



Archaeology adds value to business and society. We are sending this guide to colleagues in the many professions that archaeologists work with. If you know you need an archaeologist, or think that one day you might, this guide will help you maximise that value added.

Archaeology done well, as the case studies here show, can bring many benefits. Planned late or executed poorly, it can involve unnecessary costs, delays, compliance issues and reputational damage. Archaeology is a complex subject: getting it right, and delivering social and commercial value, is not easy. A guide like this can't give you all the answers.

Fortunately, there are professionals who can manage the opportunities and complexities for you. Using accredited archaeologists assures you that the work will meet your needs and the needs of the public.

Don't miss out on success or jeopardise your scheme by commissioning an organisation that isn't on the ClfA Register, or an individual archaeologist who isn't professionally accredited by ClfA. Work with professionals; engage them early (even earlier than you think), and demand added social value to help you create a distinctive, marketable, memorable place that works with and for the community you serve.

Presenting this guide as an annual publication is a new initiative. We hope that this model will allow for timely updates, and will focus each year on a different contribution archaeology can make to your work or the places you manage. Innovations are rarely perfect, so do please send feedback and suggestions on future content to us at admin@archaeologists.net

I hope you enjoy this guide to professional archaeology.

A handwritten signature in black ink, appearing to read 'P. Hinton'.

Peter Hinton MCIfA
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