

RESEARCH, IMPACT AND LEGACY: THE PROFESSIONAL POSITION



What identifies a profession? A profession requires an ethical code of conduct: professionals agree to abide by it and to be held accountable to their peers for compliance. Professionals have demonstrated high levels of competence through a process of accreditation, and have made a commitment to maintaining and enhancing their skills. A professional's responsibility is to act in the public interest, placing this before self-interest.

A profession needs structures to define and support those characteristics: ClfA provides them for archaeologists. Archaeology is now an established profession. It is not yet a chartered profession, as ClfA professionals are not yet ready to petition the Privy Council for that accolade, but archaeology is recognised as a discipline that contributes to the public good. The principles of professionalism are common across disciplines, and they are espoused to varying degrees and in differing terms by all professional Institutes. ClfA professionals are expected to have a

clear view of the profession's and the chartered Institute's social purpose – promoting the delivery of public benefit through good archaeological practice – and to resist calls for their professional body to promote their own or their organisations' interests, as a trade union or trade association would. The art is for the Chartered Institute to focus on its core purpose of ensuring that archaeologists provide public benefit while enabling professional archaeologists to capitalise on the enhanced esteem and job satisfaction that good service can provide.

Progress is being made. Clients recognise that archaeology adds

WHAT? Professionalism	HOW? How we accredit professionalism	WHY? Accredited professionalism	WHO? Accredited professionals
<ul style="list-style-type: none"> ■ working in the public interest ■ adhering to a <i>Code of conduct</i> ■ being assessed for competence ■ maintaining and enhancing skills and knowledge ■ being accountable under professional conduct processes 	<ul style="list-style-type: none"> ■ we assess applications rigorously and transparently against our standards ■ we investigate professional conduct fairly and proportionately against our standards 	<ul style="list-style-type: none"> ■ encourages better practice and service ■ raises the profile of archaeology ■ encourages the recognition of archaeology as a skilled profession 	<ul style="list-style-type: none"> ■ are distinguished from those who have not committed to sector standards ■ offer recourse where unprofessional conduct is suspected ■ demonstrate competence ■ give confidence ■ reduce risk

value to business and society. Many are now aware that ClfA champions professionalism in archaeology by setting standards, measuring compliance, promoting best practice and sharing knowledge. While the 'chartered' brand, widely recognised outside archaeology and internationally, is not yet available to the profession, the existing ClfA accreditations (PCIfA, ACIfA and MCIfA) are respected within the archaeological profession, and have growing recognition as a mark of skill from those we work for. Those accreditations recognise the professionalism of practitioners, improve their careers and attract new people into archaeology.

THERE IS MORE TO DO

Within archaeology, we need to enhance understanding of professionalism and the responsibilities it brings to place public good before personal gain. We have to explain the respect for the chartered brand in professional life, and the recognition and advantages it can bring. We need to offer better guidance on the career paths that professional archaeology offers, helping current and future professionals from a wider range of backgrounds achieve their desired potential. And we must encourage those whose careers involve the study of change to be brave enough to embrace it.

Beyond archaeology, ClfA should drive home its messages about the value of archaeology, and the obligation to manage opportunities as well as the risk it can bring. In the land and property sector, the potential of archaeology to create sustainable, profitable and lovely places – so well illustrated in the following case studies – could be realised on a much higher proportion of projects. In political circles, those arguments about the contribution that archaeology makes to civil society – health, wealth and happiness, for a start – need to be felt, not just understood. This is necessary in the UK if the systems by which we deliver planning-led archaeology are to be protected: helping ClfA argue against weakening of policy and insufficient levels of expert advice, and push for improvements in the application of policy in the marine environment. As yet, we are unable to resource the policy aspirations of ClfA professionals in, for example, Germany and Australia, but that should change if numbers grow. The future relationship of the EU and UK has kept us very busy. We have no influence, as an Institute, on the wider decisions that may be made, but with burgeoning trust in ClfA as a source of expert, authoritative advice, we are beginning to add archaeology to the list of professions that may require special treatment to continue to flourish.

With augmented professionalism, recognition and respect, we can achieve that. Our research will routinely have great impact and leave legacies treasured for generations to come.



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