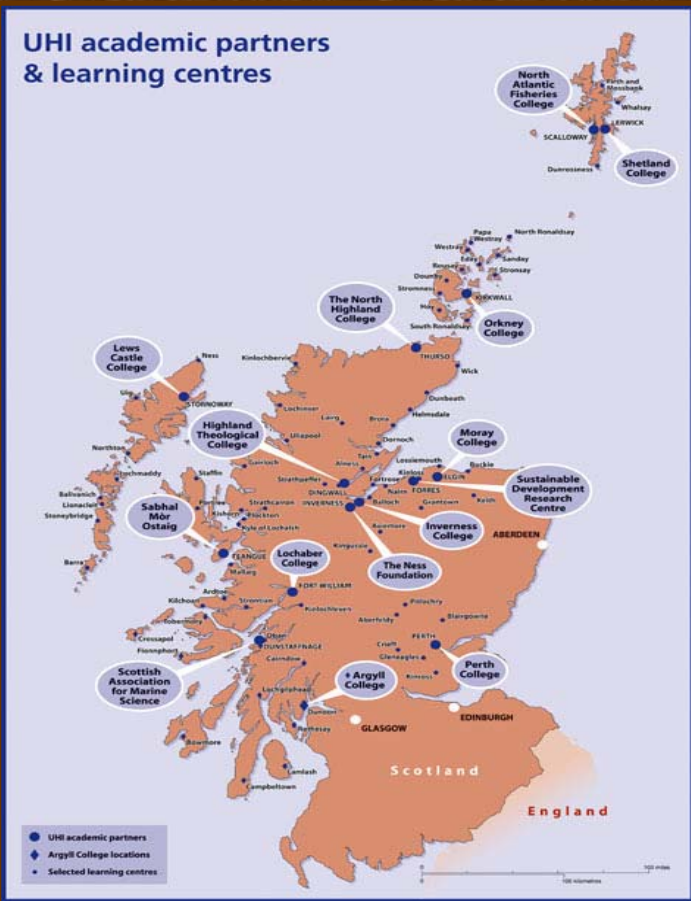




Cultural Heritage and Sustainable Rural Development

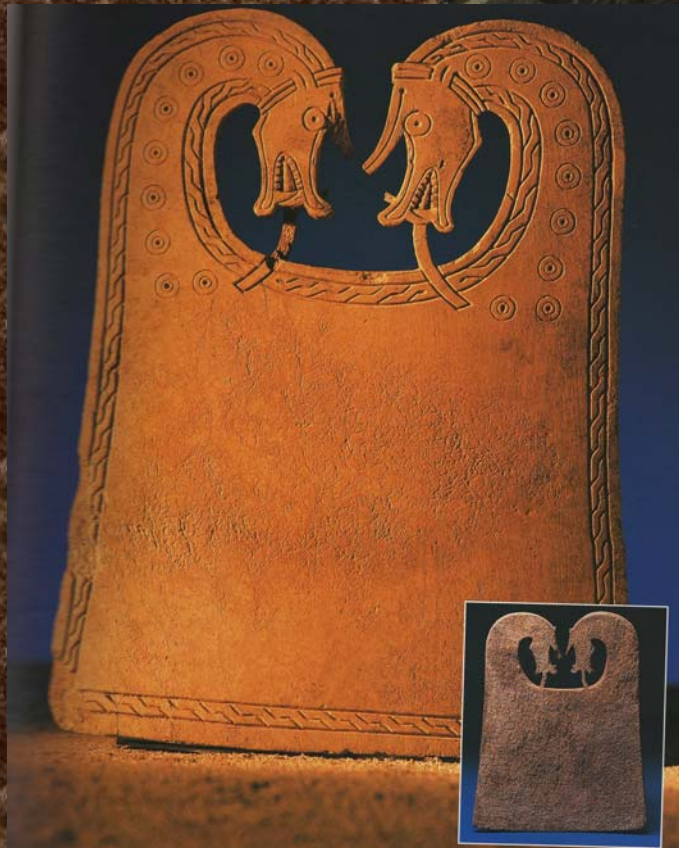
Dr Jane Downes
 Head of Archaeology Centre
 Orkney College, UHI



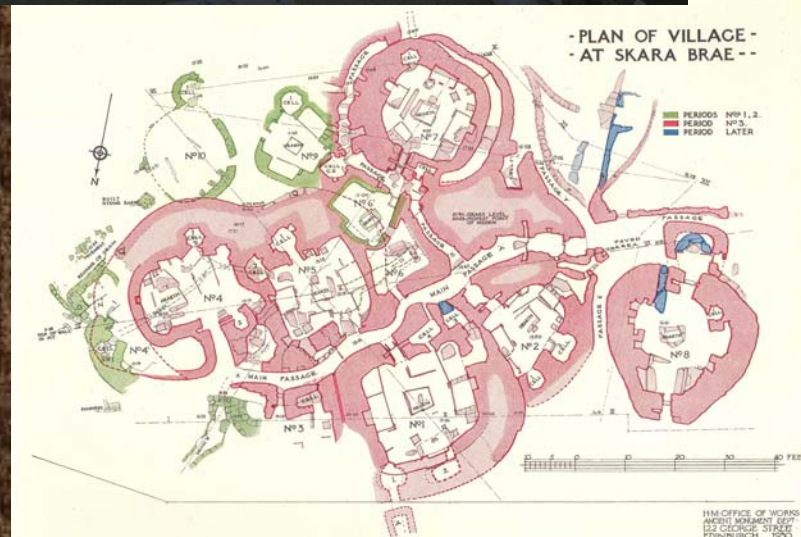


Parts of Neolithic Orkney World Heritage Site – prehistoric stone circles of Brodgar and the Stones of Stenness c. 5000 years old

Skara Brae Neolithic Stone Age village: extraordinary preservation



Scar
Viking whale-
bone plaque

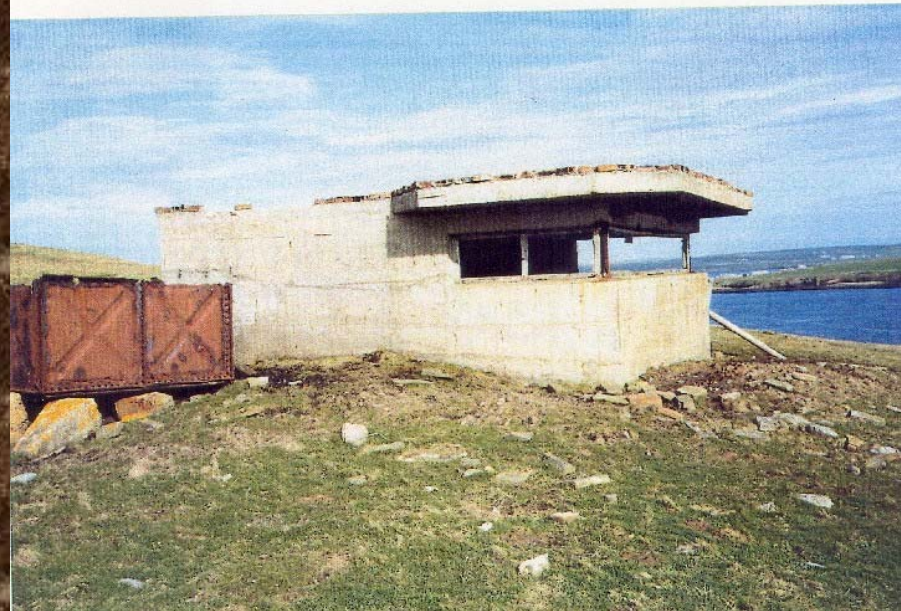


Second World War batteries, Orkney

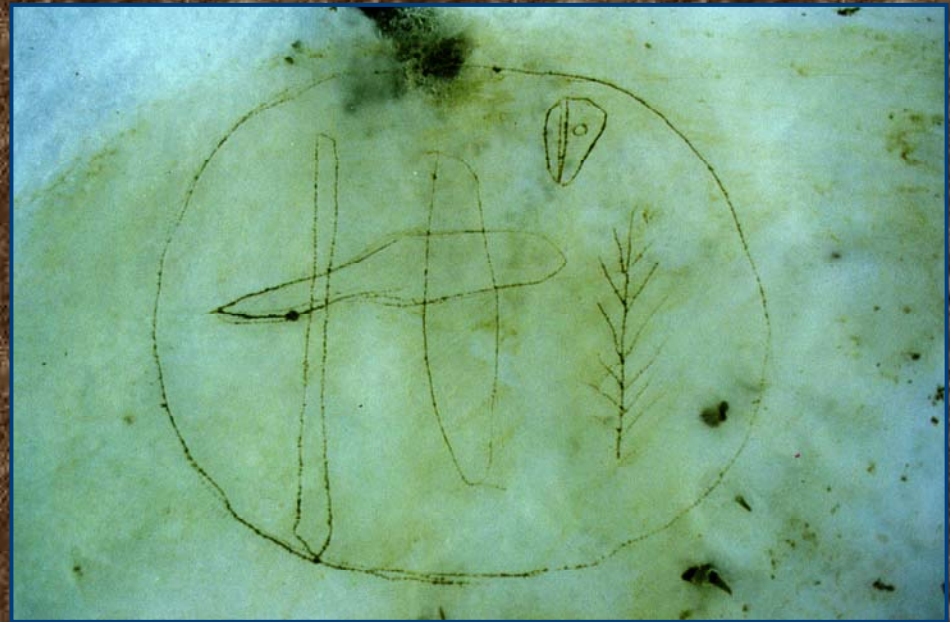


5-22-4-93. Holm Battery. Two 12 Pounder Gun Emplacements
with First World War Emplacements between.
WW2 B.O.P. built on WW1 Magazine.

6-22-4-93. Hoxa Battery. Battery Observation Post.



**Tangible and
intangible:
art and crafts**





Vanishing traditions: peat cutting in Scotland

Employment / businesses supported in Orkney by archaeological heritage

- Historic Scotland
- Orkney Islands Council Museums/heritage
- Community heritage island development trusts
- Accommodation operators
- Transport operators (buses/taxis/ferries/air)
- Specialist tour companies (also outwith Orkney)
- Private operators of archaeological sites
- Lecturers and professional archaeologists
- Retailers
- Jewellers
- Farmers (agri-environment schemes)

Value of tourism to economy in Orkney

- Farming £55 million
- Tourism £28 million
- The rest much less!
- *Minimum of £6m per annum income attributable to archaeology*
- Holistic heritage branding raises value of all sectors (including beef and whiskey!).

Visitors who 'do' Archaeological Heritage in Orkney

- **Orkney: population 20,000**
- **127,000 visitors to Orkney 2004-5**
(and increasing 15%+ each year recently)
- **63% visit Skara Brae (third most visited site in Scotland)**
- **Cruise ship passengers all visit Skara Brae (17,000 passengers)**

Numbers visiting archaeological sites in Scottish H&I – shows potential for development

- **23% in Orkney archaeology *main activity* (Orkney Tourist Board, 2000)**
- **Orkney 63% *did* archaeology whilst here**
- **Highland 61% did “sight seeing”**
- **1% in Highlands archaeology *main activity* (Highland Visitor Survey 2002)**

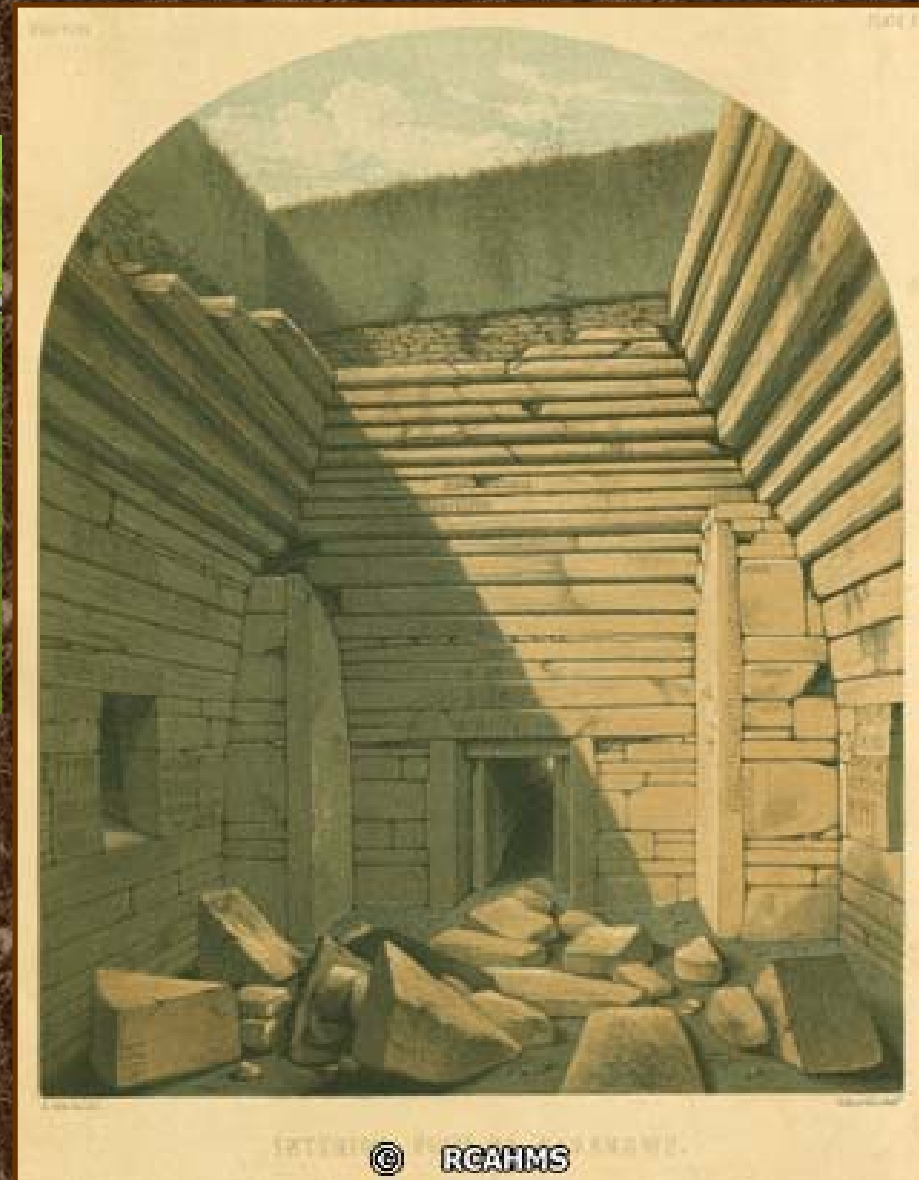
Developing the market

- Requirement to ensure interpretation is not static - expert, up to date research needed and knowledge transfer
- Markets can fall as well as rise. Jersey (as comparator UK island) saw 6.7% drop in visitor figures between 2000 and 2002.
- Requirement to develop audience - taking passive viewers - making active visitors. Requires media interest/stories based on research.
- Quality *and* Quantity: need to develop number of sites in any one area
- Sustainability



**Maes Howe – finest Neolithic tomb in north-west Europe
5000 years old**

**Visited by the Vikings
and popular ever since!**





New work in the World Heritage Site

**Barnhouse Neolithic village. Discovered next to Stenness stone circle, and
reconstructed by Orkney Islands Council**





Knowes of Troty

Research, excavation and museums;
Farm management and heritage development.

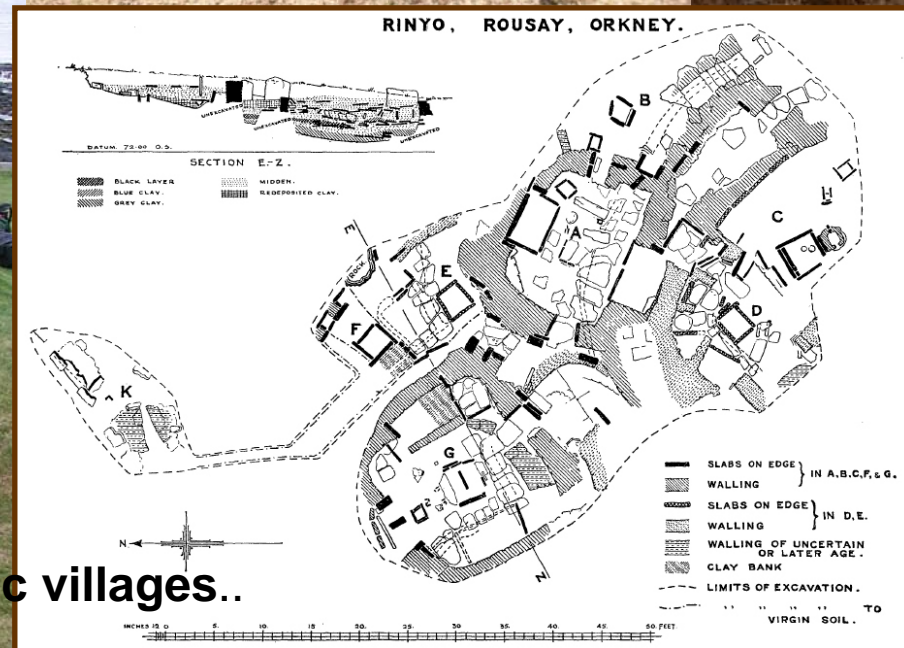
Potential and Problems



Prehistoric
burial mound



Neolithic villages..





Ring of Brodgar, part of Orkney World Heritage Site



**Coastal erosion:
Prehistoric
buildings
in Westray,
Orkney**



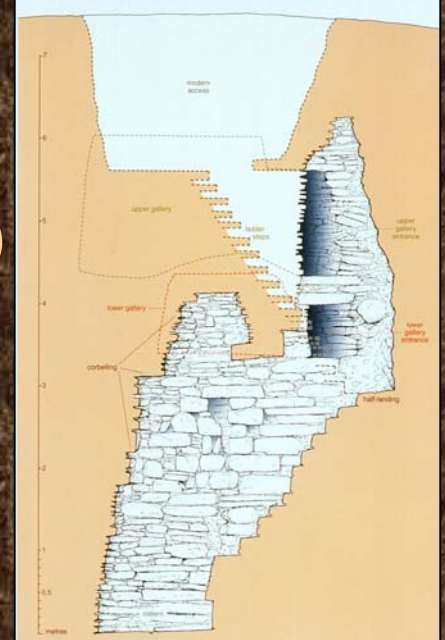


**Kelp (seaweed) burning pit in an eroded landscape
– remains of an industry which flourished briefly in Orkney**

Orkney's 'community of practice' in archaeological heritage

- Orkney College
- Archaeological Services Unit
- Geophysics Unit
- Independent specialists
- Orkney Archaeological Trust
- Orkney Islands Council
- Historic Scotland

Mine Howe – mysterious Iron Age underground chamber (2000 yrs old)





Publicity, reconstruction, experiment
and interpretation



Education, training, and the public





**Significant findings
at Mine Howe –
professional
archaeologists and
UHI MA
Archaeological
Practice students
at work**



**Collaboration -
UHI and other
universities –
Bradford
University
undertaking
thermoluminescence
dating and
isotope analysis
in smithy**

Aspects of Knowledge Transfer:

Professional archaeologists and employability

- The growth in renewable energy projects in Scotland
- The continued construction boom in the Highlands and Islands
- The continued increase in the positive links between tourism and archaeology
- The general growth in environmental awareness and sensitivity to all aspects of the environment including archaeology.
(Environmental assessments)

**Market value of archaeological developer funded work 2005
(construction industry and roads):**

£12.5 million Scotland as a whole

£5 million Highlands and Islands and N Scotland

***Thus innovation and creation of small enterprise in Orkney College UHI
2007 with funding from HIE Orkney and Orkney Islands Council***

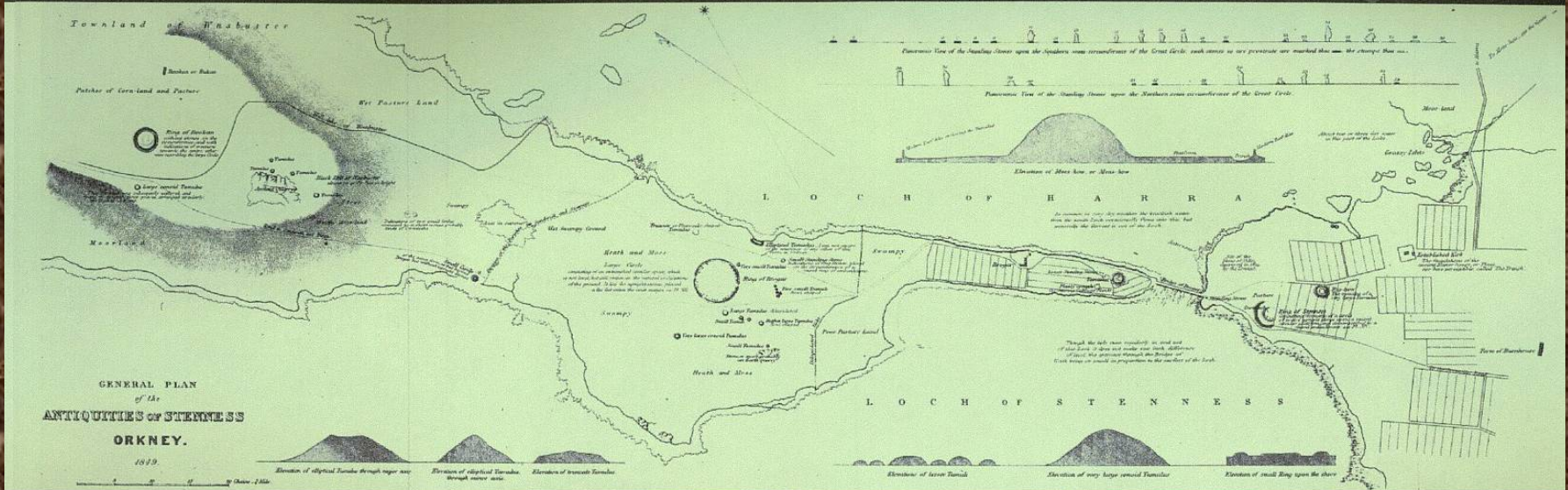


Ring of Brodgar
Getting it right?



Geophysical survey results from magnetometer survey in World Heritage Area

The Heart of Neolithic Orkney World Heritage Site Research Agenda



www.historic-scotland.gov.uk/orkneyresearch



ESSENCE Scottish Centre of Excellence for Northern Cultural Environments

AIMS

- Creation of a centre of excellence for research on cultural environments in Scotland
- Enhanced capacity and capability for integrated collaborative research
- Development of advanced joint training and education programmes tied to a knowledge transfer strategy
- Improved higher education input to policy and public debate on Scottish cultural environments, with transfer of best practice from Northern Europe
- Emphasis on rural development and sustainability