), Bournemouth University,
On Behalf Of
Cambridgeshire County Council

Contents

Executive Summary

The following report is based on research undertaken by The Market Research Group between May and October 2006, supported by the Heritage Lottery Fund. Cambridgeshire Archaeology invited the Market Research Group to undertake the following research towards an Audience Development Plan to support a future Heritage Lottery funded application for their proposed JIGSAW outreach programme.

JIGSAW is a project to promote access and participation for all in Cambridgeshire's archaeology. It will

- provide online access to Cambridgeshire's Historic Environment Record through the network of libraries, museums and public access points;
- develop and support community archaeology through a network of Parish Archaeological Wardens;
- create free resources, information packs and displays for schools and local communities; and
- celebrate the county's past in a Cambridgeshire Archaeology Festival and book.

Cambridgeshire Archaeology has a well-developed outreach service and a reasonably clear understanding of its existing users. In 2005, over 150 events attracted over 10,000 participants to activities including HER access, excavation open days, talks to local societies, guided walks, schools projects, living history re-enactments and lottery-funded community archaeology projects.

However it is recognised that there are new and potential audiences that are not being reached with the current programme. The HLF supports "activities and research to plan how to encourage wider groups of people to get involved in heritage activities, or to learn about heritage, such as audience research" (Project Planning Grants, HLF April 2003 Part 1, Page 2).

The principal objectives of the current research were
- to identify new/potential user groups for Cambridgeshire Archaeology;
- to assess whether the proposed JIGSAW project will meet the needs, expectations, and demands of existing and new/potential audiences; and
- to design and develop a project to meet these needs, expectations, and demands.

To support the research three questionnaires were issued, targeting existing users of the Cambridgeshire Archaeology service, potential users (a random mail shot of 5000 Cambridgeshire residents and all Cambridgeshire parish councils) and all Cambridgeshire schools. The questionnaire formed the basis of face-to-face interviews with attendees at two Cambridgeshire Archaeology public events, held as part of National Archaeology Week in July 2006. A total of 507 responses to the questionnaire were received, representing response rate of 7.5%. Finally, specific themes were followed up at four focus groups, which were held in October 2006.

Demand for information about local heritage is high, and different user groups want to access this information in a variety of ways. In particular, the Internet is a rapidly growing medium for communication and research about local history, which many are readily embracing. The survey identified that many users and potential users wish to access the information held by the Cambridgeshire Historic Environment Record via the Internet, and the options for this should be fully explored as part of the JIGSAW project. The survey also identified that there is a significant minority of people who dislike computers and prefer to access information in traditional ways, and this should not be overlooked in future proposals.

The existing outreach activities run by Cambridgeshire Archaeology are an established and popular means for promoting archaeology in the country, although the survey clearly indicates that information about these is not reaching as wide audience as hoped. The current programme uses libraries and, to a lesser degree, museums, as locations for holding outreach events, and it is clear that these venues offer great potential for engaging with the wider community. This potential is demonstrated by the highly-successful Children's Activity Day, an annual event held at major Cambridgeshire libraries, which comprises a programme of hands-on and living history activities, aimed at children and their parents. Libraries have a central role within the local community, as a point of information and communication for new and existing residents, a role that could be further developed by the proposed JIGSAW programme.

Ideas for a Cambridgeshire Archaeology festival and a book on the country's archaeology were strongly supported by survey respondents, including schools. Numerous suggestions for the nature and content of these were put forward, which should be fed into the next stage of project development.

The idea of community archaeology projects was well supported by respondents, although some concerns were expressed about how to engage with the residents who had recently moved into Cambridgeshire, and who had no family or historical ties to the area. However, local heritage projects have been recognised as one way in which ties between new communities and their local area can be forged, and this should be further explored in the proposed JIGSAW project.

The survey respondents eagerly supported the proposed Parish Archaeology Wardens scheme. Some parishes had already trialled the scheme and considered it a beneficial service, which provided a useful link between the local community and Cambridgeshire Archaeology. The majority of those interviewed or surveyed had strong views on the type of person to fill this role, preferring a non-specialist warden, whose qualities and skills were suited to forging the link between residents, archaeological professionals, museums and local schools.

Schools, although poorly represented in the survey, did attend a focus group, and demonstrated considerable enthusiasm for the educational components of the JIGSAW project. One of the more popular suggestions amongst teachers was that of tailor-made walks or guides that could be used to teach a class about their local area. Such guides would describe features of local historic interest, and would enable teachers to engage students with their local historic environment without the need for expensive or difficult-to-organise travel arrangements. Teachers were also very enthusiastic about the artefact handling boxes, although expressed the wish that they could keep the boxes for longer periods of time (currently limited to 1 week) to make full use of them. The major barriers preventing teachers from using archaeological resources in their day-to-day work were cost, time and health and safety issues, and these priorities are in the support amongst this group for the provision of ready-to-use, national curriculum targeted resources, as well as the provision archaeological activities that provided value for money.

An overriding theme that emerged from the survey was the lack of public awareness of the outreach programme. The development of a communication and marketing strategy using a variety of media should be included within the full project proposal.

1.0: Background

1.1: The Market Research Group (MRG)

MRG aims to be a key and cost effective resource for the provision and interpretation of market intelligence for all its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of it individual clients. MRG has specialised in consultation of this sort, and has numerous projects to its name.

Through its work with major heritage organisations in the United Kingdom The Market Research Group has now established an unprecedented level of expertise and data in this area. Specific areas of research conducted over many years include:

- Visitor Surveys
- Attraction surveys
- Audience Research
- Focus Groups
- Telephone Surveys
- On-line, Website surveys
- Feasibility and property audits
- Service enhancement research
- Market Segmentation
- Mystery Shopping
- Research into the leisure and heritage market

The data collected in this area enables us to provide valuable benchmarking and effective key performance indicators plus trend analysis in the heritage market place within the wider context in which it operates. We work in close partnership with our clients, getting results yet also adapting to their needs and wants.

1.2: Cambridgeshire County Council

Cambridgeshire Archaeology (CA) within Cambridgeshire County Council, invited the Market Research Group, based at Bournemouth University, to express interest through the tender process to undertake a programme of audience research. This will create an audience development plan as part of a bid to the Heritage Lottery Fund. JIGSAW is a project to promote access and participation for all in Cambridgeshire's archaeology.

The guiding principle in designing the methodology described below has been extracted from the proposal for HLF funding. This states that the HLF will support:

> *'Activities and research to plan how to encourage wider groups of people to get involved in heritage activities or to learn about heritage, such as audience research'.*

Cambridgeshire Archaeology protects records and promotes the historic environment of Cambridgeshire, to encourage access, understanding, conservation, lifelong learning and active citizenship.

Cambridgeshire Archaeology
- Maintains Cambridgeshire's Historic Environment Record (CHER) of nearly 14,000 sites, monuments and finds, dealing with over 350 enquiries from planners, developers, researchers and archaeological contractors each year.
- Provides an active Outreach and Learning programme of guided walks, open days, school activities and community events – in 2005 over 145 events were attended by over 10,000 members of the public.
- Protects and interprets important archaeological sites, monuments and historic landscapes throughout the county.
- Provides planning and countryside advice to planners, utilities, developers, contractors and landowners on around 300 development proposals and 150 archaeological contracts each year.
- Carries out over 70 archaeological excavations, surveys and assessments each year in Cambridgeshire and the East of England through its Archaeological Field Unit.

JIGSAW will:

- Provide online access to Cambridgeshire's Historic Environment Record through the network of libraries, museums and public access points.
- Develop and support community archaeology through a network of Parish Archaeological Wardens.
- Create free resources, information packs and displays for schools and local communities.
- Celebrate the county's past in a Cambridgeshire Archaeology Festival and book.

JIGSAW will complement and build upon:

- Cambridgeshire Archaeology's successful track record in HLF-funded community and outreach archaeology.
- The strength of existing partnerships, both within and outside the County Council.
- Exciting proposals for a new Historical Research and Cultural Centre for Cambridgeshire.

A Project Planning Grant will be used to

- Undertake research on existing and potential audiences for JIGSAW.
- Prepare an audience development plan.
- Determine whether the JIGSAW and DEVANA projects should be considered together or as separate projects.

DEVANA will be a web-based online resource to access, search, and filter and retrieve information on all aspects of Cambridgeshire's heritage. It takes its name from the main east-west Roman Road across Cambridgeshire – a name uniquely associated with the heritage of the county.

2.0: Research Aims & Objectives

The aims and objectives of the research are those described within the 'Brief for Existing and Potential Audience Research supplied by Cambridgeshire County Council.

The United Kingdom has one of the most diverse and comprehensive site and monument records available for study and research. In recent years there has been a divergence of improved access to archives across organisational boundaries. Such initiatives as the English Heritage, National Trust, and National Monuments Record Centre common access agreements have helped to meet the growing demand from a variety of interest groups in mainstream education, specialist clubs and societies and individuals pursuing their own specific interests.

The challenge presented to custodians of archive collections is to identify clearly the types of user, their needs for data and access. This process has been helped by the ongoing developments in information technology but the requirements of the final audience are paramount in formulating policy and operational priorities.

As the information contained within the Cambridgeshire Historic Environment Record (CHER) is a public archive and judging by the ongoing popularity of history and heritage in the public sector, it is unfortunate that it is rarely consulted by any member of the general public outside of formal education. Cambridgeshire County Council has assumed that this is because of lack of public knowledge of CHER's existence and/or its lack of accessibility (due to location and the presentation of the archive). No audience research has previously been undertaken; however a record is kept of 'user' types, which has provided the above information.

The objective of this research is to identify a means of getting the heritage information out to a much wider audience than at present. This will be through remote internet access to the heritage and a series of events to publicise the archives' content and existence and its current outreach projects. The research results should allow Cambridgeshire Archaeology to demonstrate the need to develop the record into a resource the general public would enjoy and benefit from using, and in a format accessible to all.

This research will be used to inform proposals for the development of the JIGSAW project and as the basis for submitting a bid to the HLF to fund this development.

Objectives:

1. Assess how existing/potential new users wish to access information on their local heritage – through which media (e.g. internet, via libraries, outreach events, etc) and in what format and design.
2. Research the feasibility and demand for access to heritage information

through terminals in museums and libraries.

3. Assess the demand for participation in community archaeology and the likely uptake of the Parish Archaeological Wardens scheme.
4. Develop a brief for the production of outreach and educational material and the likely demand from schools, colleges, local societies and the general public.
5. Identify any physical, sensory, intellectual or cultural barriers to access to heritage information and participation.
6. Develop an action plan with detailed recommendations for developing new audiences and removing barriers to access to heritage information and participation.
7. Assess the equipment, materials and resources (financial and in kind) required to implement the audience development plan.

3.0: Outline Methodology

It was proposed to conduct a programme of research using both qualitative research and quantitative research. The former provides background and depth to some of the issues raised, specifically information needs, modes of access. Quantitative research provides robust data regarding such issues as profiles of existing users, potential new users, user needs and other issues.

The results ensuing from the research will inform proposals for the development of JIGSAW and as a basis for submitting a Heritage Lottery funding application for the JIGSAW outreach programme.

3.1: Audience Research - Existing Users

Analysis of Historic Environment Record Enquiries Database - A database was compiled from a log that had been kept since 2004 of all enquiries to Cambridgeshire Archaeology. These enquiries were a mixture of commercial/professional requests as well as those with a personal interest or amateur research background.

The database consisted of 1202 entries. 461 were surveyed via a paper questionnaire designed by MRG with the co-operation of staff at Cambridgeshire Archaeology (*Appendix 11.1*) and 741 were surveyed via an e-mail with a link to an on-line version of the same questionnaire hosted by the MRG website. Cambridgeshire Archaeology distributed both the postal and e-mail versions of the survey from their offices.

There was a 3% success rate for the response to the postal survey and 7% to the on-line version sent by e-mail. The total number of responses was 65, giving an overall response rate of 5%. This was a very disappointing response, but not entirely surprising due to the age of some of the entries on the database. People in professional capacity move on to new roles and private individuals are highly likely to move home within an 8-year period. Also as they are regular uses and working in a commercial capacity they may have deemed it not a high priority to respond to the survey due to work constraints.

The survey was conducted from July 10th 2006 until 1st October 2006, allowing 12 weeks for respondents to complete the questionnaire. Contact details were requested on all questionnaires allowing respondents to help with further future research at focus groups.

Once the data had been collected, all responses were assigned a code number for ease of computer data processing. Frequency tabulations were then produced to fulfil the information. A statistical programme called SNAP was used for the questionnaire design and data entry and then the data was exported into SPSS, another statistical programme for full analysis.

The findings from the analysis can be found in Chapter 4, 5, 6, 7, 8 & 9, which present the findings for each of the different survey stages.

3.2: Audience Research - Potential Users

3.2.1: Residents postal survey

A random sample of 5,000 Cambridgeshire residents was surveyed using a paper questionnaire (*Appendix 12.2*). The sample was randomly selected from Postcode Address Files.

The survey was posted out on 10th July 2006 and respondents were given 4 weeks to reply, the deadline being the 4th August 2006. 316 questionnaires were returned, a response rate of 6%. In order to try and boost response rates respondents were given the option to complete the survey on-line by following a link to the electronic version of the questionnaire.

3.2.2: Parish clerks survey

236 Cambridgeshire Parish Clerks were also surveyed with the Non User questionnaire but only 10 were sent back completed, via a combination of e-mail and post.

3.2.3: Event surveys

Cambridgeshire Archaeology was running various events during the project period and non user questionnaires were distributed at these events. A Children's Archaeology day at Cambridge Library on Saturday 15th July returned 30 questionnaires (some face to face some self completion) and various evening walks during the week beginning 17th July returned 17 completed questionnaires. A special version of the non user survey (*12.3*) was designed for the Cambridge castle celebration event held on 23rd July and 70 questionnaires were completed there via face to face interviewing.

3.2.4: Schools survey

Finally a questionnaire was designed specifically for schools (*Appendix 12.4*). This was sent out to 250 schools in Cambridgeshire on 4th July with a return deadline of 28th July. There was an extremely poor response to the schools survey only 10 were returned. This was probably due to the approaching summer holidays. The survey was run again but only a further 6 teachers responded. However there was a very good response from those wishing to take part in a focus group, the results of which are discussed in Chapter 9.4.

All respondents to the non user questionnaire were also given opportunity to leave their contact details if they wanted to take part in future focus groups. This is discussed in the next section 3.1.3.

This research used both qualitative and quantitative techniques. The former technique provides background and in-depth information relating to some of the issues raised, specifically in relation to why and how people thought they would be interested in Cambridgeshire's archaeology. Quantitative research provides basic demographic data, and the results that ensue from both forms of the

research will inform the preparation of the audience development and access plans, and will ensure the inclusion of measurable outcomes and methods of implementation.

3.3: Audience Research – JIGSAW Focus Groups

A series of topics were established for discussion by 4 focus groups (see *Appendix 12.5 & 12.6*). Three of the focus groups had a mixture of users and non users, two groups were held in March, one at the Oliver Cromwell Hotel and one at Hereward Hall and one was held in the Cambridge Personal Development Centre (CPDC), Trumpington. The remaining focus group was held specifically for school teachers and was also held in the CPDC building.

A small presentation about Cambridgeshire Archaeology (CA) was shown to all groups of attendees to give them some idea of what CA does and what information they hold and of what it intends to provide to users in the future. It also described various ways in which refined data searches can be carried out, and how its data can be used within GIS mapping systems. Full results of these sessions can be found in *Appendix 12.7.* The MRG consulted with CA staff before the focus groups took place to ensure appropriate technical questions were asked.

4.0: Findings – Cambridgeshire Archaeology users results

The following chapter sets out the results for the Cambridgeshire Archaeology user survey. The results are displayed in the order that the questions appear on the survey form, the results combine postal and on-line results.

4.1 How did you find out about us?

Table1: How did you find out about us? (Q1)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) County Council office	13	20.0	21.0
(2) Cambridgeshire. Museums	7	10.8	11.3
(3) County Archives Service	7	10.8	11.3
(4) Cambridgeshire CC website	20	30.8	32.3
(5) * Other internet website e.g. Camlearn & Education Portal (please state which)	3	4.6	4.8
(6) * Local society (please give details)	5	7.7	8.1
(7) Local press or media	9	13.8	14.5
(8) Word of mouth	13	20.0	21.0
(9) College or School	5	7.7	8.1
(10) Libraries	11	16.9	17.7
(11) Tourist Information Centres	2	3.1	3.2
(12) * Other (please give details)	22	33.8	35.5
Total (Valid: Multi-Code)	62	95.4	100.0
(0) Missing Values	3	4.6	N/A
Total (Base)	65	100.0	N/A

The largest amount of user respondents at 36% ticked "other ". The following contact/information sources were given as how they found out about CA.

- Through Archaeological Field Unit X 3
- Both the Ickleton Society and I must be on the list somewhere possibly from PAW days as leaflets e.g. Wednesday evening walks arrive by post.
- Through Cambridge Antiquarian Society X 3
- Currently via mailings from Archaeology County Council
- From telephone directory, under Cambs Co. Council (I had general memory from over 40 years residence in Cambridge that the CCC did have an Archaeological Unit somewhere).

- General knowledge, that counties have archaeological service
- Through a community activity (art and archaeology)
- Known of it since it was set up. 30+ years ago
- Leaflet at SCDC offices, produced by Cam. Arch. Services
- Open day (Loves Farm)
- Through Peterborough Archaeological Museum
- Professional awareness
- Through Romano Homestead Hinchingbrooke Park
- So long ago - I can't remember

- St. Neots dig open day
- Through work - regularly in contact with SMR offices
- Through work, I work for Essex Historical Environmental Branch
- UAC Institute of continuing education course
- Visited Loves Farm dig at St Neots announced in local paper
- Volunteered on dig at Love's Farm
- YACS

21% found out about CA via word of mouth, followed by Libraries at 18%.

4.2: What is it about Cambridgeshire's past that most interests you?

The following list of verbatim comments is all things that interest respondents about Cambridgeshire past.

- 17th Century drainage and navigation
- A desire to find out what lays beneath my feet
- All aspects X 4
- Archaeology X2
- Building "The Devils Dyke" (time periods before the Norman Conquest generally) because I used to go to school at Stetchworth Heath Primary (1955-60) then at TL619614 (now at private residence called 'July House'.
- Buildings Archaeology, people local history
- Cambridge has been my home for most of my life. A life long interest in history.
- Changes in government (national and county), policies with time, growth of education
- Chesterton and Barnwell in particular
- Church architecture, church history
- Different ways of life under successive rulers
- Early settlements
- Evolution and change in communities/settlement
- Fossil fuels, Roman remains
- Generally, it is interesting to discover the different layers under the ground, culminating in today's environment - heavily built over!
- Having lived in Cambridgeshire all my life - I have great interest in wanting to know about the history of my county - all periods of history
- Historic Houses and Buildings Churches
- History and archaeology generally
- History of my very local area, to which I can more easily relate, rather than of other places in the county, which I do not know very well.
- History of shops in Cambridge
- History of sites which also have conservation importance e.g. Fleam Dyke (for example when preparing information for the public about these sites)
- History, particularly of Huntingdonshire
- How earlier inhabitants lived and helped create present towns/landscapes
- How Histon and Impington have changed as a settlement over the last 2000 years
- How people lived and worked
- How settlement adapted the landscape
- I have a great interest in archaeology and being new to the area want to know more about Cambridgeshire
- I have lived in Somersham for 16 years and it is only in the last year since I have started metal detecting that I have realised what a fascinating past the town has.
- I teach history and research my local area

- Information in support of professional services
- Iron age - Roman - Saxon periods X 3
- It borders Hertfordshire where I live
- It is still out there yet to be discovered
- Its general history and how it developed from pre-history
- Its landscape X3
- Its local history X 4
- Like to learn about the development of town and colleges and the foundations of various
- Medieval and earlier occupation and way of life
- My father inspired in me a keen interest in heritage, history, archaeology and when I moved to this area I continued to develop my interest. I enjoy all periods.
- Nothing - doing England wide research
- Pre history to Roman and British iron age
- Prehistoric to medieval times - being able to relate places to past events and people
- Pretty much all of it
- Ramsey Abbey
- Required to do assess sites, monuments and CB's
- Research for DBAs
- Sites and their development (or otherwise), and usage over long periods of time
- Smelting of metal, clay pipe making, mechanised agriculture, building materials
- The earlier periods, prehistoric to medieval
- The fact that so much history exists in such a relatively small area, and the range of sites discovered
- The fact that we know relatively little
- The historic buildings and unravelling their history. The developments of settlements.
- The mystery of changes and life of old
- The old roads, villages now gone, people who lived here, the architecture of buildings
- The oldest parts of its history
- The Romano British/Anglo Saxon transition, and pre history
- The way people settled for a while in an area, then moved on for all manner of reasons
- Village and rural development
- Waterlogged finds especially metals

4.3: What would you like to know more about?

The following list of verbatim comments is all the things that respondents would like to learn more about.

- I wondered if the Devils Dyke could have been built by the then heathen Danes as a defensive earthwork against attacks from the Romano-British along Icknield Way. 2. I also wondered if there might be more clues as to

whom "the two captains" (at TL625605) Tumuli (now ploughed over) might have been, please?

- All aspects X 4
- All Saints Church, Kirtling. Incorporation of parts of the demolished Wanstead House, Essex in buildings in Cambridge (Gibbs).
- Answer to q. 2 in the context of the whole of the UK and Europe
- Any trips. Resources that school could borrow or hire (maybe a list of these so we can plan ahead).
- Archaeology and history in Huntingdon
- Archaeology is becoming more popular and accessible - but (especially where I live) more information could be available about the methods and techniques as well as what has been discovered and the context it fits into.
- Area abutting Essex
- Cambridge - pre history
- Cambridgeshire Archaeology' is a new title. Does this comprise CRO and SMR office, both of which I have used. For the purpose of this survey this should be explained at the top of this page. Where is the office? Are the Archaeology Field Unit or County Hall? Is Cambs Archaeology an amalgam of the above?
- City and County medieval and poor med metal ware finds especially tin alloys; also urban history/archaeology.
- Details of my own area
- Development of Roman road network X 2
- Developments of hamlets/villages/towns, especially in the South West of the county. The influence of the rivers and other natural features.
- Do not understand the context!
- Domestic life in medieval Cambridge
- Early settlements X 5
- Excavations (especially for kids) X 4
- Explanation of periods of history relating to the finds discovered during archaeology digs in my locality
- General X 3
- Have enjoyed the guided walks - would welcome more of those over more sites
- How Histon and Impington have changed as a settlement over the last 2000 years
- I already receive good information
- Inner city excavations, river significance
- Isle of Ely - formed separate - admin area of Cambs. Wisbech - surrounding areas
- Its part and history
- Links to Romans or Viking settlers, waterways trading routes during 17th to 19th Century between London and the other routes to West/North.
- Local landscape history
- Medieval and earlier occupation and way of life
- More details of their lives
- Norman period
- Outcome of recent archaeological research

- Parish history and families
- Possibly agricultural/horticultural historical aspects X2
- Pre history to Roman and British iron age
- Pre-Roman and Saxon periods
- Required to do assess sites, monuments and CB's
- Results in terms of citizens way of life
- Roman period & finds onwards to present day X 7
- Social Abbey
- The ancient past
- The Anglo-Saxons
- The old roads, villages now gone, people who lived here, the architecture of buildings
- The oldest parts of its history
- Who were the people who lived here and where they came from and went to?

4.4: Would a Festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history?

Table 2: Would a festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history? (Q2)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	51	78.5	**87.9**
(2) No	7	10.8	**12.1**
Total (Valid: Single-Code)	**58**	**89.2**	100.0
(0) Missing Values	7	10.8	N/A
Total (Base)	**65**	**100.0**	N/A

88% of user respondents think a festival would make people more aware of Cambridgeshire's history.

4.5: If one were organised, would you be interested in attending?

Table 3: If one were organised would you be interested in attending? (Q5)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	54	83.1	**90.0**
(2) No	6	9.2	**10.0**
Total (Valid: Single-Code)	**60**	**92.3**	100.0
(0) Missing Values	5	7.7	N/A
Total (Base)	**65**	**100.0**	N/A

90% of user respondents would be interested in going, if a festival were organised.

4.6: Which aspects would most interest you?

Table 4: Which aspects would most interest you? (Q6)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)

(1) A historical re-enactment	24	36.9	**42.1**
(2) An art or film festival	9	13.8	**15.8**
(3) A concert	2	3.1	**3.5**
(4) A competition	3	4.6	**5.3**
(5) A conference	27	41.5	**47.4**
(6) Hands-on activities for children	17	26.2	**29.8**
(7) A finds road show	37	56.9	**64.9**
(8) Displays and exhibitions	51	78.5	**89.5**
(9) Walks & talks	46	70.8	**80.7**
(10) *Other (please specify)	3	4.6	**5.3**
Total (Valid: Multi-Code)	**57**	**87.7**	**100.0**
(0) Missing Values	8	12.3	N/A
Total (Base)	**65**	**100.0**	**N/A**

Displays and exhibitions is the aspect that is found most interesting by respondents at 81%

Of those that ticked "other", the following comments were made -

- A regular publication on the lines of 'Essex past and present' (ex Essex archaeology)
- Archaeological digs for local people, as you did on Mill Common
- Excavations for amateur groups, with community access/viewing
- Open archaeology others participate and help
- Remote sensing and use of aerial photos
- The chance to do a site visit!
- Visits/open doors to local excavations

4.7: Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish?

Table 5: Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish? (Q7)			
Base: All respondents (65)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Yes	41	63.1	**68.3**
(2) No	19	29.2	**31.7**
Total (Valid: Single-Code)	**60**	**92.3**	**100.0**
(0) Missing Values	5	7.7	N/A
Total (Base)	**65**	**100.0**	**N/A**

69% of user respondents would be interested in a Parish Archaeology Warden.

4.8: If "Yes" which of the following do you think they should do?

Table 6: If "Yes" which of the following do you think they should do? (Q8)			
Base: All Yes at Q& (41)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Collect information about archaeology of their parish	30	73.2	**73.2**
(2) Carry out fieldwork	19	46.3	**46.3**
(3) Work with school and local societies	31	75.6	**75.6**
(4) Help with grant applications	21	51.2	**51.2**
(5) Campaign to protect the local heritage	26	63.4	**63.4**
(6) Feeds information to Cambridgeshire Archaeology	31	75.6	**75.6**
(7) *Other (please specify)	13	31.7	**31.7**
Total (Valid: Multi-Code)	**41**	**100.0**	**100.0**
(0) Missing Values	0	0.0	N/A
Total (Base)	**41**	**100.0**	**N/A**

Work with school and local societies and feeds information to Cambridgeshire Archaeology are the top two responsibilities respondents think PAWs should do, both at 76%.

Of those that ticked "other", the following suggestions were made -

- Co-ordinate with other PAWs through a conference/meeting
- Create interest to the area
- Give talks to the junior school in Somersham about its history
- I am at Bassingbourn can anyone show me what the castle looked like next to the airfield
- I think Peterborough is well covered by local volunteers
- Perhaps not applicable as I live within Cambridge in Arbury Ward. That said Arbury area does have archaeological significance but such as Arbury Park are being developed.
- Publish regular news
- Visits to sites with guides/archives/finds

4.9: Do you ever read books about archaeology?

Table 7: Do you ever read books about archaeology? (Q9)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	55	84.6	**88.7**
(2) No	7	10.8	**11.3**
Total (Valid: Single-Code)	**62**	**95.4**	100.0
(0) Missing Values	3	4.6	N/A
Total (Base)	**65**	**100.0**	**N/A**

89% of user respondents do read books on Archaeology.

4.10: If we published a book about Cambridgeshire's archaeology, would you be interested in reading it?

Table 8: If we published a book on Cambridgeshire's archaeology, would you read it? (Q10)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	58	89.2	**92.1**
(2) No	5	7.7	**7.9**
Total (Valid: Single-Code)	**63**	**96.9**	100.0
(0) Missing Values	2	3.1	N/A
Total (Base)	**65**	**100.0**	**N/A**

92% of user respondents would read a book on Cambridgeshire's Archaeology.

4.11: What aspects of Cambridgeshire's archaeology would you most like to read about?

The following is a list of verbatim comments respondents would like to read about.

- All of it X 15
- County by county and how it all fits together would be useful. The ability to read about archaeology in the area and see where it fits in modern world.
- (1500 onwards)
- All periods, but particularly pre 1700
- Along the lines of Alison Taylor's volumes on "Cambridgeshire Archaeology". Plus review of, and reports on, major works in say last 10 years.
- Application of archaeology to 'village' life at that time
- Aspects of all historical periods which clearly define the evolution of human culture in Cambridgeshire.
- Changing settlement patterns X 3
- Early settlements
- Explanations for the apparently unusual in the present
- Finds
- How and why settlements developed/disappeared and the landscape evolved to what we have today.

- How people lived during different time periods - 1. Stone Age 2. Bronze Age 3. Iron Age 4. Roman Occupation 5. Anglo-Saxon 6. Norman Occupation - - - consult other disciplines (e.g. fashion designers) to depict how clothes may have been worn in everyday life and ceremonies/costume occasions.
- Hunts
- Interested in all areas generally but have great interest in Roman settlements and finds.
- Iron age to the 10th Century
- Its pre-history
- Kirtling
- Landscape history
- Local digs, heritage buildings - dating and preservation
- Medieval X 3
- New sites i.e. Love's Farm, St Neots
- Not sure!
- Oldest
- Post Roman period
- Pre war
- Prehistoric and Remand British
- Pre-history
- Pre-medieval settlement, history and way of life
- Previous civilisations and wildlife
- Research and evidence that helps explain our past
- Roman and Saxon remains
- Roman and Tudor times and history of people living on the edges of the fens.
- Roman history

- Roman period around Bassingbourn
- See Q3. Much work that is done appears to remain largely inaccessible to the community. Simple outline synopses of recent work would be helpful.
- That closer to Peterborough
- That concerning the archaeology of Cambridge City and its immediate vicinity, and the nature of the finds which have been made: Roman, Anglo Saxon, Medieval periods of most interest.
- The early settlements, how Cambridge came into being
- The links with other places and adaptations to local conditions
- The periods as stated in Q2, in relation to the landscape, town/village development, transport and the wider significance of the county in our history.
- The Romano British/Anglo Saxon transition, and pre history
- The types of Saxon and medieval pottery you are likely to find in Cambs (including "imported" pottery from Stamford etc).
- Visible evidence of Roman era
- What's been found on digs
- Yaxley Parish

4.12: Who should the book be aimed at?

Table9: Who should this book be aimed at? (Q12)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Archaeologists	10	15.4	**17.5**
(2) Local People	28	43.1	**49.1**
(3) Children	0	0.0	**0.0**
(4) All	19	29.2	**33.3**
Total (Valid: Single Code)	**57**	**87.7**	**100.0**
(0) Missing Values	8	12.3	N/A
Total (Base)	**65**	**100.0**	**N/A**

49% of user respondents think that book should be aimed at local people.

4.13: Would you like your contact details to be added to our mailing list

Table 10: Would you like your contact details to be added to our mailing list. (Q13)			
Base: All 'Yes' @ Q17 (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	47	72.3	**77.0**
(2) No	14	21.5	**23.0**
Total (Valid: Single-Code)	**61**	**93.8**	**100.0**
(0) Missing Values	4	6.2	N/A
Total (Base)	**65**	**100.0**	**N/A**

77% of user respondents would like their details put on the mailing list in order to receive information on Cambridgeshire Archaeology events etc.

4.14: In what capacity did you access information from Cambridgeshire Archaeological?

Table 11: In what capacity did you access information from Cambridgeshire Archaeology? (Q14)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Teacher/Lecture	4	6.2	**6.3**
(2) Amateur archaeologist/historian	10	15.4	**15.6**
(3) Professional archaeologist/historian	14	21.5	**21.9**
(4) Commercial archaeologist/historian	3	4.6	**4.7**
(5) Land/Building Developer	1	1.5	**1.6**
(6) Journalist	0	0.0	**0.0**
(7) Scientist/Environmentalist	1	1.5	**1.6**
(8) Civil Servant	2	3.1	**3.1**
(9) School Pupil	0	0.0	**0.0**
(10) Student	5	7.7	**7.8**
(11) Interested member of public	19	29.2	**29.7**
(12) *Other (please specify below)	5	7.7	**7.8**
Total (Valid: Multi-Code)	**64**	**98.5**	**100.0**
(0) Missing Values	1	1.5	N/A
Total (Base)	**65**	**100.0**	**N/A**

30% of those contacting CA were "interested members of the public" followed by "professional archaeologist/historians".

Of those that ticked "other", they made contact in the following capacity –

- Chairman - Gamlingay and District History Society
- History of sites which also have conservation importance e.g. Fleam Dyke (for example when preparing information for the public about these sites)
- I was born in Cambridge and went to school in Cambridgeshire at primary and secondary level
- Illustrator
- Lifelong academic
- Metal detectorists
- Museum
- Restoration work on All Saints Parish Church, Kirtling
- Secretary of Museum Society looking for lecture/speakers
- St. Neots Museum, St. Neots Local History Society
- Tourist Guide

4.15: Which would be the preferred method of access to Cambridgeshire Archaeology for you or for any children you have or work with?

(Yours) Table 12a: Which would be the preferred method of access to Cambridgeshire Archaeology (Q15)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Access to information on Cambridgeshire's archaeology through the internet	54	83.1	**87.1**
(2) Cambridgeshire archaeological information sent by post or e-mail to you	18	27.7	**29.0**
(3) A Cambridgeshire Archaeology research centre where you could research your own enquiry	36	55.4	**58.1**
(4) Access to information about Cambridgeshire's archaeology from another establishment (e.g. county record office or library)	21	32.3	**33.9**
(5) Access to archaeological advice from our staff	27	41.5	**43.5**
(6) Leaflets/publications on the local archaeological	26	40.0	**41.9**
(7) *Other (please specify)	4	6.2	**6.5**
Total (Valid: Multi Code)	**62**	**95.4**	**100.0**
(0) Missing Values	3	4.6	N/A
Total (Base)	**65**	**100.0**	**N/A**

Access to CA via the internet is the most popular method at 87% for Adults

(Children) Table 12b: Which would be the preferred method of access to Cambridgeshire Archaeology (Q15)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Access to information on Cambridgeshire's archaeology through the internet	4	6.2	6.5
(2) Cambridgeshire archaeological information sent by post or e-mail to you	2	3.1	3.2
(3) A Cambridgeshire Archaeology research centre where you could research your own enquiry	0	0.0	0.0
(4) Access to information about Cambridgeshire's archaeology from another establishment (e.g. county record office or library)	3	4.6	4.8
(5) Access to archaeological advice from our staff	2	3.1	3.2
(6) Leaflets/publications on the local archaeological	4	6.2	6.5
(7) *Other (please specify)	0	0.0	0.0
Total (Valid: Multi Code)	62	95.4	100.0
(0) Missing Values	3	4.6	N/A
Total (Base)	65	100.0	N/A

There are very few user respondents who have or work with children but of those that do 7% equally say children prefer access via the internet and by leaflets and publication on local archaeology.

Of those that ticked "other", the following comments were made –

- All as each is a possibility depending on topic, time, place etc.
- Information on volunteers at local digs (e.g. pot washing)
- Through talks to the local community

4.16: If you were to visit the Cambridgeshire Archaeology Service offices what facilities would you like to see provided there?

Table 13: What facilities would you like to see provided at CA offices? (Q16)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Internet	31	47.7	50.8
(2) Computers/CD Rom	29	44.6	47.5
(3) Reference books/leaflets	51	78.5	83.6
(5) Photocopy facilities	50	76.9	82.0
(6) Colour Copying	17	26.2	27.9
(7) E-mail	7	10.8	11.5
(8) Desk space to work	48	73.8	78.7
(9) Staff to help research	54	83.1	88.5
(10) *Other (please specify)	5	7.7	8.2
Total (Valid: Multi-Code)	61	93.8	100.0
(0) Missing Values	4	6.2	N/A
Total (Base)	65	100.0	N/A

Staff to help with research is the most popular facility user respondents would like to see at CA offices at 89%. Of those that ticked the "other "option, the following facilities were desired –

- Access to archaeological reports and library X 2
- Aerial photo data bank
- All the above within budgetary constraints
- Cup of tea X 2
- Facilities to download to CD or large scale copier for maps.
- Microfilm readers
- On site/nearby car parking

4.17: Are you aware that we hold the following material?

(Yes) Table 14: Are you aware that we hold the following material? (Q17)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Reports on recent archaeological work	51	78.5	81.0
(2) Historic OS maps (paper & digital) 6", 25"	34	52.3	54.0
(3) Published & unpublished sources of local information	46	70.8	73.0
(5) Artefacts from many excavations in Cambridgeshire	43	66.2	68.3
Total (Valid: Multi-Code)	63	96.9	100.0
(0) Missing Values	2	3.1	N/A
Total (Base)	65	100.0	N/A

81% of user respondents were aware of "reports on recent archaeological works", however only 54% were aware of OS maps.

4.18: Which of the following would have been useful for you?

Table 17: Which of the following would have been useful for you? (Q18)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Reports on recent archaeological work	44	67.7	75.9
(2) Historic OS maps (paper & digital) 6", 25"	35	53.8	60.3
(3) Published & unpublished sources of local information	43	66.2	74.1
(5) Artefacts from many excavations in Cambridgeshire	31	47.7	53.4
Total (Valid: Multi-Code)	58	89.2	100.0
(0) Missing Values	7	10.8	N/A
Total (Base)	65	100.0	N/A

76% of user respondents said that reports on recent archaeological work would have been useful.

4.19: Would you in the future like to be able to feed information directly to Cambridgeshire Archaeology?

Table 18: Would you in the future like to be able to feed information directly to Cambridgeshire Archaeology (Q19)			
Base: All respondents (65)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	41	63.1	**69.5**
(2) No	18	27.7	**30.5**
Total (Valid: Single-Code)	**59**	**90.8**	100.0
(0) Missing Values	6	9.2	N/A
Total (Base)	**65**	**100.0**	N/A

70% of user respondents would be interested in feeding info back to CA.

4.20: If "Yes", by which of the following methods would you prefer to pass on the information to us?

Table 19: If "Yes", by which of the following methods would you prefer to pass on the information to us? (Q20)			
Base: All yes @ q19 (41)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) E-mail	36	87.8	**87.8**
(2) On-line form (Internet)	25	61.0	**61.0**
(3) By post	7	17.1	**17.1**
(4) By phone	10	15.4	**24.4**
(5) *Other (please specify)	3	4.6	**7.3**
Total (Valid: Single Code)	**41**	**100.0**	100.0
(0) Missing Values	0	**0.0**	N/A
Total (Base)	**41**	**100.0**	N/A

88% of users would prefer e-mail as the method to send information to CA. Of those that ticked "other", the following methods were suggested –

- In person
- Personal contact

4.21: If yours was a non-commercial enquiry would you be prepared to pay for access to the information we hold in the future?

Table 20: If yours was a non-commercial enquiry would you be prepared to pay for access to the information we hold in the future? (Q20)			
Base: All respondents (65)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	9	6.5	**15.8**
(2) No	48	34.5	**84.2**
Total (Valid: Single-Code)	**57**	**41.0**	100.0
(0) Missing Values	82	59.0	N/A
Total (Base)	**139**	**100.0**	N/A

Only 16% of those who made a non commercial enquiry would be prepared to pay for information.

4.22: If "Yes", how much would you be prepared to pay?

Of those that would be prepared to pay for access to information within CA the amounts vary from £5 to £50.

4.23: How important do you think it is for Cambridgeshire Archaeology to offer any of the following?

(Very Important) Table 21: How important do you think it is for Cambridgeshire Archaeology to offer the following? (Q23)			
Base: All respondents (65)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Exhibitions	21	32.3	36.2
(2) Displays	22	33.8	37.9
(3) Interactive displays	14	21.5	24.1
(5) Events	30	46.2	51.7
(6) Talks	30	46.2	51.7
(7) Walks	26	40.0	44.8
(8) Teaching resources	27	41.5	46.6
(9) *Other (please specify)	3	4.6	5.2
Total (Valid: Multi-Code)	58	89.2	100.0
(0) Missing Values	7	10.8	N/A
Total (Base)	65	100.0	N/A

52% of user respondents equally think that it's very important that CA should offer Events and Walks. Interactive displays are the least important at only 24%.

4.24: What would you like to see included on an on-line heritage resource?

Table 22: What would you like to see included on an on-line heritage resource? (Q24)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Bespoke searches (e.g. choose from drop-down lists of categories)	44	67.7	73.3
(2) "Ready made" searches (e.g. castles in Cambridgeshire, Roman Villas etc.)	37	56.9	61.7
(3) Explanations of monument types (e.g. barrows, hill forts, etc.)	40	61.5	66.7
(4) Explanations of historic periods (e.g. Mesolithic, Iron age, etc.)	40	61.5	66.7
(5) Explanations of archaeological techniques (e.g. fieldwork, finds recording, etc.)	31	47.7	51.7
(6) Thematic information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns, etc)	49	75.4	81.7
(7) Archaeology based lesson plans and worksheets related to the National Curriculum	19	29.2	31.7
(8) Information on sites open to the public	44	67.7	73.3
(9) Interactive games with Educational content	13	20.0	21.7
(10) Other interactive games	5	7.7	8.3
(11) Online mapping to search from	47	72.3	78.3
(12) Online mapping showing overlays by category (e.g. period or monument type)	49	75.4	81.7
(13 Relevant photographs	50	76.9	83.3
(14) Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)	39	60.0	65.0
(15) Local knowledge and oral history stories	31	47.7	51.7
(16) Downloadable guided walks and archaeological itineraries	39	60.0	65.0
(17) *Other (please specify)	2	3.1	3.3
Total (Valid: Multi-Code)	**60**	**92.3**	**100.0**
(0) Missing Values	5	7.7	N/A
Total (Base)	**65**	**100.0**	**N/A**

Relevant Photographs at 83% is the most popular thing that user respondents would like to see on an on-line heritage resource closely followed by thematic information and on-line mapping at 82%

4.25: If 'No', please can you give a reason for this?

Of those who don't want on-line access the following comments were made.-

- Don't much like using on-line
- I do not have a computer X 5

4.26: Do you have access to the Internet?

Do you have access to the Internet? (Q26)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) At home	54	83.1	84.4
(2) At work	37	56.9	57.8
(3) At school/College/University	9	13.8	14.1
(4) At the library	12	18.5	18.8
(5) At an internet Café	5	7.7	7.8
(6) No Access	1	1.5	1.6
Total (Valid: Multi-Code)	64	98.5	100.0
(0) Missing Values	1	1.5	N/A
Total (Base)	65	100.0	N/A

84% of user respondents have the internet at home and 58% have it at work.

4.27: Age?

Table 28: May we ask which age category you fall into? (Q27)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Under 18yrs	2	3.1	3.1
(2) 18-24yrs	5	7.7	7.8
(3) 25-34yrs	5	7.7	7.8
(4) 35-44yrs	10	15.4	15.6
(5) 45-54yrs	13	20.0	20.3
(6) 55-64yrs	20	30.8	31.3
(7) 65-74yrs	6	9.2	9.4
(8) 75+yrs	3	4.6	4.7
Total (Valid: Single Code)	64	98.5	100.0
(0) Missing Values	1	1.5	N/A
Total (Base)	65	158.5	N/A

31% of user respondents are 55-64 year olds.

4.28: Gender?

Table 29: May we ask your gender? (Q28)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Male	43	66.2	68.3
(2) Female	20	30.8	31.7
Total (Valid: Single Code)	63	96.9	100.0
(0) Missing Values	2	3.1	N/A
Total (Base)	65	100.0	N/A

The majority of user respondents were male (68%).

4.29: Postcode Areas of Users
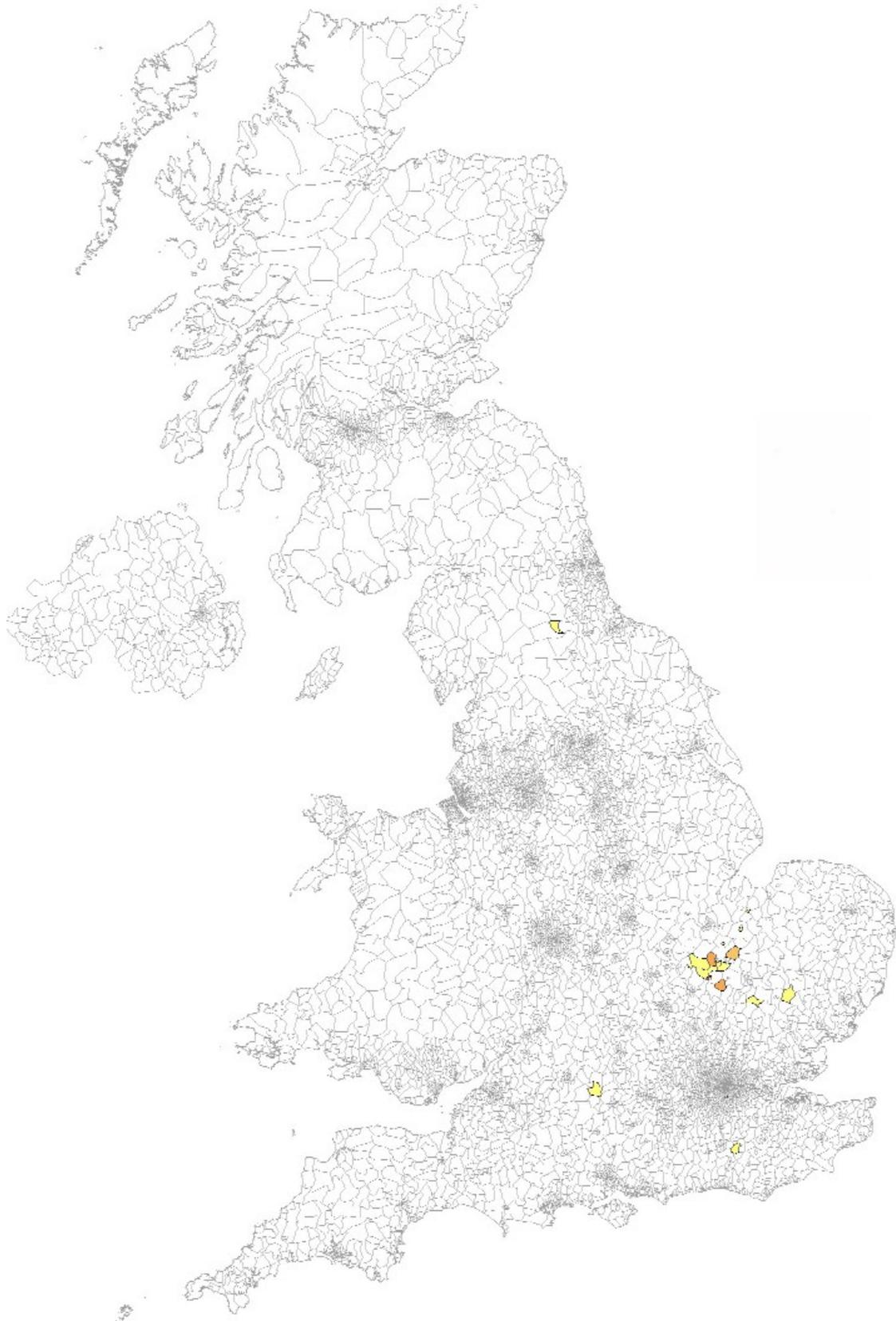
4.30: Have you completed your full-time education?

Table 30: Have you completed your full-time education? (Q30)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	58	89.2	**92.1**
(2) No	5	7.7	**7.9**
Total (Valid: Single Code)	**63**	**96.9**	100.0
(0) Missing Values	2	**3.1**	N/A
Total (Base)	**65**	**158.5**	**N/A**

92% of user respondents have completed full time education. Of the 8% who haven't finished, they are at the following education establishments.

4.31: At what type of educational establishment are you currently studying?

Table 31: At what type of educational establishment are you currently studying? (Q31)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) *School (please name)	0	0.0	**0.0**
(2) *College/6th form college (please name)	3	4.6	**75.0**
(3) *University (please name)	1	1.5	**25.0**
(4) *Post graduate (please name)	0	0.0	**0.0**
(5) Adult Education/Life long learning (please name)	0	0.0	**0.0**
(6) *Other (please specify)	0	0.0	**0.0**
Total (Valid: Single Code)	**4**	**6.2**	100.0
(0) Missing Values	61	93.8	N/A
Total (Base)	**65**	**100.0**	**N/A**

75% of user respondents who are still studying are at college.

4.32: What is the highest level of educational qualification you have achieved?

Table 32: What is the highest level of educational qualification you have achieved? (Q32)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) No qualifications	2	3.1	**3.2**
(2) School certificate	0	0.0	**0.0**
(3) GCSE or equivalent	3	4.6	**4.8**
(4) AS/A level or equivalent	5	7.7	**7.9**
(5) BTEC/GNVQ's	2	3.1	**3.2**
(6) HND/Diploma	5	7.7	**7.9**
(7) First degree (BA/BSc) or equivalent	23	35.4	**36.5**
(8) Masters degree (MA/MSc)	10	15.4	**15.9**
(9) PhD or equivalent	8	12.3	**12.7**
(10) *Other (please write below)	5	7.7	**7.9**
Total (Valid: Single Code)	**63**	**96.9**	100.0
(0) Missing Values	2	**3.1**	N/A
Total (Base)	**65**	**100.0**	**N/A**

73% of user respondents have achieved a degree or higher.

4.33: To which of these ethnic groups do you consider you belong?

Table 33: To which of these ethnic groups do you consider you belong? (Q33)			
Base: All respondents (65)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) White British	35	53.8	57.4
(2) White English	16	24.6	26.2
(3) White Irish	2	3.1	3.3
(4) White Scottish	3	4.6	4.9
(5) White Welsh	2	3.1	3.3
(6) Traveller (inc Gypsy, Roma and Irish traveller)	0	0.0	0.0
(7) *White other (please specify)	3	4.6	4.9
(8) Asian	0	0.0	0.0
(9) Asian British	0	0.0	0.0
(10) Asian English	0	0.0	0.0
(11) Asian Irish	0	0.0	0.0
(12) Asian Scottish	0	0.0	0.0
(13) Asian Welsh	0	0.0	0.0
(14) Bangladesh	0	0.0	0.0
(15) Indian	0	0.0	0.0
(16) Pakistani	0	0.0	0.0
(17) *Any other Asian background (please specify)	0	0.0	0.0
(18) Black	0	0.0	0.0
(19) Black British	0	0.0	0.0
(20) Black English	0	0.0	0.0
(21) Black Irish	0	0.0	0.0
(22) Black Scottish	0	0.0	0.0
(23) Black Welsh	0	0.0	0.0
(24) Caribbean	0	0.0	0.0
(25) African	0	0.0	0.0
(26) *Any other Black background (please specify)	0	0.0	0.0
(27) Chinese	0	0.0	0.0
(28) Chinese British	0	0.0	0.0
(29) Chinese English	0	0.0	0.0
(30) Chinese Irish	0	0.0	0.0
(31) Chinese Scottish	0	0.0	0.0
(32) Chinese Welsh	0	0.0	0.0
(33) *Any other Chinese background (please specify)	0	0.0	0.0
(34) Mixed White and Black Caribbean	0	0.0	0.0
(35) Mixed White and Black African	0	0.0	0.0
(36) Mixed White and Asian	0	0.0	0.0
(37) *Any other Mixed background (please specify)	0	0.0	0.0
(38) *Other Ethnic Group (please specify)	0	0.0	0.0
Total (Valid: Single Code)	61	94	100
(0) Missing Values	4	6.2	N/A
Total (Base)	65	100.0	N/A

100% of user respondents are White.

4.34: Please name any appropriate clubs or societies you are affiliated with that might find our records useful.

The following is a list of clubs and societies respondents are members of.

- Arts Trust (Suffolk).
- Association For Roman Archaeology
- Cambridge Antiquarian Society X 4
- Cambridge Archaeology Field Group
- Cambridge Historic Churches Trust
- Catworth Local History Society
- CBA, IFA
- Charles Close Society (Study Of Ordinance Survey Maps)
- Cherry Hinton Local History Club
- Chesterton Local History Group Member
- Committee Member Bassingbourn Tower Museum
- Croydon Natural History Society
- Eltisley History Society
- Essex Society For Archaeology And History
- Friends Cambridge And County Folk Museum
- Friends Of Paxton Pits Nature Reserve
- Gamlingay And District History Society X 2
- Gamlingay P3
- H&I Village Society Group C/O 21 Cottenham Road, Histon, CB4 9ES
- Huntingdonshire Local History Society.
- Kimbolton History Society
- Local Civic Society x 2 (Huntingdon & Godmanchester)
- Local History Society
- London And Archaeological Society
- March And District Museum
- None X 3
- Peterborough Museum Society
- Peterborough Regional College - Ach. Dept.
- Society For Poor Medieval Archaeology
- St Neots History Society X 6
- St. Neots Museum,
- Staines Hundred Local History Society (Based In Bottisham)
- Suffolk Buildings Group.
- Sutton Archaeological Dig
- Swavesey And Over Conservation Society
- The Ickleton Society. SW Cambs Villages Landscape History Group
- Trumpington Local History Group
- U3A
- VIC Society (Great Eastern Group). VAG.
- W.E.A Yaxley Branch
- Whittlesea Society

- WI, & Friends Of Fitzwilliam Gardening Club
- Wisbech Tourist Information Centre If Fenland District Council Do Not Close It Down!! (Or Mess It Up)

4.35: Do you have any long-term illness?

Table 34: Do you have any long-term illness? (Q35)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	5	7.7	7.8
(2) No	59	90.8	92.2
Total (Valid: Single Code)	64	98.5	100.0
(0) Missing Values	1	1.5	N/A
Total (Base)	65	100.0	N/A

8% of user respondents have a disability that affects their ability to access CA offices.

4.36: If "Yes", please state how this limits your access?

Of those who do have a disability, the following are how it limits their access:

- Can't walk long distances, also have problems with stairs X 3
- Disabled due to knee joints damage
- Except - no access to the Internet and computer illiterate
- Eyesight problems
- I'm afraid that I haven't been able to master the jargon - that may go some way to explaining my inability to use a computer sensibly
- Migraine prevents use of computers
- The nature of my illness is its unpredictability so that I am able to operate as normal one week, but not the next and so on

4.37: Occupation?

Table 35: Occupation? (Q38)			
Base: All respondents (65)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Senior Management	10	15.4	16.7
(2) Professional	34	52.3	56.7
(3) Middle Management	8	12.3	13.3
(4) Supervisory	3	4.6	5.0
(5) Skilled manual/retail	3	4.6	5.0
(6) Semi skilled	1	1.5	1.7
(7) Carer (unpaid)	1	1.5	1.7
(8) Unemployed	0	0.0	0.0
(9) Long term incapacity	0	0.0	0.0
Total (Valid: Single Code)	60	92.3	100.1
(0) Missing Values	5	7.7	N/A
Total (Base)	65	100.0	N/A

57% of user respondents classify themselves as being "Professional".

The following are the actual occupations of all those completing the user survey.

- Agricultural scientist
- Aircraft Electrician
- Archaeologist
- Area Manager of a National Construction Company
- Army
- Building industry
- Building Surveyor
- Civil Servant X 7
- Clerk
- College Lecturer in Further Education
- Consultant Archaeologist
- Consultant Glass Technologist
- Deputy Superintending Plant Health and Seeds Inspector in this country's plant health service.
- Education Inspector/Advisor
- Electrical Engineer
- Electrical Fitter
- Eng. Technical Author
- Fine Artist (http://www.billpike.co.uk)
- Former Head of Archaeological Survey for England
- Geotechnical Analyst
- GP
- Head of Regulatory Affairs (Wireless Communication and General Planning).
- Home maker
- Hospital Engineer
- Hospital Medical Consultant. Retired: University Teacher
- Housewife - widow
- Hydrologist
- Illustrator
- Life Assurance Underwriter
- Local Government Officer
- Management System Assessor
- Member of Stock Exchange, partner London firm stockbrokers
- Museum Curator
- NHS Ambulance man
- Physicist X 2
- Plumbing Estimator
- Police X 2
- Professional Management
- Professor of Geography, Univ. of Cambridge
- Quality Manager NHS
- RAF Intelligence Officer
- Retail Manager
- Safety Officer
- School Receptionist
- Scientific Research
- Senior Archaeological Project Manager
- Senior Archaeological Project Officer
- Shop Proprietor
- Superintendent registrar of births, deaths and marriages
- Surveyor
- Teacher X 7
- Technical Advisor - Ecologist
- Water Resources Regulatory Officer (Environment Agency)

4.38: Please any other comments you may have below.

- Gamlingay and District History Society intend to start a historical project and would welcome advice on the selection and implementation of such a project.
- I found the talk by Mr Quentin Carroll (if I can correctly remember his name) very interesting - informative - but the weather was poor - and I had to leave (outside talk/walk around Wisbech Town Centre - organised by Wisbech T.I.C - part of the "Wisbech walks/talks). My first introduction to archaeology (except TV) Time Team.
- I have at Bassingbourn because of its location always struggled to get historical information facts or any kind of pictures to assist in my research. This is a good idea.
- I have been on two sites with Cambridge Archaeology Unit and found it to be very enjoyable, interesting and very welcoming.
- I have not answered yes to question 19 because of the need for confidentiality. Information on sites or finds needs the landowner's permission before giving this to others. The wording of this question is not specific enough to put in this safeguard. I am also unhappy with the concept of Parish Warden - open to allure and likely to engender secrecy with finder of artefacts and a reluctance of landowner to allow access. Not specific enough.
- I read an academic book called "Dress in Anglo-Saxon England" by Gale R.Owen-Crouer recently. It was stocked full of information (+ published by Cambs. Uni. Press) but it seemed to me that the author had not consulted a fashion designer!?! Had she done so, the designer would have said, for example, the reconstruction on P48 (fig35) was an early pinafore dress that noble girls would have fixed with jewelled cross-shaped brooches (not a tent peg!).
- Not bad as a questionnaire! In that it is trying to find support for a policy and some of the questions are either leading or meaningless!
- Ref Q37 - my wife tells me I am the head of household - but she is the main wage earner.
- Small newsletter would be good with updates on recent digs/finds
- The co-ordination with, and potential utilisation of, local amateur groups could be improved. For example, by being more pro-active in communications with groups and with individuals in groups who are willing to devote some of their "spare" time.
- Very pleased with information provided.
- We have both a personal interest and professional knowledge of the subject so the answers given are a mix of both of our contacts with CCC on this basis. VAG are holding a conference at Girton in 2007 CCC input/display etc to this would be welcome.
- Would be interested in assisting focus group held in Huntingdon, Buckden or Brampton but not willing to travel to Cambridge or Peterborough.
- Would welcome abolition of charges when the search is in support of a conservation led (rather than development led) scheme.
- You have my address 3 times on your database as I receive 3 copies of everything you send me.

- 1. The leaflets listing events should helpfully include the O.S grid references of the meeting point(s).
- 2. Q9 & 10 - I have referred to Alison Taylor's books titled "Archaeology of Cambridgeshire" published by Cambridgeshire County Council.
- 3. Q21 & 22 - I feel commercial enquiries should attract a full cost recoupment process by County Council. Maybe this already happening.

5.0: Findings – Potential users or non user survey

The following results are the combined responses from the resident's survey, the parish clerk survey, the children's archaeology day and various other walks and talk events run during the week of Saturday 15th July until Sunday 23rd July.

5.1: Have you heard of Cambridgeshire Archaeology?

Table 1: Have you heard of Cambridgeshire Archaeology? (Q1)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	125	31.5	33.1
(2) No	253	63.7	66.9
Total (Valid: Single-Code)	378	95.2	100.0
(0) Missing Values	19	4.8	N/A
Total (Base)	397	100.0	N/A

67% of all non user respondents had not heard of Cambridgeshire Archaeology, the true figure is likely to be in excess of this as recipients of the survey were more likely, previous research has suggested, to have completed the form if they had heard of Cambridgeshire Archaeology.

5.2: How did you find out about us?

Table 2: How did you find out about us? (Q2)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) County Council Offices	14	3.5	10.8
(2) Cambridgeshire Museums	24	6.0	18.5
(3) County Archives Service	16	4.0	12.3
(4) Cambridgeshire CC Website	14	3.5	10.8
(5) *Other internet website e.g. Camlearn or Education Portal (please state which)	6	1.5	4.6
(6) *Local society (please give details)	15	3.8	11.5
(7) Local Press or Media	33	8.3	25.4
(8) Word of Mouth	31	7.8	23.8
(9) College or School	14	3.5	10.8
(10) Libraries	27	6.8	20.8
(11) Tourist Information Centres	9	2.3	6.9
(12) * Other (please give details)	26	6.5	20.0
Total (Valid: Multi-Code)	130	32.7	100.0
(0) Missing Values	267	67.3	N/A
Total (Base)	397	100.0	N/A

33% of those that had heard of CA had found out via local press or media.

Of those that ticked "other", the following explains how respondents found out about CA.

- Advertised in university
- Campaign to Protect Rural England (CPRE)
- Comberton antiquarian society
- Council for British archaeology
- Daughter has a 2.1 in subject
- District council
- IFA Yearbook
- Know someone who used to work there
- Local talk in village hall
- Member of local golf Club when "digs" set up in advance of course development
- My daughter Michelle Bullivant and son-in-law Graeme Clarke are both archaeology trained
- Open day at Loves farm St Neots Professional contract

- Questionnaire arrived in office
- Researching village history (Hinxton- previous residence) for millennium publication
- Saw a dig in Huntingdon
- Somebody gave us this questionnaire at library
- This letter
- Through friend
- Time team
- University lecturer in Archaeology
- Used Cambs, Archaeology as part of panning work, re own business
- Websites about new shopping centre
- West Wickham history Club
- WWW.hiddenea.com

5.3: What is it about Cambridgeshire's past that most interests you?

The following list of verbatim comments sets out all of Cambridgeshire's past that most interests non user respondents.

- Academic/architecture
- All aspects X 27
- All the little corner shops and small bakeries
- Ancient history X2
- Anglo-Saxon times X 4
- Any historical aspects of how Cambridgeshire was founded and how the villages and roadways came about
- As I don't know what Cambridgeshire's past is, a cannot say what most interests me
- As I know little about it, how can I say what interests me most
- Bodice, Romans, reclamation of land
- Buildings, Inhabitants and landscape X 5
- Cambridgeshire formation, historical figures, Changing lifestyles, land use, flora and fauna, arts and history X 2
- Churches, cathedrals, stately homes, museums, the drainage of the land
- Colleges/Universities X 24
- Creating a sense of belong and roots. Useful when talking to my elderly client group reminiscence work

- Crime and punishment/ the lives of ordinary folk
- Derivation of landscape
- Different type of terrain through the ages and the life that it supported
- Dinosaurs but not trilobites- they were rubbish
- Do not know anything about the past
- Domestic and industrial buildings, the cam canals, the universities and industries
- Early history, bronze age X 3
- Ely, Cathedral and environs X 11
- Employment
- Family that lived in Cambridgeshire
- Farm work, churches history on any conflicts etc
- Fens & Drainage of fens X 24
- Feudal system to present day and ancient earth works
- Gardens
- Geography of rivers past/present. Brewing, folk lore and customs. Roman remains (or lack of them around Ely)
- Geological history
- Have only lived in Cambridgeshire for a few months so would be interested in finding out more in general
- Hinchingbrooke haze
- Historic buildings in Cambridge
- History and development X 12
- History of town Cambridge
- History X 4
- How geography and human history intertwined to produce present day Cambridge
- How people lived X 27
- I am afraid I have no real interest in local history, pre Victorian, times other than in passing therefore, I can not pin point anything in Cambridgeshire in particular
- I am not sure Cambridgeshire has much of an identity. I'm more interested in Cambridgeshire's history
- I am vaguely interested in local history, but mainly in national and European history
- I do not visit Cambridge, I am house bound so this surrey is not of much interest
- I don't know anything specific
- I know nothing of Cambridgeshire past as I have only moved here three months ago
- Industrial history
- Its home and its fascinating
- Its quite fascinating
- Last landscape, use and development
- Life in historical Britain
- Local axe heads, changing landscape
- Local history X 11
- Mainly archaeological features above ground

- Mainly the St Ives area, as we moved here in 2000. Also Ely cathedral and town (and Norfolk and Suffolk). Interested in St Ives history up to present e.g. Brought book on "the new bridges" recently- very interesting and informative
- Man made differences of the past, including the pillar type box; of world war two
- Mapping for use in landscape and streetscape character analysis
- Middle ages
- My father was the last caretaker at St Georges School, east road, Cambridge, before they pulled it down with all the surrounding houses and shops and pubs plus all the kite area to build St Matthews school, a college and Grafton centre. What else are they going to do to spoil Cambridge? Are the Grand Arcade and Bradwell Court developments ever going to be full as people will not be able to afford rents? With the new guided bus all the roads will have to be dug up. What do you expect to find when this happens?
- New material and ideas were brought here to trade and build and modify the buildings and landscapes. Changes in transport and agriculture
- New to area so all aspects have appeal except (unfortunately) archaeology!
- Not just Cambridge. I enjoy history, you can't understand the present if you do not know or understand the past. I come from Norfolk!
- Nothing X 12
- Old buildings X 3
- Old photographs
- Oliver Cromwell X 5
- Palaeontology, sediment logy, prehistory. Medieval social history- practically anything
- Pre roman settlement
- Pre-history, history of Cambridge university
- Pre-medieval
- Prior to 18 century
- Reformation history X2
- Roman X 20
- Rural life
- Scientific history and discoveries people
- Settlements X 12
- Seventeenth century history
- Social and economic factors that influenced the way we live today 2) landscape architecture
- Social and economic history X 5
- Stone age people, early digs and what they rev revealed
- The archaeology
- The architecture
- The change from the sea covering the land to building on it. Visiting buildings and learning about the famous people who lived in it
- The changes in rural and city life in Cambridge and surrounding area
- The civil war and flag fen

- The connections between the past, present and future, of settlement, industry, commerce and life in Cambridgeshire
- The early civilisations and what they left behind
- The effective it had on development and economic growth
- The history of the area, how such a widely diverse community came together and how it impinges on today
- The ports and travel between towns and digs
- The process of development and the reasons for this
- The way the past influences the present day
- There are a number of different features- Icknield way, Devana (Roman Road e-w) more recently all saints church, Conington near Peterborough where members of my family are buried.
- Town and gown interconnection
- Transport, land use, drainage of the fens, deserted village are particular interest
- Use of buildings
- Vernacular buildings, ways of life
- Victorian
- Wealth of historical events, particularly Cromwell's time
- What, where, why, how. Prehistoric to 16th
- Why it became a place of learning and the Saxon Norman heritage
- WW2

5.4: What would you like to know more about?

The following list of verbatim comments sets out all of the things Cambridgeshire's residents would like to know more about.

- 14th Century Cambridgeshire!
- 16th century at Cambridge
- Above in Cambridgeshire and finds of interest
- All of it/Anything X 20
- Am a geologist and have also used a metal detector so I enjoy anything that involves using these skills and interpreting results
- Ancient history, history of the county
- Anglo Saxon settlements
- Archaeological dig X 3
- Architecture/Buildings X 8
- Artefacts found
- Bartlow Hills
- Bodice
- Bronze Age and Iron Age
- Cambridge (as opposed to Cambridgeshire). Pre roman and pre Saxon. 13th to 19th century. Map based info X 5
- Cambridge pre-history- what was here before?
- Colleges Churches and other historic buildings X 4
- Dark ages
- Development of domestic medieval community life
- Development of towns, particular buildings etc
- Digs and what is discovered X2
- Dinosaurs X 2
- Dissent, political organisation, political economy of the university
- Do not know
- Events in the past that involve local heroes
- Gaps in my knowledge

- Gardens
- Growth of city of Cambridge over centuries X 2
- Historical sites, Museums/homes
- History of Cambridge
- History of narrow boats on the cam, Stourbridge fair
- History, Rural
- How ancient tribes worked and interacted in the area
- How Cambridge developed from early Stone Age people and their trades, life style and contribution to the present day
- How local people lived through the ages X 9
- How quick global warming car flood East Anglia
- How the agriculture got so well established
- How the country developed and prospered X 2
- How the land was divided up X 2
- How to find out more about the local history without paying exorbitant entrance fees to local tourist attractions
- In particular house and inhabitants
- Its past history
- Life in Cambridge apart from the University
- Life in the area before the fens were drained
- Local History X 21
- Mapping for use in landscape and streetscape character analysis
- Mineralogy
- Monuments X 2
- More about the above topics
- Movement of materials- stone, brick- use of local resources
- My knowledge is so united that I do not know

- Names and the place names which match
- Nothing really X13
- Nothing specifically X 3
- Old roman sites/ ho villages developed. Social history of my village since it was established to present day
- Old town street maps
- Origin of place-names
- Our heritage before the Angles and Saxons (German) came to East Anglia
- People and changing uses of animals
- Places of interest
- Plaques showing the age of more buildings X 2
- Roman / Saxon Period X 15
- Same as Above X 18
- Scientific history and discoveries people
- Social History X 2
- Social history X 3
- The boats that they used to use
- The civil war and flag fen
- The Fens & The drainage of the fens X 10
- The period from 1800 onwards
- The role of Cambridge in national events
- The role of children in archaeology especially in the Anglican region
- Unsure
- Urbanisation in small towns/larger villages X 3
- Village histories X 2
- Well known people. Local families of long established business of all types local trivia
- What happened to our local lands
- Who founded Guyhirn
- Who the people were who dropped the axe heads

- Why a particular lump bump or building is where it is
- Why do people destroy so easily our nicest things? The stations and tramlines X 2
- Why was the university founded in Cambridge?
- Wisbech Dungeons
- WW1 WW2 airfields in Cambridge, or other buildings, defences used during that period X 4

- Why a particular lump bump or building is where it is

5.5: Would a Festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history?

Table 3: Would a Festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history? (Q5)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	319	80.4	88.9
(2) No	40	10.1	11.1
Total (Valid: Single-Code)	359	90.4	100.0
(0) Missing Values	38	9.6	N/A
Total (Base)	397	100.0	N/A

89% of non user respondents think that a festival would make people more aware of Cambridgeshire's history.

5.6: If one were organised, would you be interested in attending?

Table 4: If one were organised, would you be interested in attending? (Q6)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	306	77.1	84.5
(2) No	56	14.1	15.5
Total (Valid: Single-Code)	362	91.2	100.0
(0) Missing Values	35	8.8	N/A
Total (Base)	397	100.0	N/A

85% of non users would be interested in attending a archaeological festival.

5.7: Which aspects would most interest you?

Table 5: Which aspects would most interest you? (Q7)			
Base: All Yes @ Q14 (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) An historical re-enactment	134	43.8	**43.8**
(2) An art or film festival	85	27.8	**27.8**
(3) A concert	58	19.0	**19.0**
(4) A competition	44	14.4	**14.4**
(5) A conference	48	15.7	**15.7**
(6) Hands-on activities for children	142	46.4	**46.4**
(7) A finds road show	173	56.5	**56.5**
(8) Displays and exhibitions	266	86.9	**86.9**
(9) Walks & talks	227	74.2	**74.2**
(10) *Other (please specify)	15	4.9	**4.9**
Total (Valid: Multi-Code)	**306**	**100.0**	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	**306**	**100.0**	**N/A**

Of those non users, 87% would be interested in displays and exhibitions, followed by walks and talks at 74%.

Of those that ticked "other", the following suggestions were made:

- A film explaining the history and changing landscape of Cambridgeshire (similar to the history of Norwich in the forum)
- Evening activities
- If you interest children then you're half way there to the adults
- Literature
- Local groups

- Mapping service access via internet
- Practical demonstration of life through the ages
- Rural facts
- Set ups i.e. Saxon villages/ Victorian street etc
- Try archaeology for a day
- Visit a dig X 5

5.8: Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish?

Table 6: Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish? (Q8)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	224	56.4	**62.9**
(2) No	132	33.2	**37.1**
Total (Valid: Single-Code)	**356**	**89.7**	**100.0**
(0) Missing Values	41	10.3	N/A
Total (Base)	**397**	**100.0**	**N/A**

63% of non user respondents would be interested in a Parish Archaeology Warden.

5.9: If "Yes" which of the following do you think they should do?

Table 7: If "Yes" which of the following do you think they should do? (Q9)			
Base: All yes @ Q8 (224)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Collect information about archaeology of their Parish	189	84.4	85.9
(2) Carry out fieldwork	122	54.5	55.5
(3) Work with schools and local societies	191	85.3	86.8
(4) Help with grant application	99	44.2	45.0
(5) Campaign to protect the local heritage	171	76.3	77.7
(6) Feed information into the on-line version of Cambs Archaeology	143	63.8	65.0
(7) *Others (please specify)	12	5.4	5.5
Total (Valid: Multi-Code)	220	98.2	100.0
(0) Missing Values	4	1.8	N/A
Total (Base)	224	100.0	N/A

87% of non user respondents think that a PAWs should work with schools and local societies closely followed by collecting information about archaeology of their parish at 86%.

Of those that ticked "other", the following other responsibilities were suggested:

- Act as a link for parish and archaeological community. Organise local talks/events. Organise local finds identification
- Advise on development and planning
- Give local talks
- Help parishioners with their personal research
- Hold evening walkabouts. Weekly article in free newspaper

- Make the venue possible for my age group to go to - I am 80 years
- Only on a voluntary basis
- Perhaps produce interesting literature in local papers and images with photographic exhibitions in villages and libraries
- They will be overworked if they take on all this

5.10: Do you ever read books about archaeology?

Table 8: Do you ever read books about archaeology? (Q10)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	166	41.8	45.1
(2) No	202	50.9	54.9
Total (Valid: Single-Code)	368	92.7	100.0
(0) Missing Values	29	7.3	N/A
Total (Base)	397	100.0	N/A

45% of non user respondents read books on Archaeology.

5.11: If we published a book about Cambridgeshire's archaeology, would you be interested in reading it?

Table 9: If we published a book about Cambridgeshire's archaeology, would you be interested in reading it? (Q11)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	272	68.5	74.7
(2) No	92	23.2	25.3
Total (Valid: Single-Code)	364	91.7	100.0
(0) Missing Values	33	8.3	N/A
Total (Base)	397	100.0	N/A

75% of all non user respondents said they would read a book on Cambridgeshire archaeology.

5.12: What aspects of Cambridgeshire's archaeology would you most like to read about?

- A Chronology of the development of the colleges
- A clear and concise history of the county
- About things found are discovered. The history of the last 3 hundred years
- Alison Taylor's approach-I would like to read more about the rest of the county e.g. East Cambs
- All aspects X 32
- All pre-Elizabethan
- Ancient inhabitants of Cambridge fens. History of colleges, Dig findings
- Anglo Saxon and Pagan history X 2
- Archaeological history of my local area within Cambridgeshire
- Archaeological finds, Also see answer to question three
- Areas around the river
- As mentioned also how life has changed for older people in the last 100 years
- Same as above X 11
- Be able to filter event information and other appropriate information into parish newsletters

- Book should be divided into regions e.g. Fens, city, etc, rather than historical time periods
- Books already published enlarged on! Up dates!
- Burial sites
- Cambridge and Ely
- Castles and monuments
- Children in archaeology. The causes of death/diet etc
- Collages/ universities local archaeology and Ely and the villages surrounding it
- Colleges. New designs
- Complete history
- Creation of present city
- Current work
- Development of villages and towns, especially in the Fens. Life in medieval Finland
- Digs and what has been found where
- Dinosaurs
- Do not know enough yet X 3
- Early history of the city
- Early settlements, where, what, how big X 3
- Economic and social development linked to architecture-especially what can be seen now
- Evolution of plans, adaptation to local circumstances, modifications over time- sourcing of building material, wondering craftsmen
- Fen, Fen people & drainage X 9
- Fieldwork and discoveries
- General knowledge. A book aimed at children would be good
- General overview that goes well into 20th century to reflect large relatively recent changes in for example agriculture, industrial and military use
- Growing of the town, what people did for living; how they spent their leisure time
- Growth of St Neots
- History of 'Granta', Origin of local place names
- History of the city of Cambridge and of Cambridge university
- How archaeologists come to their conclusions; evidence to back what we read or are told
- How people lived finds, building and monuments X 5
- How places were built, the layout and every day houses
- I am not quite clear about the meaning of archaeology, as opposed to history. To my mind it seems that it is about physical evidence of historic events and periods.
- Industrial archaeology X 2
- Influencing
- Its history, aims and achievements
- Landscape archaeology
- Life before the fens were drained
- Linking local archaeology to how people lived in this area though the ages
- Links between cathedral/ university etc and ordinary working people

- Land use, early settlements, clearance forests, spread of habitation
- Local History & Village history X 6
- Local Digs/discoveries
- Location and period
- Medieval X 2
- Middle ages
- Most
- Most interested in how people lived, what they ate, wore, how they lived, lifespan, illnesses, education etc
- Neolithic period
- None X4
- Not sure X 6
- Old town road layout and maps
- Original settlement
- Ownership of land, archaeological finds, population and what they did for a living
- Past, present and future projects
- Periods from roman to1500
- Pre 18th century
- Pre and post Norman, civil war especially
- Pre Christian religion in Cambridge and site of shrines etc
- Pre-history to the Normans
- Pre-Romans X 2
- Primarily about St Neots and surrounding area
- Question three
- Roman History X 11
- Agricultural/Rural history X 4
- Site specific X 2
- Social history, Links with the Fens
- Stone age sites ETC
- Stourbridge fair
- The background info (history) of the standing buildings and artefact related
- The changes in Cambridge city and what influenced it
- The civil war and flag fen
- Battles are always interesting!
- The way people used to live here, why they settled here X 8
- Treasure trove
- Victorian
- What areas there are of interest to visit
- What was here before Cambridge, how did Cambridge start
- Where ancient remains have been found, what they were and how they fit in with the history of Cambridge
- Wisbech and surrounds

5.13: Who should the book is aimed at?

Table 10: Who should the book be aimed at? (Q13)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Archaeologists	7	1.8	2.3
(2) Local People	144	36.3	46.3
(3) Children	25	6.3	8.0
(4) All	135	34.0	43.4
Total (Valid: Single Code)	311	78.3	100.0
(0) Missing Values	86	21.7	N/A
Total (Base)	397	100.0	N/A

46% of non user respondents think the book should be aimed at local people.

5.14: Are you a member of a local society or group?

Table 11: Are you a member of a local society or group? (Q14)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	56	14.1	14.9
(2) No	319	80.4	85.1
Total (Valid: Single-Code)	375	94.5	100.0
(0) Missing Values	22	5.5	N/A
Total (Base)	397	100.0	N/A

Only 15% of non user respondents are members of a local group or society.

5.15: Please state the name of the society or group you are a member of?

- A Former Member Of The Thorney Society
- Camboaters
- Cambridge Companions
- Cambridge Cycling Campaign
- Cambridge Dining Club
- Cambridge Gamelan Society
- Cambridge Preservation
- Cambridgeshire Wildlife Trust
- Cherry Hinton History Society
- City Of Ely ASC
- Civic Society Of St Ives
- Department Of Archaeology
- Dry Drayton School And Village Association
- East Anglia Of The Society Of Authors
- Ely And District Archaeological Society X 2
- Ely Society
- English Heritage
- Fenland Lace. Freedom Quitters
- Folk Museum
- Formerly Ely. I Play Music On A Monday Night
- Friends Of Kettles Yard
- Linton And District Gardening Club
- Local Church
- Melbourne USA, Art Fund Cambridgeshire Branch
- Magog Trust, Golf Club, Bowling Club, Friends Of St Andrews Stapleford, St Andrews Groups
- National Trust Local Group, Golf Club, SPB, Welney Wild Life, Historical Society, Old Boys Society (School), 41 Club,

- Newmarket Local Health Society
- North Brick Patients Group
- Parish Council, CPRE, Wildlife Trust
- Parkinson's Disease Society
- Quaternary Research Association
- Rievaulx Abbey, Fountains Abbey
- Salem, Baptist Church, Ramsey
- Stemplefond Umbrella Solicitors
- Sutton, Cambs, Unot

- The Genthas, A Sub Group Of "Vikings" Re-Enactment Society
- U3A X 2
- Friend Of Norris Museum
- WEA
- Whittlesford Society
- Wisbech Amateur Operatic and Dramatic Society. The Wisbech Players. I Also Have Close Ties With The Fenland And West Norfolk Aircraft Preservation Society
- Woodcarf Folk
- Workers Educational Association, Burwell Branch

5.16: Have you ever visited any of the following heritage sites in Cambridgeshire?

Table 12: Have you ever visited any of the following heritage sites in Cambridgeshire? (Q16)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Anglesey Abbey	230	57.9	64.4
(2) Burwell Castle	54	13.6	15.1
(3) Cambridge Colleges	294	74.1	82.4
(4) Denny Abbey	98	24.7	27.5
(5) Ely Cathedral	327	82.4	91.6
(6) Wandlebury Hill Fort	156	39.3	43.7
(7) Bartlow Hills	357	89.9	100.0
(8) Cambridge Castle Hill	200	50.4	56.0
(9) Car Dyke	35	8.8	9.8
(10) Devil's Dyke	147	37.0	41.2
(11) Stonea Camp	22	5.5	6.2
(12) *Other (please specify)	16	4.0	4.5
Total (Valid :)	357	89.9	100.0
(0) Missing Values	40	10.1	N/A
Total (Base)	397	100.0	N/A

Bartlow Hills is the most visited heritage site in Cambridge with all non user respondents having been there, followed by Ely Cathedral at 92%.

Of those that ticked "other", the following places were visited:

- As many medieval churches as I can
- Burleigh House, Stamford, Ely Time Team Dig, Peterborough Cathedral
- Churches- Many
- Ely Castle Site, Littleport Shirt Factory, Wicken Fen
- Fen Drainage Museum
- Flag Fen X 2
- Fleam Dyke, Roman Road Near Wandlebury
- Have Only Just Moved To Cambridge
- Houghton Mill, Peckover House, Ramsey Gatehouse, Wimpole Hall
- Hunting Castle, Washingley Castle And Deleted Village Site
- Local Churches, Duxford Chapel
- Local Romans/British Site Barrington
- Many In UK
- None of these
- Old Airfields
- Ramsey Abbey
- Roman Road Walk And Horseheath
- Too Little Time
- Tracing History Of River Nene Geology Sites
- Tried To Walk The Hings Ditch
- Wicken Fen X 2
- Wimpole Hall X 6

5.17: Have you ever visited any of the following heritage sites nationally?

Table 13: Have you ever visited any of the following heritage sites nationally? (Q17)			
Base: All respondents (397)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) Canterbury Cathedral	189	47.6	**51.8**
(2) Hadrian's Wall	122	30.7	**33.4**
(3) Jorvik Viking Centre	191	48.1	**52.3**
(4) Roman baths, Bath	99	24.9	**27.1**
(5) The Tower of London	171	43.1	**46.8**
(6) Flag Fen	143	36.0	**39.2**
(7) Ironbridge Gorge	12	3.0	**3.3**
(8) Lindisfarne	107	27.0	**29.3**
(9) Stonehenge	258	65.0	**70.7**
(10) West Stow	70	17.6	**19.2**
(11) Grimes Graves	140	35.3	**38.4**
(12) Sutton Hoo	99	24.9	**27.1**
(13)*Other (please specify)	41	10.3	**11.2**
Total (Valid: Multi-Code)	**365**	**91.9**	**100.0**
(0) Missing Values	32	8.1	N/A
Total (Base)	**397**	**100.0**	**N/A**

Stonehenge is the most visited heritage site nationally by 71% of non users followed by the Jorvik Viking Centre at 52%.

Of those that ticked "other", the following places were visited:

- All The Major Cathedrals And Several Castles
- Alnwick Castle, Scone Palace
- Anwick And Bamber Castle, Northumberland
- Arbourlow, White House, Various Roman Villas And Castles, Carlwork
- As Many As I Can X 7
- Avebury X 5
- Avon Croft; All Welsh Marshes Castles; Leeds Castle
- Bamburgh Castle, Northumberland, Edinburgh Castle, Salisbury Cathedral, York Minster And Others
- Burk Castle, Portchester Castle
- Bury St Edmunds Abbey, Castle Rising Huston
- Castle Acre X 2
- Cathedrals X 9
- Conwy Castle, Portsmouth Historical Dockyard, Fountains Abbey
- Does Alton Towers Count
- Dover Castle, Musely Old Hall, Stowe Landscape, Edinburgh Castle
- Durham, Winchester, Wells, Hereford, Worchester Cathedrals. Rievaulx Abbey, Tintagel, Caerleon, Glastonbury, Malvern Priory, Harlech Castle, Middleham Castle, Lancaster Castle, Carisbrooke Castle, Onford Tower, Rievaulx (And Many Others)
- English Heritage X 5
- Fishbourne Palace, Bolsover Castle, Lots Of Places I Cant Remember Their Names
- Fishbourne Roman Palace, St Albans Veruleum? Singleton? Royston Cave. Plus Others I Can't Remember

- Fountains Abbey X 2- Ripon
- Glastonbury Tor X 2
- Iceni Village Cockley Cley
- Lots Of British Heritage Sites
- Lots, Lots More
- Maiden Castle, Giants Causeway, Dorset Coast
- Maiden Castle, Giants Causeway, Dorset Coast
- Maiden Castle, Hedingham Castle, Colchester Castle
- Many Castles, Roman Sites (Lumbria/ Yovles) Corfe Etc
- Many National Parks And SSSIs E.g. Northumberland, Dorset
- Many In UK X 3
- National Trust Properties X 7
- New Grange, W. Kennet, Silbury, Numerous Stone Circles
- Offers Dyke, Maiden Castle
- Open Air Theatre At Land's End Might Not Be A Heritage Site But I Think You Should Encourage Children To View Different Things
- Other Sites In Northern Ireland
- Parish Churches (For Historical Value Only) Parish

- Way, Old Workhouse, Various Castles Etc
- Roman Baths, Amphitheatre, Museum, Barracks, Wall, Caerleon, St Fagans, Cardiff
- Royal Pavilion And Museum Brighton Castles, Dartmouth
- Bradbury Rings, Brownsea Island
- Shropshire, Hants In Particular
- Sites In Shetland Isles
- Sites When Opportunity Arises E.g. Castles, Churches, House And Prehistoric
- Somerset Barrows,
- St Albans, Styal Mill, Tintagel, Lyme Park Etc
- The Globe Theatre, London. Oxburgh Hall, Iceni Village, Hinchingbrooke Park, Chatsworth House, Roman Villa On Isle Of Wright, Pantiles, Tunbridge Wells
- Tintagel X 2,
- We Have Only Lived In The UK Since August 2005
- Wicken Fen House

5.18: Have you ever visited any of the following museums in Cambridgeshire?

Table 14: Have you ever visited any of the following museums in Cambridgeshire? (Q18)			
Base: All respondents (397)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Fitzwilliam Museum	284	71.5	87.1
(2) Museum of Archaeology and Anthropology	142	35.8	43.6
(3) Museum of Technology	69	17.4	21.2
(4) Sedgewick Museum of Geology	104	26.2	31.9
(5) Folk Museum	124	31.2	38.0
(6) Burwell Museum	38	9.6	11.7
(7) Cromwell Museum, Huntingdon	93	23.4	28.5
(8) March Museum	32	8.1	9.8
(9) Chatteris Museum	25	6.3	7.7
(10) Ely Museum	96	24.2	29.4
(11) Norris Museum, St Ives	64	16.1	19.6
(12) Whittlesey Museum	21	5.3	6.4

(13)*Other (please specify)	31	7.8	**9.5**
Total (Valid: Multi-Code)	**326**	**82.1**	**100.0**
(0) Missing Values	71	17.9	N/A
Total (Base)	**397**	**100.0**	**N/A**

87% of non-user respondents have visited the Fitzwilliam museum in Cambridgeshire.

Of those that ticked "other", the following places were visited:

Bury St Edmunds
Cromwell's Home, Ely X 3
Exhibition of Historic Books at
Cambridge University Library
Hinchingbrooke House
Historic Museum
Kettles Yard, Ely Stained Glass
Museum
Museum of Classical Archaeology
Museum Of Zoology X 2

Peterborough
Prick Willow Pumping Engine
Ramsey Museum X 2
Scott Polar, Whittle
Sculpture
St Ives Museums
Was On the Board of Folk Museum
1980
Whittle Museum
Wisbech X 9

5.19: Have you ever visited any of the following museums nationally?

Table 15: Have you ever visited any of the following museums nationally? (Q19)			
Base: All respondents (397)	**Frequency (f)**	**Percentage (%)**	**Valid (%)**
(1) Peterborough Museum	43	10.8	**12.4**
(2) British Museum	277	69.8	**80.1**
(3) Natural History Museum	300	75.6	**86.7**
(4) Saffron Walden Museum	61	15.4	**17.6**
(5) Victoria and Albert Museum	246	62.0	**71.1**
(6) *Others (please specify)	53	13.4	**15.3**
Total (Valid: Multi-Code)	**346**	**87.2**	**100.0**
(0) Missing Values	51	12.8	N/A
Total (Base)	**397**	**100.0**	**N/A**

87% of non user respondents had visited the Natural History Museum.

Of those that ticked "other", the following places were visited:

- A Few In London On School Trips,
- Ashmoleum,
- Bedford, Kettering, Northampton And Many Others On Holiday
- Bethland Green
- Bethnal Green, Horniman
- Birmingham
- Black Country Museum,
- Black Country Museum,

- Burnell Collection, Bowes Collection
- Burton Museum Of Brewing,
- Cartoon Museum (London), Mildenhall Museum, Railway Museum (Various)
- Cliffe Castle, Knightly
- Colchester Castle
- Duxford X 3
- East Anglia Museum Of Rural UK

- Folk Museum,
- Geological And Science Museums
- Hayward Gallery.
- Hunterian Museum
- Imperial War Museum X 7
- Jurassic Coast
- Kew Gardens X 2
- Lincoln Museum
- London Geological Museum
- Manchester Museum and Art Gallery.
- Many More X 5
- Many Others E.G. Docklands Museum
- Moving Images
- Moyes Hall Museum, Bury St Edmunds
- Museum And Art Gallery,
- Museum Of Childhood
- Museum Of London X 4
- Museums In Portsmouth
- Museums In Southampton, Edinburgh, York
- National Maritime Museum X 2
- National Museum Of Scotland,
- National Tate Gallery
- Natural History Kensington X 4
- Norwich Museums

- Nottingham. Thetford (Lots More)
- Oxford University Museum And Many London Museums
- Peoples Palace- Glasgow. The Collection- Lincoln
- Pitt Rivers
- Pollocks Toy Museum
- Port Museum And Costume Museum
- Railway Museum X 2
- Rochester Museum, Dunwich Museum
- Roman Museum Caerleon
- Russell Cotes
- Science Museum X 24
- Tate Modern X 2
- Thetford. Allendate In Northumbria, Beamish Coal Mine Museum Near Newcastle And Many More
- Too Many To Mention X 2
- Toy Museum X 2
- Walsall Museum And Art Gallery, Oxford
- War Museum X 2
- Whitworth Museum. Hancock Museum Newcastle.
- York Castle
- York Museum

5.20: Have you visited any of the following in the past year?

Table 16: Have you visited any of the following in the past year? (Q20)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) A museum	269	67.8	**92.1**
(2) An archaeological monument	169	42.6	**57.9**
(3) An archaeology event	43	10.8	**14.7**
(4) An excavation open day	20	5.0	**6.8**
Total (Valid: Multi-Code)	**292**	73.6	**100.0**
(0) Missing Values	105	26.4	N/A
Total (Base)	**397**	100.0	**N/A**

92% of non user respondents have visited a museum within the past year.

5.21: Would you like to find out more about archaeology events?

Table: Would you like to find out more about archaeology events? (Q21)			
Base: All respondents (397)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	260	65.5	74.1
(2) No	91	22.9	25.9
Total (Valid: Single-Code)	351	88.4	100.0
(0) Missing Values	46	11.6	N/A
Total (Base)	397	100.0	N/A

74% of non user respondents would like to find out more about archaeological events.

5.22: What do you think is the best way to find out about archaeology events?

Table 18: What do you think is the best way to find out about archaeology events? (Q22)			
Base: All respondents (397)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Events Leaflet	104	26.2	28.6
(2) Radio	8	2.0	2.2
(3) The internet	56	14.1	15.4
(4) Newspaper	94	23.7	25.8
(5) Television	77	19.4	21.2
(6) *Other (please specify)	25	6.3	6.9
Total (Valid: Multi Code)	364	91.7	100.0
(0) Missing Values	33	8.3	N/A
Total (Base)	397	100.0	N/A

Respondents think that Events leaflets are the best way to find out about archaeological events.

Of those that ticked "other", the following comments were made–

- Advertise At Old Peoples Homes
- Advertising/ Posters In Village Venues As Well As In Cambridge
- Archaeology Magazines (Current Archaeology, Current World Archaeology)
- By Mail
- Colleges And Schools X 3
- Email Mailing List X 3

- Lecture events
- Local Newsletters X 2
- Local Papers / Magazines X 4
- Posters and Free Need to Know Where to Look. Posters On Outings In Central Cambridge
- Tourist Information Centre X 3

5.23: Would you like your contact details to be added to our mailing list?

Table 19: Would you like your contact details to be added to our mailing list? (Q23)			
Base: Yes & Maybe @ Q10 (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	197	49.6	54.4
(2) No	165	41.6	45.6
Total (Valid: Single-Code)	362	91.2	100.0
(0) Missing Values	35	8.8	N/A
Total (Base)	397	100.0	N/A

54% of non user respondents would want their details on a mailing list.

5.24: Would you be interested in on-line access to information about Cambridgeshire's archaeology?

Table 20: Would you be interested in on-line access to the information about Cambridgeshire's archaeology (Q24)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	223	56.2	61.3
(2) No	141	35.5	38.7
Total (Valid: Single-Code)	364	91.7	100.0
(0) Missing Values	33	8.3	N/A
Total (Base)	397	100.0	N/A

61% of non user respondents would be interested in on-line access to the information about Cambridgeshire's archaeology.

5.25: What would you like to see included on an on-line heritage resource?

Table 21: What would you like to see included on an on-line heritage resource? (Q25)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Bespoke searches (e.g. choose from drop down lists of categories)	140	35.3	**63.1**
(2) "Ready made" searches (e.g. castles in Cambridgeshire, Roman Villas etc.)	170	42.8	**76.6**
(3) Explanations of monument types (e.g. barrows, hill forts, etc.)	165	41.6	**74.3**
(4) Explanations of historic periods (e.g. Mesolithic, Iron age, etc)	156	39.3	**70.3**
(5) Explanations of archaeological techniques (e.g. fieldwork, finds recording, etc.)	105	26.4	**47.3**
(6) Thematic information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns, etc)	139	35.0	**62.6**
(7) Archaeology based lesson plans and worksheets related to the National Curriculum	61	15.4	**27.5**
(8) Information on sites open to the public	188	47.4	**84.7**
(9) Interactive games with educational content	67	16.9	**30.2**
(10) Other interactive games	26	6.5	**11.7**
(11) Online mapping to search from	118	29.7	**53.2**
(12) Online mapping showing overlays by category (e.g. period or monument type)	128	32.2	**57.7**
(13) Relevant photographs	168	42.3	**75.7**
(14) Abilities to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)	129	32.5	**58.1**
(15) Local knowledge and oral history stories	159	40.1	**71.6**
(16) Downloading guided walks and archaeological itineraries	158	39.8	**71.2**
(17) * Other (please specify)	14	3.5	**6.3**
Total (Valid: Multi-Code)	**222**	**55.9**	**100.0**
(0) Missing Values	175	44.1	N/A
Total (Base)	**397**	**100.0**	**N/A**

"Information on sites open to the public" is the most popular option of things that should be on an on-line heritage resource by 85% of non users.

Of those that ticked "other" the following comments were made-

- Freeform text search
- Geographical searches-what to see in an area. Links to national steel info
- Information regarding dig
- Lecture events

5.26: If "No" please can you give some reason for this?

The following are verbatim comments made by those who would not be interested in an on-line heritage resource.

- After taking daughter to most of the main sites, lost all interest unless just for a nice walk.
- All the above sound very interesting but I go cross eyed looking at a screen.
- Although I think it is important that information be readily available to the public, I personally rarely use the internet and prefer a more hands on approach i.e. I would rather go to a museum to see something, than see a photograph of it on a screen.
- Am not online yet
- No internet or no computer X 45
- Because I have not got the time to look up info about Cambridgeshire's archaeology
- Not time or no interest X 38
- Cambridge bird club
- Husband's business line
- I already get enough mail that I don't read
- I am 75 years old, although I do have an e-mail address!
- I don't even know why I have this form
- I don't like to give my detail out to too many
- Information available form other sources
- Information over load, leaflet would be better
- Interested in more recent history rather than ancient history where we know so little of the personalities involved
- It only fits into my life if I visit some where, I wouldn't go on-line for it
- Its not something I am interested in
- Not everyone (such as me!) Have internet, but obviously it's a good idea to include it for those that do. I feel people visiting places as tourists need leaflets and posters etc also local advertisement in shops and papers attract attention
- Only general interest therefore would attend or read about local event(s) if they were appropriate for time of year, holidays, seasons etc
- Only mildly interested in archaeology. More interested in recent history and world history
- Planning to move away from Cambridge
- Prefer hard copy data
- Sent too much information already from various sources
- There aren't enough dinosaurs!
- Too much info already received via e-mail
- Would only look something up for children or if I wanted question answered about something
- Don't have a computer at home
- Information in City centre (library)
- Talks and exhibitions in layman's terms so people do not get bored or confused

5.27: How else could we make Cambridgeshire Archaeology more appealing to the general public and increase public knowledge?

The following are verbatim comments on how Cambridgeshire Archaeology can be made more appealing to the general public.

- Bringing it to life
- A building or centre in central Cambridge that can easily be accessed by the public
- A small booklet which identifies the Cambridgeshire archaeology sites and gives info on some (i.e. Small bite size facts) thus encouraging people to want to know more. Send these to Cambridgeshire schools
- Accessible advertising, I once attended a local photographic event which was as enjoyed by older inhabitants who recognised people and places from the past. I think to have a local venue for such an evening would be hands on and more meaningful to people than a large professional 'show' in town. I believe that past belongs to the people of the present and needs to be personalised and made real
- Advertise more X 18
- Archaeology needs to be brought to life by people who are knowledgeable and interesting. People need to be 'fired'. Exhibitions alone are too dry. Good communication is important. Activities centred on local communities will interest local people. It is important to get children involved in hands on activities where possible
- As mentioned earlier, I think festivals, events where the public can really become involved would get the best response. 'Family Days out'
- Be more accessible to ordinary people and do not make the entry charges to high!
- Be more local/specific to a target market
- Better information and signage so people are aware of when and where they can visit the promotions if possible. Museums need to be interactive if possible. Artefacts on display should have information on who, what, how and when they were used, not just a label and a date
- Better publicity- we would love to come to these events but have to admit we didn't know so much was available or going on
- Books, event, advertising, should work closely with schools. To make children aware at an early age. Most of my generation have probably fallen into it! At a later age when most other distractions have gone
- By bringing it to life so that people can relate to it in their everyday lives, many people regard history as "boring"!
- By going into schools, insisting who ever organises a dig much go into schools as a condition of the grout
- By having open days, education teams to schools
- By making current field work updates available
- By making the access easier e.g. organise weekend events when people have more time, Road shows at markets
- By putting on displays in local museums, libraries and council offices and notices in local papers

- By using competitive elements
- Celebrity involvement, free school trips (cubs, scouts and guides)
- Communication. The more people know about, the more they are likely to care. Also. The information, where possible, to a place, to give people a sense of ownership
- Contact with local school, getting children inspired at an early age etc
- Construct Would War history of FGNS. A map of all the pillar boxes ever built would be a nice start
- Direct mail informing of the USPs
- Discover facts or artefacts of interest
- Displays in libraries. Guided tours of local sites. Lectures could give talks for U3A
- Displays people can relate to i.e. Cooking food, diet, clothing ETC
- Do tours for school groups. Have an archaeology column in local paper
- Don't know X 5
- Emphasis different types of archaeology, e.g. industrial arch etc X 2
- Encourage BBC and ITV local news to prop up your advertisement
- Events and open days, well advertised
- Events' days for public. Going to local schools, providing support packs and organised day trips working with teachers to help plan effectively, or local people to visit schools to be 'interviewed' by children
- Family days at site
- Find out something interesting and publish it
- Find some dinosaurs in Cambridge
- Find the common denominator I.E. as the Da Vinci code has. A catalyst to open peoples minds bring yourselves down to the level of the general public and then educate them to your level
- First let us know what is happening
- Free events, wed evening series running Feb-Sept, but with how to get there info-some were difficult to find
- Free events?
- Give huge discounts/ free admission to OAP's
- Go into schools and introduce it to children
- Guided visit to digs
- Guided walks and tours of sites/buildings, perhaps linking to heritage weekend in Sept. Web casts recording the progress of excavation, and open days at major excavations
- Hand out flyers at schools aimed at parents. A short and punchy talk at do's like pop-in-the-park or children's festival. A things you didn't know about Cambridge press release to local radios and press to bring people to a specific event
- Have articles in local newspaper citizen and Wisbech Standard and things on Fen radio
- Have more events in the villages and encourage families to take part. Visit schools and clubs e.g. Wish) to give talks and exhibitions
- Have more put into junior schools so that children can get hooked on archaeology by adult hood
- I do not think that the public have a great thirst for knowledge about Cambridge Archaeology and therefore I see little merit in try to push this.

A website would however be a useful resource for those who already have an interest and would be very good. Learning tool for school children

- I don't manage to watch local news on TV programmes, but perhaps info on them, and on local BBC radio. Articles in local press
- I guess it needs to be fun, hands on and relevant
- I think archaeology has a "snobbish" image and ordinary people feel inferior (or are made to feel) when attending talks, museums ETC
- I think for more options
- I think school children are more likely to be interested in what I understand by archaeology-a mainly practical pursuit
- I think the area needs another "BIG" find. This alone will increase everything entirely on its own. But digs like the one at Huntington last year that produce a lot of interest. I think things like that, where people can see things clearly produces the interest
- I think you have covered it well. More media coverage?
- Ideas to have on days for children- get them early
- Increase awareness of events and facilities to visit
- Increased dissemination of information through all media channels
- Increases publicity in local newspapers re. "digs" and about on going work. (Proactive work with local schools involving hands-on work?)
- Information regarding local sites/finds placed in local papers, parish magazines, local authority notice boards ETC, not many will travel to a Centman Museum
- Input into primary schools and village colleges. Talks to local village groups
- Interesting and wide ranging media coverage
- Invite public and school to gigs, Tour schools with talks. Evening lecturers on general archaeology about local environment
- Involving our older population who have a wealth of local knowledge, working with age concern and Alzheimer's society who have contacts, and look for meaningful activity for the over 65. Them need to be valued by society and not just war hero focused
- Leaflet on local sites to visit X 5
- Library displays
- Local events. Make archaeology of local area the subject. Celebrities would attract general public. Demonstration digs
- Local newspapers and TV X 7
- Lots of imaginative, well publicised ideas happening in a hands on way in Peterborough
- Make a feature production all about the best archaeology in our area, like a "Time Team" special devoted to Cambridgeshire
- Make any media both user-friendly and accessible to all
- Make it accessible, communicate it more, and advertise in kids summer holiday mags. "Things to do in summer holidays"
- Make it fun and more interactive. People think of archaeology and think history, link it with school lectures and then not bother. More education about archaeology would perhaps entice people of all ages to get involved

- Make it relevant to people-I think it's interesting but many people link scandalous, sensational stories, e.g. Schools 'horrible history', having schools/kids events, getting young fun staff on board to run activities. Have events
- Make people more aware of available resources open museums at hours convenient to public rather than employees i.e. evenings and weekends
- Many more open days and displays where the people are i.e. take them to the people
- Many National Heritage sites you can have an afternoon tea and cake. Perhaps some of the local sites less well known would dedicate an afternoon to information, tea, coffee and strawberries. Maybe include video talks to inform the historical reliance of the site.
- More displays and re-enactments
- More info, outside archaeology week as this is the only 'info' I pick up. Perhaps a monthly 'what's on' in local paper or promotion through local radio
- More information in local Cambridge area papers, I.E. Cambridgeshire Times, Evening Telegraph, Fenland Citizen
- More local focus events
- More space in local/regional papers. The possibility of helping on a dig
- More walks and talks, exhibitions X 2
- Needs to be related to people and how they lived
- Not interested. Have interest in present not past
- Occasional Street-side displays of the history of that spot, with photos and diagrams. Display in shopping areas- to catch the attention of people who don't (often) visit museums
- Open days at working sites (with guided tours) using volunteers, follow up talks X 4
- Our WEA branch had a most interesting series of lectures from local archaeologists who were mostly on the staff of the Cambridge museum. Only one lecturer failed to put it across, his mistake was to propose a much higher level of knowledge than his audience had attained. But I suggest that you should make use of the WEA, which has branches throughout the county, and which contains people of wide interests
- Plenty of hands on, interactive stuff are essential, lively presentation does wander, just look at Tony Robinson!
- Popular booklets, Leaflets and librarians. Inform local non-archaeological societies
- Put information in all local tourist information buildings and in all local area museums
- Put more information in local papers
- Put the fun into it we visited a re-enactment day at Castle Rising. Took my three sons and even though it was raining we had a great day. Hog roast. Souvenirs and a picnic
- Putting things in context, it was quite a while before I connected my religious studies i.e. Jesus and Herod, with the Romans occupation of Palestine!
- Radio interviews, road show?

- Raise your profile. I have lived here for 5 years and didn't know of the existence of Cambridge archaeology. Perhaps leaflets in tourist outlets might be useful. Referring to q16 I have never heard of any of the sites mentioned except flag fen and have no idea where they are
- Regular reports on television/ local radio and in local newspapers. When, where, how. Hands on events in schools to interest children in local history in general
- Roads shows, take a vehicle round the village at a weekend? Maybe the odd re-enactor could accompany or demonstrated a technique, show finds ECT
- School packs, free sessions. Local support at events such as fetes and village carnivals
- Series of artefacts in local press
- Should emphasise more what we don't know and why. Most public talks state things like 'this is where the roman town/wall/villa was' which leaves the impression that the topic is complete and nothing except fine detail needs to be explored. Very good for the 'haven't we done well' factor but no good for getting public enthusiasm for funding archaeology. Should be 'we think this is where the roman town/wall/villa was, 'it would be nice if we could afford to dig/explore/access here and here to be sure'
- Special promotion for specific events e.g. Excavations involving the public, perhaps a child- centred events. Using newspapers (local) to promote these events- this is where the general public are alerted to news! Lively promotions and exhibitions e.g. Prebendal Manor, Morrhanst, Lullingstone Roman Villa, Kent
- Take into places of work/shopping centres, engage with workforce
- Talks about local archaeology
- The above online facility would help enormously, but also more information of what sites there are and where
- The short video film at the round church was an excellent introduction to Cambridge
- The word archaeology is off putting to some people and doesn't describe the range of information which might appeal to them
- There is interest when it id "local" e.g. the riverside at Ely uncovered in a BBC programme- pity it had to be covered by grass and not made more of. It could have perhaps been "brought alive" with more imagination, I think It would have been of interest to tourists and locals. If they hadn't built so many houses in Ely, the grass could have been placed on a different site!
- Through the schools
- Time Team' approach seems to work!
- To be more public not in a closed shop for hands on people
- Try to lose the perceived "dullness" of archaeology- time team style- you have to be patient to fish, so people should be patient when trying to understand archaeology
- Utilise local skills that people have that haven't been tapped into
- Via curriculum, kids encourage parents!
- Visibility

- When there is a major building site in Cambridge, letting people know more about the site by boards on the hoarding telling history
- Work in partnership with educational establishments at all levels
- Write articles in the local free press newspaper then everyone will read and know about it
- You cant and if you could it should be illegal

5.28: Would you be interested in Cambridgeshire Archaeology outreach activities?

Table 22: Would you be interested in Cambridgeshire Archaeology outreach activities? (Q28)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Travelling exhibitions of Cambs Archaeology Information (e.g. in libraries, museums, town centres and other communities and locations)	186	46.9	**57.1**
(2) Workshops on how to use the website (in libraries etc.)	50	12.6	**15.3**
(3) Leaflets about specific periods, monuments & boroughs in Cambridgeshire	213	53.7	**65.3**
(4) Teacher's resource packs linking Cambs, Archaeology Information to Key Stage curriculum areas	84	21.2	**25.8**
(5) Information and interpretation boards at areas of historic and archaeological significance throughout Cambridgeshire	186	46.9	**57.1**
(6) Contributing information to Cambs Archaeology e.g. reporting finds	71	17.9	**21.8**
(7) Conferences on Archaeology to be held at the flagship Cambridgeshire Historical Resource & Culture Centre	55	13.9	**16.9**
(8) Talks on Archaeology	137	34.5	**42.0**
(9) Guided walks	202	50.9	**62.0**
(10) Archaeology events	150	37.8	**46.0**
(11) Books on Cambridgeshire's Archaeology	168	42.3	**51.5**
(12) The Cambridgeshire Archaeology Festival	132	33.2	**40.5**
(13)*Other (please specify)	17	4.3	**5.2**
Total (Valid: Multi-Code)	**326**	**82.1**	100.0
(0) Missing Values	71	17.9	N/A
Total (Base)	**397**	**100.0**	**N/A**

65%% of non user respondents thought that leaflets about specific periods, monuments and boroughs in Cambridgeshire were the most interesting outreach activities.

Of those that ticked "other", the following suggestions were made –

- Hands on road shows? Visit local area let people try tools etc
- Regular column in free newspaper

5.29: Do you have the following at home?

Table 23a: Do you have access to the internet at home? (Q29a)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	295	74.3	79.7
(2) No	75	18.9	20.3
Total (Valid: Single-Code)	370	93.2	100.0
(0) Missing Values	27	6.8	N/A
Total (Base)	397	100.0	N/A

Table 23b: Do you have Broadband at home? (Q29b)			
Base: Yes @ Q19 (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	215	54.2	62.5
(2) No	129	32.5	37.5
Total (Valid: Single-Code)	344	86.6	100.0
(0) Missing Values	53	13.4	N/A
Total (Base)	397	100.0	N/A

80% of non user respondents have access to the internet at home and 63% of those have broadband

5.30: May we ask which age category you fall into?

Table 24: May we ask which age category you fall into? (Q30)			
Base: All "Yes" @ Q8 (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Under 18yrs	9	2.3	2.3
(2) 18-24yrs	11	2.8	2.8
(3) 25-34yrs	46	11.6	11.6
(4) 35-44yrs	81	20.4	20.4
(5) 45-54yrs	76	19.1	19.1
(6) 55-64yrs	83	20.9	20.9
(7) 65-74yrs	46	11.6	11.6
(8) 75+yrs	23	5.8	5.8
Total (Valid: Single Code)	375	94.5	94.5
(0) Missing Values	22	5.5	N/A
Total (Base)	397	100.0	N/A

21% of non user respondents are aged 55-64 years.

5.31: Gender?

Table: May we ask your gender? (Q31)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Male	151	40.3	38.0
(2) Female	224	59.7	56.4
Total (Valid: Single Code)	375	94.5	120.6
(0) Missing Values	22	5.5	N/A
Total (Base)	397	100.0	N/A

56% of non user respondents are Female

5.31: Gender?

5.32: Postcode Areas
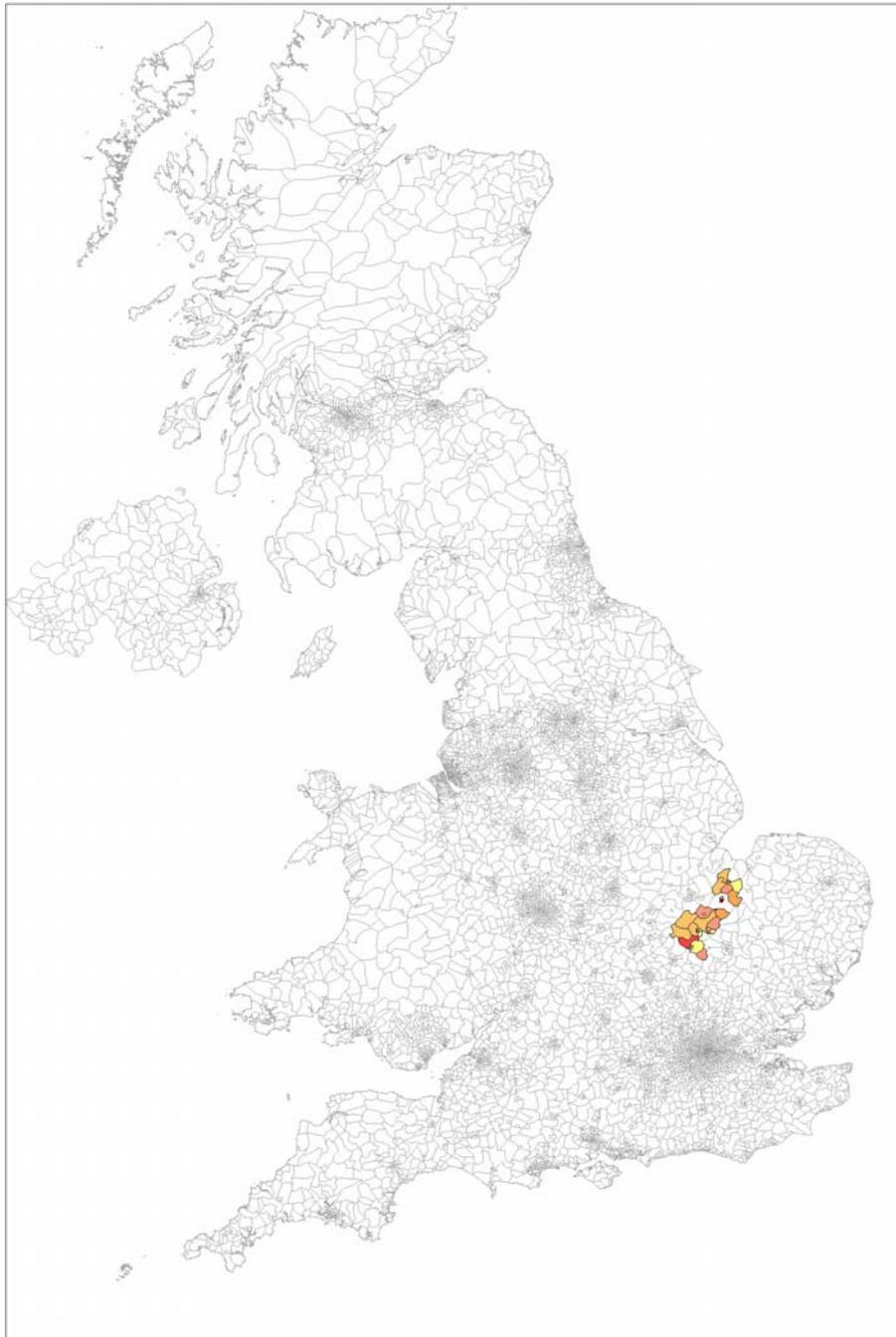
5.33: Do you have any long-term illness?

Table 26: Do you have any long-term illness, health problems or disability, including problems which are due to old age that affect your ability to access information from Cambridgeshire Archaeology? (Q33)			
Base: Yes @ Q19 (397)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	33	8.3	9.0
(2) No	317	79.8	86.1
(3) Don't know	18	4.5	4.9
Total (Valid: Single-Code)	368	92.7	100.0
(0) Missing Values	29	7.3	N/A
Total (Base)	397	100.0	N/A

9% of non user respondents have an illness or disability that affects their access to information at CA.

5.34: If "Yes", please state how this limits your access?

Of those with an illness or disability the following verbatim comments explains how this affects their access to information at CA.

- Breathing difficulties on oxygen
- Cannot walk X 15
- Cardiac problem do not help the extended walks
- Does not. Two epileptics, one rheumatoid arthritis also autism. We do everything possible
- Financial
- Hearing impaired X 2
- I am partially sighted
- I would not be able to take part in field work
- Lack of energy and time
- Limited ability to travel due to age (82 years)
- Stoke survivor, can walk 10m, stand 10 minutes

5.35: Occupation group?

Table 27: Which occupation group matches most closely that of the main wage earner in your household? (Q36)			
Base: All respondents (397)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Senior Management	64	16.1	18.4
(2) Professional	147	37.0	42.2
(3) Middle management	57	14.4	16.4
(4) Supervisory	21	5.3	6.0
(5) Skilled manual/retail	32	8.1	9.2
(6) Semi skilled	14	3.5	4.0
(7) Carer (unpaid)	3	0.8	0.9
(8) Unemployed	3	0.8	0.9
(9) Long term incapacity	7	1.8	2.0
Total (Valid: Single Code)	348	87.7	100.0
(0) Missing Values	49	12.3	N/A
Total (Base)	397	100.0	N/A

42% of non user respondents rate themselves as having a "professional" occupation.

The following verbatim list shows the actual occupations of non user respondents.

- Account Director: Market Research Firm
- Accountant X 4
- Accounts Administrator
- Administration X 3
- Aerospace Design Engineer
- Airline Pilot
- Analytical Chemist
- Ancient Philosopher
- Archaeologist X 3
- Architect X 2
- Area Manager, Motor Industry
- Assistant Librarian
- Banking X 3
- Bursar
- Bookseller
- Branch Manager
- British Council Officer (Retired)
- British Telecom Engineer
- Builder And Land worker
- Building Maintenance Supervisor
- Bus Driver
- Businessman
- Care Manager
- Carer
- Charity Director
- Chartered Engineer X 2
- Chef
- Civil Servant X 9
- Clerical Worker X 2
- Clinical Research
- Communications Officer
- Company Director X 4
- Consultant Services Engineer
- Contracts Manager For Building Company
- Curator/Heritage Manager
- Customer Services/Process Analyst
- Data Preparation Assistant
- Departmental Manager
- Design Draughtsman
- Despatch Assistant
- Director X 5
- Doctor X 4
- Driver
- Editor
- Engineer X 9
- European Civil Servant
- Executive, Matra BAE
- Fabricator Welder X 2
- Factory Operative X 5
- Farmer X 4
- Finance Manager X 4
- Horticulture X 3
- GPO Telephonist
- Graphic Designer (Books) X 2
- Head Of Marketing Wildlife Trust
- Health Education Organiser
- HGV Driver X 3
- Home maker
- Hospital Worker X 2
- HR Manager
- Pharmacist X 2
- Inspector Of Taxes
- Insurance Broker
- International Development Work
- IT X 8
- Journalist, Picture Editor
- L.A Social Worker
- Lecturer X 13
- Liaison Officer
- Librarian X 3
- Local Government Officer X 2
- Logistics Management
- Management Consultant
- Management Electricity Supply
- Manager X 5
- Managing Director X 3

- Marketing X2
- Mechanical Engineer
- Medical Research
- Methodist Minister
- Midwife
- Milk Round Supervisor
- Musician
- Nanny And Cleaner
- NHS Manager X 2
- Nurse X 3
- Occupational Therapy Assistant
- Office Manager X 2
- Personal Manager
- Photography
- Planning Consultant
- Police Officer X 2
- Professional
- Professional Musician And Journalist
- Project Manager X 2
- Property Development Management, Estate Agency, Surveying
- Property Manager
- Provisional Engineer
- Psychiatric Nurse And Outreach Worker For Huntingdonshire Alzheimer's Society
- Publisher
- Railway Technician
- Retail Manager

- Sales X 3
- School Inspector
- Scientific Instrument Maker
- Scientist X 11
- Self Employed
- Senior Financial Management
- Senior Retail Manager
- Single Parent
- Social Worker
- Software Engineer X 2
- Solicitor X 2
- Store/ Office Assistant
- Structural Draughtsman
- Sub postmaster
- Supervisor
- SW Engineer
- Swing Bridge Engineer And Operator
- Teacher X 24
- Technical Author
- Telecom Engineer X 2
- Therapist
- Toxicologist
- Training Consultant
- Transport
- Unemployed
- University Administrator
- Vet
- Veterinary Transport Vehicles, Director
- Web Developer

5.37: To which of these ethnic groups do you consider you belong?

Table 28: To which of these ethnic groups do you consider you belong? (Q37)			
Base: All respondents (397)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) White British	190	47.9	52.2
(2) White English	117	29.5	32.1
(3) White Irish	3	0.8	0.8
(4) White Scottish	5	1.3	1.4
(5) White Welsh	3	0.8	0.8
(6) Traveller (inc Gypsy, Roma and Irish traveller)	0	0.0	0.0
(7) *White other (please specify)	20	5.0	5.5
(8) Asian	1	0.3	0.3
(9) Asian British	0	0.0	0.0
(10) Asian English	0	0.0	0.0
(11) Asian Irish	1	0.3	0.3
(12) Asian Scottish	0	0.0	0.0
(13) Asian Welsh	0	0.0	0.0
(14) Bangladesh	1	0.3	0.3
(15) Indian	3	0.8	0.8
(16) Pakistani	0	0.0	0.0
(17) *Any other Asian background (please specify)	1	0.3	0.3
(18) Black	1	0.3	0.3
(19) Black British	2	0.5	0.5
(20) Black English	0	0.0	0.0
(21) Black Irish	0	0.0	0.0
(22) Black Scottish	0	0.0	0.0
(23) Black Welsh	0	0.0	0.0
(24) Caribbean	0	0.0	0.0
(25) African	0	0.0	0.0
(26) *Any other Black background (please specify)	0	0.0	0.0
(27) Chinese	0	0.0	0.0
(28) Chinese British	0	0.0	0.0
(29) Chinese English	0	0.0	0.0
(30) Chinese Irish	0	0.0	0.0
(31) Chinese Scottish	0	0.0	0.0
(32) Chinese Welsh	0	0.0	0.0
(33) *Any other Chinese background (please specify)	0	0.0	0.0
(34) Mixed White and Black Caribbean	0	0.0	0.0
(35) Mixed White Black African	1	0.3	0.3
(36) Mixed White and Asian	1	0.3	0.3
(37) *Any other Mixed background (please specify)	0	0.0	0.0
(38) *Other Ethnic Group (please specify)	14	3.5	3.8
Total (Valid: Multi Code)	364	91.7	100.0
(0) Missing Values	33	8.3	9.1
Total (Base)	397	100.0	N/A

The vast majority of non user respondents are white. 6.6% of respondents are of varied ethnic background. This bares little or no relationship to the ethnicity of the region as can be seen in *Appendix 11.10 which* shows the ethnic breakdown of the East Region.

Of those that ticked "other" ethnic group, the following ethnic groups were stated.

- (Australian/Italian)
- American
- White pacific islander
- White south African

5.38: Please include any other comments you may have below.

- Although I feel the past is very important in understanding our present and future; I am always unsure when history ends and archaeology begins.
- As we live the edge of Cambridgeshire (on Beds/North Hants boundary) it would be useful rather than stopping ay a artificial boundary (with no relevance to pre-history).
- Consider transport to help access to walks by people without cars-I only have access to one some of the time.
- Good luck! I think it is imperative that school days only national or world history received attention when local knowledge should be at the start of a child's education.
- Have been interested in Archaeology since I entered the pyramid of Khufu (cheops) In December 1943 during my war service.
- I always try to help with similar surveys, but this one is a bit too "technical" to get involved in.
- I am sorry you probably haven't sent this form to the most enthusiastic person! I have never really enjoyed history in any form, any interest. However I believe it is important for the children to learn.
- I am the manager of a Mental Health day centre; many users attend daily from 18 to 65 and of all backgrounds, always looking for community events/activities which might engage service users, e.g. a short series of talks in the building followed by visits to sites/buildings/museum etc.
- I follow all Fred Dibnah's programmes when alive. Now have most of his DVDs.
- I have a BE in medieval history, having studies archaeology as part of my third year at Cambridge- I then went on to teach for many years in Cambs and Suffolk. Now I have my own children giving them access to archaeology is challenging- few resources locally etc. Open to the public. Also information about how to be involved professionally either on paid or voluntary basis would be useful.
- I live in Huntingdonshire not Cambridgeshire. Any organisation focusing on the past would do well to remember that modern.
- I look forward to finding more about archaeology in Cambridgeshire
- I run a small guest house and have several tourists who would be interested in viewing things and I could display maps etc.
- I think dinosaurs are the most appealing aspect of archaeology and a focus on them would aid your campaign significantly.
- I think it is important to bring pictures and re-constructions to public notice it's an exciting field but few people think about it actively e.g. where did the stone come from to build medieval Cambridge?

- I think that it is a great idea because I think Cambridgeshire is rich in history which is possibly only known to the collages and should be accessible to everybody.
- I very much enjoyed the walk on 19th July-most informative and interesting.
- I'm just interested in history generally and I'm not actually very fond of Cambridgeshire. It is not my favourite county and Cambridge city is not very user friendly! But I'm very happy in my own village which is very user friendly and very caring. I do try to 'escape' as often as possible-tomorrow I'm off to Chester!
- I'm relatively near to Cambridge and only found out about you via a colleague. Publicity/marketing is an issue.
- Information overload! I have difficulty in coping with all the events and happenings in the area already.
- Large print leaflets or audio tapes might help visually impaired. DVD's on specific sites? Audio tapes of talks as well as narratives.
- My daughter studies archaeology at Exeter Uni. and was inspired to do this by a course she took part in at flag fen.
- My passion is old bottles/house hold items; I have always hoped to have the opportunity to 'dig' an old rubbish pit!! I would like information on approaching land owners (i.e. how to find out who owns the land) for permission to dig.
- Not a lot of information on the local hero Howard the Wake! Other local hero's are given more publicity I.E. Nelson, Dick Turpin and Robin Hood.
- Programmes like 'Time Team' have increased people enthusiasm for archaeology- young and old- get the youngsters interested now and it will last their lifetime.
- Publish the historical monuments commission book on South Cambs.
- RE Q18- I was not aware of most of the museums. Have lived in Cambridge for 10+ years. I feel more advertising is needed to make people aware. There are several places/ museums I now plan to visit.
- Really sorry, but although I see its importance archaeology is very low on my list of priorities.
- Sorry to be rather negative. It's partly due to my ignorance of the subject, so there may be hope for me in your endeavours.
- The one occasion I have used the finds service, I received prompt, detailed answer and was given links to other relevant information on the web.
- This is a rather long questionnaire- I expect a lot of people will not fill it in or send it back. I am interested in local history but I prefer to get information about finds/ events etc from the media (not leaflets etc- too much paper).
- Whilst I agree with the principles of what you are setting out to achieve on this questionnaire limits you to either completely uninterested people or very enthusiastic. There is no middle ground for those (like me) who are moderately interested in archaeology, but not much more than that...
- Would it be possible to make connections with the surroundings F.E and H.E colleges to get young people into Archaeology?

6.0: Findings – Castle celebration event (non users)

The following chapter sets out the results from the separate survey that was run at Cambridgeshire Castle Celebration Event on 23rd July.

6.1: Have you heard of Cambridgeshire Archaeology

Table 1: Have you heard of Cambridgeshire Archaeology? (Q1)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	44	62.9	**64.7**
(2) No	24	34.3	**35.3**
Total (Valid: Single-Code)	**68**	**97.1**	100.0
(0) Missing Values	2	2.9	N/A
Total (Base)	**70**	**100.0**	N/A

65% of event respondents had heard of CA.

6.2: How did you find out about us?

Table 2: How did you find out about us? (Q2)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) County Council Offices	6	8.6	**12.2**
(2) Cambridgeshire Museums	7	10.0	**14.3**
(3) County Archives Service	2	2.9	**4.1**
(4) Cambridgeshire CC Website	9	12.9	**18.4**
(5) *Other internet website e.g. Camlearn or Education Portal (please state which)	5	7.1	**10.2**
(6) *Local society (please give details)	6	8.6	**12.2**
(7) Local Press or Media	11	15.7	**22.4**
(8) Word of Mouth	11	15.7	**22.4**
(9) College or School	2	2.9	**4.1**
(10) Libraries	7	10.0	**14.3**
(11) Tourist Information Centres	3	4.3	**6.1**
(12) * Other (please give details)	13	18.6	**26.5**
Total (Valid: Multi-Code)	**49**	**70.0**	100.0
(0) Missing Values	21	30.0	N/A
Total (Base)	**70**	**100.0**	

22% respectively had heard via Local Press and Word of Mouth.

Of those that ticked "other", the following methods of information contact were made:

- Archaeology research Group
- Eltisley History Society
- Essex: Saffron Walden museum
- Family members involved X 5

- I did a random interest search of things going on today
- Leaflet about the event from the library
- Local dig X 2

- Through our local history group
- Through working at the County Council

- Young archaeologists club X 2

6.3: What is it about Cambridgeshire's past that most interests you?

The following comments are all that event respondents find most interesting about Cambridgeshire.

- All of it X 3
- Ancient boundaries
- Archaeology, geology, traditions
- As a tourist from the states- the medieval history that surrounds the Castle Hill
- Children's activities are our main driver
- University Colleges & Architecture X 15
- Development of the university relationship to the city. Fenland draining engineering
- Different typed of architecture
- Diversity plus we live on the prison graveyard
- Early settlement
- Evidence from past that it visible in city today
- Finding out about how people lived in past times
- General archaeology
- Having always lived in the county I feel I should know more about its history
- History of Cambridge and the environment
- History of Melbourne area
- History of the fens, fenland monsters, Iron Age etc
- I have a general interest in all UK history
- I have lived here all my life
- It pays my wages
- Landscape history
- Local history of Barrington (its where we live)

- Stourbridge Fair, Civil War
- Medieval history X 4
- Prehistory
- Religious foundations preceding the University by 800 years or so rise of the university decline of religious houses following the disillusion and reformation. Also castle area and account of settlements
- Resent history (last 100 years)
- Roman period X 3
- Social history X 4
- The castle that was built
- The everyday history/ exhibits of the town, Romsey Newmarket Rd area, Stourbridge Fair, the Leper Choped, etc
- The fact that their was once a castle on top of the mound
- The fens, fen tiger resistance. Oliver Cromwell
- The history in terms of the different cultures that have been in the area
- The old city centre
- The town as it was in the 60's which I can relate to
- What's on in East Anglia
- Which ever part of history we happen to be teaching our home-educated son!

6.4: What would you like to know more about?

The following comments are all the things that event respondents would like to know more about.

- About the history of the castle
- Ancient Britain, roman Britain
- Any history/ remains associated with the Stow bridge fair, the development of the town (mill road area especially)
- Anything X 2
- Being able to visit a dig, take part in one
- Cambourne, in olden times
- Castle hill's history X 2
- Civil war
- Crafts/ skills/ trades of the past
- Daily life in the past
- Development of villages
- Different typed of architecture
- Education and outreach opportunities for children
- Excavations when redevelopment is taking place e.g. Ground arcade at present time
- Fen tiger resistance, fen draining
- Generally…early settlement pattern
- History of older buildings, lifestyles of people living in Cambridge 1000 ish years ago when Cambridge castle existed
- History of Ramsey and surrounding area
- History of shire hall
- Impossible to specify

- Influence of lord landowners on general population in the past
- Iron Age period. Anglo Saxon period
- Kings ditch
- Land usage, why fields are such strange shapes
- Life within the castle through the years
- Local history of Barrington (its where we live), cement works, archaeology
- Medieval Cambridge- the beginning
- More activities
- Nothing
- Pre-history
- Pre-roman
- Public archaeology events
- Roman Cambridge X 3
- The archaeological (unwritten) past
- The background to the colleges and market area
- University colleges X2
- The history of Cambourne (where I live) what happened in the area, etc
- The history of the main towns and villages
- Topical things like at Robert Sayle
- Tracks and roads, growth of towns, people who lived there and what they did
- Village histories
- What is happening in Cambridgeshire

6.5: Would a festival of Cambridgeshire's Archaeology make a people more aware of this aspect of Cambridgeshire's history?

Table 5: Would a Festival make people more aware of Cambridgeshire's history? (Q5)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	65	92.9	**97.0**
(2) No	2	2.9	**3.0**
Total (Valid: Single-Code)	**67**	**95.7**	100.0
(0) Missing Values	3	4.3	N/A
Total (Base)	**70**	**100.0**	N/A

97% of event respondents said they thought a festival would make people more aware of Cambridgeshire's history.

6.6: If one were organised, would you be interested in attending?

Table 6: If one were organised, would you be interested in attending? (Q6)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	66	94.3	**97.1**
(2) No	2	2.9	**2.9**
Total (Valid: Single-Code)	**68**	**97.1**	100.0
(0) Missing Values	2	2.9	N/A
Total (Base)	**70**	**100.0**	N/A

97% of event respondents would be interested in attending a festival.

6.7: Which aspects would most interest you?

Table7: Which aspects would most interest you? (Q7)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) An historical re-enactment	52	74.3	**75.4**
(2) An art or film festival	15	21.4	**21.7**
(3) A concert	24	34.3	**34.8**
(4) A competition	12	17.1	**17.4**
(5) A conference	6	8.6	**8.7**
(6) Hands-on activities for children	47	67.1	**68.1**
(7) A finds road show	29	41.4	**42.0**
(8) Displays and exhibitions	44	67.0	**63.8**
(9) Walks & talks	48	68.6	**69.6**
(10) *Other (please specify)	1	1.4	**1.4**
Total (Valid: Multi-Code)	**69**	**98.6**	100.0
(0) Missing Values	1	1.4	N/A
Total (Base)	**70**	**100.0**	N/A

Walks & Talks was the most interesting aspect chosen by 70% of event respondents.

Of those that ticked "other" the following comments were made:

- Historic food
- Pre-arranged hands on activities for adults e.g. Archaeology digs, conservation etc
- Tracks and roads, growth of towns, people who lived there and what they did

6.8: Before today's event, did you know Cambridge had a Castle?

Table 8: Before today's event, did you know Cambridge had a Castle?(Q8)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	52	74.3	**77.6**
(2) No	15	21.4	**22.4**
Total (Valid: Single-Code)	**67**	**95.7**	100.0
(0) Missing Values	3	4.3	N/A
Total (Base)	**70**	**100.0**	N/A

78% of event respondents had known about the castle before the event.

6.9: Have you ever visited the Castle?

Table 9: Have you ever visited Cambridge Castle before? (Q9)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes, frequently	11	15.7	**16.7**
(2) Yes, occasionally	26	37.1	**39.4**
(3) Yes, once	7	10.0	**10.6**
(4) No	22	31.4	**33.3**
Total (Valid: Single-Code)	**66**	94.3	**100.0**
(0) Missing Values	4	5.7	N/A
Total (Base)	**70**	100.0	N/A

67% of event respondents had visited the castle at least once.

6.10: How could access to and presentation of the castle be improved?

Table 10: If "Yes" which is the following do you think they should do? (Q10)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) More directional signage	34	48.6	50.7
(2) On-site displays	38	54.3	56.7
(3) Leaflets	17	24.3	25.4
(4) CD-Roms	8	11.4	11.9
(5) A book about Cambridge Caste	30	42.9	44.8
(6) Educational resources for locals	34	48.6	50.7
(7) Information on the internet	35	50.0	52.2
(8) Improved steps up the mound	11	15.7	16.4
(9) Webcam on the castle mound	12	17.1	17.9
(10) Flagpole on castle mound	23	32.9	34.3
(11) Panoramic board on castle mound	40	57.1	59.7
(12) Guided tours around the site	29	41.4	43.3
(13) *Others events (please specify)	3	4.3	4.5
Total (Valid: Multi-Code)	67	95.7	100.0
(0) Missing Values	3	4.3	N/A
Total (Base)	70	100.0	N/A

60% of event respondents think that a panoramic board on the castle mound would improve the access and presentation of the castle.

Of those that ticked "other", the following comments were made:

- Audio guide
- Days like today!
- I am reluctant to encourage activities which may damage/ degrade this sensitive area
- More to tell you what it used to be like
- Re-enactments, something to show what the castle would have looked like- mock wooden walls? For an event
- Scale wooden model of castle etc as it used to be and information around it. Or as above but suitable for children to play on?

6.11: Which of the following measures would improve security at the site?

Table 11: Which of the following would improve security measures? (Q11)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) CCTV	37	52.9	60.7
(2) Flood lighting	34	48.6	55.7
(3) Fencing off and closing the site at night	24	34.3	39.3
(4) *Other suggestions	2	2.9	3.3
Total (Valid: Multi-Code)	61	87.1	88.4
(0) Missing Values	9	12.9	N/A
Total (Base)	70	100.0	N/A

61% of event respondents think that CCTV is the best way to improve security measures.

Of those that ticked "other", the following comments were made -
- A notice requesting awareness of its significant history
- Difficult this one. Every solution involves some loss
- Keep it open and accessible!
- Make it a proper visitor attraction. On site staff during day and closed at night
- Some of these measures are quite invasive; a balance probably has to be struck- maybe CCTV but 'remote' i.e. not right in the castle itself?
- Vandal proof design

6.12: Do you have any other comments or suggestions about the castle?

- A plan of the Castle should be put up on the site
- Geological survey imagery to see what was where, etc
- I'd like to see large pictures of the castles
- Image of what it was originally like, build a replica
- Its difficult to imagine what the cottage looked like when it had wooden parts (like Huntingdon castle)
- It's really nice for local people to have a place to go for a quiet picnic that is not full of hundreds of foreign language students etc. Please whatever improvements you make- let it stay this way!!!

- Models would be useful
- No
- Only that as a sensitive site it should be protected from too much activity, and be treated seriously in talking etc today's talk on "cures" was somewhat 'tongue in cheek'!
- Please don't spoil the site by introducing too much civil-engineering
- Room with models of area during various stages of its history
- See an underused resource… think about what Oxford has done with its castle area

6.13: Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish?

Table 13: Would you be interested in a Parish Archaeology Warden?(Q13)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	29	41.4	52.7
(2) No	26	37.1	47.3
Total (Valid: Single-Code)	55	78.6	100.0
(0) Missing Values	15	21.4	N/A
Total (Base)	70	100.0	N/A

53% of event respondents would be interested in a PAW.

6.14: Which of the following do you think they should do?

Table 14: Which aspects would most interest you? (Q14)			
Base: All respondents (70)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Collect information about archaeology of their parish	23	32.9	**33.3**
(2) Carry out fieldwork	19	27.1	**27.5**
(3) Work with schools	27	38.6	**39.1**
(4) Help with grant applications	20	28.6	**29.0**
(5) Campaign to protect the local heritage	23	32.9	**33.3**
(6) Feed info into the on-line version of Cambs Archaeology	21	30.0	**30.4**
(7) * Other	2	2.9	**2.9**
Total (Valid: Multi-Code)	**69**	**98.6**	**100.0**
(0) Missing Values	1	1.4	N/A
Total (Base)	**70**	**100.0**	**N/A**

39% of event respondents think that PAWs should work with schools.

Of those that ticked "other", the following comment was made:

- Contact with residents of parish

6.15: Do you ever read books about archaeology?

Table 15: Do you ever read books about archaeology? (Q15)			
Base: All respondents (70)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Yes	30	42.9	**48.4**
(2) No	32	45.7	**51.6**
Total (Valid: Single-Code)	**62**	**88.6**	**100.0**
(0) Missing Values	8	8.3	N/A
Total (Base)	**70**	**100.0**	**N/A**

48% of event respondents read books on Archaeology.

6.16: If we published a book about Cambridgeshire's archaeology would you be interested in reading it?

Table 16: If we published a book on Cambs archaeology, would you read it? (Q16)			
Base: All respondents (70)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Yes	46	65.7	**74.2**
(2) No	16	22.9	**25.8**
Total (Valid: Single-Code)	**62**	**88.6**	**100.0**
(0) Missing Values	8	11.4	N/A
Total (Base)	**70**	**100.0**	**N/A**

However 74% of all event respondents would read a book on Cambridgeshire archaeology if it was published.

6.17: What aspects of Cambridgeshire's archaeology would you most like to read about?

The following verbatim comments are what event respondents would most like to read about:

- 17th century and earlier. Results of fieldwork
- All of it X 7
- Aspects that you can see signs of in Cambridge today
- Changes in the cities population and houses
- Civil war
- Early development
- Growth of towns and villages/ ancient roads and tracks
- How the river and fenland waterways affected trade. How technology has developed here throughout the centuries

- Icemen, fen tigers
- Middle ages
- Not able to specify
- Not sure
- Pre- roman
- Romans X 6
- Social history
- The castle/ kings dyke
- The development of settlements in Cambridge
- The past of Cambridge
- The rive traffic? Market? Those aspects relating to the villages of Eltisley
- Village histories

6.18: Who should the book be aimed at?

Table 18: Who should the book be aimed at? Please tick ONE box only. (Q18)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Archaeologists	2	2.9	3.2
(2) Local People	21	30.0	33.9
(3) Children	12	17.1	19.4
(4) All	27	38.6	43.5
Total (Valid: Single Code)	62	88.6	100.0
(0) Missing Values	8	11.4	N/A
Total (Base)	70	100.0	N/A

43% of event respondents feel that the book should be aimed at "all".

6.19: Are you a member of a local society or group?

Table 19: Are you a member of a local society or group? (Q19)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	9	12.9	**13.8**
(2) No	56	80.0	**86.2**
Total (Valid: Single-Code)	**65**	**92.9**	**100.0**
(0) Missing Values	5	7.1	N/A
Total (Base)	**70**	**100.0**	**N/A**

14% of event respondents are members of local groups or societies

6.20: Please state the name of the society or group you are a member of

The following list is the few societies or local groups that 14% of respondents are members of.

- Cambs Ant Soc
- Archaeology Research Group X 3
- Barnwell And Fen Ditton History Society Meeting
- Children Used To Be In YAC
- Eltisley History Society
- Friend Of The Folk Museum
- Young Archaeologist Club X 2

6.21: Have you ever visited any of the following heritage sites in Cambridgeshire?

Table 21: Have you ever visited any of the following heritage sites in Cambridgeshire? (Q21)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Anglesey Abbey	41	58.6	**63.1**
(2) Burwell Castle	8	11.4	**12.3**
(3) Cambridge Colleges	56	80.0	**86.2**
(4) Denny Abbey	33	47.1	**50.8**
(5) Ely Cathedral	55	78.6	**84.6**
(6) Wandlebury Hill Fort	65	92.9	**100.0**
(7) Bartlow Hills	12	17.1	**18.5**
(8) Cambridge Castle Hill	50	71.4	**76.9**
(9) Car Dyke	10	14.3	**15.4**
(10) Devil's Dyke	29	41.4	**44.6**
(11) Stonea Camp	5	7.1	**7.7**
(12) *Other (please specify)	5	7.1	**7.7**
Total (Valid :)	**65**	**92.9**	**100.0**
(0) Missing Values	5	7.1	N/A
Total (Base)	**70**	**100.0**	**N/A**

100% of event respondents had been to Wandlebury Hill Fort and 86% had visited Cambridge Colleges.

Of those that ticked "other", the following places were visited –

- Bourn Windmill, Windmills At Hayhton, Fulbourn
- Flag Fen,
- Giants Hill- Rampton
- Houghton Mill

- Huntingdon Castle Hills,
- Peterborough Cathedral,
- Ramsey Abbey Gatehouse,
- Wimpole Hall X 3

6.22: Have you ever visited any of the following heritage sites nationally?

Table 22: Have you ever visited any of the following heritage sites nationally? (Q22)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Canterbury Cathedral	31	4.4	8.8
(2) Hadrian's Wall	29	4.1	8.2
(3) Jorvik Viking Centre	29	4.1	8.2
(4) Roman baths, Bath	42	5.9	11.9
(5) The Tower of London	52	7.3	14.7
(6) Flag Fen	16	2.3	4.5
(7) Ironbridge Gorge	19	2.7	5.4
(8) Lindisfarne	20	2.8	5.6
(9) Stonehenge	43	6.1	12.1
(10) West Stow	20	2.8	5.6
(11) Grimes Graves	24	3.4	6.8
(12) Sutton Hoo	25	3.5	7.1
(13)*Other (please specify)	4	0.6	1.1
Total (Valid: Multi-Code)	354	49.9	100.0
(0) Missing Values	356	50.1	N/A
Total (Base)	710	1014.3	N/A

15% of event respondents had been to the Tower of London.

Of those that ticked "other", the following additional sites were visited -

- Many Others X 2
- Rievaulx,
- Most Cathedrals, Norwich Castle
- Some National Trust Properties In East Anglia,
- Avebury X 2

- Some Roman Towns And Villas
- Streatham Old Pump Engine
- Whitby Abby, Various Cathedrals
- White Horse Hill

6.23: Have you ever visited any of the following museums in Cambridgeshire?

Table 23: Have you ever visited any of the following museums in Cambridgeshire? (Q23)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Fitzwilliam Museum	56	80.0	90.3
(2) Museum of Archaeology and Anthropology	40	57.1	64.5
(3) Museum of Technology	25	35.7	40.3
(4) Sedgewick Museum of Geology	27	38.6	43.5
(5) Folk Museum	36	51.4	58.1
(6) Burwell Museum	4	5.7	6.5
(7) Cromwell Museum, Huntingdon	15	21.4	24.2
(8) March Museum	3	4.3	4.8
(9) Chatteris Museum	0	0.0	0.0
(10) Ely Museum	16	22.9	25.8
(11) Norris Museum, St Ives	6	8.6	9.7
(12) Whittlesey Museum	1	1.4	1.6
(13)*Other (please specify)	4	5.7	6.5
Total (Valid: Multi-Code)	62	88.6	100.0
(0) Missing Values	8	11.4	N/A
Total (Base)	70	100.0	N/A

90% of event respondents have visited The Fitzwilliam Museum and 65% have visited the Museum of Archaeology and Anthropology.

Of those that ticked "other", the following museums were visited.-

- Museum of Technology
- Ramsey Rural museum
- Whipple

6.24: Have you ever visited any of the following museums nationally?

Table 24: Have you ever visited any of the following museums nationally? (Q24)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Peterborough Museum	4	5.7	6.0
(2) British Museum	51	72.9	76.1
(3) Natural History Museum	51	72.9	76.1
(4) Saffron Walden Museum	10	14.3	14.9
(5) Victoria and Albert Museum	43	61.4	64.2
(6) *Others (please specify)	11	15.7	16.4
Total (Valid: Multi-Code)	60	85.7	89.6
(0) Missing Values	10	14.3	N/A
Total (Base)	70	100.0	N/A

76% of those attending the event respectively have visited the Natural History Museum and the British Museum.

Of those that ticked "other", the following national sites were visited:

- All The London Museums
- Many more X 2
- Imperial War Museum, London And Oxford
- London
- Museum Of London ,
- Science Museum X 6
- York Museum

6.25: Have you visited any of the following in the past year?

Table 25: Have you visited any of the following in the past year? (Q25)			
Base: All respondents (70)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) A museum	56	80.0	**88.9**
(2) An archaeological monument	39	55.7	**61.9**
(3) An archaeology event	36	51.4	**57.1**
(4) An excavation open day	14	20.0	**22.2**
Total (Valid: Multi-Code)	**63**	**90.0**	**100.0**
(0) Missing Values	7	10.0	N/A
Total (Base)	**70**	**100.0**	**N/A**

89% of event respondents had visited a Museum within the past year.

6.26: Would you like to find out more about archaeology events?

Table 26: Would you like to find out more about archaeology events? (Q26)			
Base: All respondents (70)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) Yes	56	80.0	**86.2**
(2) No	9	12.9	**13.8**
(3) Maybe		0.0	**0.0**
Total (Valid: Single-Code)	**65**	**92.9**	**100.0**
(0) Missing Values	5	7.1	N/A
Total (Base)	**70**	**100.0**	**N/A**

86% of event respondents would like to find out more about archaeological events.

6.27: What do you think is the best way to find out about archaeology events?

Table 27: What do you think is the best way to find out about archaeology events? (Q27)			
Base: All respondents (70)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Events Leaflet	10	14.3	**14.9**
(2) Radio	3	4.3	**4.5**
(3) The internet	9	12.9	**13.4**
(4) Newspaper	22	31.4	**32.8**
(5) Television	16	22.9	**23.9**
(6) *Other (please specify)	7	10.0	**10.4**
Total (Valid: Multi Code)	**67**	**95.7**	**100.0**
(0) Missing Values	3	4.3	N/A
Total (Base)	**70**	**100.0**	**N/A**

32% of event respondents think that Newspapers are the best way to find out about events.

Of those that ticked "other", the following suggestions were made:

- E-mail
- Have you considered liaising with folk museum nearby? We have a newsletter around 3 times per year
- Internationally I work for CCC
- Posters within libraries
- Via our history society

6.28: Would you like your contact details to be added to our mailing list?

Table 28: Would you like your contact details to be added to our mailing list? (Q28)			
Base: All respondents (70)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Yes	37	52.9	**56.1**
(2) No	29	41.4	**43.9**
Total (Valid: Single-Code)	**66**	**94.3**	**100.0**
(0) Missing Values	4	5.7	N/A
Total (Base)	**70**	**100.0**	**N/A**

56% of event respondents would like their contact details on the mailing list.

6.29: Would you be interested in on-line access to information about Cambridgeshire's archaeology

Table 29: Would you be interested in on-line access to about Cambridgeshire's archaeology (Q29)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	44	62.9	67.7
(2) No	21	30.0	32.3
Total (Valid: Single-Code)	65	92.9	100.0
(0) Missing Values	5	7.1	N/A
Total (Base)	70	100.0	N/A

68% of those visiting the events would be interested in on-line access Cambridgeshire's archaeology

6.30: What would you like to see included on an on-line heritage resource?

Table 30: What would you like to see included on an on-line heritage resource? (Q30)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Bespoke searches (e.g. choose from drop down lists of categories)	24	34.3	54.5
(2) "Ready made" searches (e.g. castles in Cambridgeshire, Roman Villas etc.)	34	48.6	77.3
(3) Explanations of monument types (e.g. barrows, hill forts, etc.)	32	45.7	72.7
(4) Explanations of historic periods (e.g. Mesolithic, Iron age, etc)	27	38.6	61.4
(5) Explanations of archaeological techniques (e.g. fieldwork, finds recording, etc.)	24	34.3	54.5
(6) Thematic information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns, etc)	26	37.1	59.1
(7) Archaeology based lesson plans and worksheets related to the National Curriculum	14	20.0	31.8
(8) Information on sites open to the public	33	47.1	75.0
(9) Interactive games with educational content	21	30.0	47.7
(10) Other interactive games	7	10.0	15.9
(11) Online mapping to search from	18	25.7	40.9
(12) Online mapping showing overlays by category (e.g. period or monument type)	17	24.3	38.6
(13) Relevant photographs	31	44.3	70.5
(14) Abilities to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)	18	25.7	40.9
(15) Local knowledge and oral history stories	22	31.4	50.0
(16) Downloading guided walks and archaeological itineraries	26	37.1	59.1
(17) * Other (please specify)	0	0.0	0.0
Total (Valid: Multi-Code)	44	62.9	100.0
(0) Missing Values	26	37.1	N/A
Total (Base)	70	100.0	N/A

77% of event respondents think that ready made searches should be available on an on-line heritage resource, followed by information on sites open to the public.

Of those that ticked "other", the following comments were made:

- All sound good but as long as the web-site would be the most efficient way of spreading resources. The bigger the better
- Downloadable (e.g. To Ipod) audio tours of sites
- Family activities

6.31: If "No", please can you give some reason for this?

The following are reasons why people attending the event do not want an on-line resource.

- Because I'm not interesting archaeology X 3
- I would not use it
- Limited internet access X 2
- No computer at home X 2

6.32: How else could we make Cambridgeshire's Archaeology more appealing to the general public?

- Apply all your ideas mentioned earlier
- Better advertising- for children links to school curriculum
- Demonstrations in town, walk with schools and local libraries
- Do more battles
- Leaflets (e.g. Handed out through schools) information in libraries
- Leaflets at tourist area's e.g. Tourist information board, park and ride sites and railway station
- Go to libraries
- Make it fun for people to get involved
- Making festivals
- More events X 10
- No idea!
- Relevance
- That you don't have to be a genius to understand it
- To be made simple for children
- TV programs
- Visit to schools X 3

6.33: Would you be interested in Cambridgeshire's Archaeology outreach activities?

Table 33: Would you be interested in Cambridgeshire Archaeology outreach activities? (Q33)			
Base: All respondents (70)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) Travelling exhibitions of Cambs Archaeology Information (e.g. in libraries, museums, town centres and other communities and locations)	23	32.9	**45.1**
(2) Workshops on how to use the website (in libraries etc.)	5	7.1	**9.8**
(3) Leaflets about specific periods, monuments & boroughs in Cambridgeshire	23	32.9	**45.1**
(4) Teacher's resource packs linking Cambs, Archaeology Information to Key Stage curriculum areas	21	30.0	**41.2**
(5) Information and interpretation boards at areas of historic and archaeological significance throughout Cambridgeshire	23	32.9	**45.1**
(6) Contributing information to Cambs Archaeology e.g. reporting finds	11	15.7	**21.6**
(7) Conferences on Archaeology to be held at the flagship Cambridgeshire Historical Resource & Culture Centre	7	10.0	**13.7**
(8) Talks on Archaeology	21	30.0	**41.2**
(9) Guided walks	33	47.1	**64.7**
(10) Archaeology events	34	48.6	**66.7**
(11) Books on Cambridgeshire's Archaeology	20	28.6	**39.2**
(12) The Cambridgeshire Archaeology Festival	24	34.3	**47.1**
(13)*Other (please specify)	0	0.0	**0.0**
Total (Valid: Multi-Code)	**51**	**72.9**	**100.0**
(0) Missing Values	19	27.1	N/A
Total (Base)	**70**	**100.0**	**N/A**

67% of event respondents would be interested in archaeological events as part of CA's outreach programme, followed by guided walks at 65%.

6.34: Do you have the following at home?

Table: Do you have the following at home? (Q34)			
Base: All respondents (70)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) Access to internet	35	50.0	**64.8**
(2) Broadband	19	27.1	**35.2**
Total (Valid: Single-Code)	**54**	**77.1**	**100.0**
(0) Missing Values	16	22.9	N/A
Total (Base)	**70**	**100.0**	**N/A**

65% of event respondents have the internet and 35% have Broadband.

6.35: Age?

Table 35: (Demographic): Respondent Age (Q35)			
Base: All respondents (408)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Under 18	1	14.3	1.6
(2) 18-24*	4	5.7	6.3
(3) 25-34	9	12.9	14.3
(4) 35-44	19	27.1	30.2
(5) 45-54	15	21.4	23.8
(6) 55-64	9	12.9	14.3
(7) 65-74	5	7.1	7.9
(8) 75+	1	1.4	1.6
Total (Valid)	63	90.0	100.0
(0) Missing Values	7	10.0	N/A
Total (Base)	70	100.0	N/A

The largest age group visiting the event were 35-44 year olds at 30%

6.36: Gender?

Table 36 (Demographic): Respondent Gender (Q36)			
Base: All respondents (408)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Male	28	40.0	44.4
(2) Female	35	50.0	55.6
Total (Valid)	63	90.0	100.0
(0) Missing Values	7	10.0	N/A
Total (Base)	70	100.0	N/A

Women were the predominate gender at the event at 56%.

6.37: Postcode Areas for Non Users
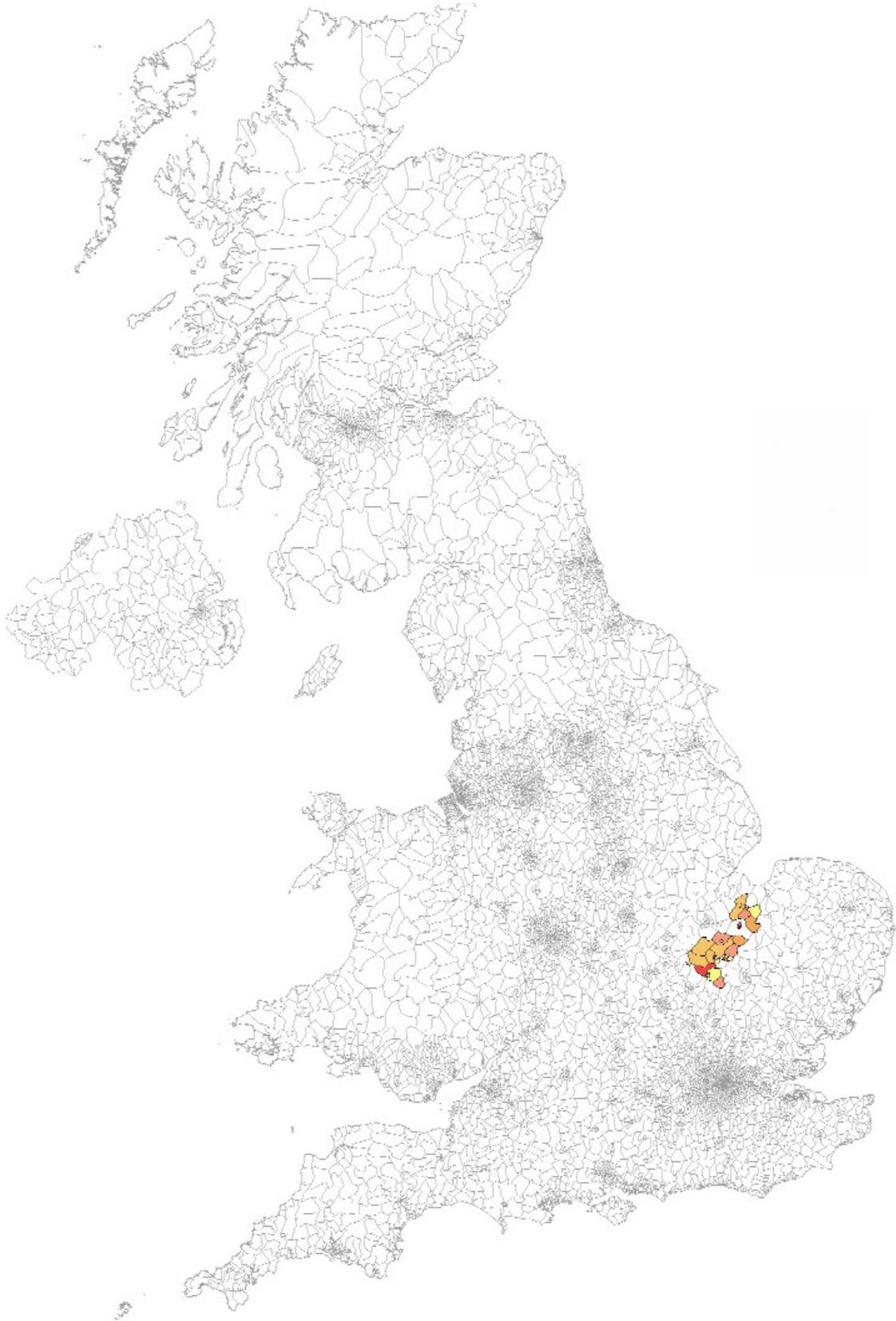
6.38: Do you have any long term illness?

Table 38: Do you have any long-term illness? (Q38)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	0	0.0	**0.0**
(2) No	61	87.1	**100.0**
(3) Don't know	0	4.5	**4.9**
Total (Valid: Single-Code)	**61**	**87.1**	**100.0**
(0) Missing Values	9	12.9	N/A
Total (Base)	**70**	**100.0**	**N/A**

There was no one with a long term illness or disability at the event.

6.39: If "Yes", please state how this limits your access?

6.40: Occupation Grouping?

Table 39: Occupation? (Q36)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Senior Management	6	8.6	**10.0**
(2) Professional	30	42.9	**50.0**
(3) Middle management	6	8.6	**10.0**
(4) Supervisory	6	8.6	**10.0**
(5) Skilled manual/retail	7	10.0	**11.7**
(6) Semi skilled	1	1.4	**1.7**
(7) Carer (unpaid)	0	0.0	**0.0**
(8) Unemployed	3	4.3	**5.0**
(9) Long term incapacity	1	1.4	**1.7**
Total (Valid: Single Code)	**60**	**85.7**	**100.0**
(0) Missing Values	10	14.3	N/A
Total (Base)	**70**	**100.0**	**N/A**

50% of those attending the event classified themselves as "Professional". The following list are the actual occupations of all those responding to the survey at the event.

- Accountant
- Archaeologist
- Businessman
- Care Manager
- Caseworker At Day Centre
- Chartered Engineer
- Chemist
- Community Worker
- Company Director
- Computing X 4
- Doctor
- Electrician X 2
- Engineer X 2
- Executive Assistant
- Farmer
- Hair Dresser
- HM Forces
- Hospital Business Manager
- Housing Officer, City Council
- Inventory Manager
- Lecturer
- Medical Manager/ Doctor
- Patent Attorney
- Printing And Clerk To Melbourne Parish Council
- Professional
- Professional Engineer

- Sales Office Manger
- Scientist
- Search Engine Optimisation-Promote Websites On Search Engines
- Secondary School Science Teacher
- Seed Scientist
- Software Engineer/ Teacher
- Solicitor
- Stone Carver/ Mason

- Student
- Teacher X 5
- Technical Illustrator
- Telecoms Engineer
- University Lecturer
- Vet
- Vice President Of Human Resources
- Web Developer

6.41: Ethnicity?

Table 42: To which of these ethnic groups do you consider you belong? (Q42)			
Base: All respondents (70)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) White British	29	41.4	47.5
(2) White English	17	24.3	27.9
(3) White Scottish	2	2.9	3.3
(4) *White other (please specify)	7	10.0	11.5
(5) Black British	1	1.4	1.6
(6) Caribbean	1	1.4	1.6
(7) Chinese	1	1.4	1.6
(8) Mixed White and Asian	1	1.4	1.6
(9) *Any other Mixed background (please specify)	1	1.4	1.6
(10) *Other Ethnic Group (please specify)	1	1.4	1.6
Total (Valid: Multi Code)	61	87.1	100.0
(0) Missing Values	33	47.1	49.3
Total (Base)	70	100.0	N/A

The majority of those attending the event were white; however there was some ethnic representation from various ethnic backgrounds at 13%. However his does not reflect the diversity of ethnicity in the area.

Of those that ticked "other ethnic group", the following comments were made –

- American White
- Australian
- Canadian

- North African
- Spanish, Swiss

6.42: Any other comments "Castle Celebration"?

- Enjoyed the day, very interesting
- Event today is very good but should have been advertised through schools. I only heard about it through JAC
- Good to get children involved
- I know about the rich archival record in Cambridgeshire, but I'm very interested to know about ongoing archaeology and finds in the area
- Its difficult to find out what's going on in Cambridge and surroundings that I'd be interested in
- If you wanted to attract more people, I think that if you went to local schools and make young ones interested, and give them information to show their parents
- Its been good to have an event at the castle, we've been to various events/ re-enactments buts this is the first in Cambridge city- would be good to see a few more
- Keep up the good work!
- My husband and I, and our 3 daughters (aged 11, 9, 6) came today and have had a great time- lots of fascinating activities for children- thank you
- Really great day at castle hill
- Thanks for the excellent celebration of Cambridge castle on Sunday 23rd July
- The event on 23rd July was an excellent ides. It should have been advertised better, some people who do not pass the council offices did not see the banner
- This is a fantastic event with many interesting and charming events. Congratulations. I would be very interested in hearing about any such events in the future
- Today was excellent - we were able to come at 3pm though- could this event run later into the early evening, for next year? The event of the children being encouraged to throw at the welsh was horrible - and easy for children to misinterpret

7.0: Findings - Schools – qualitative results

Unfortunately there was a very poor response from the schools survey. Two attempts were made to improve the response but the period in which teachers were surveyed was too near the end of term and workloads for teachers prevented better support.

Results have been set into tables but as the sample is so small it can not be considered statistically viable. However the results do give an indication of levels of interest amongst schools and teachers and comments made by individual teachers and head teachers give good qualitative references.

7.1: Have you heard of Cambridgeshire Archaeology?

Table 1: Have you heard of Cambridgeshire Archaeology? (Q1)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	11	68.8	**68.8**
(2) No	5	31.3	**31.3**
Total (Valid: Single-Code)	**16**	**100.0**	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	**100.0**	**N/A**

The majority of teachers had heard of Cambridgeshire Archaeology.

7.2: If yes, where did you find out about us?

Table 2: How did you find out about us? (Q2)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) County Council Offices	2	12.5	**20.0**
(2) Cambridgeshire Museums	5	31.3	**50.0**
(3) County Archives Service	2	12.5	**20.0**
(4) Cambridgeshire CC Website	2	12.5	**20.0**
(5) *Other internet website e.g. Camlearn or Education Portal (please state which)	0	0.0	**0.0**
(6) *Local society (please give details)	2	12.5	**20.0**
(7) Local Press or Media	1	6.3	**10.0**
(8) Word of Mouth	3	18.8	**30.0**
(9) College or School	3	18.8	**30.0**
(10) Libraries	3	18.8	**30.0**
(11) Tourist Information Centres	1	6.3	**10.0**
(12) * Other (please give details)	1	6.3	**10.0**
Total (Valid: Multi-Code)	**10**	**62.5**	100.0
(0) Missing Values	6	37.5	N/A
Total (Base)	**16**	**100.0**	**N/A**

Of those that ticked "other", the following comments were made.

- For 25 years I worked as an Archaeological Conservator and carried out some work with the Archaeology group

- Thriplow local history group
- University of Cambridge Arch Dept.

7.3: Is your school interested in archaeological or historical activities?

Table 3: Is your school interested in archaeological or historical activities? (Q3)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	16	80.4	100.0
(2) No	0	10.1	0.0
Total (Valid: Single-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

The majority of schools are interested in Archaeology and history activities.

7.4: Do you use your school grounds as a teaching aid/tool for delivering the syllabus?

Table 4: Do you use your school grounds as a teaching aid/tool for delivering the syllabus? (Q4)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	13	81.3	81.3
(2) No	3	18.8	18.8
Total (Valid: Single-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

The majority do use their school grounds as a teaching aid.

7.5: I No why was this?

Those teachers completing this question made the following comments.

- Don't really know how
- Grounds suitable for geog/science activities move
- Not suitable

7.6: Has your school ever attended a Cambridgeshire Archaeology event?

Table 5: Has your school ever attended a Cambridgeshire Archaeology event? (Q8)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	1	6.3	6.3
(2) No	15	93.8	93.8
Total (Valid: Single-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

Hardly any schools had attended a CA event.

7.7: If "Yes", what did you attend?

Only one school surveyed had been to a CA event.

- Visited the site at Car Dyke, Waterbeach a couple of years ago
- We will be soon

7.8: If your school has never visited an archaeological event, which of the following reasons best explains why?

Table 6: Which of the following reason best describes lack of attendance? (Q8)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Not relevant to the NC	0	0	0.0
(2) Lack of information	6	37.5	42.9
(3) Lack of activities once there	0	0	0.0
(4) Health & Safety concerns	0	0	0.0
(5) Cost/Lack of resources	6	37.5	42.9
(6) Mobility/Access concerns	1	6.25	7.1
(7) Lack of interest	1	6.25	7.1
Total (Valid: Single Code)	14	87.5	100
(0) Missing Values	2	12.5	N/A
Total (Base)	16	100	N/A

Lack of information and cost/lack of resources are the two main reasons why schools have never visited a CA event.

7.9: If cost were an issue, would you have taken part if the event had been free?

Table 7: If cost were an issue, would you have taken part if the event were free? (Q10)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	10	41.8	100.0
(2) No	0	50.9	0.0
Total (Valid: Single-Code)	10	92.7	100.0
(0) Missing Values	6	7.3	N/A
Total (Base)	16	100.0	N/A

Most schools would have gone to an event if cost hadn't been an issue.

7.10: Would you come to an event in the future?

Table 8: Would you come to an event in the future? (Q10)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	3	18.8	**18.8**
(2) Probably	7	43.8	**43.8**
(3) Possibly	6	37.5	**37.5**
(4) No	0	0.0	**0.0**
Total (Valid: Multi Code)	**16**	**100.0**	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	**100.0**	**N/A**

Most schools said they would probably come to an event in the future only a few were definite and many were undecided with a "possibly" response.

7.11: If so, what type of event would you be likely to attend?

Table 9: If so, what type of event would you be likely to attend? (Q11)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Guided walks	10	62.5	**62.5**
(2) Object handling sessions	15	93.8	**93.8**
(3) Historical re-enactments	12	75.0	**75.0**
(4) Talks about Archaeology	5	31.3	**31.3**
(5) Excavation open days	12	75.0	**75.0**
(6) Hands on history	14	87.5	**87.5**
(7) Other	1	6.3	**6.3**
Total (Valid: Multi-Code)	**16**	**100.0**	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	**100.0**	**N/A**

Object handling sessions are the most popular event schools would be likely to attend followed by Hands on History events.

Of those that ticked "other" the following comments were made:

- They'd need to be at/near school for most students otherwise transport/insurance/cost negates our visit
- We would like 'archaeology' to come to our school.

7.12: What would encourage your school to visit archaeological events?

The following comments are examples of what would encourage schools to attend archaeological events.

- Advance notice & proximity (cost of coach).
- Being given more information about what is available.
- Cost - coach transport is incredibly expensive and often prohibitive - the closer to school the better!!
- Easy access to sites, access for Wheel chair, reduced cost /free events
- Events linked to curriculum areas, particularly QCA Units.

- Free transport! We are a large school and transport is always a major cost for us when trying to organise visits.
- Good links with National Curriculum topics.
- If they were specifically directed towards FS and KS1 pupils as we are an infant school.
- In particular an investigation/dig at our local 'castle' - Castle Camps.
- Relevance to history units, distance, cost.
- Relevance to the topic - e.g. the Romans, Vikings etc Cost - have to keep costs down due to rising coach prices Interaction - children like to be hands on.
- The funding in our budget to enable us to take advantage of this excellent learning opportunity.

7.13: Where do you look for information about school trips/outings?

Table 10: Where do you look for information about school trips/outings? (Q13)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Internet	5	31.3	31.3
(2) Local press	7	43.8	43.8
(3) Local library	2	12.5	12.5
(4) Word of mouth	10	62.5	62.5
(5) Mail shots	13	81.3	81.3
(6) Events leaflets	11	68.8	68.8
(7) I don't	0	0.0	0.0
(7) *Others (please specify)	2	12.5	12.5
Total (Valid: Multi-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

Mail outs are how the majority of teachers find out about information on trips or outings.

Other suggestions made are:

- E-mail from the Museum of Arch & Antiquities
- Own visits to sites/museums

7.14: How often, if ever, have you visited the Cambridgeshire Archaeology website?

Table 11: How often, if ever, have you visited the Cambridgeshire Archaeology website? (Q14)			
Base: All respondents (16)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Once a week	0	0	0
(2) Once a month	1	7.1	7.1
(3) Once a year	6	35.7	35.7
(4) Once only	0	57.1	57.1
(5) Never before	9	0	0
Total (Valid: Single Code)	16	100	100
(0) Missing Values	0	0	N/A
Total (Base)	16	100	N/A

Teachers have not visited CA website at all frequently or recently.

7.15: Would you be interested in online access to information about Cambridgeshire Archaeology website?

Table 12: Would you be interested in on-line access to information about Cambridgeshire's Archaeology? (Q15)			
Base: All respondents (16)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	15	68.5	93.8
(2) No	1	23.2	6.3
Total (Valid: Single-Code)	16	91.7	100.0
(0) Missing Values	0	8.3	N/A
Total (Base)	16	100.0	N/A

On-line access to information on CA's website is very popular.

7.16: If yes, what would you like to see included on the on-line heritage resource?

Table 13: If yes, what would you like to see included on the on-line heritage resource? (Q16)			
Base: All respondents (16)	**Frequency (ƒ)**	**Percentage (%)**	**Valid (%)**
(1) Bespoke searches	11	68.8	**73.3**
(2) Ready made searches	13	81.3	**86.7**
(3) Explanations of monument types	9	56.3	**60.0**
(4) Explanations of historic periods	11	68.8	**73.3**
(5) Explanations of archaeological techniques	9	56.3	**60.0**
(6) Thematic info	9	56.3	**60.0**
(7) Archaeology based lessons	12	75.0	**80.0**
(8) Info on sites open to the public	12	75.0	**80.0**
(9) Interactive games with educational content	11	68.8	**73.3**
(10) Other interactive games	4	25.0	**26.7**
(11) Online mapping to search from	8	50.0	**53.3**
(12) Online mapping showing overlays by category	8	50.0	**53.3**
(13) Relevant photographs	13	81.3	**86.7**
(14) Ability to search related archives from website	9	56.3	**60.0**
(15) Local knowledge and oral history stories	10	62.5	**66.7**
(16) Downloadable guided walks	10	62.5	**66.7**
(12) *Other (please specify)	1	6.3	**6.7**
Total (Valid :)	**15**	**93.8**	**100.0**
(0) Missing Values	1	6.3	N/A
Total (Base)	**16**	**100.0**	**N/A**

Ready made searches, bespoke searches, explanations of historical periods and interactive games are all popular activities teachers would like to see on an on-line heritage resource. Other suggestions that were made were:

- Whatever you do within the site has to be directly relevant to the planning framework within which the school operates.

7.17 Would you be interested in Cambridgeshire Archaeology outreach activities?

Table 14: Would you be interested in Cambridgeshire Archaeology outreach activities? (Q17)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Travelling exhibitions	9	56.3	56.3
(2) Workshops	4	25.0	25.0
(3) Leaflets about specific periods	11	68.8	68.8
(4) Teachers resource packs	15	93.8	93.8
(5) Info and interpretation boards	7	43.8	43.8
(6) Contributing info to CA	4	25.0	25.0
(7) Conferences on Archaeology	3	18.8	18.8
(8) Talks on Archaeology	5	31.3	31.3
(9) Guided walks	7	43.8	43.8
(10) Archaeological events	11	68.8	68.8
(11) Book on CA	5	31.3	31.3
(12) The CA festival	8	50.0	50.0
Total (Valid: Multi-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

Outreach activities that teachers would like to see are teacher resource packs, archaeological events and leaflets about specific periods.

7.18: Does your school currently offer lunchtime or after-school archaeological clubs?

Table 15: Does your school currently offer lunchtime or after school archaeological/historical clubs? (Q18)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	2	14.1	12.5
(2) No	14	80.4	87.5
Total (Valid: Single-Code)	16	94.5	100.0
(0) Missing Values	0	5.5	N/A
Total (Base)	16	100.0	N/A

Most schools responding to the survey don't have lunchtime or after schools clubs.

7.19: Would you be interested in receiving support from Cambridgeshire Archaeology to assist with this?

Table 16: Would you be interested in receiving support from Cambridgeshire Archaeology to assist with this? (Q19)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	8	50.0	53.3
(2) No	7	43.8	46.7
Total (Valid: Single-Code)	15	93.8	100.0
(0) Missing Values	1	6.3	N/A
Total (Base)	16	100.0	N/A

Only half of the teachers who responded would like support with after school or lunch time clubs.

7.20: What type of support would be most useful?

The following is a list of examples of what help or support teachers/schools need.

- A CRB Cambridgeshire checked group leader. Thriplow has a wealth of sites- roman and others with which to investigate ideas.
- A lot more information/ideas of what to do include etc. I don't want to take on masses of extra work
- Access to resources - artefact boxes etc. and visits from real Archaeologists, I am hoping to start an Archaeology/Classics Club for the Gifted and Talented later this year.
- Advise on surveying the school site, access to training excavations and other fieldwork for 6th Formers
- Guidance on relevant activities, resources
- Keen to introduce KSI children to Archaeology & History to enthuse them (Nat Curriculum @ KSI is driven)
- Outreach to our school, Castle Camps Primary School, specifically utilising our locality - Church & Castle
- We have close contact with the museum of Archaeology & Anthropology. Sarah Jane Harknett visits the school to give children experience of archaeology activities, also a link with the Museum of Classical Archaeology/

7.21: Name one way in which Cambridgeshire Archaeology could make its education services more accessible?

The following is a list of ways CA could make its education services more accessible.

- Information about events/activities.
- More information in schools.
- Providing information about what is available.
- Sending information.
- Visits /talks to school.
- Workshops for children.

7.22: Would a festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history?

Table 17: Would a festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history? (Q22)			
Base: All respondents (16)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	14	87.5	87.5
(2) No	2	12.5	12.5
Total (Valid: Single-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

The vast majority of teachers think that a festival is a good way to make people aware of Cambridgeshire's history.

7.23: If one were organised, would you be interested in encouraging the children to attend?

Table 18: Would you be interested in encouraging the children to attend? (Q23)			
Base: All respondents (16)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Yes	15	93.8	93.8
(2) No	1	6.3	6.3
Total (Valid: Single-Code)	16	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	16	100.0	N/A

Nearly all schools would be interested in encouraging their children to attend a festival of Cambridgeshire's archaeology.

7.24: Which aspects would most interest your school?

Table 19: Which aspects would most interest your school? (Q24)			
Base: All respondents (16)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) An historical re-enactment	13	81.3	86.7
(2) An art or film festival	1	6.3	6.7
(3) A concert	1	6.3	6.7
(4) A competition	5	31.3	33.3
(5) A conference	1	6.3	6.7
(6) Hands on activities for children	15	93.8	100.0
(7) A finds road show	9	56.3	60.0
(8) Displays and exhibitions	8	50.0	53.3
(9) Walks & talks	5	31.3	33.3
(10) other	1	6.3	6.7
Total (Valid: Multi-Code)	15	93.8	100.0
(0) Missing Values	1	6.3	N/A
Total (Base)	16	100.0	N/A

All schools are most interested in hands on activities for kids followed by historical re-enactments. One other comment was that:

- Would have to be suitable for FS and KS1.

7.25: Do your children ever read books about archaeology?

Table 20: Do your children ever read books about archaeology? (Q25)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	10	62.5	**62.5**
(2) No	6	37.5	**37.5**
Total (Valid: Single-Code)	**16**	**100.0**	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	**100.0**	N/A

Most school children do read books on Archaeology.

7.26: If we published a book about Cambridgeshire's archaeology would you be interested in stocking it in your school's library?

Table 21: Would you be interested in stocking it in your schools library? (Q26)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	14	87.5	**93.3**
(2) No	1	6.3	**6.7**
Total (Valid: Single-Code)	**15**	**93.8**	100.0
(0) Missing Values	1	6.3	N/A
Total (Base)	**16**	**100.0**	N/A

The vast majority of teachers would stock a Cambridgeshire book of archaeology in their library.

7.27: What aspects of Cambridgeshire's archaeology would you think most appropriate for children to read about?

The following is a list of suggested topic areas that children may like to read about.

- Again relevance to key stage 2 topics and local history
- Almost anything as long as it's clearly written in accessible language and well illustrated.
- Depends what age they are, A level Classical Civilisation, material on Roman Cambs, Junior forms - medieval arch Y9 - industrial arch.
- In their local area
- Information about the area they live in now
- Roman History linked to Local History
- Romans, Saxons, & Vikings influences, Romans, finds, excavations in local area, anything linked to Oakington Skeletons and Bones. Tudors
- Social history, what people did, jobs, hobbies, what they ate
- Stratigraphy & excavation detective nature of archaeology, show change over time & clues from preservation i.e. flag fen or W Stow
- The Anglo Saxon burial site at Barrington, finds around Wimpole Hall, Anglesey Abbey & Lode Mill
- Their locality + what is archaeology, what does an archaeologist do, etc

- Those areas which are covered in the National Curriculum, so that children can develop an understanding of how their local area looked at this time.

7.28: Who should the book be aimed at?

Table 22: Who should the book be aimed at? (Q28)			
Base: All respondents (16)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) Archaeologists	0	0.0	**0.0**
(2) Local people	0	0.0	**0.0**
(3) Children	10	62.5	**66.7**
(4) All	5	31.3	**33.3**
Total (Valid: Single Code)	**15**	**93.8**	**100.0**
(0) Missing Values	1	6	N/A
Total (Base)	**16**	**100.0**	**N/A**

The book should be aimed at children in Teachers eyes.

7.29: How many pupils does your school have?

Table 23: How many pupils does your school have? (Q29)			
Base: All respondents (16)	**Frequency (*f*)**	**Percentage (%)**	**Valid (%)**
(1) 0-50	0	0.0	**0.0**
(2) 51-100	3	18.8	**18.8**
(3) 101-150	2	12.5	**12.5**
(4) 151-200	3	18.8	**18.8**
(5) 251-300	4	25.0	**25.0**
(4) 300+	4	25.0	**25.0**
Total (Valid: Single Code)	**16**	**100.0**	**100.0**
(0) Missing Values	0	0	N/A
Total (Base)	**16**	**100.0**	**N/A**

There were a variety of different sized schools that responded to the survey.

7.30: Which of the following best describes the type of school you work for?

Table 24: Which of the following best describes the type of school you work for? (Q30)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Infant	2	12.5	12.5
(2) Junior	2	12.5	12.5
(3) Primary	10	62.5	62.5
(4) Prep School	0	0	0
(5) Private School	0	0	0
(6) Secondary	2	12.5	12.5
(7) Special needs	0	0	0
(8) Sixth Form College	0	0	0
(9) Other	0	0	0
Total (Valid: Single Code)	**16**	100	100
(0) Missing Values	0	0	N/A
Total (Base)	**16**	100	**N/A**

Most of the schools that responded were Primary schools, but a couple of secondary schools showed interest.

7.31: Which of the following best describes the ethnic origin of the majority of pupils at your school?

Table 25: Which of the following best describes the type of school you work for? (Q31)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) White	15	93.8	**93.8**
(2) Mixed	1	6.3	**6.3**
(3) Indian	0	0.0	**0.0**
(4) Pakistani	0	0.0	**0.0**
(5) Bangladeshi	0	0.0	**0.0**
(6) Other Asian	0	0.0	**0.0**
(7) Chinese	0	0.0	**0.0**
(8) Black Caribbean	0	0.0	**0.0**
(9) Black African	0	0.0	**0.0**
(10) Black other	0	0.0	**0.0**
(11) Other	0	0.0	**0.0**
Total (Valid: Single Code)	**16**	100.0	**100.0**
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	100.0	**N/A**

The majority of schools that responded have mainly white pupils although one school stated the following:

- Although essentially White European, we have large numbers of children from every ethnic group.

7.32: In which District is your school?

Table 26: in which District is your school? (Q32)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Fenland	1	7.1	**7.7**
(2) Huntingdonshire	5	35.7	**38.5**
(3) East Cambridgeshire	1	7.1	**7.7**
(4) Cambridge City	3	21.4	**23.1**
(5) South Cambridgeshire	3	21.4	**23.1**
(6) Peterborough	0	0.0	**0.0**
Total (Valid: Multi Code)	**13**	**92.9**	**100.0**
(0) Missing Values	1	**7.1**	N/A
Total (Base)	**14**	**100.0**	**N/A**

The schools surveyed covered all districts except Peterborough.

7.33: Would you like your schools details put on our mailing list?

Table 27: Would you like your school added to our mailing list? (Q34)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	14	87.5	**93.3**
(2) No	1	6.3	**6.7**
Total (Valid: Single-Code)	**15**	**93.8**	**100.0**
(0) Missing Values	1	6.3	N/A
Total (Base)	**16**	**100.0**	**N/A**

Nearly all schools would like to be on the CA mailing list.

7.34: Are you aware of or do you use the Cambridgeshire Education Portal?

Table 28: Are you aware of or do you use the Cambridgeshire Education Portal? (Q34)			
Base: All respondents (16)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Yes	14	87.5	**87.5**
(2) No	2	12.5	**12.5**
Total (Valid: Single-Code)	**16**	**100.0**	**100.0**
(0) Missing Values	0	0.0	N/A
Total (Base)	**16**	**100.0**	**N/A**

Most teachers responding to the survey had heard of the Cambridgeshire Education Portal.

7.35: Any other comments

The following is a list of varying comments made by the teachers surveyed.

- A festival of Cambridgeshire Arch sounds interesting, I would be prepared to work with children and contribute their work, they have already contributed to displays in the museum of Archaeology & Anthropology.
- Archaeology will always be my major interest and I want to develop an understanding and love of the subject amongst Primary age children. I

would be delighted to trial any resources you develop, and help in any way.

- Cambs Archaeology & the Perse have just begun what I hope will be a successful collaboration.
- Children are most interested in the colourful or the bloody bits of history the National Curriculum is dull in its early stages it needs livening with some hands on activities. Perhaps cross curriculum - science geog etc.
- I have used your Saxon box & thought it was very useful, One of your archaeologists visited my school (Hatton Park) several years ago & that was very successful - if a bit expensive.
- Please contact me to discuss the possibilities of organising an archaeology day/week at the school utilising our locality.

8.0: Findings – Focus group results

The following sums up the key point made by people attending the four focus groups held on 11th and 12th October 2006. The comments are concentrated under the heading "Community" and "Historic Environment Record (HER)" for the user and non user groups (3) and the headings for the group with teachers are "Schools" and "HER".

8.1: Users and non users focus groups

There was much support for the various outreach activities Cambridgeshire Archaeology would like to organise. The main ones being an archaeology festival, parish archaeology wardens, an archaeology book and community work. Schools were also very keen on the outreach activities of CA and wanted to know more about what they could provide.

8.1.1: Archaeology festival
There was significant support for the archaeology festival with ideas on where it should be located, who should be involved, what it should contain and how long it should run. It was suggested that it should be mobile with a changing theme each year but parking and local transport should be a high priority for its location. There should be heavy involvement with the local schools allowing children to present their own work there. It was thought that the festival must be fun and vibrant, not too technical but having displays to demonstrate simply the different elements of archaeology, perhaps have a live dig. Living history displays with demonstrations on food, cookery and craft skills perhaps focusing on different historical periods each year was a popular theme. It was also considered very important to display maps of the local area as there was considerable interest in old maps. It would be a perfect opportunity to air historical maps to people who may not get to see them at any other time (improved access to heritage information).

8.1.2: Parish Archaeology Wardens
There was much discussion about the PAWs. Some people had trialled PAWS in their Parishes and were keen to make it a permanent fixture. Generally people wanted PAWs to be friendly and approachable but not geeky or anoraky. It was thought having to volunteer PAWs per parish was a good idea in case one got sick or one had to leave. It was important that they were seen as a "local" so that they could befriend farmers and land owners etc. in order to keep an eye out for new finds in fields e.g. during ploughing. They may be able to improve access to private land by "building bridges" with landowners. It was felt that befriending the metal detectorists would be valuable too.

8.1.3: Archaeology book
Generally people were interested in a book of archaeology if it had a chapter relevant to where they lived. A series of books covering smaller areas would be well received. The book might be too expensive for some people if it covered the whole of Cambridgeshire in one thick volume.

8.1.4: Community projects

People would like to be involved in community projects but they need more information to be able to know what and where they are being held. Many projects are discovered about too late. The results of the projects must also be publicised more. "Digging things up sounds like fun" was a comment generally agreed with by all.

8.1.5: Historical Environment Record

There was considerable lack of knowledge about the HER, where and what it is. Once shown information on what it contains there was considerable interest. People were keen to find out information about their own patch of ground or house. It was suggested that lists of what was held on the HER should be displayed in local Libraries, and libraries should provide access points to the HER for those with out computers or the internet. More promotion of the HER and what it is was considered essential if more people were to be able to access the information the festival would be an opportunity to promote the HER. There was general interest in feeding local or unique family history information into the HER provided the information was vetted. The name DEVANA was not highly thought of as a possible name for the ON-line heritage resource as this suggested it was only linked with Romans. The name needs to be "what it says on the tin". "Cambridge Explorer" or "Cambridge Heritage" or "Cambridgeshire Archaeology" were suggested names.

8.2: Schools focus group

Al l the teachers attending the focus group were very enthusiastic about getting their schools more involved in activities that CA could provide. Some schools had even contacted CA and used their artefact boxes, however it was generally agreed that the boxes must be allowed to be kept for longer for the price paid if they were to maximise the benefit to children. Cost was a big issue for most schools in what they could afford to do. Travel was another problem. Teachers liked to get kids out and about but sometimes it wasn't practical especially with the new regulations on booster seats.

Teachers were very keen on the idea of having ready made packs that they could follow to show points of interest to children in their immediate area for example to walk down the road from the school and follow a pre marked route to show what industry used to work in that building or what the characteristics of a Tudor building are, or unique stories to grab the children's attention particularly bloody or gory ones. This supports the findings in the surveys about what teachers would like on an on-line heritage resource. Having CA staff to come in and talk about their jobs would be good and having days where the kids can dress up and learn how to make candles was very popular. Examples of good performers that have gone into schools to talk or demonstrate history are "History off the Page", considered very good but not cheap. Another popular example was time Tunnel.

Over all one of the most significant points voiced at all Focus Groups was that what ever outreach activities or events CA do in the future, better promotion and advertising were essential for their success.

A full transcript of all four focus groups can be found in *Appendix 12.7.*

8.3: Summary of focus groups

The following bullet points are abbreviated comments made by all groups on the main topics summarised above.

8.3.1: Community

<u>Festival of Archaeology.</u>
- General interest in the idea overall
- Festival must be mobile
- Base its location around different historical sites or recent excavations
- Must be interactive, if you are going to get kids involved
- Need to have themed areas, different ages with different historical aspects
- Get the children to dress up, give recipes out to people of meals eaten in historic times
- Mustn't be a historical mish mash, not everything al at once
- Develop time lines look at how farms have changed, how towns and villages have grown or shrunk
- Needs to be well promoted
- Must be really different
- Must be very accessible and interesting, got to get them thinking "what do you know about your local area"?
- Set it at a recent dig
- Ely is a good location, good public transport.
- I would be more interested in stuff on my immediate back door not Cambridgeshire in general
- Schools must have input
- University of 3rd Age has a large audience get them involved
- It would be good if the festival could go to different locations
- The festival should have a different theme each year as this would encourage people back each time as they new it would be different
- Parking, access public transport must be carefully considered
- If the festival was mobile schools could book sessions to walk round it
- When would the festival be run – during week or weekends?
- Display aerial photography (CA doesn't hold Aerial photographs)
- There is great interest in Aerial photography
- Would like to do a course on how things have changed over the years
- Schools could provide work they have done themselves with CA providing supporting info/photos, this might encourage school children's families to attend
- Do leaflet drop at schools and libraries telling all what s going on locally with archaeology
- Would like to see people dressed up as Romans foe example or Vikings with artefacts of items they produced
- It's got to be colourful, visual with educational context, show what crops they grew etc.

- Must have maps to view
- A big festival may be too expensive but lots of little small community things can achieve a lot
- Should have the festival to start of the week off events
- Hold it over 2 days to give people more option
- Have lots of little events
- A moving mini festival
- Maybe link in with summer village fetes
- If you focus on making it fun for the kids then mum and dad will go because that's Saturday afternoon sorted
- If it's in Wisbech I don't think people from Cambridge would come.
- Cambridge is split in two and each have their problems and ideology
- If its called a festival then it should be big and held over a weekend
- Colchester Castle has them and they have been hugely successful
- Some children may want to get more involved show them the layering of the soil, how they can record it.
- Mustn't be too serious don't let it get boring must be for very young too
- Children love to draw, show them part of a broken pot and get them to draw what they think it looks like
- Don't make it too educational simple introductions with maps and show what are used to be like, show time lines
- Don't locate in Cambridge it's such a difficult place to get to
- Would love to see a skull or something
- I might go to Wisbech but I wouldn't go to Norfolk
- Cambridge is awful to get to, put it outside and people would go
- Needs as much detail on different areas of the county to see how varied it is
- Promote the HER there, have a terminal so that people can see what you have on their area, something they can relate to
- Could be a problem getting children interested
- Needs to be somewhere with good parking and good local transport
- The more locations it can be placed in the better
- I think it should be in one place.
- I read a book if it was on my local history/archaeology, but not about Cambridgeshire generally
- It would be interesting to see what is still historically going on that's been going on and never changed for a long time, people don't realise how long things have been happening.
- Book needs to show chapters on each area of Cambridgeshire

Parish Archaeological Wardens
- A PAWs would be someone you could got to with a find
- They would need to be easily accessible, not all can get to the Shires
- I know of them in St Ives
- Must have good human relations skills for negotiation
- Parishes vary in size, so may have to merge smaller parishes
- A PAWs needs to have an interest in History and Archaeology
- A PAWs could let you know what digs are going on the area locally

- PAWs could gather parishioners historical memoirs
- Think you should have two PAWs to a parish, more comfortable to work together
- PAWs can educate farmers to keep an eye out for things in fields and bring in finds
- Need to get balance right between being enthusiastic and the village not wanting to know.
- PAWs should be allied to libraries and schools rather than the Parish Council get the children then you get the parents and grandparents
- Commuters and 2nd home owners are the most difficult group to get involved or interested in parish/village life
- PAWS can help promote the sense of how Parishes differ from one another
- Metal detectorists are the most knowledgeable people around
- Must be articulate and able to document
- Needs to be a partnership between CA and PAWs
- PAWs could be on the committee
- We have written the need for a PAW into our parish plan already
- Need guidance from CA information to be collated centrally
- What's happened to the Historical Resource and Cultural Centre?
- I don't think there needs to be a highly trained archaeologist in every village but someone who knows where to go if you do have an object that looks old
- If there's a local way of doing things then people are more likely to do it
- I'd be reluctant to go to a stranger or a specialist because I would think they have better things to do than look at my bit of broken pot!
- Need to be a familiar face who can give up 10 hours of the their time a week
- PAWs will raise the profile of Cambridgeshire Archaeology in each parish
- I'd use a PAW even though my work is in that field
- A PAW would be a go between easier to talk to someone of your village than an expert
- PAWs could build relationships with local landowners to help provide access to interesting archaeological sites for other locals
- The person chosen mustn't be too enthusiastic or bullish as they can put people off.
- PAWs could write in our village magazine
- Master Composter is an excellent role model on how to work with volunteers.
- Needs to be two or three people involved in each Parish to cover when holidays or sick
- Working with volunteers is hard work

Community projects
- People will not travel far
- Need better public transport
- Library is the first place I would go to, to find out anything
- Huntingdon fairly active

- We don't have many libraries so need to get access points in schools
- Would like to hear about digs before they happen not after so I can get involved
- Would love to be able to go to a London pit to see what they are digging up
- You don't get much information on what going on and its done and over before you know about it
- If I was taught and supervised I would love to have a go
- Digging things up sounds like it might be fun

8.3.2: Historic Environment Record (HER)

- Never heard of HER
- If I wanted to know something I would go to a book or the library and ask for books on Ely or Huntingdon
- Would love to go on walks to pick things up off the ground and be told what they were
- Need to get a plug on the radio
- Needs to have pictures
- Needs to be linked to where people live
- Must be on internet
- I knew about CA as been on digs
- I'm sure a written article could be put in a local newspaper
- Links that a website offers are important and your site should be the key to opening all doors of parallel interest
- Want to se medieval monuments, the Great Dyke, Devil Dyke sis of great archaeological interest
- Trying to get somebody at Shire Hall is like trying to get a needle in a gate post
- Need to keep original documents
- I wouldn't travel 30 miles to get information so its easier for me to access sit locally
- I would like to be able to see what my area was like 100 years ago, 200 years a ago 300 years ago etc.
- Need to bale to access by location
- Must have a link to each village and PAWs
- Should have a reading list linking to local library what books they have on local history
- One search could show everything that on your local patch
- Heritage is not a word I'd think of, history or archaeology is better
- Need good links to other relevant sites
- Would like to find out about the Roman town in March
- I wouldn't know where to get information
- The elderly have the time and interest to get involved but would they know where to find stuff out
- Not too sure of the name Devana needs to sound like "it does exactly what it say son the tin"
- I favour names that tell you what they are

- Great Yarmouth Archaeological map turned out to be a really successful name because it does what it says
- Ours is called Norfolk Heritage explorer
- I wouldn't know what Devana was
- Needs to be called something like Cambridgeshire Archaeology boring but is works
- Need to be a simple name like Cambs Heritage
- We are not computer minded so difficult for us
- Must be able to search by place, so you can see "what's in my garden"
- Must have access to maps and locations of artefacts
- Text needs to be in English not Archaeology jargon
- The information can be quite contradictory over time so needs to be sifted through
- The internet is not for everyone so must be accessible from libraries
- A lot of Parishes have their own websites and so HER can be linked
- Need to promote festival on the website
- Statistically Library use is plummeting
- But people still go to the library first when they move into the area, at least once
- Link in with BBC
- Promote each other
- Need to call it Your History or Your place now and then
- Devana makes it sounds like its only Roman
- Needs timelines
- I want to see reports on digs I did 20 years ago
- Need to vet anything that is contributed.

8.3.3: Schools

- Kentwell is excellent I would go there any day but its £10 to get in and then there's travel costs
- Crime and punishment throughout the ages would be great
- Talking about communities get historical writers in to talk
- History through the ages
- A living timeline, dressing up for each section of it.
- Get families involved, put them in "stocks"
- Depends on attitudes of teachers and schools.
- Has to follow "skills" how can you incorporate the "skills" into archaeology – looking at artefacts
- Some schools expect you follow NC to the letter
- Web link to HER good resource for schools
- Must let schools know what's available – a list
- Local study packs would be good, as can use for geography and history. and aerial photographs would be a dream
- Maps captivate the imagination
- Kids love old maps
- A pack would give you the creativity, thinking skills and cross curricular skills , teachers will lap it up

- Need to point teachers in the right direction of how to link archaeology with all subjects
- If it's a ready made pack that covers all their teaching objectives then they will sue it
- ICT can also be taught through Archaeology, cut and paste etc.
- Get children to post their project son Web
- Take a walk from the school and look out for things
- Make a ready made pack for each school of things they can look out for on a walk
- A set of maps for all local places would be wonderful, compare different ages of maps
- Local stories to weave into general history
- The boxes are great but we need to be able to keep them for longer a week is not long enough
- It would be great to have some one come down and help us dig up a bit of the school and show us how to do it properly
- Need more information in the boxes about what the artefacts are.
- Cost of travel to sites is prohibitive
- Sites need to be close by with more than one toilet and a dry area to eat lunch
- Booster seats a problem when organising transport
- Parents can't drive unless CLB checked
- Insurance is a problem
- People coming into re-enact is fantastic
- A talk needs to be interactive, other wise kids get bored
- Kids must be involved, active, must be fun and humorous, must be engaging
- Children have got to like the guest speaker
- It would be interesting for staff to come in and tell the kids about being an archaeologist what there jobs is like
- Need to promote in libraries, newsletter, word of mouth
- David Crawford White did us an excellent tailor made package
- History off the page are very good but not cheap
- We are having a Greek day where the kids dress up, soap making , candle making etc
- Duxford do a World War 2 day and everyone dresses up with gas masks etc
- Tudor Christmas is excellent
- Time tunnel is brilliant

9.0: Overall findings summary

The following bullet points are set out under each of the 4 main objectives set by Cambridgeshire Archaeology:-

9.1: To assess how existing/potential new users wish to access information on their local heritage – through which media (e.g. internet, via libraries, outreach events, etc and in what format and design

- 82% of respondents have internet at home.
- 87% of respondents would prefer to access information on Cambridgeshire's archaeology through the internet. The least popular method of access was information sent by post or e-mail at 29%
- 91% of respondents thought that a festival of Cambridgeshire's Archaeology would make people more aware of Cambridgeshire's history. 88% of schools thought the same.
- 91% of respondents would attend the festival if it was organised. 94% of school teachers said they would encourage their children to attend.
- 80% would be interested in displays and exhibitions, 75% wanted walks and talks, and 54% would also like to see a finds road show at the festival. Schools would like hands on activities for children 94%
- Least popular events at a festival were a competition at 12%. Schools thought the same at 6%.
- 61% of respondents read books on Archaeology and 80% of respondents would be interested in reading a book about Cambridgeshire's Archaeology.
- 63% of teachers said their children read books on archaeology and 88% would stock the book in their library.
- 43% thought the book should be aimed at local people with 40% thinking it should be aimed at all. Aiming the book at only Archaeologists was the least popular idea at 8%. 63% of schools thought the book should be aimed at children.
- 78% wanted information on sites open to the public, 77% would also like to see relevant photographs and 71% and 72% wanted to see explanations of monument types and ready made searches e.g. castles in Cambridgeshire respectively on a on-line heritage resource. Schools were most interested in relevant photographs at 81%.
- Least popular aspects were interactive games with educational content and other games at 33% and 12% respectively. For schools other interactive games was also the least popular option.
- Outreach activities- 57% wanted guided walks 55% each wanted leaflets about specific periods and archaeological events. Least popular activities were workshops 13% and conferences on archaeology at 15%
- School's most popular outreach activity was teacher's resource packs 94%, schools least popular activity was conferences on archaeology 19%.
- 94% of schools in Cambridgeshire would like their children to attend events were they can have object handling sessions. Hands on history events were also very popular at 88%. Guided walks were the least popular event at 19% fro schools.

- 81% of teachers rely on mail shots to discover info on school trips. Only 13% use their local library for information.

9.2: To research the feasibility and demand for access to heritage information through terminals in museums and libraries

- 19% of respondents use their local library to access the internet and 2% use an internet café for access.
- Feed back from the various focus groups confirms that often libraries are still the first port of call to find out information about an area. Those of the older generations who have the time for research and personal study sometimes have a fear of computers and a local library is a less scary way of introducing them to modern technology.
- One comment made at the focus groups was that "I think one of the issues about the internet is that not everybody has it and libraries are the place where people go"

9.3: To assess the demand for participation in community archaeology and the likely uptake of the Parish Archaeological Wardens scheme.

- 61% of respondents would be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology in their Parish.
- 67% thought that PAWs should work with schools and local societies with 64% also thinking that they should collect information about archaeology of their Parish. Campaigning to protect the local heritage was popular too at 58%
- Carrying out fieldwork was the least popular aspect of a PAWs role at 43%.
- Focus Groups identified that Paws should collaborate with local museums, libraries and schools, be a friendly face and approachable but not geeky or eccentric and should have an interest in history and archaeology. A partnership with CA was the best way to operate.
- It was also said that Paws could help with the planning system, how it inter reacts with local communities. PAWs set up would have to vary from village to village, depending what the best communication lines were.
- Generally people were interested in getting involved with community projects.
- Individuals expressed disappointment about digs they knew had gone on in their area but had never seen the reports or didn't know who to ask about seeing the findings.
- Generally people thought "digging things up" was great fun and they would love to have a go. Supervision and some teaching about excavation were considered part of the experience.

9.4: To identify any physical, sensory, intellectual or cultural barriers to access to heritage information and participation.

Organisational
- Cambridgeshire Archaeology is located within the Community Learning and Development Directorate of Cambridgeshire County Council. Cambridgeshire Archaeology is split across two sites, with offices on the 1st floor of Castle Court, in Cambridge (Historic Environment Team), and in a converted industrial unit in Bar Hill (CAM ARC – the Cambridgeshire Archaeology Field Unit). Being spread over several sites can be confusing for the public.
- Historic Environment Record, Castle Court - Visitors have to sign in as a visitor to the Castle Court reception, from where they are collected by a member of staff and taken into the HER office. This can be intimidating and acts as a barrier.
- Visitors can book an appointment to visit and carry out their enquiry in person, or can carry out enquiries remotely by telephone, post or e-mail. Having to book appointments restricts spontaneity for visiting which can act as a barrier
- While staff are available to demonstrate how the record works and for assistance when needed, the visitors are left alone to collate their own information most of the time.   Staff are available to explain any technical information included within the records.

Physical
- Very few respondents suffered any long term illness or disability that would affect their ability to access archaeological information from CA.
- Of those that expressed limitations the most common complaint was difficulty walking or standing so climbing stairs or travelling any great distance would limit access for some.
- Some respondents were registered blind so Braille provision may be necessary in the future.
- Those not interested in on-line access to Cambridgeshire's archaeology information stated their dislike for computers or their lack of computer ownership as the reason.
- Not understanding or liking the internet was also common.
- Lack of parking and its cost is a problem and limits access for those who don't have easy access to public transport. This applies for events within Cambridge as well as for access to the CHER.
- The CHER is located within Shire Hall on 1st Floor; there is limited space for visitors.
- Opening hours are dependant on staff being available to supervise visitors and deal with enquiries and generally this time will be restricted to between 10am-12pm and 2pm - 4pm. Office space is limited and no more than two visitors can be accommodated at any one time
- Access to the HER office is via stairs or two lifts, which have tactile buttons at an accessible level. Gentlemen's and Ladies toilets are provided on each floor, and a toilet with disabled access can be found on the ground floor.

- Main reception is on the ground floor, with access being provided via a ramp and electronic touch pads for opening doors. Access to the HER office involves coming through reception, up one floor via the lift or stairs, and along a corridor, giving a total journey of approximately 30m.
- Access by residents of Cambridgeshire is by road or public transport. Limited visitors parking is provided at Shire Hall, and provided on a first come first serve basis. A public pay and display car park is situated on Castle Park, some 200 m from Castle Court. The County Council offices are situated some considerable distance from Cambridge Railway Station, with bus routes running into the central bus station. Cambridge is also served by a network of Park and Ride services, which run close to Shire Hall. Full details of all access routes is available at http://www.cambridgeshire.gov.uk/council/offices/shire_hall/
- Cambridgeshire County Council and Castle Court comply with the Act at a corporate level. It is recommended that as part of the main Heritage Grant application, a Disability Access Audit be undertaken for the Cambridgeshire Historic Environment Record offices, and any other Cambridgeshire Archaeology facilities and services that will be involved in the delivery of the JIGSAW project. However, the current research indicated very few complaints or concerns about access to the Cambridgeshire Archaeology offices affected by disability.
- There are no disabled toilet facilities although there are lifts that provide access to all floors
- There is only one computer terminal is available for use on request, although the specialist interface makes this unsuitable for the majority of visitors.
- Teachers have very little time to prepare for lessons and this acts as a barrier to them contacting CA.

Sensory
- Only 55% of respondents had heard of Cambridgeshire Archaeology, the general public is not aware of CA, the CHER or much of its outreach activities.
- If the results from the resident's survey are isolated, those who didn't know about CA are even higher at 75%.
- There is no sign posting to the CHER within Shire Hall and there is very little promotional material.
- There is little circulated information about what other locations regularly house information e.g. CAM ARC at Bar Hill or where archaeology events are held.

Intellectual
- There is still a strong perception that information held by County Councils is not for public access.
- Some people are not even aware that archaeological information is held by County Council.
- A couple who attended one focus group knew a dig was going on at the bottom of their garden and they were interested to learn about it but they had no idea that they could find out about it through CA.

- Data held within the CHER is largely of a technical nature and frequently needs to be explained to laymen
- Visitors are given record and map printouts that satisfy the subject of their enquiry, and provided with access to supporting resources (photographs, maps, publications and reports). This may need to be interpreted by staff for visitors.

Cultural
- There was a very low response from ethnic backgrounds compared to the actual ethnic diversity in Cambridge.
- There is a lack of promotional material/leaflets translated into appropriate languages
- There was a slightly better response from those attending the castle event. The perception may be that the history of Cambridgeshire is nothing to do with them.

Financial
- Schools definitely have a financial barrier when it comes to accessing outreach events held by CA. They would like to attend events but the cost or lack of resources (38%) limits what trips or events schools can attend.
- In the focus group for teachers, a couple of schools had used artefact boxes and information from CA, but they had not been able to use the items as much as they had wanted because of the limited time they were allowed to have the box for the cost.
- The teachers were very enthusiastic about the products CA provided but they just couldn't afford them very often.
- There is no charge for visiting the HER office or charge to members of the public for reports sent by post/e-mail. Photocopying by members of the public is charged at the discretion of staff, although in practise charges are rarely levied. Commercial enquiries to the CHER are charged from £40, a fee in line with that charged by other HERs. Tea, coffee and water are free. Full information about HER charges in detailed in the attached CHER guidance document.

10.0: Outreach Brief and Action Plan

The following chapter sets out a brief and action plan for the production of outreach and educational material and the likely demand from schools, colleges, local societies and the general public.

10.1 Outreach brief – likely demand

10.1.1: Schools

Although the response from schools was small the overall enthusiasm for accessing information on archaeology was positive. The key points to concentrate on for producing outreach and educational material for schools are as follows:

Research showed that very few teachers accessed the Cambridge Archaeology website, however nearly all were interested in on-line access to information about CA. When asked where they looked for information about school trips and outing etc. the vast majority said mail shots and events leaflets, very few used the internet. It would therefore be beneficial to do a mail shot to teachers promoting the CA website so that they know how and where to access all the information they need on planning lesson and trips in the future from the CA website.

Schools frequently use their grounds for educational purposes and educational packs assisting teachers to enthuse and educate their pupils through hands on activities would be popular. Teachers have shown their keenness to receive packs that are tailor made to their environment e.g. a guide that teachers can follow as they walk their pupils around a pre set route in a town or village that highlights buildings of interest, origins/meanings of place names or street names. The packs should give information so teachers can point out the typical features of an "Elizabethan, Victorian or Tudor" structure for example.

Schools are keen to receive study packs teaching them how to dig up the school grounds, they would like to be guided on what they should look out for, how to clean and log finds etc. Schools would like CA staff to visit schools and oversee a dig in their grounds. Perhaps a mobile Archaeological Bus – "The roving archaeologist", could make regular trips around schools in the area promoting archaeology and history.

Other facilities that schools would like for their pupils as well as for teachers as a resource were on-line access to "ready made searches", "interactive games", relevant photos" and "archaeological lesson plans linked to the curriculum". Information about sites open to the public was also very popular. All these services need to be promoted in a mail-shot that reminds teachers and pupils about the CA website.

There was great support for the idea of a Cambridgeshire Archaeology Festival. Schools wanted to see hands on activities for kids, living history and re-

enactment events that could bring history to life for children. The book on Cambridgeshire's archaeology was popular and most schools said they would stock it and they would prefer it aimed at children.

It is essential to give plenty of warning about up coming events so that schools can plan for the health and safety issues that concern them when transporting children off school grounds. As cost is also a very serious issue for schools, warning them can give them time to raise the money for the more costly trips.

It is essential to update the CA's schools contacts database with individual teacher's details that are proactive in organising and arranging school activities, extra curricular activities and projects. Monthly e-mails to individual history/geography/social studies teachers can then be orchestrated.

10.1.2: Education Sector

When isolating responses from the education sector from the user survey, it can be seen that very similar services are required. Both the Festival and the book on archaeology would be well received. PAWs were also well supported by the education sector with them wanting the PAWs role to lean more towards working with schools and campaigning to protect the local heritage. Internet access to information held by CHER is crucial but the ability to talk to staff and come in to visit the CA offices is vital. Better promotion is needed on what CA holds particularly with historical maps and artefacts held from different dig sites. When accessing information on the internet through the CA website, the education sector want information on upcoming events, information on sites open to the public, teaching resources, bespoke searches, thematic information and on-line mapping and links through to archives to access more information. Colleges and other education providers should be e-mailed regularly with upcoming events to increase awareness of CA outreach activities.

10.1.3: Local Societies

When isolating responses from those who were members of local societies, it was evident that they would support and attend a festival of archaeology particularly if it contained re-enactments, a conference, a finds road show but most of all displays/exhibitions and walks and talks on archaeology. The PAWs concept was popular with the main priority of PAWs being to collect archaeology of their parish, to campaign to protect local heritage and to feed it back into an on-line link with CA. The book was popular with it needing to be written for all types of people. Local Societies want to know more about upcoming events through leaflet distribution and they would also like to be on a contacts database to receive additional information on events.

When accessing information on-line, local society members are most interested in seeing information on sites open to the public, on-line mapping and layering information, photographs, local knowledge and oral history stories, access to archives and information on guided archaeological walks. This group are moor likely to consist of retired people who have a greater amount of time on their hands to take part in social/historical research.

Other outreach activities that local societies would be interested in are travelling exhibitions and leaflets about specific monuments. They would like to see information and or interpretation boards at sites of interest and they want to go on guided walks and to attend talks.

It is important that links are established at an early stage with other like minded or relevant websites e.g. the national Trust, family history, national and local archaeology sites and other HERs.

CA needs to promote more effectively to the potentially large retiree audience who are often members of local societies. They have the time and interest to use the CA extensively.

10.1.4: General public

Two thirds of the general public had not heard of CA. Of those that had, museums, libraries, word of mouth and local press/media were how they had found out. The internal staff at CCC must be educated to promote CA from within.

Of those surveyed who had not heard of CA, the vast majority would support an archaeological festival and a book. The general public would like to see Re-enactments at the festival along with hands on activities for kids, a finds road show, displays and exhibitions and walks and talks. They think the book should be written for local people. There was overall public support for PAWs whose responsibilities should be to collect archaeological information in their parish, work with schools and campaign to protect local heritage.

The majority of the general public were not members of any local societies. But they would like to know more about upcoming events via leaflets. Half would go on a database to receive such information and updates.

Half of those surveyed would not be interested in on-line access so outreach activities such as travelling exhibitions, leaflets about specific periods and monuments, information boards at specific sites and guided walks were more desirable. Those wishing to access information via the internet wanted information about sites open to the public, photographs, local knowledge, and oral history stories, explanations about monuments and historical periods and downloadable guided walks.

Of those surveyed in the non user questionnaire only 15% said they had already been to an Archaeology event whereas 74% of those surveyed said they would like to receive information about events. There is the potential to get more people attending visits if they know about them.

Links and contact need to be made with tourism partners, especially Tourist Information Centres, to promote the CHER as a service to inform visitors of historical and archaeological aspects of the areas they are interested in. This would promote the CHER as a research tool that can add value to holidays.

If the CHER is to remain in Shire Hall more space is needed to house its archive, and to improve physical access to its records, maps, reports and artefacts.

There is a high level of service currently provided to existing users of the CHER. This service level needs to be maintained, and the reputation of the CHER will thereby grow by word of mouth.

It is important to design a simple search facility on the future CHER website to allow easy and quick access to all information contained within the CHER. This needs to be designed to cope with complicated enquiries as well as simple ones.

The ability to search the CHER should cross reference within a multifunction search facility, i.e. people should be able to locate monuments, objects, buildings, maps, photographs and information, via a specific named location, a specific period or date or specific name, and easily obtain all relevant information.

The improved facilities that would house the CHER must have good lighting, disabled access and adequate space, computers, photocopying and printing facilities, plotters and a reference section.

Through out all the research one underlying comment was that there was not enough promotion or advertising. Events would be better attended if they were broadly advertised. It is essential that a sensible budget be put aside for the promotion of events through local papers, radio and TV.

10.1.5: Other existing / potential audiences

Both the user and non user surveys identified the following specific groups that responded to the survey. The only group that had no representation was ethnic minorities.

1. Architects, builders and land developer/real estate
2. Educators within primary, secondary, further and higher institutes
3. Amateur historians and amateur archaeologists
4. Professionals working within land based enterprise or conservation
5. Libraries and Other Archives
6. Parish councillors and secretaries
7. Ethnic minority groups
8. Land owners - commercial, private and leisure
9. Children and young adults
10. Retirees

The audience research carried out by the MRG has identified that there are a variety of audience types currently using the CA as above. The break down of types can be found in Table 11 Chapter 4.14. MRG's research identified that no school children were contacting CA to get information and very few teachers too.

Current research has identified that the main barriers to involvement are lack of knowledge of the very existence of CA, a lack of knowledge of its full content and potential for research, and a lack of perception of its relevance to all or any

new user groups.   All these factors act as barriers and will need to be addressed.

10.2: Action Plan

The following section is an action plan for the likely demand or take-up of different outreach activities or educational material for more specific audiences that have been identified through the audience research.

10.2.1: Architects, builders and land developer/real estate

This is an audience that is already using the CHER but which would benefit significantly if its information were to become available on-line. On-line access to the CHER needs to be designed with their needs in mind. Further discussion with such agencies will benefit both parties when it comes to information provision and information retrieval.

A system for paying which allows such agencies unfettered access to all the information they need must be set up. Different payment options that have already been suggested are the setting up of internet accounts into which you pay monthly for unlimited access or a "pay as you go" system, with log in codes or membership numbers.

10.2.2: Educators within primary, secondary, further and higher institutes

The CA must link into the national curriculum. The most obvious educational subjects are Geography and History but the teaching of other social and science based subjects would also benefit from the information that could be provided by the CA.

Again, promotional material must be designed to highlight areas where the CA can really benefit each subject and must be suited to use by teachers and lecturers as well as by children and young adults.

10.2.3: Amateur historians and amateur archaeologists

Many of these interest groups are already aware of the information within the CA and are actively using it, but on-line access as well as a greater access to the staff who maintain the information contained within CA and it's HER, would benefit them enormously. They would also benefit from open forums and talks held by the CA to further educate them in new or relevant subject areas.

Ideally these amateur groups would pass new information on to CHER, via their local PAWs officer.

10.2.4: Professionals working within land based enterprise or conservation

Landscape management and countryside volunteer agencies would benefit from having on-line access to HER information within CA, so that they can build up a picture of how land use has evolved in their area of interest. They need to be contacted and taught how to use the information within the CA to enhance their Project Management and to help enthuse locals within the area who might then

become more involved with local or community projects. They may very well be interested in contributing to the book of Cambridgeshire.

10.2.5: Libraries and Other Archives

Access to the information contained within CA's HER on-line at Libraries would greatly reduce any physical barriers to individuals' who access information from Cambridgeshire Archaeology. Public Libraries and Archives have to have disability access and they also provide free access to computers. Their staff could help promote the information held by CA and educate people as to what can be found within it.

10.2.6: Parish councillors and secretaries

This group includes a mixture of potential user groups, educators, retirees, land owners and local residents, etc. Participants are heavily involved in the dynamics of parish life and routine, and promoting CA's outreach projects and the HER to this group would have a far reaching affect. In this context, the fact should be emphasised that the information within CA can be used to better inform development and other land use and landscape change, as well as to conserve the historic environment. The introduction of PAWs would greatly enhance the relationship between each parish and CA there may already be willing volunteers who currently access information from CA.

10.2.7: Ethnic minority groups

The survey results indicated that there was little or no contact made with CA by any ethnic minority user, although the archaeology events did have some attendees from a variety of ethnic backgrounds. Steps must therefore be taken to inform and promote the CA to such groups by first ascertaining their views and feelings about heritage and culture, and then by establishing and developing relevant links between their views and interests and the content of the CA. The events are an excellent way to promote this. Small displays can be set up and promoted to the different ethnic group that directly links their culture with how they came to be working/living in Cambridge. This could be through industrial, war, education, research, production and manufacturing reasons. Visits by CA staff and leaflets translated into relevant languages could highlight these links and publicise the CA, but the latter would have to be widely distributed if a significant audience is to be developed. The links, once established can be enhanced through community education as well as through the national curriculum. If second and third generation children can integrate more freely with the culture of their adoptive county by studying subjects that include local information within the CA, then this information may flow back up through the generations.

10.2.8: Land owners - commercial, private and leisure

Promotion of CA to these groups could provide revenue for the service. Leaflets could promote the ability of CHER to provide information on the historic environment and to print off annotated maps detailing archaeological sites, aerial photographs, historic field boundaries and other archaeological and historic land use data, etc. These would be of particularly helpful to farmers drawing up their farm plans for DEFRA's Environmental Stewardship Schemes.

Landowners could also be encouraged to use information from the CHER to conserve and protect known archaeological sites, or to help develop areas of land for other uses that might benefit archaeological sites of more local interest, or which might benefit the local community. PAWs could be used to develop better relationships with farmers to improve access for locals.

10.2.9: Children and young adults

See the comments in the section above, which look at educators. Also study packs or on-line demonstrations should be designed and produced to help all users navigate their way around the CA.

10.2.10: Retirees

See comments covering parish members above.

10.2.11: Others

Make direct contact with all those individuals, organisations and agencies that did not respond to previous surveys, and educate them on the relevance of the CA to their particular field of interest.

The table below sets out the Action Plan more simply.

Action Plan

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Architects, builders & land developer/real estate	Lack of full on-line access to HER and other archaeological data within in CA	Provide on-line access to archives and all recorded information with access fee that helps finance the department.	Full on-line services, extra staff, promotion officer	Staff time and advertisement fee £2,500 Education/liaison Officer Post £15-18,000
	Lack of knowledge of full content of information held by CA	Promote content of CA archives and HER	Printing Leaflets, mail shots, e-mails,	Leaflet A5 x 3 full colour, 20,000 copies design & print £2,700, large print version A4 x 3 1000 copies design and print £800; Braille £25 per leaflet
	Restricted access to physical aspects of heritage data held by CA	Improve walk in access to CA offices Book on Archaeology of Cambridgeshire and Festival of Archaeology	Signage, Office space, desks, photocopy machines, tea making facilities, maps photographs	Signage Computer £2,000 Scanner £900 Copier £
	Perception of where CA fits in respect to HER and SMRs	Provide material to explain where CA fits into HER's and SMR's and County Council & come up with a helpful name for the HER	Printing, Leaflets, promotion, advertising	Staff time, telephone + post

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Educators – primary, secondary, FE & HE institutes	Lack of knowledge of services CA can provide in outreach activities	Mail shots by e-mail to promote full range of outreach events and activities	Leaflets, event timetables	Mail shot to all schools £500
	H&S and travel to events for schools	Design work/study packs that can be used on schools sites, provide a mobile service to demonstrations at school premises. Study packs for doing a dig in the school grounds.	Staff time, research time, printing, distribution	Staff time, photocopying, laminating £500
	National Curriculum constraints	Tailor made and off the shelf study packs linked to NC. Book on Archaeology of Cambridgeshire and Festival of Archaeology	Staff time, research time, printing, distribution Staff time	Staff time, photocopying, laminating £500
	Cost of some outreach activities – artefact box	Extend time period for boxes to be hired out and increase the number of artefact boxes available	Create more artefact boxes of different periods with instruction sheets, staff time and printing	Staff time + £500
	Time constraints – lesson length	On-line work shops quizzes, interactive games to educate, ready made searches and photograph archives.	Staff time, research time, collating photographs	Staff time
	Lack of time/ interest from teachers	Create fun exciting dynamic easy to teach work packs. Have staff come in to schools and talk about their job	Staff time, research time. Printing, distribution	photocopying, laminating £500

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Amateur historians/ archaeologists	Lack of Intellectual comprehension of detailed archaeological reports etc.	Have dedicated CA staff that is skilled in explaining archaeological jargon. Desire for thematic information and bespoke searches. On-line mapping to show change over time with maps and photographs	Staff time, research time, web design.	Educator/liaison officer Staff time
	Lack of knowledge of what information CA holds	Publish lists of what CA holds, place in libraries, schools, colleges local societies. Hold walks and talks and exhibitions to promote archaeology	Printing, distribution, Staff time	Staff time, Post, printing promotional literature £300
	Perception of where CA fits in respect to HER and SMRs	Provide material to explain where CA fits into HERs and SMRs and County Council & come up with a helpful name for the on-line HER	Leaflets, printing, educate existing CC staff to promote internally	Staff time
	Lack of computer and IT literacy skills	Provide training at libraries for staff to show people how to access info on-line.	Staff training	Staff time
	Fear of experts talking jargon	PAWs will create a liaison between experts and amateurs breaking down perceived academic barriers Book on Archaeology of Cambridgeshire and Festival of Archaeology	Recruitment & training Staff time	Staff time

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Professional in land based enterprise or conservation	Lack of full on-line access to HER and other archaeological data at CA	Create an on-line HER and promote the name. Charge for commercial access.	Web design and staff time	Staff time
	Perception of where CA fits in respect to HER and SMRs	Provide material to explain where CA fits into HER's and SMR's and County Council & come up with a helpful name for the on-line HER	Printing promotion material/leaflets. Branding of CA and its website and on-line access	Staff time, Post, printing promotional literature £1,000
Libraries/other archives	Lack of full on-line access to HER and other archaeological data	Ensure all local libraries have information about CA and its heritage info and how to access it on-line	Staff training, printing leaflets and distribution	Staff time, post, printing
	Lack of trained library staff to advise on how to access HER or other information at CA	Roll out an education/training programme to ensure there are staff who can help access CA information	Staff time	Staff time
Parish council members	Lack of on-line access	Create on-line access	Staff time, web design	Staff time
	lack of knowledge of how much info is contained within CA	Create links with Parish Council through CA website. Hold walks talks and exhibitions.	Staff time, event planning, hiring event location/building	
	Possible lack of computer and IT literacy skills	Provide staff to help with searches both physically and over the phone	Staff time /training	Staff time

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Ethnic minority groups	Lack of published material directly linked to the different ethnic groups.	Create tailor made information leaflets that highlight the links between their local area and what brought them there e.g. industry, production manufacturing, war, education	Staff time, research, training, Recruit liaison officer	Staff time
	Fear and suspicion.	Breakdown barriers by creating tailor made events in areas with significant ethnic representation encourage family participation	Recruit liaison officer, event planning, research	Staff time
	Language, culture barriers.	Ensure staff are aware of risk areas in cultural differences e.g. dress, religious beliefs	Staff training	Staff time
	Lack of leaflets in foreign languages	Print leaflets in the main languages of the different ethnic groups	Printing material, recruit translator/ interpreter	Staff time + £2,000

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Landowners	Lack of on-line access to OS, tithe, and estate maps. Archaeological reports	Create on-line access	Staff time, training	Staff time
	Lack of knowledge of info held by CA	Set up database and mail shot landowners about relevant info and events Book on Archaeology of Cambridgeshire	Recruit PAWs, printing and distribution	Staff time and advertisement fee and recruiting costs £2,500
	Lack of knowledge of archaeology on their land	Encourage PAWs to make strong links with landowners to help them understand the archaeology of their land better	Training of PAWs	Staff time
	Fear / Suspicion	PAWs will help landowners understand archaeology better and help breakdown barriers between them and metal detectorists	Staff time, visits to private landowner sites. Data collecting	Staff time
Children & young adults	Lack of on-line access, lack of knowledge of what information CA holds	Create on-line access	Staff time	Staff time
	Lack of interest/understanding	Design fun interactive education games for on-line access. Dressing up events and hands on activities. Festival of Archaeology	Staff time, research, event planning	Staff time
	Competition form other interests	Prepare archaeology events (fun and educational), light hearted and interesting e.g. re-enactments.	Event planning, research, staff time, promote exhibition/event	Staff time + £700

Actual/potential Audience	Barriers	Key solutions	Resources/Material	Costs
Retirees & others	Same as parish members, possible lack of IT and computer skills to access on-line.	Provide direct physical access to all information held by CA. Leaflets for each historic period explaining where info can be physically seen and researched.	Office space, staff time, equipment, printing material, computers etc	Staff time, photocopying, drinks vending machine £850
	Disability issues, age, sight, health for accessing physical aspects at CA offices or outside events	Provision of literature in large print, Braille. DVD's, recorded stories, photographs. Promote sites open to the public with description of disabled facilities. Book on Archaeology of Cambridgeshire and Festival of Archaeology	Printing, Publishing audio material, Promotional material	Leaflet A5 x 3 full colour, 20,000 copies design & print £2,7000, large print version A4 x 3 1000 copies design and print £800; Braille "25 per leaflet

11.0: Access Plan

The HLF will support "research and planning work to improve the physical and intellectual enjoyment of heritage data, such as an access plan". This section draws upon the audience research findings of the report and is related to the original objectives for the Access Plan, detailed in the original briefing document.

The Access Plan is structured following some of the recommendations and suggestions on pages 4 & 5 of the HLF document - Developing an Access Plan. They are as follows:

11.1: Organisation policies, practices and procedures relating to access.

Cambridgeshire County Council has no formal policy on access, although it complies at corporate level with relevant Acts such as the Disability Discrimination Act (1998) and the Freedom of Information Act (2000). The latter became law (on the 1st January 2005), and Cambridgeshire County Council has already made arrangements to ensure full compliance with the Act.

11.2: Legislation and statutory requirements relating to access including Disability Discrimination Act or building regulations.

To consider the impact of legislation such as the Data Protection Act (1998), and the Freedom of Information Act (2000), which became effective on 1st January 2005, on any of policies to be adopted by the access plan.

Cambridgeshire County Council and Cambridgeshire Archaeology comply with all legislation enforced within the County Council, including the Data Protection Act. Cambridgeshire Archaeology records user names and other details, but must ensure that such information is not passed on to third parties without their consent, and, on request, it must inform individuals what personal information about them is held by CA.

Under the Freedom of Information Act 2000, individuals are given a general right of access to all types of recorded information held by public authorities. From January 2005 any person who makes a request to a public authority for information must be informed whether the public authority holds that information and, subject to exemptions, be supplied with that information.

In order to help everyone gain access to the information they require, the Freedom of Information Act requires all public authorities to adopt and maintain a publication scheme. Cambridgeshire County Council has submitted its Publication Scheme annually for approval by the Information Commissioner and its current Scheme is published on its website http://www.cambridgeshire.gov.uk/council/foi/. This sets out the classes of information that it publishes or intends to publish, how the information is made available, and whether it is available free of charge or upon payment. The information held by Cambridgeshire Archaeology is detailed within the scheme.

Cambridgeshire County Council and Shire Hall complies with the Disability Discrimination Act at a corporate level. It is recommended that a Disability Access Audit be undertaken for the Cambridgeshire Historic Environment Record offices, and any other Cambridgeshire Archaeology facilities and services that will be involved in the delivery of the JIGSAW project.

The results of the research showed that access to the CA affected by Disability was very low, although the implementation of any access recommendations would ensure that the service was accessible to any who did suffer from mobility, visual or other sensory disabilities.

Access to the Cambridgeshire's County Council offices is covered in the next sections. More information on its location, including map and contact details etc. are to be found on the County Council's website at http://www.cambridgeshire.gov.uk/council/offices/shire_hall

CAM ARC offices at Bar Hill may also be used for the housing of CA information or locating of training events or archaeological activities in the future of the JIGSAW project. These are also Cambridgeshire County Council offices and comply with the Disability Discrimination Act at a corporate level and the premises are accessible to any who suffer mobility disabilities.

Libraries and local study centres are also proposed to host outreach activities and events. These public buildings already have stringent access policies.

12.0: Appendix

12.1: Cambridgeshire Archaeology User questionnaire

Cambridgeshire County Council — Supported by the Heritage Lottery Fund — themarketresearchgroup

Cambridgeshire Archaeology - User Survey

JIGSAW- piecing together Cambridgeshire's Past

Our records show that you have used the Cambridgeshire Archaeology's Services between 2002 and 2005. We are interested in hearing your views about archaeology and our events. We are currently undertaking a project called JIGSAW, funded by the Heritage Lottery Fund to promote access and participation for all in Cambridgeshire's archaeology. As part of the HLF-funded project we are contacting a sample of people who we know have used Cambridge Archaeology and those who haven't. We are trying to find out how many people are aware of our outreach & education programmes, community archaeology and services and how many potential new users there might be and their requirements. The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Finding out about us

Q1 How did you find out about us? (Please tick all that apply).

County Council office .... ☐   Local society (please give details) ☐
Cambs. Museums ... ☐   Local press or media .... ☐
Archives Records Service .... ☐   Word of mouth .... ☐
Cambridgeshire CC website .... ☐   College or School.... ☐
Libraries .... ☐
Other internet website (please state which) .... ☐   Tourist Information Centres .... ☐
* Other (please give details) .... ☐

* Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q2 What is it about Cambridgeshire's past that most interests you?

_ _
_ _

Q3 What would you like to know more about?

_ _
_ _

Q4 Would an Archaeological Festival make people more aware of the Archaeology in Cambridgeshire?

Yes........................... ☐   No .... ☐

Q5 If one were organised, would you be interested in attending?

Yes ...... ☐ Go to Q6   No .... ☐ Go to Q7

Q6 Which aspects would most interest you?

A historical re-enactment .... ☐   Hands-on activities for children .... ☐
An art or film festival ☐   A finds roadshow..... ☐
A concert................. ☐   Displays and exhibitions .... ☐
A competition .... ☐
A conference .... ☐   Walks & talks .... ☐
* Other (please specify).................... ☐

*Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q7 Have you heard of Cambridgeshire Community Parish Archaeology Wardens Scheme (PAWS)?

Yes ...... ☐ Go to Q8   No .... ☐ Go to Q9

Q8 If "Yes", where did you hear about it? Please tick all that apply.

County Council .... ☐   Local press or media .... ☐
* Other Internet Website (please state which) .... ☐   Word of mouth .... ☐
College or School.... ☐
Local library............. ☐   * Other .... ☐
* Local Society (please name) .... ☐

* Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q9 Would you like a Parish Archaeological Warden to help look after the archaeology of your parish?

Yes ...... ☐ Go to Q10   No........ ☐ Go to Q11

Q10 If "Yes" which of the following do you think they should do? (Please tick all applicable).

Collect information about archaeology of their parish .... ☐

Campaign to protect the local heritage..... ☐

Carry out fieldwork .. ☐

Feed information into the on-line version of Cambs Archaeology DEVANA .... ☐

Work sith schools and local socieites... ☐

Help with grant applications .... ☐

* Other (please specify).................... ☐

* Other
- - - - - - - - - - - - - - - - - - -

Q11 Do you ever read books about archaeology?

Yes .... ☐   No .... ☐

Q12 If we published a book about Cambridgeshire's archaeology, would you be interested in reading it?

Yes ...... ☐ Go to Q13   No........ ☐ Go to Q14

Looking to your future needs

Q16 In what capacity did you access information from Cambridgeshire Archaeology? As a..... (Please tick the most appropriate)

Teacher/Lecturer..... ☐

Scientist/Environmentalist...................... ☐

Amateur archaeologist/historian.............. ☐

Civil Servant........... ☐

Professional archaeologist/historian .... ☐

School Pupil .... ☐

Student................... ☐

Commercial archaeologist/historian .... ☐

Interested member of public.................. ☐

Land/Building Developer................ ☐

*Other (please specify below) .... ☐

Journalist................. ☐

* Other
- - - - - - - - - - - - - - - - - -
- - - - - - - - - - - - - - - - - -

Q13 What aspects of Cambridgeshire's archaeolgy would you most like to read about?

- -
- -
- -
- -

Q14 Who should the book be aimed at?

Archaeologists.. ☐

Local People... ☐

Both .... ☐

Q15 Would you like your contact details to be added to our mailing list to keep you informed of future events? If "Yes", please complete your contact details at the end of this questionnaire.

Yes.......................... ☐   No .... ☐

Q17 If all of the following were available which would be the preferred method of access to Cambs. Archaeology for you or for any children you have or work with? Please tick ONLY your top 3 choices.

	Yours	Children
Access to information on Cambridgeshire's archaeology through the internet (DEVANA)	☐	☐
Cambridgeshire archaeological information sent by post or e-mail to you	☐	☐
A Cambridgeshire Archaeology research centre where you could research your own enquiry (Cambridgeshire Historical Resource & Culture Centre)	☐	☐
Access to information about Cambridgeshire's archaeology from another establishment (eg county record office or library)	☐	☐
Access to archaeological advice from our staff	☐	☐
Leaflets/publications on the local archaeology	☐	☐
*Other (please specify)	☐	☐

* Other
- - - - - - - - - - - - - - - - - - -

Q18 If you were to visit the Cambridgeshire Archaeology Service offices what facilities would you like to see provided there? (Please tick all that apply)

Internet................ ☐   E-mail....................... ☐
Computers/CD Rom.. ☐   Desk space to work... ☐
Reference books/leaflets............ ☐   Staff to help research ☐
Photocopy facilities ... ☐   * Other (please specify) .... ☐
Colour Copying .... ☐

Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q19 Are you aware that we hold the following material?

	Yes	No
PPG 15 & PPG 16 (Grey material) generated reports	☐	☐
Historic OS maps (paper & digital) 6", 25"	☐	☐
Published & unpublished sources of local information	☐	☐
Artefacts from many excavations in Cambridgeshire	☐	☐

Q20 Which of the following would have been useful for you? (Please tick all that apply).

PPG 15 & PPG 16 (Grey material) generated reports... ☐
Historic OS maps (paper & digital) 6", 25"............ ☐
Published & unpublished sources of local information... ☐
Artefacts from many excavations in Cambridgeshire... ☐

Q21 Would you in future like to be able to feed information directly into Cambridgeshire Archaeology?

Yes........ ☐ Go to Q22   No .... ☐ Go to Q23

Q22 If "Yes", by which of the following methods would you prefer to pass on the information to us?

E-mail...................... ☐   By phone.................. ☐
On-line form (Internet) .... ☐   *Other (please specify) .... ☐
By post..................... ☐

Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q23 If yours was a non-commercial enquiry would you be prepared to pay for access to the information we hold in the future?

Yes .... ☐ Go to Q24   No.......... ☐ Go to Q25

Q24 If "Yes", how much would you be prepared to pay?

£ ☐

Q25 How important do you think it is for Cambridgeshire Archaeology to offer any of the following?

	Very important	Important	Neither	Un-important	Very unim-portant
Exhibitions	☐	☐	☐	☐	☐
Displays	☐	☐	☐	☐	☐
Interactive displays	☐	☐	☐	☐	☐
Events	☐	☐	☐	☐	☐
Talks	☐	☐	☐	☐	☐
Walks	☐	☐	☐	☐	☐
Teaching resources	☐	☐	☐	☐	☐
* Other (please specify)	☐	☐	☐	☐	☐

Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Q26 Would you be interested in on-line access to information about Cambridgeshire's Archaeology? This service will be called DEVANA.

Yes......................... ☐   No .... ☐

Q27 If "Yes", what would you like to see included on DEVANA, the on-line heritage resource? Please tick all that apply.

Bespoke searches (e.g. chose from drop-down lists of categories) .... ☐
"Ready made" searches (e.g.castles in Cambridgeshire, Roman Villas etc.) .... ☐
Explanations of monument types (e.g.barrows, hillforts, etc.) .... ☐
Explanations of historic periods (e.g.Mesolithic, Iron age, etc) .... ☐
Explanations of archaeological techniques (eg. fieldwork, finds recording, etc.)............................ ☐
In-depth information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns,etc..................... ☐
Provide a network for PAWS to share information... ☐
Information on sites open to the public............... ☐
Interactive games with educational contexts ...... ☐
Other interactive games .... ☐
GIS maps to search from.................................. ☐
GIS maps showing overlays by category (e.g. period or monument type) .... ☐
Relevant photographs .... ☐
Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)...................... ☐
Local knowledge and oral history stories............ ☐
* Other.(please specify) .... ☐

Other
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Some information about yourself

Q28 Do you have access to the Internet? (please tick all that apply)

At home .... ☐   At the library .... ☐
At work .... ☐   At an Internet Cafe .... ☐
At school/College/University .... ☐   No Access .... ☐

Q29 May we ask which age category you fall into?

Under 18yrs .... ☐   45-54yrs .... ☐
18-24yrs .... ☐   55-64yrs .... ☐
25-34yrs .... ☐   65-74yrs .... ☐
35-44yrs .... ☐   75+yrs .... ☐

Q30 May we ask your gender?

Male .... ☐   Female .... ☐

Q31 What is your postcode? (Please put your work postcode if you are replying in a professional/commercial capacity)

Postcode [   ]

Q32 Have you completed your full-time education?

Yes........ ☐ Go to Q34   No .... ☐ Go to Q33

Q33 At what type of educational establishment are you currently studying? (please name the establishment)

*School (please name) .... ☐
*College/6th form college (please name) .... ☐
*University (please name) .... ☐
*Post graduate (please name) .... ☐
Adult Education/Life long learning (please name) ☐
*Other (please specify) .... ☐

*Details of establishment - - - - - - - - - - - - - - - - - - -
- - - - - - - - - - - - - - - - - - -

Q34 What is the highest level of educational qualification you have achieved? (If overseas qualification please specify which below).

No qualifications .... ☐
School certificate .... ☐
GCSE or equivalent .... ☐
AS/A level or equivalent .... ☐
BTEC/GNVQ's .... ☐
HND/Diploma .... ☐
First degree (BA/BSc) or equivalent .... ☐
Masters degree (MA/MSc) .... ☐
PhD or equivalent .... ☐
* Other (please write below) .... ☐

* Other
- - - - - - - - - - - - - - - - - - -
- - - - - - - - - - - - - - - - - - -

Q35   To which of these ethnic groups do you consider you belong?

White British ☐	Black English ☐
White English ☐	Black Irish ☐
White Irish ☐	Black Scottish ☐
White Scottish ☐	Black Welsh ☐
White Welsh ☐	Caribbean ☐
Traveller (inc Gypsy, Roma and Irish traveller) ☐	African ☐
*White other (please specify) ☐	*Any other Black background (please specify) ☐
Asian ☐	Chinese ☐
Asian British ☐	Chinese British ☐
Asian English ☐	Chinese English ☐
Asian Irish ☐	Chinese Irish ☐
Asian Scottish ☐	Chinese Scottish ☐
Asian Welsh ☐	Chinese Welsh ☐
Bangladesh ☐	*Any other Chinese background (please specify) ☐
Indian ☐	Mixed White and Black Caribbean ☐
Pakistani ☐	Mixed White and Black African ☐
*Any other Asian background (please specify) ☐	Mixed White and Asian ☐
Black ☐	*Any other Mixed background (please specify) ☐
Black British ☐	*Other Ethnic Group (please specify) ☐

*Any "other" ethnic group

- -

Q36 Please name any appropriate clubs or societies you are affiliated with that might find our records useful.

Q37 Do you have any long-term illness, health problems or disability, including problems which are due to old age that affect your ability to access information from Cambridgeshire Archaeology?

Yes........ ☐ Go to Q38   Don't know...... ☐ Go to Q39

No .... ☐ Go to Q39

Q38 If "Yes", please state how this limits your access?

Q39 Please state the occupation or job title of the main wage earner or head of your Household. If they have "retired" or are not working for any reason please specify their last main job.

Q40 Which occupation group matches most closely that of the main wage earner in your household (If retired or not working please tick the option that best describes your last main job)?

Senior Management	☐	Semi skilled............	☐
Professional	☐	Carer (unpaid).........	☐
Middle Management	☐	Unemployed............	☐
Supervisory	☐	Long term incapacity................	☐
Skilled manual/retail	☐		

Q41 Please include any other comments you may have below.

Thank You Very Much For Your Help

If you are interested in being contacted for taking part in a focus group about Cambridgeshire Archaeology and how it maybe useful to you professionally or for you and your family and friends as interested members of the public, then please complete your contact details below.

Name ------------------------------------

Address ------------------------------------

Postcode ------------------------------------

Telephone ------------------------------------

E-mail address ------------------------------------

Your details will be held securely by Cambridgeshire County Council for the purposes of contacting you with information about future surveys or focus groups for the Cambridgeshire Archaeology and will not be made available to any third party. Cambridgeshire County Council will be the Data Controller. Should you wish your details to be removed from the database this will be done immediately on request (please contact Sarah Poppy 01223 717312 or sarah.poppy@cambridgeshire.gov.uk).

12.2: Cambridgeshire Archaeology Non User questionnaire

Cambridgeshire County Council   Supported by the Heritage Lottery Fund   themarketresearchgroup

Cambridgeshire Archaeology - Non User Survey

JIGSAW- piecing together Cambridgeshire's Past

We are currently undertaking a project called JIGSAW, funded by the Heritage Lottery Fund to promote access and participation for all in Cambridgeshire's archaeology. As part of the HLF-funded project we are contacting a sample of existing and potential future users. We are trying to find out how many people are aware of our service and how many potential new users there might be. This questionnaire relates to your use of the service as a resident of the County of Cambridgeshire.   The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Q1 Have you heard of Cambridgeshire Archaeology?

Yes ...... ☐ Go to Q2   No........ ☐ Go to Q3

Q2 How did you find out about us? (Please tick all that apply).

County Council office .... ☐

Cambridgeshire Museums.................................. ☐

County Archives Service .... ☐

Cambridgeshire CC website .... ☐

*Other internet website e.g Camlearn or Education Portal (please state which) .... ☐

*Local society (please give details)...................... ☐

Local press or media .... ☐

Word of mouth .... ☐

College or School .... ☐

Libraries... ☐

Tourist Information Centres .... ☐

* Other (please give details) .... ☐

* Other
- - - - - - - - - - - - - - - - - -

Q3 What is it about Cambridgeshire's past that most interests you?

- -
- -
- -
- -

Q4 What would you like to know more about?

- -
- -
- -
- -

Q5 Would a Festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history?

Yes......................... ☐   No .... ☐

Q6 If one were organised, would you be interested in attending?

Yes ...... ☐ Go to Q7   No........ ☐ Go to Q8

Q7   Which aspects would most interest you? Please tick all that apply.

An historical re-enactment .... ☐

An art or film festival .... ☐

A concert .... ☐

A competition.. ☐

A conference .... ☐

Hands-on activities fro children........................... ☐

A finds roadshow .... ☐

Displays and exhibitions .... ☐

Walks & talks... ☐

* Other (please specify) .... ☐

*Other
- - - - - - - - - - - - - - - - - -
- - - - - - - - - - - - - - - - - -

Q10 Would you like a Parish Archaeological Warden to help look after the archaeology of your parish?

Yes.......................☐   No ....☐

Q11 If "Yes" which of the following do you think they should do? (Please tick all applicable).

Collect information about archaeology of their parish ....☐

Carry out fieldwork ..☐

Work with schools and local societies...☐

Help with grant applications ....☐

Campaign to protect the local heritage.....☐

* Other (please specify)....................☐

Other

Q12 Do you ever read books about archaeology?

Yes ....☐   No ....☐

Q13 If we published a book about Cambridgeshire's archaeology, would you be interested in reading it?

Yes.........................☐   No ....☐

Q14 What aspects of Cambridgeshire's archaeology would you most like to read about?

Q15 Who should the book be aimed at?

Arch-aeologists .☐   Local People ......☐   Both ....☐

Q16 Are you a member of a local society or group?

Yes.........................☐   No ....☐

Q17 Please state the name of the society or group you are a member of?

Q18 Have you ever visited any of the following heritage sites in Cambridgeshire?

Anglesey Abbey ......☐

Burwell Castle ....☐

Cambridge Colleges ☐

Denny Abbey...........☐

Ely Cathedral..........☐

Wandlebury Hill Fort ☐

Bartlow Hills ....☐

Cambridge Castle Hill ....☐

Car Dyke ....☐

Devil's Dyke ....☐

Stonea Camp ....☐

* Other....................☐

Other

Q19 Have you ever visited any of the following heritage sites Nationally?

Canterbury Cathedral ....☐

Hadrian's Wall ....☐

Jorvik Viking Centre ☐

Roman baths, Bath .☐

The Tower of London ....☐

Flag Fen..................☐

Ironbridge Gorge.....☐

Lindisfarne ....☐

Stonehenge.............☐

West Stow...............☐

Grimes Graves........☐

Sutton Hoo..............☐

* Other....................☐

Other

Q20 Have you ever visited any of the following museums in Cambridgeshire?

Fitzwilliam Museum.☐

Museum of Archaeology and Anthropology...........☐

Museum of Archaeology and Anthropology...........☐

Museum of Technology...............☐

Sedgewick Museum of Geology...............☐

Folk Museum ....☐

Burwell Museum......☐

Cromwell Museum, Huntingdon..............☐

March Museum ....☐

Chatteris Museum...☐

Ely Museum ....☐

Norris Museum, St Ives ....☐

Whittlesey Museum.☐

* Other....................☐

Other

Q21 Have you ever visited any of the following museums Nationally?

Peterborough Museum ....☐

British Museum ....☐

Natural History Museum ....☐

Saffron Walden Museum ....☐

Victoria and Albert Museum ....☐

* Other....................☐

Other

Q22 Have you visited any of the following in the past year? (please tick all that apply)

A museum...............☐

An archaeological monument...............☐

An archaeology event.......................☐

An excavation open day ....☐

Q23 Would you like to find out more about archaeology events?

Yes.........................☐   No ....☐

Q24 What do you think is the best way to find out about archaeology events?(please tick ONE only)

Events leaflet .... ☐   Newspaper .... ☐

Radio...................... ☐   Television .... ☐

The internet............. ☐   * Other..................... ☐

*Other

Q25 Would you like your contact details to be added to our mailing list to keep you informed of future events? If "yes", please complete your contact details at the end of the questionnaire.

Yes.......................... ☐   No .... ☐

Q26 Would you be interested in on-line access to information about Cambridgeshire's archaeology? This service will be called DEVANA.

Yes ☐   No ☐

Q27 If "Yes", what would you like to see included on DEVANA, the on-line heritage resource? Please tick all that apply.

Bespoke searches (e.g. chose from drop-down lists of categories) .... ☐

"Ready made" searches (e.g.castles in Cambridgeshire, Roman Villas etc.) .... ☐

Explanations of monument types (e.g.barrows, hillforts, etc.) .... ☐

Explanations of historic periods (e.g.Mesolithic, Iron age, etc) .... ☐

Explanations of archaeological techniques (eg. fieldwork, finds recording, etc.) .... ☐

In-depth information/essays on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns,etc .... ☐

Information on sites open to the public .... ☐

Interactive games with educational contexts ...... ☐

Other interactive games .... ☐

GIS maps to search from.................................... ☐

GIS maps showing overlays by category (e.g. period or monument type) .... ☐

Relevant photographs .... ☐

Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)...................... ☐

Local knowledge and oral history stories............ ☐

* Other.(please specify) .... ☐

* Other

Q28 If "No" please can you give some reason for this?

Q29 How else could we make Cambridgeshire Archaeology (the service) more appealing to the general public and increase public knowledge?

Q30 Would you be interested in Cambridgeshire Archaeology outreach activities? (Please tick all that apply)

Travelling exhibitions of Cambs Archaeology information (e.g.in libraries, museums, town centres and other community locations) .... ☐

Workshops on how to use the website (in libraries etc.) .... ☐

Leaflets about specific periods, monuments & boroughs in Cambridgeshire............................... ☐

Teacher's resource packs linking Cambs. Archaeology information to Key Stage curriculum areas. .... ☐

Information and interpretation boards at areas of historic and archaeological significance throughout Cambridgeshire .... ☐

Contributing information to Cambs Archaeology e.g. photos family history, local knowledge......... ☐

Conferences on Archaeology to be held at the flagship Cambridgeshire Historical Resource & Culture Centre .... ☐

Talks on Archaeology .... ☐

Guided walks .... ☐

Archaeological events .... ☐

Book on Cambridgeshire's Archaeology............. ☐

The Cambridgeshire Archaeology Festival .... ☐

Some information about yourself

Q31 Do you have the following at home?

	Yes	No
Access to the internet	☐	☐
Broadband	☐	☐

Q32 May we ask which age category you fall into?

Under 18yrs............. ☐   45-54yrs .... ☐

18-24yrs .... ☐   55-64yrs .... ☐

25-34yrs .... ☐   65-74yrs .... ☐

35-44yrs .... ☐   75+yrs .... ☐

Q33 May we ask your gender?

Male .... ☐   Female.................... ☐

Q34 What is your postcode?

Postcode [   ]

Q35 Do you have any long-term illness, health problems or disability, including problems which are due to old age that affect your ability to access information from the HER?

Yes.......................... ☐   Don't know .... ☐

No .... ☐

Q36 If "Yes", please state how this limits your access?

Q37 What is (or was if retired) the occupation of the chief income earner in your household?

Q38 Which occupation group matches most closely that of the main wage earner in your household (If retired or not working please tick the option that best describes your last main job)?

Senior Management ☐	Semi skilled .... ☐
Professional .... ☐	Carer (unpaid) .... ☐
Middle Management ☐	Unemployed .... ☐
Supervisory .... ☐	Long term incapacity .... ☐
Skilled manual/retail ☐	

Q39 To which of these ethnic groups do you consider you belong?

White British .... ☐	Black Irish .... ☐
White English .... ☐	Black Scottish .... ☐
White Irish .... ☐	Black Welsh .... ☐
White Scottish .... ☐	Caribbean .... ☐
White Welsh .... ☐	African...................... ☐
Traveller (inc Gypsy, Roma and Irish traveller) .... ☐	*Any other Black background (please specify).................... ☐
*White other (please specify)..................... ☐	Chinese................... ☐
Asian .... ☐	Chinese British .... ☐
Asian British .... ☐	Chinese English ...... ☐
Asian English .... ☐	Chinese Irish .... ☐
Asian Irish .... ☐	Chinese Scottish ..... ☐
Asian Scottish .... ☐	Chinese Welsh .... ☐
Asian Welsh .... ☐	*Any other Chinese background (please specify).................... ☐
Bangladesh .... ☐	Mixed White and Black Caribbean...... ☐
Indian .... ☐	Mixed White and Black African .... ☐
Pakistani .... ☐	Mixed White and Asian .... ☐
*Any other Asian background (please specify).................... ☐	*Any other Mixed background (please specify).................... ☐
Black .... ☐	*Other Ethnic Group (please specify)....... ☐
Black British .... ☐	
Black English........... ☐	

* Other ethnic background

Q40 Please include any other comments you may have below.

If you are interested in being contacted for taking part in a focus group about the Cambridgeshire Archaeology and how it maybe useful to you or your family and friends in the future, then please complete your contact details below.

Name   ---

Address   ---

Postcode   -----------------------------

Telephone Number   -----------------------------

E-mail address   ---

Please tick here if you would NOT like your information to be used to assist us with focus groups or discussions.

☐

Thank You Very Much For Your Help

Your details will be held securely by Cambridgeshire County Council for the purposes of contacting you with information about future surveys or focus groups for the Cambridgeshire Archaeology and will not be made available to any third party. Cambridgeshire County Council will be the Data Controller. Should you wish your details to be removed from the database this will be done immediately on request (please contact Sarah Poppy 01223 717312 or Sarah.Poppy@cambridgeshire.gov.uk).

12.3: Cambridgeshire Archaeology Castle Celebration Event Survey.

Cambridgeshire Archaeology - Non User Survey

JIGSAW- piecing together Cambridgeshire's Past

We are currently undertaking a project called JIGSAW, funded by the Heritage Lottery Fund to promote access and participation for all in Cambridgeshire's archaeology. As part of the HLF-funded project we are contacting a sample of existing and potential future users. We are trying to find out how many people are aware of our service and how many potential new users there might be. This questionnaire relates to your use of the service as a resident of the County of Cambridgeshire. The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Q1 Have you heard of Cambridgeshire Archaeology?

Yes ...... ☐ Go to Q2   No .... ☐ Go to Q3

Q2 How did you find out about us? (Please tick all that apply).

County Council office .... ☐

Cambridgeshire Museums .... ☐

County Archives Service .... ☐

Cambridgeshire CC website .... ☐

*Other internet website e.g Camlearn or Education Portal (please state which) .... ☐

*Local society (please give details) .... ☐

Local press or media .... ☐

Word of mouth .... ☐

College or School .... ☐

Libraries .... ☐

Tourist Information Centres .... ☐

* Other (please give details) .... ☐

Other

Q3 What is it about Cambridgeshire's past that most interests you?

Q4 What would you like to know more about?

Q5 Would a Festival of Cambridgeshire Archaeology make people more aware of this aspect of Cambridgeshire's history?

Yes .... ☐   No .... ☐

Q6 If one were organised, would you be interested in attending?

Yes ...... ☐ Go to Q7   No .... ☐ Go to Q8

Q7 Which aspects would most interest you? Please tick all that apply.

An historical re-enactment .... ☐

An art or film festival .... ☐

A concert .... ☐

A competition .... ☐

A conference .... ☐

Hands-on activities fro children .... ☐

A finds roadshow .... ☐

Displays and exhibitions .... ☐

Walks & talks .... ☐

* Other (please specify) .... ☐

Other

We are planning a project to improve the presentation of Cambridge Castle, and would like to hear your opinions about the site

Q8   Before today's event, did you know Cambridge had a Castle?

Yes.. ☐   No .... ☐

Q9   Have you ever visited Cambridge Castle before?

Yes, frequently .... ☐

Yes occasionally.. ☐

Yes, once .... ☐

No.. ☐

Q10   How could access to and presentation of the castle be improved? Please tick all that apply.

More directional signage .... ☐

On-site display panels .... ☐

Leaflets.. ☐

CD-Roms .... ☐

A book about Cambridge Castle.. ☐

Educational resources for local schools .... ☐

Information on the internet .... ☐

Improved steps up the mound... ☐

Webcam on the castle mound .... ☐

Flagpole on the castle mound .... ☐

Panoramic board on the castle mound.. ☐

Guided tours around the site .... ☐

*Other events (please specify) .... ☐

Other   -

Q11   You may be aware that there have been some problems with anti-social behaviour at the castle site. Which of the following measures would be acceptable to improve security at the site? Please tick all that apply.

CCTV .... ☐

Floodlighting.. ☐

Fencing off and closing the site at night .... ☐

*Other suggestions (please specify) .... ☐

Other   -

Q12   Finally, do you have any other comments or suggestions about the castle?

- -

- -

- -

Q13   Would you be interested in a Parish Archaeology Warden (PAWs) to help look after the archaeology of your parish?

Yes............................ ☐ Go to Q14   No .... ☐ Go to Q15

Q14 If "Yes" which of the following do you think they should do? Please tick all that apply.

Collect information about archaeology of their parish .... ☐

Carry out fieldwork .... ☐

Work with schools and local societies .... ☐

Help with grant applications .... ☐

Campaign to protect the local heritage .... ☐

Feed information into the on-line version of Cambs Archaeology .... ☐

* Other (please specify) .... ☐

* Other

Q15 Do you ever read books about archaeology?

Yes .... ☐   No .... ☐

Q16 If we published a book about Cambridgeshire's archaeology, would you be interested in reading it?

Yes .... ☐ Go to Q17   No .... ☐ Go to Q18

Q17 What aspects of Cambridgeshire's archaeology would you most like to read about?

Q18 Who should the book be aimed at? Please tick ONE box only.

Archaeologists .... ☐

Local People .... ☐

Children .... ☐

All .... ☐

Q19 Are you a member of a local society or group?

Yes .... ☐ Go to Q20   No .... ☐ Go to Q21

Q20 Please state the name of the society or group you are a member of?

Q21 Have you ever visited any of the following heritage sites in Cambridgeshire? Please tick all that apply.

Anglesey Abbey .... ☐

Burwell Castle .... ☐

Cambridge Colleges .... ☐

Denny Abbey .... ☐

Ely Cathedral .... ☐

Wandlebury Hill Fort .... ☐

Bartlow Hills .... ☐

Cambridge Castle Hill .... ☐

Car Dyke .... ☐

Devil's Dyke .... ☐

Stonea Camp .... ☐

* Other (please specify) .... ☐

* Other

Q22 Have you ever visited any of the following heritage sites nationally? Please tick all that apply.

Canterbury Cathedral .... ☐
Hadrian's Wall .... ☐
Jorvik Viking Centre .... ☐
Roman baths, Bath .... ☐
The Tower of London .... ☐
Flag Fen .... ☐
Ironbridge Gorge .... ☐
Lindisfarne .... ☐
Stonehenge .... ☐
West Stow .... ☐
Grimes Graves .... ☐
Sutton Hoo .... ☐
* Other (please specify .... ☐

Other

Q23 Have you ever visited any of the following museums in Cambridgeshire? Please tick all that apply.

Fitzwilliam Museum .... ☐
Museum of Archaeology and Anthropology .... ☐
Museum of Technology .... ☐
Sedgewick Museum of Geology .... ☐
Folk Museum .... ☐
Burwell Museum .... ☐
Cromwell Museum, Huntingdon .... ☐
March Museum .... ☐
Chatteris Museum .... ☐
Ely Museum .... ☐
Norris Museum, St Ives .... ☐
Whittlesey Museum .... ☐
* Other (please specify .... ☐

Other

Q24 Have you ever visited any of the following museums nationally? Please tick all that apply.

Peterborough Museum .... ☐
British Museum .... ☐
Natural History Museum .... ☐
Saffron Walden Museum .... ☐
Victoria and Albert Museum .... ☐
* Other (please specify .... ☐

Other

Q25   Have you visited any of the following in the past year? Please tick all that apply.

A museum .... ☐

An archaeological monument .... ☐

An archaeology event .... ☐

An excavation open day .... ☐

Q26   Would you like to find out more about archaeology events?

Yes.. ☐   No .... ☐

Q27   What do you think is the best way to find out about archaeology events? Please tick ONE box only.

Events leaflet... ☐

Radio .... ☐

The internet .... ☐

Newspaper .... ☐

Television .... ☐

* Other (please specify .... ☐

Other

Q28   Would you like your contact details to be added to our mailing list to keep you informed of future events? If "Yes", please complete your contact details at the end of the questionnaire.

Yes.. ☐   No .... ☐

Q29   Would you be interested in on-line access to information about Cambridgeshire's archaeology?

Yes............................ ☐ Go to Q30   No .... ☐ Go to Q31

Q30   What would you like to see included on an on-line heritage resource? Please tick all that apply.

Bespoke searches (e.g. choose from drop-down lists of categories) .... ☐

"Ready made" searches (e.g.castles in Cambridgeshire, Roman Villas etc.).................................. ☐

Explanations of monument types (e.g.barrows, hillforts, etc.) .... ☐

Explanations of historic periods (e.g.Mesolithic, Iron age, etc)... ☐

Explanations of archaeological techniques (eg. fieldwork, finds recording, etc.) .... ☐

Thematic information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns,etc... ☐

Archaeology based lesson plans and worksheets related to the National Curriculum...................... ☐

Information on sites open to the public.. ☐

Interactive games with Educational content .... ☐

Other interactive games .... ☐

Online mapping to search from .... ☐

Online mapping showing overlays by category (e.g. period or monument type).............................. ☐

Relevant photographs .... ☐

Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens).. ☐

Local knowledge and oral history stories.. ☐

Downloadable guided walks and archaeological itineraries... ☐

* Other (please specify) .... ☐

* Other*

Q31 If "No" please can you give some reason for this?

- -

Q32 How else could we make Cambridgeshire Archaeology more appealing to the general public and increase public knowledge?

- -

Q33 Would you be interested in Cambridgeshire Archaeology outreach activities? Please tick all that apply.

Travelling exhibitions of Cambs Archaeology information (e.g. in libraries, museums, town centres and other community locations) .... ☐

Workshops on how to use the website (in libraries etc.) .... ☐

Leaflets about specific periods, monuments & boroughs in Cambridgeshire .... ☐

Teacher's resource packs linking Cambs. Archaeology information to Key Stage curriculum areas. .... ☐

Information and interpretation boards at areas of historic and archaeological significance throughout Cambridgeshire .... ☐

Contributing information to Cambs Archaeology e.g. reporting finds .... ☐

Conferences on Archaeology to be held at the flagship Cambridgeshire Historical Resource & Culture Centre .... ☐

Talks on Archaeology .... ☐

Guided walks .... ☐

Archaeological events .... ☐

Book on Cambridgeshire's Archaeology .... ☐

The Cambridgeshire Archaeology Festival .... ☐

* Other (please specify .... ☐

Other

- -

Some information about yourself

Q34 Do you have the following at home? Please tick all that apply.

Access to the internet .... ☐

Broadband .... ☐

Q35 May we ask which age category you fall into?

Under 18yrs .... ☐	45-54yrs .... ☐
18-24yrs .... ☐	55-64yrs .... ☐
25-34yrs .... ☐	65-74yrs .... ☐
35-44yrs .... ☐	75+yrs .... ☐

Q36 May we ask your gender?

Male .... ☐   Female .... ☐

Q37 What is your postcode?

Postcode   [   ]

Q38 Do you have any long-term illness, health problems or disability, including problems which are due to old age that affect your ability to access information from Cambridgeshire Archaeology?

Yes................................. ☐   No .... ☐   Don't know .... ☐

Q39 If "Yes", please state how this limits your access?

Q40 What is (or was if retired) the occupation of the chief income earner in your household?

Q41 Which occupation group matches most closely that of the main wage earner in your household (If retired or not working please tick the option that best describes your last main job)?

Senior Management .... ☐
Professional .... ☐
Middle Management .... ☐
Supervisory .... ☐
Skilled manual/retail .... ☐
Semi skilled .... ☐
Carer (unpaid) .... ☐
Unemployed .... ☐
Long term incapacity .... ☐

Q42 To which of these ethnic groups do you consider you belong?

White British .... ☐		Black English .... ☐	
White English .... ☐		Black Irish .... ☐	
White Irish .... ☐		Black Scottish .... ☐	
White Scottish .... ☐		Black Welsh .... ☐	
White Welsh .... ☐		Caribbean .... ☐	
Traveller (inc Gypsy, Roma and Irish traveller) .... ☐		African .... ☐	
*White other (please specify) .... ☐		*Any other Black background (please specify) ..... ☐	
Asian .... ☐		Chinese .... ☐	
Asian British .... ☐		Chinese British .... ☐	
Asian English .... ☐		Chinese English .... ☐	
Asian Irish .... ☐		Chinese Irish .... ☐	
Asian Scottish .... ☐		Chinese Scottish .... ☐	
Asian Welsh .... ☐		Chinese Welsh .... ☐	
Bangladesh .... ☐		*Any other Chinese background (please specify). ☐	
Indian .... ☐		Mixed White and Black Caribbean .... ☐	
Pakistani .... ☐		Mixed White and Black African .... ☐	
*Any other Asian background (please specify) ..... ☐		Mixed White and Asian .... ☐	
Black .... ☐		*Any other Mixed background (please specify) .... ☐	
Black British .... ☐		*Other Ethnic Group (please specify) .... ☐	

* Other ethnic background

Q43 **Please include any other comments you may have below.**

If you would like to assist us in any future focus groups or discussions please fill your details in below. If you do NOT wish to help but do want to be placed on the mailing list then please tick the box at the end. This information will be stored separately from your questionnaire to maintain anonymity.

Name --

Address --

Postcode ------------------------------

Telephone Number

E-mail address --

Please tick here if you would NOT like your information to be used to assist us with focus groups or discussions.

Your details will be held securely by Cambridgeshire County Council for the purposes of contacting you with information about future surveys or focus groups for the Cambridgeshire Archaeology and will not be made available to any third party. Cambridgeshire County Council will be the Data Controller. Should you wish your details to be removed from the database this will be done immediately on request (please contact Helen Chapman 01223 718133 or helen.chapman@cambridgeshire.gov.uk).

Thank You Very Much For Your Help

12.4 Cambridgeshire Archaeology Schools Survey

Cambridgeshire County Council

Supported by the Heritage Lottery Fund

themarketresearchgroup
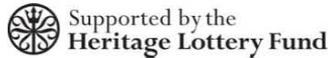
Cambridgeshire Archaeology - Schools Survey

JIGSAW- piecing together Cambridgeshire's Past

We are interested in hearing your views about archaeology and our events. We are currently undertaking a project called JIGSAW, funded by the Heritage Lottery Fund to promote access and participation for all in Cambridgeshire's archaeology. As part of the HLF-funded project we are contacting a sample of schools. We are trying to find out how many schools are aware of our outreach and education programmes and services and how many potential new users there might be and their requirements for the future.   The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Q1 **Have you heard of Cambridgeshire Archaeology?**
Yes ☐ Go to Q2   No ☐ Go to Q3

Q2 **If "Yes", where did you find out about us? Please tick all that apply.**
County Council office .... ☐
Cambsridgeshire Museums .... ☐
Archives Records Service .... ☐
Cambridgeshire CC website .... ☐
* Other internet website e.g. Camlearn & Education Portal (please state which) .... ☐
Local society (please give details) .... ☐
Local press or media .... ☐
Word of mouth .... ☐
College or School .... ☐
Libraries .... ☐
Tourist Information Centres .... ☐
* Other (please give details) .... ☐
*Other
- - - - - - - - - - - - - - - - -

Q3 **Is your school interested in archaeological or historical activities?**
Yes .... ☐   No .... ☐

Q4 **Do you use your school grounds as a teaching aid/tool for delivering the syllabus?**
Yes ...... ☐ Go to Q6   No .... ☐ Go to Q5

Q5 **If "No", why is this?**

- -

Q6 **Have you ever contacted Cambridgeshire Archaeology for your school?**
Yes ...... ☐ Go to Q8   No .... ☐ Go to Q7

Q7 **If "No", which of the following reasons best explains why? Please tick only ONE box.**
Lack of information .... ☐
Lack of interest .... ☐
Never heard of Cambs. Archaeology .... ☐
* Other (please specify) .... ☐
*Other
- - - - - - - - - - - - - - - - -

Q8 **If " Yes", for what reasons did you contact Cambridgeshire Archaeology? Please tick all that apply.**
Artefact handling session .... ☐
Excavation open day .... ☐
Guided walk at Devil's Dyke .... ☐
Guided walk at Stonea Camp .... ☐
Hands on History at Hinchingbrooke Country Park .... ☐
Talks on archaeology .... ☐
* Other (please specify) .... ☐
* Other
- - - - - - - - - - - - - - - - -

Q9 **Has your school ever attended a Cambridgeshire Archaeology event?**
Yes ...... ☐ Go to Q10   No .... ☐ Go to 11

Q10 If "Yes", what events have you been to? Please tick all that apply.

Artefact handling session............................ ☐

Excavation open day................................... ☐

Guided walk at Devil's Dyke .... ☐

Guided walk at Stonea Camp..................... ☐

Hands on History at Hinchingbrooke
Country Park.. ☐

Talks on archaeology.................................. ☐

* Other.. ☐

* Other
- - - - - - - - - - - - - - - -

Q11 If your school has never visited an archaeological event , which of the following reasons best explains why? Please tick only ONE box.

Not relevant to the National Curriculum .... ☐

Health & Safety concerns.............. ☐

Lack of information .... ☐

Cost/Lack of resources............. ☐

Lack of activities once there .... ☐

Mobility/Access concerns.............. ☐

Lack of interest.... ☐

Q12 If cost were an issue, would you have taken part if the event had been free?

Yes .... ☐   No......................... ☐

Q13 Would you come to an event in the future?

Yes .... ☐ Go to Q14   Possibly . ☐ Go to Q15

Probably ☐ Go to Q14   No.......... ☐ Go to Q15

Q14 If so, what type of event would you be likely to attend? Please tick all that apply.

Guided walks....... ☐

Object handling sessions .... ☐

Visit excavation open days............ ☐

Historical re-enactments.......... ☐

Talks about archaeology......... ☐

Artefact handling session .... ☐

Excavation open day...................... ☐

Guided walk at Devil's Dyke......... ☐

Guided walk at Stonea Camp ...... ☐

Hands on History at Hinchingbrooke Country Park .... ☐

Talks on archaeology......... ☐

* Other .... ☐

* Other
- - - - - - - - - - - - - - - -

Q15 What would encourage your school to visit Archaeological events?

- -
- -

Q16 Where do you look for information about school trips/outings? Please tick all that apply.

Internet .... ☐   Mailshots .... ☐

Local press or media.................. ☐   Events leaflet....... ☐

Local Library........ ☐   I don't .... ☐

Word of mouth..... ☐   * Other (please specify) .... ☐

*Other
- - - - - - - - - - - - - - - -

Q17 How often, if ever, have you visited the Cambridgeshire Archaeology website?

Once a week .... ☐   Once only .... ☐

Once a month...... ☐   Never before........ ☐

Once a year......... ☐

Q18 Would you be interested in on-line access to information about Cambridgeshire's Archaeology? This service will be called DEVANA.

Yes .... ☐ Go to Q19   No ...... ☐ Go to Q20

Q19 If "Yes", what would you like to see included on DEVANA, the on-line heritage resource? Please tick all that apply.

Bespoke searches (e.g. chose from drop-down lists of categories) .... ☐

"Ready made" searches (e.g.castles in Cambridgeshire, Roman Villas etc.) .... ☐

Explanations of monument types (e.g.barrows, hillforts, etc.) .... ☐

Explanations of historic periods (e.g.Mesolithic, Iron age, etc) .... ☐

Explanations of archaeological techniques (eg. fieldwork, finds recording, etc.)............ ☐

In-depth information on specific Cambridgeshire related topics and sites (e.g. Late Iron Age Cambridgeshire, historic towns,etc .... ☐

Information on sites open to the public....... ☐

Interactive games with educational contexts... ☐

Other interactive games.............................. ☐

GIS maps to search from .... ☐

GIS maps showing overlays by category (e.g. period or monument type) .... ☐

Relevant photographs................................. ☐

Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens)............. ☐

Local knowledge and oral history stories.... ☐

* Other.(please specify) .... ☐

*Other
- - - - - - - - - - - - - - - -
- - - - - - - - - - - - - - - -

Q20 Would you be interested in Cambridgeshire Archaeology outreach activities? (Please tick all that apply)

Travelling exhibitions of Cambs Archaeology information (e.g.in libraries, museums, town centres and other community locations) .... ☐

Workshops on how to use the website (in libraries etc.) .... ☐

Leaflets about specific periods, monuments & boroughs in Cambridgeshire.. ☐

Teacher's resource packs linking Cambs. Archaeology information to Key Stage curriculum areas. .... ☐

Information and interpretation boards at areas of historic and archaeological significance throughout Cambridgeshire ..... ☐

Contributing information to Cambs Archaeology e.g. photos family history, local knowledge .... ☐

Conferences on Archaeology to be held at the flagship Cambridgeshire Historical Resource & Culture Centre........................ ☐

Talks on Archaeology .... ☐

Guided walks .... ☐

Archaeological events................................ ☐

Book on Cambridgeshires Archaeology ..... ☐

The Cambridgeshire Archaeology Festival ☐

Q21 Does your school currently offer lunchtime or after-school archaeological/historical clubs?

Yes .... ☐   No........................ ☐

Q22 Would you be interested in receiving support from Cambridgeshire Archaeology to assist with this?

Yes .... ☐ Go to Q23   No ...... ☐ Go to Q24

Q23 What type of support would be most useful?

Q24 Name one way in which Cambridgeshire Archaeology could make its education services more accessible to your school?

Q25 Would an Archaeological Festival make people more aware of the archaeology in Cambridgeshire?

Yes .... ☐   No........................ ☐

Q26 If one were organised, would you be interested in encouraging the children to attend?

Yes .... ☐ Go to Q27   No ...... ☐ Go to Q28

Q27 Which aspects would most interest your school?

A historical re-enactment............ ☐   Hands-on activities fro children................ ☐

An art or film festival .... ☐   A finds roadshow. ☐

A concert .... ☐   Displays and exhibitions............ ☐

A competition....... ☐

A conference .... ☐   Walks & talks....... ☐

* Other (please specify) .... ☐

* Other

Q28 Do your children ever read books about archaeology?

Yes .... ☐   No .... ☐

Q29 If we published a book about Cambridgeshire's archaeology, would you be interested in stocking it in your school's library?

Yes .... ☐   No .... ☐

Q30 What aspects of Cambridgeshire's archaeolgy would you think most appropriate for children to read about?

Q31 Who should the book be aimed at?

Archaeologists..... ☐   Children .... ☐

Local People........ ☐   All......................... ☐

Q32 How many pupils does your school have?

0-50 .... ☐   151-200 .... ☐

51-100 .... ☐   251-300 .... ☐

101-150 .... ☐   300+ .... ☐

Q33 Which of the following best describes the type of school you work for?

Infant................... ☐   Secondary .... ☐

Junior................... ☐   Special needs school .... ☐

Primary .... ☐

Prep School......... ☐   Sixth Form College .... ☐

Private school...... ☐   * Other (please specify) .... ☐

* Other

Q34 Which of the following best describes the ethnic origin of the majority of pupils at your school? (please tick ONE box only)

White .... ☐	Chinese .... ☐
Mixed .... ☐	Black Caribbean .. ☐
Indian .... ☐	Black African .... ☐
Pakistani .... ☐	Black Other .... ☐
Bangladeshi .... ☐	* Other (please specify .... ☐
Other Asian .... ☐	

*Other

- - - - - - - - - - - - - - - -

Q35 In which District is your school?

Fenland .... ☐	Cambridge City .... ☐
Huntingdonshire .. ☐	South Cambridgeshire ... ☐
East Cambridgeshire ... ☐	Peterborough .... ☐

Q36 Would you like your school to be added to our mailing list to keep you informed of future events? (If "Yes", please complete contact details below)

Yes .... ☐   No .... ☐

Q37 Are you aware of or do you use the **Cambridgeshire Education Portal?**

Yes .... ☐   No .... ☐

Q38 Please include any other comments you may have below.

- -
- -
- -
- -

If you would like to assist us in any future focus groups or discussions please fill your details in below. If you do NOT wish to help please tick the box at the end. This information will be stored separately from your questionnaire to maintain anonymity.

Name   -

Address   -
               -
               -

Telephone   -

E-mail address -

Please tick here if you would NOT like your information to be used to assist us with focus groups or discussions.   ☐

12.5 Cambridgeshire Archaeology focus group topic guide

Cambridgeshire Archaeology Focus Group Discussion guide

Community:

- Festival – if we were to hold a festival, what would you want to see presented there?
- If you had a PAW (Parish Archaeological Warden) would you use them?
- How would they fit in with your Parish Framework?
- What do you believe should be the duties of a PAW?
- Would rural parishes differ from urban ones?
- How do you see your area?
- Should PAWs be a Community based project or led by Cambs CC or a Partnership?
- Are you interested in sustaining projects involving communities?
- Local community access points, use library, museums or PAWs?
- Do you think provisions for your community are adequate? Do you want to be involved in your community? Volunteering?
- Do you know what is going on in your community regarding History / Genealogy etc?

HER:

- How can we promote the HER resource? How should we present this resource?
- How do you think people could find out about it?
- What should the on-line resource be called?
- What themes do you want presented I.e. how would you want to search the on-line source? Time lines, key words, maps, buildings, events, locations etc.?
- Do you want to be able to feed your own historical family knowledge into the HER?
- Do you want community access points I.e. at Libraries, Museums etc.?
- Cambridgeshire Archaeology Online – what do you think about this? How much information should it contain?
- (Show an example of a HER online resource)

12.6: Cambridgeshire Archaeology schools focus group topic guide

Schools:

- What education work would you want us to provide?
- Should school resources be tailor made to fit the curriculum or should there be general search packages etc?
- Do all teachers in your school realise how many subject areas "Archaeology" can fit into or be relevant to? E.g. Maths, Geography, Politics, Biology, Chemistry, Physics, English Lit, English Lang, & History?
- Do you want to see local community projects provided by us, not off the shelf? If so what?
- Field trips, what do you look for in a venue?
- What prevents you from going on field trips or having people in to talk to you?
- How can Cambridgeshire Archaeology make an exciting field trip?
- Archaeology talks to schools – what do we need to do to make us more appealing?
- How much would you expect to pay?
- What would you expect from an event run by us?
- Where do you see Archaeology in the national curriculum?
- If your school ran a historical event where would you go to access the information?
- What's the best performer or talker you have had to your school and how did you find out about them?

HER:

- How can we promote HER resource? How should we present this resource?
- How would you find out about it?
- What should the on-line resource be called?
- What themes do you want presented? I.e. how would you want to search the on-line source? Time lines, key words, maps, buildings, events, locations etc.?
- Do you want to be able to feed your own historical family knowledge into the HER?
- Do you want community access points i.e. at Libraries, Museums etc.?
- Cambridgeshire Archaeology Online – what do you think about this? How much information should it contain?
- (Show an example of a HER online resource)

12.7: Transcription of focus groups

Focus Groups

There are 4 focus groups. Groups 1 -3 are mixed users and non users and the 4th Groups is teachers

Group Number	Comment Code	Comment
1	1	Through the University of Third Age, through their window programme has a large audience of older generations.
1	1	Promote by leaving copies at the libraries or giving a talk on local history.
1	1	Could find out about it by internet, word of mouth, church news letters have history section.
1	1	Possibly take into schools.
1	1	Different location - could promote in each of the counties/district.
1	1	Could get schools to have input.
1	1	If doing a festival every year could choose a different theme - People would want to come back as would be different each time.
1	1	Are you looking for indoor, if outside then camping facilities would need to be looked at.
1	1	Looking at a bigger catchment area, Cambridge is it, would need to look at easy access, parking, public transport. What about village colleges as a venue? Somewhere reasonably central for the county, plenty of space at colleges and are open weekends.
1	1	If was a festival that could move. You could say to schools that we have a festival would like to book a session to walk around you would get the schools on week days going.
1	1	Travelling festival?
1	1	Mostly Cambridge last time.
1	1	Where would the festival be held? Weekend/weekday?
1	1	Aerial photography - Surrey, Gloucester, Hertfordshire and Bedfordshire everybody is doing the same thing at the moment as they have got to prove they have access to all the information, Bedfordshire hold all their own photos. Cambridgeshire don't.
1	1	Do you have contact with the Committee for Aerial Photography? Can show up various details - Used to be able to view photographs - people have expressed an interested in being able to access them.

1	1	Would like to see maps and pictures of sights of interest and presentations so that people know where the most interesting places are, particularly connected with their own locality in Cambridgeshire so as to whet their appetite.
1	1	Would like to do a course on this, would be interested to see how things have changed over the years.
1	1	Schools/pupils could provide items/work that they do in history like they do at the East of England show, then we could provide the proof/map/pictures. Would have to be where schools could go in their time. May want to go back on a weekend with parents.
1	1	It would have been nice to have maps that would have show what was there at that time and information on pieces that have been found.
1	1	Promote and provide information and guidance on where you can study, leaflets with contact numbers or how to get involved in volunteering.
1	1	Essex produce leaflets which are dropped into schools and libraries and I think they are doing what you are asking them to do with sights of interest and recent digs and keeping people abreast of developments.
1	1	Would like to see people dressed up in certain periods to say something like the Romans were here these are the maps and proof and a section of rope or even a scene saying that the Romans or Vikings were here and things they might have left behind.
1	1	If you are going to get the ordinary people in they want to see something colourful and visual and possibly say that these were the crops that they would grow, just small examples.
1	1	Maps are very important.
1	1	Some children may want to go more in-depth.
1	1	Could have a little corner that showed some layers and ask how they would record it.
1	1	Need to encourage the younger end to take part and not make it to serious because it might get a little bit boring so need to really "jazz it up" a bit to create interest.
1	1	Children like to draw, perhaps give children part of a pot and maybe get them to draw how they think it would look like if it was whole.
1	1	Don't think it needs to be too educational to start with. First introduction needs to be exciting and then look at this map, this is what it used to be like, and if you find something, it might be Roman and then connect it to a time. Needs lots of buzz.
1	1	New Hall meeting 2 - 3 years ago at Mill Common they had finds and an identification table, which century/age and talked about Geophysics and GPS explaining how it related to the field.
1	2	Is there is Historical Society in Whittlesea?
1	2	Receive a news letter every month from the Archaeology Field Unit stating what's happening. They also do some of the areas around Cambridgeshire and tell you about digs.

1	2	If that sort of thing was put up in libraries it would probably create a bit more interest.
1	2	Could be something that the board could be responsible for as a collective of what's going on in their parish and send it to you.
1	2	When we were on Mill Common dig they gave us a pamphlet with all the relevant digs that we could go and help on which perhaps could be put in the library instead of relying on people turning up on digs taking them away with them.
1	2	I went to the local library last year to see what clubs there were in Whittlesea, I'd just retired and wanted to join something and was told it was all on the network and I thought that I could get a printed sheet with every club/society.
1	2	Should be able to obtain this information from a library notice board.
1	2	More logical name for HER - needs to be understood by all areas of historical matters and needs to connect with what people are looking for, use History as one of the key words rather than Archaeology. Name could be Something like 'The Living Past'
1	2	Newspapers sometimes say what's going on each day of the week with phone numbers but it doesn't tell you the societies. Receive a general booklet each year with the newspaper but it contains other information as well.
1	2	Whoever the person who does the History at Whittlesea Church may be interested in becoming a PAW.
1	2	St Ives has only got one parish as such and I think our museum covers a lot of

the PAWs work, whereas people from the local villages come in.

1	2	Wouldn't know where to look, for Essex and Northampton yes but not Cambridgeshire.
1	2	Increasingly everything is online, and not always easy for older generations and those without internet access to obtain. Could go to a search engine and put in Whittlesea history and something should come up.
1	2	Huntingdon has a history society. I think they do more and go back to the Middle Ages and Town and Country do but I don't know if they go much further back than that.
1	2	Would a PAW be someone you would go to with a find? If you find something in your garden and it would be good to have someone you could take it to and ask how old it is, a local person you could say who would you go to.
1	2	PAWs would need to be easily accessible not everyone can get to the Shires.
1	2	They have them in St Ives.
1	2	Parishes vary enormously in size and think that if you have to justify having a warden you would have to unite several small village parishes where they sort of naturally form together, which some do.
1	2	Possibly people who are interested in history and archaeology, we would have to approach the parish councils and ask for such a person who would be interested in coming forward..

1	2	Newspapers can come in handy, I have dug in Cambridge some years ago, now if I want to dig I have to go to Northampton, as I don't know what's going on in Cambridgeshire. If you have a computer it would help.
1	2	It wouldn't be to onerous a job would it, have you thought of doing a record of their memories or their parent's memories. Some of them have already done it have you thought of gathering them together to make a collection.
1	2	This is being done on an form of online exercise, Community Archives Network, this is being pushed quite heavily.
1	2	It's not strictly archaeology but its all history.
1	2	There are history societies, but they are very far and few between, we've got a very active one at New Market which does include a bit about Cambridgeshire as it's local history and would be interested in finding somebody to do that job.
1	2	Be better having two PAWs to a parish, they would probably work better together, to begin with they might feel more comfortable working together, may find that if one can't do it then the other can carry on.
1	2	Partnership is better.
1	2	Would need to have guidance from your department. Somebody needs to pull the whole thing together. All the information needs to be collated together. You could also share ideas from all places.
1	2	They would overlap anyway.
1	3	There was talk of having a Historical Resource and Cultural Centre.
1	3	In a situation where we are so close to Peterborough, people in this area won't travel to Cambridge and are isolated as it is too far to travel.
1	3	If travelling on public transport you can get there in the evening but it's difficult to get back again.
1	3	Would go through the name of the place and seek information on areas I know of and look at listed buildings. Could use the time you are interested in.
1	3	Does it have to be in Cambridge? It's such a difficult place to get into and think it might get more visitors if it's just outside Cambridge.
1	4	Would be good to be able to feed historical family knowledge into HER - Schools may be interested - but would need the local people to be involved and recording local dialects.
1	4	When you came out to us, you did a wonderful job and was a lot of interest, the more you can spread yourself around by doing that, I am sure that there are a lot of villages and clubs that would love to have you.
1	4	Library is the starting place if you want to find anything out.
1	4	What about a spot on the radio? If there already is something on the radio I don't know about it.

1	4	Have volunteered at digs.
1	4	Knew Cambridge Archaeology existed. Been on digs and to the Shires, learnt about it on a course at Huntingdon Technical College Summer School, Email correspondence from you and would like to hear more.
1	4	Not plugging enough.
1	4	I'm sure the local newspapers would take a written article, which you could do a lot of plugging.
1	4	Huntingdon has been fairly active. Is it active because you know about it or if I was living there would I know? It always in the papers what's going on.
1	4	What sort of availability do you have you got for these sort of things? I can think of several organisations that would love to have you.
1	4	Usually learn about digs from the Cambridge Evening News in one paragraph a year after the dig has finished that something has been found.
1	5	The links that a website offers are important and your site should be the key to open all other doors of parallel interest and if nobody else is doing the HER then the much of you can do the better within your resources.
1	5	Medieval monuments, The Great Dyke, Devils Dyke are of great archaeological interest.
1	6	I find that in the London break pits and that, obviously things are being found and I keep thinking where do you go to see what they find apart from the museum? And I think, I'd love to go round one of the pits to see, well, what are they digging up?
2	1	I'd like to go round and have a look if they got different bits and pieces, y'know, a skull or something like that.
2	1	What should be there is as much detail of different areas around the county. If you can get an overview of each area that's got a different character on it I would be very interested in looking at it that way and seeing just how varied the county is.
2	1	Having the HER there, I think is a handy thing because people can then go, they say "Right I live in Littleport on the high street, what have you got, what can you tell me?" so you've got something you can relate to.
2	1	Something I would like to see is someone who you can take things to. I find a lot of stuff in my garden. I might know what it is, but It's nice to take it to someone and have it confirmed.
2	1	The trouble with some children is to get them interested in that sort of thing is hard work.
2	1	You really need somewhere where you know you're going to have ample space for parking. If people are coming on public transport, they need good access to public transport.
2	1	Ideally the more sites you can put it in, the better. It comes down to a case of do you have one fantastically big event in one place or do you several small events in several different places.

2	1	Well it's difficult because I know in what in theory what should be there, and I know what I want to be there and they're not necessarily the same thing.
2	1	I think it would be nice to have it all in one place because then you do get this kind of county wide thing, you can see the entire county, and possibly how it fits in with the wider region as well.
2	2	I don't think there's a need to have a highly trained specialized archaeologist in every village y'know, but to have someone who knows where to go, and says "That looks old to me, you want to take it to so-and-so, they'll know." That sort of thing.
2	2	If there was a more local way of doing it then I'm more likely to actually do it.
2	2	I'd be more reluctant to go to a stranger, because I'd probably think "Oh they've probably got more important things to do than bother with me with a fiddling little bit of pottery that may be off a broken pot that somebody's had flowers in the garden".
2	2	Whereas if you're paid to do it, you feel obliged to do it don't you, because it's your job.
2	2	I think you can't say to a volunteer, "You've got to do this, we want this done, we want that done, we want something else done" because they're giving their time ,and they've probably only got, say 10 hours a week that they can give.
2	2	Whereas as I said if it was a familiar face I knew, it wouldn't worry me so much.
2	2	I see it more as a way of just raising the profile of Cambridgeshire Archaeology in any local Parish really.
2	2	When I'm trying to find out about Littleport I know where to go, but it's not exactly convenient for me to go in to make an appointment to go and look at the HER is Shire Hall.
2	2	I think I'd use the Archaeological Warden because what I do at work is what I do at work, it's completely different from the stuff I dig out and find in my garden.
2	2	So I would see it as a way of being kind of a go-between because it's easier to talk to someone in your village that you know than it is to go all the way to Cambridge and talk to someone you don't know.
2	2	At the moment very few people know it's there. I know it's there because I work in the industry but if I didn't, there'd be no reason for me knowing it exists.
2	3	Well if I can't find it at home in the books, because I've got loads of books at home, I will then go to the library and if they haven't got it, because we have a little library, I'll say "Well can you check at Huntingdon for me, or Ely, or Cambridge?"
2	3	Well I used to work out at Holt and we used to walk some of our class up and I know that way. I'd walk I'd walk I'd walk I'd walk and they wouldn't stop if you didn't let them. And it was surprising the things you spotted you know.
2	3	You'd see something on the floor and you'd think "Oh what's that?" y'know, and you'd pick it up and you'd start really looking' at it and I used to thoroughly enjoy that. I think y'know I would actually be interested in going out further a field.
2	5	Regarding a lot of archaeological stuff it's very hard to find out.

2	5	I mean I have got the cheek to go and say, "Excuse me, what are you doing?". I mean they can only tell me to go can't they?
2	5	So if there was somebody who knew, who talked to the people on site, then that would make it a lot easier.
2	5	I wouldn't know where to go because the archaeological officers of the county aren't necessarily going to be my first stop because they're going to wait for the report.
2	5	I wouldn't know where to go either unless I knew who was doing the excavation then I could phone that company up.
2	5	You don't get much information at all do you, or hardly know it's going on. It's done and over with before you know it's done.
2	5	There was a major excavation just down the road from us and I found out about it because I recognised the logo on the back of the visibility vest of somebody coming out of it. If I hadn't seen that then I wouldn't have known.
2	5	I don't know whether there'd be information in the library or I suppose you could be cheeky and go onto the field and ask them. Or you could go to the one stop council place in March. In Broad Street.
2	6	Unless you specifically know where you can go and get this from, yeah you've just said you can get hold of Shire Hall, but sometimes trying to get hold of somebody in Shire Hall is like trying to get a needle in a gate post.
2	6	If you're talking about original documents there, then you can only keep them in

2		a place where - because they're really fragile, you can't sort of start travelling about with them.
2	6	If somebody wants to look at it I print them out a copy and I go, "There you are, that's the map of 1797". Because it's a map, you don't necessarily have to have the crumbling bit of parchment. It's the drawing itself.
2	6	Once you have a digital copy then...it's one thing getting the information out of it. We've a got a map of Norfolk from 1797.
2	6	But there are so many of them, you can get digital copies.
2	6	Well this is it 'because I mean, we're about 25/30 miles from Cambridge.
2	6	I'll be honest y'know I wouldn't travel 30 miles to find out information, and it's probably easier for me access it locally in my own town than what it is anywhere else.
2	6	Well in actual fact the entire HER for Scotland is already available online, and I use that quite a lot myself.

2	6	I mean things like that, now in March there's a Roman town, would really interest me and I'd be really interested in stuff like that.
2	7	I personally wouldn't know where to go, I'd try real hard to try and found out where to go.
2	7	I mean if you knew you'd got that PAWs, you would know 99% of what you wanted, you could go to them.
2	7	The early elderly, they get interested in things like this aswell, especially if they take early retirement and want to know things, but again they don't know where to get access from, probably haven't got the transport to get it.
2	7	Whereas if they've got things locally where they can go like libraries, information leaflets and stuff like that, again, they would start doing it.
2	8	I tend to favour names that tell you what they are.
2	8	I'd just think [Dirvana] was some central EU clanger!
2	8	The Great Yarmouth Archaeological map turned out actually to be a really really successful name because it's got a kind of ' does exactly what it says on the tin' thing about it, it's a map of the archaeology of Great Yarmouth, bang. The whole lot.
2	8	Ours is called the Norfolk Heritage Explorer. It's all rural and the one bit that's in a town is called the Great Yarmouth Archaeological map. It's all part of the same thing.
2	8	I wouldn't have the faintest idea what [the Via Dirvana] was, but like Ken said 'Great Yarmouth...' you think "Oh yeah" y'know. That would be more appealing.
2	9	I can't really answer that because I'm involved in putting the Norfolk board online. If I try and say then all I'll end up saying is what we've decided for Norfolk, which isn't really going to answer your question.
2	9	I don't really know what we'd look for, because not being computer minded, y'know, it's difficult to know really.
2	9	You need to be able to search for place, you'd have to be able to search your place so you can put your house in. Because that's the first thing anyone's going to do, is they're going to say "What's in my garden?". So you've got to be able to search for place.
2	10	Some people may be interested in that sort of thing and some may not.
2	10	I have to say I'd reckon that'd be more something for a historian than an archaeologist.
2	10	Something that would really interest me I would read, but as to go and get a book just to read it as a normal book it wouldn't worry me. But that I would spend hours, every minute I'd got I'd have the book and I'd be in it.
2	12	If it's in a town it needs to be a lot more exact, because, for example if you want to talk about, say a record that says "Roman Pot Found" it's not

		appropriate to give a 100m accurate grid reference because that just means nothing.
2	12	It needs to be put in a more accessible format.
2	12	It needs to have mapping as well.
2	12	It depends on whether it's in a town or in a village actually. It would be different I would reckon.
2	12	As regards to the amount of information, I think that it needs to be translated into English in the case of some HER entries.
2	12	A lot of HER started quite a long time ago and then ideas change and as more evidence comes to light, interpretations change so you can get what can be quite contradictory on it, and it can get quite confusing when you read it.
3	1	Whatever we do has to be mobile.
3	1	I like the idea of going to historical sites and basing them around there. Or recent excavations or whatever's new and interesting and people might not have seen.
3	1	I think very much interactive. If you're going to get the kids they've got to do something. They got to able to be part of it.
3	1	I think you can have themed areas. Different ages maybe with different historical aspects. I think you can have clothes to dress up in for the children. I think you can have food of the time, recipes to give out to people to take away.
3	1	You don't want a complete historical mish mash, you don't want everything do you, because it could just be a mish mash of every period and everything unless it was sectioned off perhaps.
3	1	You could develop timelines and look at how farms changed, or how the towns and villages have grown and shrunk and moved around.
3	1	In terms of buying a book, I mean I live on Mill Road in Cambridge, if I saw something about Mill Road I'd buy it, if I saw something about Cambridge I might, and I saw something about Cambridgeshire I'd probably think I would but never get round to it.
3	1	I think it's also interesting to see what is still historically going on that's been gone on and never changed for a long long time, and people don't realise how long these things have been happening.
3	1	Surely what you want though is something where people have not been before or an event at somewhere they haven't seen before, because y'know you've done a string of things with your kids and you think "Well that's just the same think again".
3	1	So it has to be a very accessible and interesting, exciting venue and then when people are there you've got to get them thinking about what do they know about their area, and I would say target families and kids. Use drama.
3	1	But something that's a bit different, like some recent archaeological dig or discovery, you know, people will think "Well that's different, we haven't done that yet".

3	1	The better place to do something is Ely in fact, if you want public transport. I don't know if there's anything you could do outside the cathedral.
3	1	The archaeology in Cambridgeshire I would walk past if it was in Hefers. But the archaeology of Steeple Morden I'd stop and buy. And that's the difference. It's where I am, it's local, I've already got an empathy with it.
3	1	Make it clear on the front [of the book] that it's for the whole of Cambridge, including Steeple Morden and Lynton.
3	1	I think Cambridgeshire is an artificial - it's a local government boundary.
3	1	But on the other hand if I actually see events that are advertised in Cambridgeshire, because I've lived here a long time, I do associate it with it and I might well go to Wisbech to see something - I might. Whereas I wouldn't go if it was in Norfolk.
3	1	Those sort of things will interest people because you can spread that county wide and see how they relate to each other and how the archaeology and history of the area has forced these developments.
3	1	I think Cambridge itself is such an awful place to get in to park, the traffic, y'know I mean you would only have put it a few miles outside of Cambridge and people would go.
3	1	But to an extent if you have too worthy a goal, it loses it's interest for the wider population. It needs to be fun.
3	1	I'd put it at the beginning to sort of launch and kick start it rather than at the end

because in a way it seems too late at the end.

3	1	I could see benefit in 'sub-festivals' if you like of a major one, and then branching out to other areas within the county.
3	1	I think have a main festival and then follow it up with visits evenly spaced around the county. A moving mini festival.
3	1	I'm dubious that people living in Cambridge have a sense of living in Cambridgeshire. They may have a greater idea of their district council, it's sort of their area, but people in Wisbech don't associate with people in Cambridge.
3	1	So the whole festival in Wisbech is not going to attract people from Cambridge and vice versa.
3	1	The county is basically split into two. There's south of Cambridge and there's north of Cambridge and they are in a sense two totally different suburbs. They have different problems and a different sort of ideology.
3	1	I think it's even very difficult to get them to think outside their parish, never mind outside their district and, you know, once you start moving away from that, you start moving away from them being able to make that leap that is of interest to them.
3	1	I think calling it a festival, you're giving it a rather larger focus than you would be just a current event around a few villages or PAWs or whatever, and I think you're looking at something larger that could take place over a whole weekend.
3	1	They've held them in Colchester Castle for instance, and they've been hugely

successful, and to me that is where you would hold a festival.

3	1	Even a heavy, "Do you want to be involved?" initial view I think is heavy. That is almost a side issue. Once you get people in, then you can have a tent or two tents or whatever or several tents that all have that aspect to it.
3	1	It's something that would evolve naturally over the day, rather than being the main focus even though it might be your agenda. Y'know I think you'd put people off.
3	1	If I was focusing, what would I focus on, I'd try and focus on ensuring that the kids think it's going to be fun and then mum and dad will say, as I have a ten year old son, "Oh thank god, that's Saturday morning sorted out!".
3	1	I think your key is to start with the kids.
3	1	I think if you're going to put a lot of resources into something then you want to make it central because that's going to be much easier, but then you want to get people thinking when they're there.
3	1	People will go like, to small country fairs, they'll choose whether they go on the Saturday or the Sunday and you bring in more people from round and outside the county particularly if you focus it around some site of historical interest.
3	2	The people that move into an area - there'll be a real need to actually try and get a new sense of identity for the County.
3	2	The other thing is educating farmers to keep an eye out for things in the fields.
3	2	Rather than this "Oh my god it's Parish Council again."
3	2	I find in my own experience that the people that are on the Parish Council are enthusiasts and the rest of the village don't want to know.
3	2	I think there's a lot to be said to be allied to either the library or the school or whatever, rather than the Parish Council because you've got children, parents, grandparents - it's a natural progression to involve everybody in the village.
3	2	The commuters are the most difficult group in my Parish to get involved.
3	2	I don't know necessarily how it would work but there's on reason why your Parish Archaeological Wardens aren't effectively a committee.
3	2	A couple of years ago, the idea of Parish Wardens was in fact muted, and we have actually put into our parish plan the need for a parish warden.
3	2	What's really important is that those who are here don't dig their heels in and say "I don't want new houses, I don't want people moving in, I don't like them, I've lived here X years", to create a sense of shared territory.
3	2	I don't quite understand these (PAWs).
3	2	I wrote in into the Parish Plan so I have to say it's a very good idea.

3	2	One of the key things on [how the planning system inter-reacts with local communities] is what the planning's call 'sense of place'. It's the feeling that you have for your own area and your own village and things that surround you.
3	2	One of the keys to that is the history of the landscape, how it's been developed that creates this sense of place, and how your Parish in sense differs from other. You know, what makes it unique.
3	2	In the villages as an alternative to a Parish Council there are a lot of historical societies or even parent teacher associations if there's an educational role, they're quite good at looking at that sort of thing. It does vary from village to village.
3	2	It's the ability to document and articulate [how areas differ to each other], that I think will be particularly helpful to Parishes because they're going to need that sort of help over the next 15/20 years in order to manage development change.
3	3	We maintain our list of schools that do work with us and our own personal contacts. When you contact the schools you need to go to the teachers you worked with before, the pupils you worked with before.
3	3	The first place I go to is the library and the information centre and the museum ands so on, and gather contacts developing from there.
3	3	The most knowledgeable people around us, and I made the joke, are the metal detectors.
3	3	Now I know you have codes of conduct and things like that, but the relationship between the metal detectors and your perhaps local community could be quite important.
3	3	If I was taught, if I was supervised I would love to have a go.
3	3	Digging things up sounds like it might be fun!
3	3	And there are others who you approach, and they're always the same ones, and you say "Can you-?", "No problem!/What do you want?/Can I lend you the barn?" you know, if it's a wet day.
3	3	One of the things I think it needs to do is to be able to deal with the land owners, because certainly around us there are land owners who would over their dead body would they allow anybody onto their land.
3	3	Y'know, but you talked about that festival. That struck me as a bit of an expensive festival, which means you can't do many of them, but little small community things, working with the community that can achieve a lot.
3	3	There are a lot going on in the communities in this village, in this county and if you can work with that you can achieve a lot, possibly on a small scale.
3	3	We have a summer fete, that might be the time to get in a bit of archaeology. Again they're always scratching round for things.
3	3	I think most people don't use libraries.
3	3	Human relations skills are going to be quite important in that negotiation.

3	3	If you were able to push into that net, and be able to have links to whatever your doing then that might be another route for you.
3	3	We don't have that many libraries which means the access points to us in sense would be the primary school, so if you could sort of log in with - and I know there's a mover 'a' foot to make schools more accessible to other things using their network.
3	3	But schools are not open places now are they. You can't wander in and out at will.
3	3	But there are I think, attempts to make them - I know with the security thing - there are attempts to make them more of a community base.
3	3	And that will get you into August time and you might be lucky enough to pick up a teacher with an enthusiasm or an interest.
3	3	If you could offer a couple of hours that could be done in a baker day (teacher training) you might well find, especially free, you might well find that some head will take you up on it.
3	3	I'm a retired schoolteacher still in contact with people in schools and schools are under a lot of pressure, both financially and the staff personally and this does create problems.
3	3	We offer free tours to schools around the County of all the countrified monuments. They sometimes get picked up but we also get a grant from Cambridgeshire Acres so we now take the schools and we pay for their coaches.
3	3	Actually if you want a local sense of ownership about the archaeology or the landscape or the heritage of the area you really need to be as broad as possible don't you.
3	3	I think one of the issues about the internet is that not everybody has it and libraries are the place where people can go.
3	3	I think the libraries are trying to broaden their access, so if you're taking about really getting out to people I think the libraries have the same problem.
3	3	A lot of Parishes do have their own websites.
3	3	I'm on mailing letter for both of those and every week an email comes through and lists what events - so if there was something like an archaeology festival, if it wasn't on there I probably wouldn't find out about it.
3	3	And just think I don't ever go to a library but if I want to find out what's on there's two websites that I use which are the 'we're all neighbours' and 'local secrets' also has events listed on it.
3	3	I think also using the internet is going to be really cheap which costs nothing.
3	3	Cambridge has closed libraries, the central library is going to be shut for 18 months isn't it, so actually Cambridge has got an appalling record with libraries.
3	3	Certainly statistically library use is absolutely plummeting

3	3	But I would suggest that when someone's coming in to an area that they use the library at least once to find out whether there are clubs and groups.
3	3	There is a hard core of people who use the library an awful lot, especially families and older people.
3	3	I actually think just sending things out to schools, of course you're doomed to fail, it's not a way to do it because it's to suit you, it's not to suit not them y'know.
3	4	I think there's loads of people who'd probably be interested in archaeology who'd quite like a one or a two day session on it. Or who've retired or whatever. Have got the time.
3	4	They do need lots of support and also actually if you're not careful a volunteer who you think is going to be someone who is going to bring the people in can actually become somebody who frightens people off.
3	4	They take it as "their" archaeology, "their" patch. So actually almost the skill is choosing people who have got the ability to work with other people more than having an interest in archaeology quite honestly. People who like people.
3	4	One of the problems about metal detectors is that they tend to be obsessive orders in my experience actually.
3	4	We've got a village magazine, the PAWs could always write - they're always scratching around for stuff to go in there
3	4	We've got a village hall. It might be a nice place if you've got, y'know, the monuments around Ford Steeple - that can go in the village hall. People go in there for all sorts of events.
3	4	I'm something called a master composter has anybody heard of master composters? Just in terms of role models for working with volunteers I've been impressed with it.
3	4	It was really stimulating catching people who were just sort of mildly interested and turning them into enthusiasts.
3	4	Not just one person, maybe you might get two or three people in the village out of this which would actually be far more effective in terms of working. I don't know whether you can afford to do that sort of thing.
3	4	My experience is that working with volunteers is hard work, it's not easy.
3	4	If you want to get across the County it's not just having a Parish Archaeological Warden, it's actually having a group of people who've got some idea about archaeology, why it's interesting, why it's important.
3	6	The local paper is very important isn't it.
3	6	I think if it was just maps with blobs uh boring. If you want Joe public to have it it's got to have pictures.
3	6	I think if you could link it to where people live, I mean type in your postcode and you know, what's within a certain distance of my house.

3	6	Internet. Definitely have to be on the internet.
3	6	The history co-ordinator at primary schools.
3	6	If you have that sort of facility, I mean it's your festivals, you just have a large screen and get people to look at their areas and interpret what's there.
3	6	And Parish Magazines.
3	8	'Come Up', and then y'know you wouldn't forget that.
3	8	Or 'Come Up'.
3	8	And it must be something like 'Cambridgeshire Archaeology'. I know it's boring but that's what it is.
3	8	And I think it's very important that you get that as well as if you like a simple name that people when they are very, on that first page when they go down, they can click on it.
3	8	It's not just what the name itself is but also the description because that, you can embed certain descriptions into it so that it triggers.
3	8	Cambs Heritage or something. Just say what it is.
3	9	I'd also like to see on something like that a box or something about not what we know but what we don't know.
3	9	The things, historical things that people would recognise and think "Oh!", y'know, "I remember from whatever that this was going on" y'know William the Conqueror was just landing and this is what was round my village then.
3	9	I think if you get down to say the Romans you know, in your particular area where my house was in the Romans where doing this you could also link into, well this was happening and London was being built or whatever so you can expand it.
3	9	I wouldn't be interested in Cambridgeshire, I'd be interested in Cambridge and the surrounding villages.
3	9	If you're doing a topic on the Romans it'd be good to get an overview of the locality and see everything Roman at a glance.
3	9	It it was mine, in particular, my interest would be to see where I live now what it was like a 100 years ago or 200 years ago or 300 years ago.
3	9	First of all location location location and then in starts going, stripping it back so that you could then you know - Saxons: What was my village like in the Saxon period? Or whatever.
3	12	I presume it will link to each village that will then have a PAW in, so if you've

got 10 villages in Cambridgeshire with a PAW in. Prisoner of War! HA HA HA!

3	12	If you are interested in your Parish, your bit y'know couldn't there be a reading list about what books to go to for linking y'know the library service if you like, with the record office with the archaeology.
3	12	Y'know I remember them when they built the houses at Tavesham, all the Saxon graves they found y'know, and I haven't got a clue what happened to them, y'know, you cover them all over and they're all forgotten, y'know.
3	12	So with one search you can find what's available on your patch, which is what people are probably most interested in.
3	12	Y'know so that people can go on to Cambridgeshire and say, "Well actually I want my village, oh and that's who it is".
3	12	I'm just thinking it's too many separate departments.
3	12	Well you want links to any other relevant stuff so events and other related websites and maybe suggested readings?
3	12	I'd probably just put Cambridgeshire in and expect to have archaeology somewhere or history somewhere in the strap line.
3	12	We're just currently doing a footpath map and booklet. Footpaths of the Parish. Now we are doing bio diversity as part of that but equally into that could go some archaeological history if one was able to do it.
3	12	I would never think of the word 'heritage'. I'd search for 'history', I'd search on 'archaeology', I'd probably just search on 'Cambridgeshire' but I certainly wouldn't search on 'heritage'. Wouldn't even enter my head.
3	12	For the footpath it's very important playing with that in terms of accessibility
3	12	Who are the contacts, who are the people, I think that's one of the things I would want.
4	0	Something that would have some kind of historical thing to it but actually seeing it in action, y'know.
4	0	I would go to Kentwell ANYTIME. But it's £10 average price to get in and then you've got to pay for your fare. I run a fundraising event for the children to raise money to do it. So y'know price wise....
4	0	History through the ages, from be it the earliest recorded in Cambridge to the present day encapsulating everything. And a timeline: you go in and you timeline along.
4	0	It could be living timeline. Dressing up for each section of it.
4	0	It would be good to have things that y'know, bring in the community so that sort of families can go so you've got things to go along that, y'know can involve all ages.
4	0	Talking about communities, why not try and get out to the historical writers and

the people who are already doing things, try and get those people along to talk about what they're doing.

4	0	Crime and Punishment through the ages, yeah.
4	0	If it was families it would be lovely to have things that they could do as families, even if it was things like - I mean I'm just being silly now - even if it was things like stocks and things like that, you know.
4	1	But as you say it's wider so there is more.
4	1	If you want to get the people - the non-specialist type historian, people who really are only going to want to go and do what the unit tells them to do and cover what the unit tells them to do then…
4	1	I mean I teach year 5 and 6, so it just depends on the way attitude of the school is towards it.
4	1	It's not in mine, I'm lower down so it's much easier for me.
4	1	I don't think it has to be like that, but I think it is in most books.
4	1	Once you learn the skills, you learn the skills and they should be transferable to whatever subject you're meant to look at..
4	1	I think in time more people will be like that won't they. I think people went very very tight when the National Curriculum decided what you've got to have, and people are beginning to relax more now.
4	1	You've got to follow the skills exactly but the skills aren't always necessarily - it's different isn't it. So the skills come from looking at the artefacts and things, as well as different sources.
4	1	But if your school expects you to follow it to the letter then you've got to work to the letter.
4	1	I think you can [get people going outside the National Curriculum] but then I think that it just depends on the way the school's run because y'know, we use them as a guide but we don't use them to the letter because that's the way our school's run.
4	1	I must be linked to the National Curriculum. You're not going to get people being able to go outside that.
4	1	I think one of the things is our curriculum is very tight
4	1	if you have the materials that help them to do that, then that would be great.
4	2	But that might be net then, if you're talking about your internet resort, that you have the specific curriculum base that goes into school and if people are interested in taking it further there's an opportunity to, but it's probably more through the web.
4	2	Or even just listing like you say on the web, what there is available because at

the moment I mean I'm personally very ignorant about what's available.

4	2	I think if you're going into school, fit the curriculum but it might be nice to have some more diverse stuff if you're doing online things. But things to go into school, you probably want to fit the curriculum.
4	2	So even if we didn't have it available to get hold of on the web, but we knew that it was there and we could contact you that would be a start wouldn't it?
4	3	And so to be able to have kind of local study hacks would just - I mean then we could use them for geography and history, and the aerial photographs, ah! It would be a dream!
4	3	So if you've got things on the net...
4	3	I have to inform you that's how I got into doing archaeology was looking at old maps and finding out where the sites are, it just captivates the imagination, and that was twenty five years ago!
4	3	My partner's the town planner and he had to do essays on it and stuff, so we got them and I took them into school and the kids just thought they were the most amazing thing in the world.
4	3	See we've just spent a long time building up our own packs in school for that and, well, at the library you don't have that whole section upstairs, 'Cambridge Collection' and they used to sell big A3 folders of maps through the ages of Cambridge.
4	3	"This pack will give you your creativity, your thinking skills, your cross-curricular", give 'them all that jargon and people will lap it up because that's what

they to be doing, that's what they've been told from the top.

4	3	I don't know myself whether I'd necessarily know how to link mathematics into archaeology so if you're going to be developing resources then point people in the right direction for that.
4	3	Whereas now "Have you done the objectives for blah blah blah blah?" is what people are looking for.
4	3	You're actually coming in at a really good point, to come in and say "Right, we've got this archaeology resource that covers literacy, nummeracy, history, y'know all those things, it's ready made for you, there it is".
4	3	And people grab that because that's what people are going down now at the moment.
4	3	Didn't it used to be that people had topic weeks and they'd go "For our topic we'll kind of merge history and geography together", things like that and they were able to be more relaxed about things.
4	3	And it might be more relevant for the younger kids to spread that.
4	3	But then if a resource was provided that perhaps that made it relevant, then it might be used.
4	3	You know, all those kind of resources with those features on, especially if you come to a new area that you haven't taught before or something like that, you think "I knew it all in my last place!"

4	3	So if it's a really good resource, you're coming in at an excellent time to do that because you can say "We know that you're all about creativity", and use all the things that it's about at the moment, it's all about the creativity and thinking skills.
4	3	But also you haven't included ICT and actually I've been doing my history, but in my ICT lessons because I can get onto learning curve and use some of the stuff and cut & paste and add pictures in, y'know that's all fantastic.
4	3	You've got to get them to get this in their English or maths so it's all those pressures which take away from all those things, so actually less is in the kind of coverage, a lot of people are quite scared to step away from it.
4	3	From my own experience I think people are quite understanding about why you'd want to link literacy into history because you've got stories that support events.
4	3	Yeah I think you have to go back to that whole thing about the curriculum over the last, what, ten years? Ten years - has got so tight within Key Stage 2 in particular, that kids don't do as well to a certain extent.
4	3	We have to do local study, and you have to do it from a geography and history aspect and when you were talking I was thinking "Hack!", now hmm my head's going "PING!" because actually that's something that I find really difficult to find resources for.
4	3	I mean science as well, there's quite a lot of links there but again people might not pick up on those.
4	3	They've separated everything into subjects and you have to teach X amount of that and X amount of that and then all the exams put pressures on if you're in the higher year groups as well.
4	3	No I don't think so, I think only lower down because I'm in the lower end I think it's much more integrated.
4	3	So even if they would think about it, it's not written down "I have to do it".
4	4	And then when you've found it and got your children to write it up, send it in! So it's there for other people in case they want to go on it in a local area.
4	4	Or you could do a generic why don't you take a walk from the school and look out for these things? Like a spotting day. See if you can spot any Tudor buildings.
4	4	Well what we wouldn't want you to do is to do that for every school and then some schools not take you up on that because that would be hours of wasted work.
4	4	Cambridge has got loads of places but I don't know the history of them unless I spend hours researching it myself.
4	4	And "the features of a Tudor building you'll notice are these things", because I wouldn't have a clue, I know it's a Tudor building well I do have a clue because I've learnt it, but you know what I mean.
4	4	Historic walks to take them on round your area as well, just like local walks from your school that are set up from your school, go down the road, notice the Tudor building on the left, that kind of thing.
4	4	A set of maps for places would be just wonderful. All sorts of things, from you

know, from the earliest map you can get basically of places through because there's a lot of comparing how things have changed.

4	5	I was in a school and they'd got their sort of different faiths boxes and I had to go through them with the head teacher and help identify what all these things were because the labelling and the instructions and everything weren't there and weren't clear.
4	5	Stories make such a difference. Interweaving fact with fiction to make it exciting.
4	5	Even just having the box of artefacts, I had the box of Saxon artefacts and I set up all sorts of things, tables and each things that had to look at the different aspect of it and worksheets and things to look at.
4	5	The handling of those things and getting them out, some of these are the real things, some are copies but to be able to handle a pot and instead of it just being a picture, to hold it.
4	5	Boxes are great but you need to have them for long enough.
4	5	They need to be very clear what the different things are.
4	5	If it was just the box, the box would probably be enough but what would be useful is to sort of get someone to come and you know, do a bit of the field and help us dig it up, and y'know showing people how to do it and things.
4	5	I actually sort of would set for her exactly what I wanted but she did it brilliantly, and so she came in and said y'know, she'd got this big box and an

old lady had dropped these things off and we wondered what they were.

4	5	I could have done with more - really more information about the objects, so there was information but not enough, and I happen to be somebody who's very interested in the Saxons and history and things and if you weren't...
4	5	The cost of coaches is limiting.
4	5	And then not too far in my case because the children are quite young so I don't take them that far. We do a lot of journeys but we don't like to do more than an hour. And that you have to pay for an hour because it's a coach.
4	5	And we sort of talked all about them and we unwrapped them, and they really were - they're not the um...they're not the star class in the school, there aren't very many of them and they're 6 but they must've sat and concentrated for about an hour and a half.
4	5	More than one loo and actually somewhere to eat dryish lunch!. Those are the absolute basics.
4	5	Now there's new rules come in which apparently Cambridge is going to change but they haven't changed it yet.
4	5	It's not the booster seats. If we arrange it every driver has to be CLB checked, but if the parents arrange it amongst themselves then it's nothing to do with us except of course it's in school time.
4	5	So I've just arranged a trip for Monday and I have to out into the playground and say "I'm not allowed to arrange transport by cars, will you all talk to each other and arrange the transport?". Luckily they've managed to do it.

4	5	The problem was that you can't ask parents to drive unless they are CLB checked.
4	5	Because they were so - she'd got them in with your story and then they were totally active. She couldn't believe how long they concentrated.
4	5	And there's an insurance issue.
4	5	If you go anywhere that's longer than the school day, if you want to go before school starts and come back after school finishes you have to pay more.
4	5	If you do it between the school runs, that slot is cheaper.
4	5	I mean the other thing is you know, having people to come and re-enact in your school is just fantastic.
4	5	You get a really difficult one where you say (to the parents) we're going to have talk in school, we'd like you to pay for it.
4	5	[A talk] needs to be interactive, it needs to not be just sitting listening because that's one of the most painful things for children.
4	5	They need to be doing things, they need to be involved, it needs to be fun, it needs humour in it as well, it needs to engage them.
4	5	Well I mean the artefacts are just looking at things because we've just done a trip to a folk museum and that was very successful.
4	5	The booster seats there's got be anyway, I mean all children have them, because I've done trips and they just bring their own booster seats because they've all got to have them. All mine have got them.
4	6	Y'know I teach infants and I think it'd be absolutely fascinating for them to find out about what an archaeologist does so I think if that aspect of it was sold then it would be more interesting having somebody come in to talk.
4	6	So if somebody's coming in they've got to engage with the children and that's not the same as knowing a lot about archaeology.
4	6	I think also the children like to have a guest don't they?
4	6	I think if it was archaeologists coming in to tell us about what they did as their job as well then that would be very interesting, not only just showing the artefacts but talking about it as a career.
4	6	But again you come back to the boring thing. You've got to be prepared to have somebody in and they could be really boring and it could put you off archaeology for life or whatever it is they're talking about!
4	10	After that, you might then start looking, lots of stuff comes through the post and the co-ordinator should have a file of it somewhere so you'd probably have a look in that. So y'know it's quite haphazard to get that mention in to be honest.
4	10	The Local Library.

4	10	On the history subject leaders' newsletter.
4	10	You definitely need to put in on information because people will be looking there.
4	10	The first place you'd go is what you've done before and whether it had worked, and if it had worked you'd probably just do it again because it's easy which is a terrible thing to say but it's true.
4	10	Word of mouth, you would probably ask other teachers. Probably Andrew Wren the history advisor chap.
4	11	We just went to a Victorian day at Colne Valley Railway and again, much more than I'd ever spend on a trip normally because of the transport.
4	11	They said that was excellent.
4	11	I think they're now doing a sort of Norman Day at the other railway, Castle Heading.
4	11	If you can make things real and exciting, then that's what makes it worthwhile.
4	11	Y'know this whole place was taken over, they went and found out about the Crimean War and there was actors in role the whole time and again you were in your costume and it was just so real.
4	11	But they went on the train with Queen Victoria, they went on the steam train with her in her Royal carriage, they went into a Victorian school and they went to a Punch & Judy show and they went to the music hall.
4	11	And don't they do a Viking thing in the nature reserve?
4	11	David Crawford White did us a tailor made Hinton Brook visit because we couldn't go on any of the things that were designed and we wanted to do something related to what we were doing at the time, and it was superb.
4	11	It was when we were doing Saxons
4	11	And he got kind of people in and we also made our own - because we divided the years up and everybody had an activity to do throughout the day.
4	11	He'd also got some people who were re-enacting things for us, so we had two people doing that and doing talks, he did a talk, and we had our own things that we created as well because there was good resources and toilets and facilities.
4	11	So lots of different activities that we wouldn't have the equipment for, so then the parents pay for it because it's set up and they know that there's going to be all these things, they'll do pot making and they'll handle pots.
4	11	I mean we have 'History Off The Page' come and they're not cheap but they're absolutely excellent, and they bring artefacts with them, and they set up all the stalls around the hall.
4	11	So say that we were having a 'Greek Day', so all the children dress up, come

		in dressed up which gets them engaged straight away, then they have soap making that they're doing or engraving on soaps, candle making.
4	11	I mean there's quite a few things like that around here, like at the war museum what's it called - Dutsford, they do a World War II day and everyone dresses up to go down with their gas mask and y'know that's fantastic so again it's a living day.
4	11	They dig up your field and light a fire if you do Tudors.
4	11	'History Off The Page'. They're good. Their format's great, yeah.
4	11	The Tudor Christmas is excellent.
4	11	And you know if you get them you're getting something good.
4	11	It's a formula, but it's a formula that really works.
4	11	But it is - I went for the first time last year and it was such a thing for the children, such an experience.
4	11	It's a Tudor sort of house in Suffolk that do living history and they have like a sort of a mansion and y'know you have the sort of the Lord and the Lady of the manor.
4	11	You go back to the time tunnel. It's brilliant, you arrive all dressed everybody has to be dressed and you have an invitation and you have to put yourself in role and you have to be talked to before you go about why you're going and what's happening.
4	11	It's a specific date in Tudor times and you are going back at that time. And you go in and you're all dressed and everybody speaks in a kind of Tudor English to you.
4	11	The children will start off really self conscious and then by the time they finish they're talking it and they come back they're just so full of it, it is the most fantastic day.
4	11	they're a lot of money, yeah.
4	12	and leaflets in those places.
4	12	you also want to link it to things like The Fitzwilliam in case people are going There, y'know, all the kind of local sites that people visit needs to have a in There link section, you need to be in that link section or people won't find you.
4	12	and the libraries. People do look in the libraries.
4	12	you've also got the newspapers.
4	12	you need to link it to the BBC. If you get the BBC to link it from their site, Because schools use the BBC site so much doesn't they? We do.

4	12	you should all be promoting each other.
4	12	There's lots of sites like British History Online, that's a useful site.
4	14	and its relevant now as well which is most important isn't it.
4	14	Something that says this is you.
4	14	Or 'Your History'.
4	14	'Your place now and then' or something tells you what it is.
4	14	'Dirvana' you'd think it'd just be Roman.
4	14	or even a sort of religious group almost.
4	15	You want side reports as well from digs, local digs that' have happened. 'Because I've been on digs and I still haven't seen the side reports from twenty years ago.
4	15	Visual timelines of periods is a very nice idea.
4	15	Local areas, places and periods. But places would be I think where you would start the children. They would want to start, children would want to know, y'know "What was here before my house?", "What was here before the school?".
4	16	I think that should be channelled through somebody but I think it would be fascinating because y'know my patch have got some amazing stuff.
4	16	But that is the problem, most of us have got relations, older relations and they've got photographs, they've got pictures, they've got artefacts going back to the Second World War, First World War and beyond and what happens?
4	16	They die, person clearing the house out means absolutely nothing to them. If they can send them to one place...
4	16	I think it's a great idea but I think you've got to vet it to a certain extent, but also for accuracy because you know, you don't want to be putting something on which is inaccurate.
4	16	Would this be something that the Parish Archaeological Warden would be involved in?

12.8 Guide to Percentage Comments

Minority

0-4%	None/No, almost none/no, very few, a very small proportion
5-9%	Few, under a tenth, a small proportion
10-14%	A tenth, relatively few, under a fifth
20-24%	Just under a fifth, nearly a fifth, around a fifth
25-29%	A quarter, around a quarter, just under a quarter
30-34%	A third, around a third, just under/over a third
35-39%	Over a third
40-44%	Under half
45-49%	Just under half, around half

Majority, most

55-59%	Over half
60-64%	Just under two thirds
65-69%	Two thirds, around two thirds, just under/over two thirds
70-74%	Nearly three quarters, just under three quarters
75-79%	Three quarters, just over three quarters
80-84%	Over three quarters, a large proportion
85-89%	The majority, a very large proportion
90-94%	The vast majority, a very large proportion
95-100%	Nearly/almost all, all

12.9: Location of Cambridgeshire County Council CA

12.10: Ethnic composition of the Eastern Region by Sex

	Males	%	Females	%
ALL PEOPLE	2,638,331	49.0%	2,749,805	51.0%
White British	2,413,599	49.0%	2,513,744	51.0%
White Irish	28,192	46.1%	33,016	53.9%
White Other	64,976	47.6%	71,476	52.4%
White and Black Caribbean	9,954	50.1%	9,928	49.9%
White and Black African	3,038	49.7%	3,069	50.3%
White and Asian	8,791	50.6%	8,594	49.4%
Other Mixed	7,108	48.7%	7,500	51.3%
Indian	25,647	50.3%	25,388	49.7%
Pakistani	19,835	51.1%	18,955	48.9%
Bangladeshi	9,715	52.5%	8,788	47.5%
Other Asian or Asian British	7,158	53.3%	6,266	46.7%
Black Caribbean	13,321	50.8%	12,878	49.2%
Black African	8,590	50.6%	8,376	49.4%
Other Black or Black British	2,829	53.4%	2,468	46.6%
Chinese	9,849	48.3%	10,536	51.7%
Other Ethnic Group	5,729	39.4%	8,823	60.6%