

Creating new resources

Working the archaeological landscape of Orkney

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Islands Council.

A decorative graphic consisting of several sets of concentric circles in a lighter shade of blue, scattered across the bottom right portion of the slide.

Orkney – population 20,000

Orkney



Economy – farming, tourism, renewables.

Population – ageing

Many islands with very fragile populations – too few people.



Economic importance of historic environment to Scotland – the context for developing archaeology.

- Ø **Directly supports 41,000 fte employees. This rises to over 60,000 fte employees when multiplier effects (indirect and induced effects) are included.**
- Ø **Overall contribution assessed as between £2.6billion up to £4.3 billion, mostly as tourism income.**

Economic Impact of the Historic Environment in Scotland, ECOTEC, 2008



HEART OF NEOLITHIC ORKNEY

WORLD HERITAGE SITE



Ring of Brodgar (above)
Maes Howe (top right)
Skara Brae (right)

Main visitor attractions, Orkney

<i>Visitors:</i>	
Skara Brae	71%
Ring of Brodgar	68%
Standing Stones of Stenness	50%
St Magnus Cathedral	77%
Italian Chapel	64%
Highland Park Distillery	22%

Tourism economy, Orkney

Ø 1,000 jobs

ONS Annual Business Inquiry, states that tourism directly supports about 1,000 jobs in Orkney, *excluding the self employed.*

Ø 141,000 visitors 2008/9 (excluding liner passengers) Tourism is a central element of the Orkney economy.

Ø £31.8 million spent 2008/9 Orkney Visitor Survey (AB Associates)

Ø Of which archaeology's share in relation to the latest visitor survey (2008/09) would be £9 million. Brian Burns

Add the cruise liner passengers

- Ø Orkney is one of the UK's main cruise ship destinations.
- Ø In 2011, 65 cruise liners with a total of 36,875 passengers visited the county.
- Ø Visits to archaeological sites is the principal activity undertaken by these visitors. According to industry analysts archaeology is the key to attracting cruise ships to Orkney.
- Ø Harbours are a major beneficiary.
- Ø BUT growth is probably environmentally unsustainable unless practice is modified (this is not addressed yet).

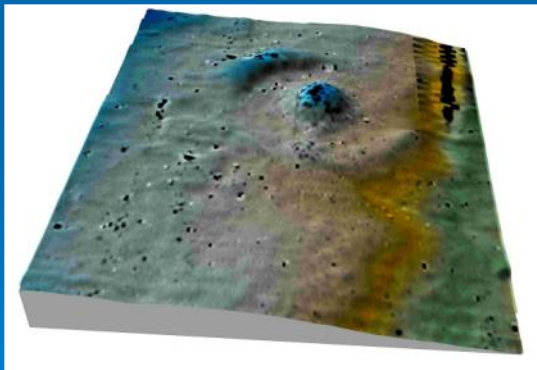
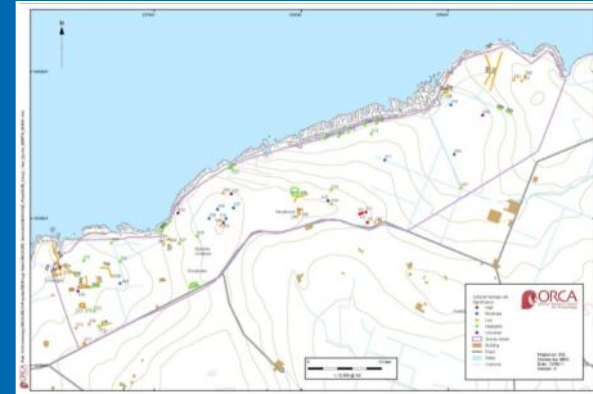
Knowledge economy

- Ø Archaeology Department developed in Orkney. 20+ good jobs
- Ø In research, commercial and teaching. New undergrad course bringing in school leaving students to the islands. Developing local experts (U-grad to PhD and beyond)
- Ø Methodologies developed (e.g. laser scanning as rapid recording for intertidal features- science magazine)
- Ø Research projects Locally and internationally.
- Ø (collaborative projects including in Highlands, Easter Island, India) Understanding shared.

Landscape Survey



- Metric and topographic Survey
- Walkover Survey
- Coastal and Intertidal Zone Survey
- CAD and GIS projects



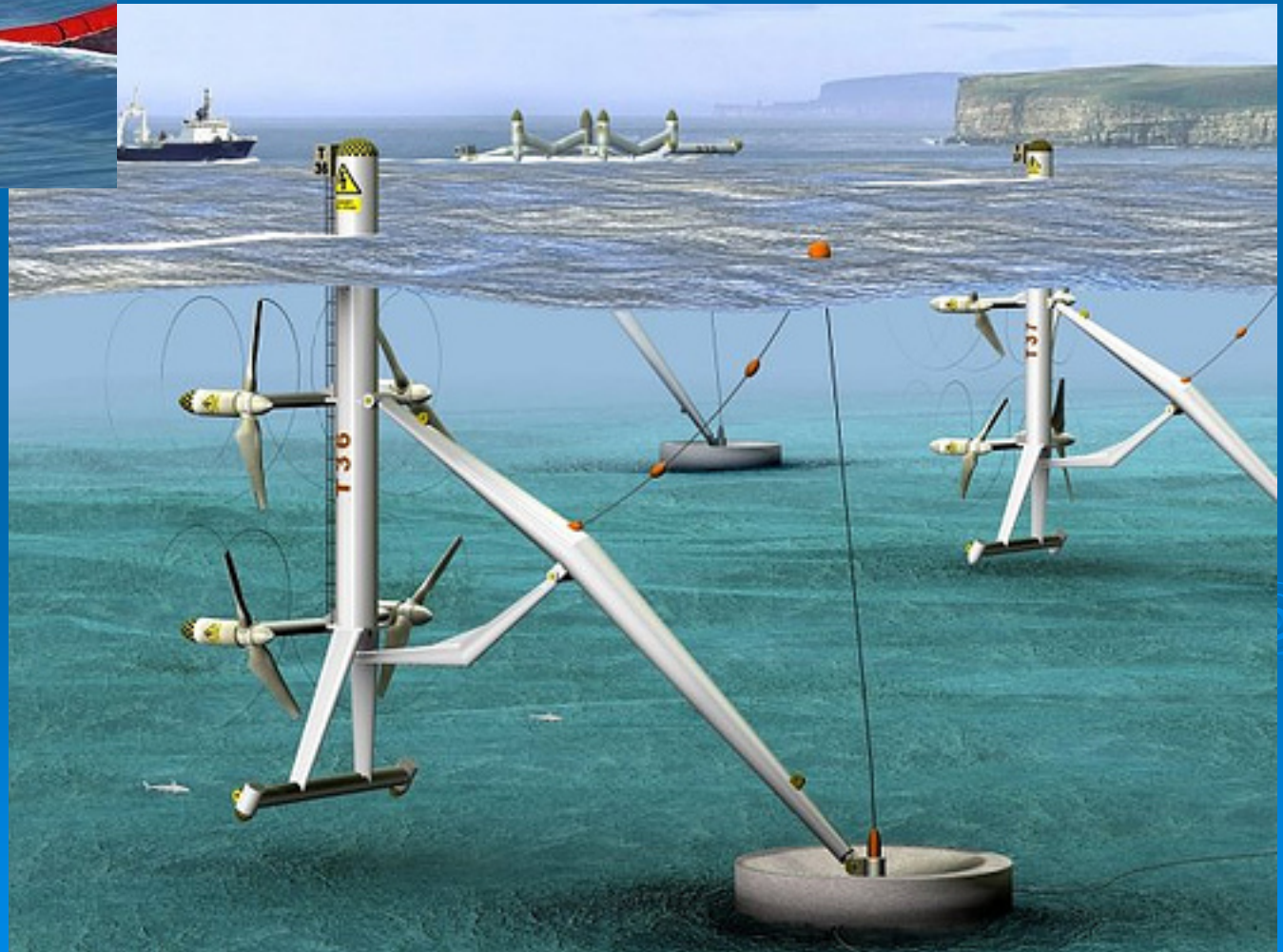
German fleet scuttled in Scapa Flow in 1919



Maritime/ Marine survey



Marine Renewable Energy Industry in Orkney.



Project Adair
(underwater
asset mapping)

Environmental
Impact
Assessments

Joined up
archaeology
services land to
sea



Wind turbines Caithness: Extremely complicated issues of setting and ancient monuments, requiring skilled assessment of receptors. In Orkney, careful assessment and mitigation has meant (bar one case) permission has never failed on account of the archaeology. Recently new guidelines have helped clarify issues in World Heritage Area.

Archaeology services, provided in the community, by experts from the community

Ø **For Developers**

- Ø Pre-development planning
- Ø Planning process
- Ø Planning conditions
- Ø General consultancy survey and excavation

Ø **Government and local government**

- Ø Conservation planning (World heritage geophysics)
- Ø Conservation work (e.g. Ness Battery)
- Ø Environmental Impact Assessments/ Statements

Ø **Research**


- Ø Excavation/Post excavation
- Ø Research and development
- Ø Publication

Ø **Education and Training**

Ness of Brodgar

Case study of creating a new heritage asset through excavation

“Key to the Heart of Neolithic Orkney World Heritage Site – and a site of international importance” Professor Mark Edmonds, York University, England.

The background of the slide features several sets of concentric circles in a lighter shade of blue, resembling ripples in water, positioned in the lower right and bottom center areas.

Ness of Brodgar Neolithic 'temples' Reconstructions for BBC2 TV



Reconstruction by Will MacNeill for
the BBC

Ness of Brodgar



Some of the 5,500 visitors in 2011 on 4x daily guided tours

Ness of
Brodgar



The 'media' creating free advertising for Orkney

BBC 2 New Years Day Special on the Ness of Brodgar

- over 3 million viewers
- 200% increase in visits to Visit Orkney website
- over 12,500 hits on Ness section of Orkneyjar website in first two days after broadcast (2000 in first hour) with number of hits crashing website in late January
- Over 65,000 hits on Orkneyjar in last 6 months
- one Orkney based tour operator has had over 250 hits on their page per day compared to their usual 30 per day
- 4 fold increase in business for another tour operator
- articles in Glasgow Herald, Daily Mail and a double page spread in Sunday Times last week
- International coverage on numerous website and media



Students and volunteers from around the globe

Ness of Brodgar



Excavation Club – local and visiting children

Orkney's Archaeology: “Smart Specialisation”

- Ø Archaeology is a Unique Selling Point for Orkney
- Ø We have plenty of potential 3000 archaeological sites and monuments (about 30 on display to public)
- Ø Local demand led to World Heritage inscription “The Heart of Neolithic Orkney (with 4 sites on display)
- Ø Tourism drivers – 25% of visitors “choose destination because of archaeology”
- Ø Opportunity provided by university's community base– the UHI in Orkney College
- Ø Some start up finance available locally (Orkney Council and EU via Highlands +Islands Enterprise) block by block development - sustained.
- Ø University suitable for niche developments. (UHI in early growth)
- Ø Grown in 15 years from 0.8 FTE archaeologists to >25 jobs, based locally, working local to international.

Knowe of Swandro Neolithic tomb: Rousay (population 200) new heritage asset under excavation 3-D laser scan

