Tender brief for a Magazine Design Consultant for Archaeology Connected: Participation in Practice

1. About the CBA and the context for the work

The Council for British Archaeology (CBA) is an educational charity working across the UK to promote the appreciation, understanding, and care of the historic environment and to widen public participation in archaeology. Founded in 1944, the CBA supports people of all ages and backgrounds to engage with archaeology through publications, events, advocacy, training, youth engagement, and support for grassroots archaeological networks.

In November 2026 we are rebranding as Archaeology UK, and as part of this we are developing a renewed public vision: to work with people to provide equitable engagement and participation opportunities that connect us to each other, our environment, and the world around us.

We are a membership charity with around 5,000 members and subscribers, and we provide support to a UK-wide network of regional groups and affiliated societies. We coordinate more than 80 Young Archaeologists' Clubs (YAC) across the UK, support the safeguarding of built heritage through Listed Buildings Caseworkers in England and Wales, deliver the annual Festival of Archaeology, publish *British Archaeology* magazine, and undertake advocacy, participation, and public engagement projects. We also work closely with volunteers, local societies, community groups, professional archaeologists, museums, universities, and national heritage bodies.

Over recent years, we have undertaken significant research and reflection through projects including Reconnecting Archaeology and Trowel and Error: Public and User Needs Survey (PUNS2). This work identified growing public appetite for more inclusive and digitally accessible forms of engagement, and these findings have directly informed the development of Archaeology Connected: Participation in Practice, which will embed participatory approaches across content, networks, and membership activity while strengthening the long-term sustainability of both the CBA and the wider grassroots archaeology sector.

Through collaboration with staff, trustees, volunteers, supporters, partner bodies, and external consultants, this project will combine strategic development with practical public engagement to create a more inclusive, participatory approach to archaeology.

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2. *British Archaeology* magazine redesign

British Archaeology is the CBA's flagship publication and currently produces six issues per year, each approximately 68 pages. As part of the Reconnecting Archaeology project consultation was undertaken by the CBA with the readership of the magazine and stakeholder groups. This consultation explored preferred content, formatting, and plans for more digital content. Redesigning the magazine and developing a new digital strategy are our response to the results of the consultation and the CBA's imminent rebrand to Archaeology UK (in November 2026). The redesign represents the first significant refresh of the magazine in nearly 20 years and will complement Archaeology UK's participatory approach to content, engagement, and public value.

The redesign should build upon existing audience research, emerging brand development work, and concepts already explored by the CBA. The consultant will therefore not be expected to begin from first principles, but to work collaboratively with the CBA to develop a modern, accessible, and flexible magazine design suitable for both print and future digital development.

The redesign should support the wider aims of Archaeology Connected: Participation in Practice (see section 8 for more information about the wider project goals) by helping archaeology feel more engaging, participatory, visually dynamic, and accessible to a broader range of audiences while retaining the credibility and quality associated with *British Archaeology*.

Design development and consultation

Working closely with the *British Archaeology* Editor and wider CBA team, the consultant will lead the redesign and art-working of *British Archaeology* magazine.

This is expected to include:

- Development of concepts and design options for:
  - Front and back covers;
  - Contents pages;
  - Editorial and "From the Director" pages;
  - Feature articles and interviews;
  - Double-page spread layouts;
  - Regular columns and recurring content sections;
- Consideration of typography, graphic style, accessibility, and image treatment;
- Consideration of how the emerging Archaeology UK brand and sub brands (YAC, the Festival of Archaeology, and Casework) and visual identity may be reflected within the magazine, including a complementary magazine colour palette;

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- Exploration of how the design could evolve into future digital and multimedia formats.
- Presentation and discussion with Archaeology UK staff (provisional date in February to coincide with in-person staff office days in York)

The consultant will also engage with the Archaeology UK Supporters' Group (a new group comprising existing members and supporters of our network) as part of the wider participatory approach embedded within Archaeology Connected. This will involve presenting and discussing emerging concepts and gathering feedback to help inform the final design direction.

Artwork, templates, and production materials

Following agreement of the preferred design direction, the consultant will undertake the development of artwork and production materials for the redesigned magazine.

This is expected to include:

- Creation of a full InDesign template package from scratch for the magazine;
- Development of editable page templates and style systems;
- Supply of editable graphic assets and supporting artwork;
- Preparation of artwork suitable for ongoing use by the *British Archaeology* editorial team;
- Agreed minimum of two amendment and review stages with the CBA team;
- Agreed minimum of three consultation meetings (remote) with the Archaeology UK Supporters' Group

The final outputs should provide the CBA with a practical and flexible design system that can support future issues of the magazine and wider content development activity.

Outcomes and deliverables

The consultant will be expected to deliver the following:

- Collaborative development process with the *British Archaeology* Editor and relevant staff;
- Presentation of initial design concepts and options;
- Engagement with the Archaeology UK Supporters' Group to gather feedback on emerging design approaches;
- Agreed visual direction and final magazine redesign concept;
- Recommendations for future improvements and digital alignment;

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- Design and artwork for a redesigned issue framework for *British Archaeology* magazine;
- Development and supply of editable InDesign templates and graphic assets that can be used both in print and across our digital platforms;
- Supporting artwork package and production-ready files;
- Agreed minimum of two amendment and refinement stages throughout the process.

The redesign should help position *British Archaeology* as a more accessible, engaging, and participatory publication while maintaining its reputation as a trusted and authoritative voice for archaeology across the UK.

3. Skills and experience required

The consultant should be able to demonstrate most, if not all, of the following experience and skills:

- Significant experience in editorial, publication, or magazine design, ideally within the heritage, cultural, arts, or non-profit sectors;
- Experience designing long-form print publications with complex editorial structures and varied content types;
- Experience developing flexible and accessible publication design systems, templates, and artwork packages for ongoing in-house use;
- Strong understanding of typography, layout, visual hierarchy, and accessible design principles;
- Experience balancing visual refresh and innovation with the needs of established audiences and existing brand identity;
- Experience designing for both print and future digital or multimedia application;
- Ability to develop creative concepts collaboratively and respond positively to feedback and consultation;
- Experience working closely with editors, content teams, and non-design stakeholders;
- Experience presenting design concepts and explaining design rationale clearly to mixed audiences;
- Strong understanding of audience engagement and how design can support accessibility, participation, and storytelling;
- Experience facilitating or responding to participatory or co-curated feedback processes would be advantageous;
- High-level proficiency in Adobe Creative Suite, particularly InDesign;
- Experience preparing production-ready artwork and editable template packages;
- Strong project management and organisational skills, including the ability to manage

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deadlines, review stages, and amendment processes;

- Excellent communication and relationship-building skills;
- Successful delivery of comparable design consultancy work on time and within agreed budgets and timescales.

4. Budget

A total fee of **£12,000** is available (including any travel and expenses), exclusive of VAT, to be paid in installments (40; 40; 20) with final payment on completion.

5. Provisional Timetable

We will discuss details with the contractor, but ideally, we would like to begin work before the end of November 2026 and complete the redesign by the end of September 2027. The proposed schedule (to be adjusted and agreed with the contractor) is:

- November 2026–January 2027: work with the Editor and key Archaeology UK staff on initial ideas
- January 2027: first consultation with Archaeology UK Supporters' Group on initial concepts
- February 2027: present progress to all Archaeology UK staff in York and receive feedback
- April 2027: second consultation with Archaeology UK Supporters' Group on amended concepts
- June 2027: third consultation with Archaeology UK Supporters' Group on final concepts
- July–September 2027: final Archaeology UK sign-off and delivery of assets

6. How to apply

Please send an application of no more than five pages highlighting your proposed approach, relevant experience, and how your insight could support our organisation, accompanied by a CV or other summary of your expertise/experience.

Applications should be sent to: jobs@archaeologyuk.org by 12pm on Monday 19th October 2026.

If you have any questions, please address these to the Editor Anna Sharples at editor@archaeologyuk.org

Interviews will be held during the week of 2nd November 2026

Titled: Tender for Archaeology Connected – Magazine Design Consultant

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7. Equal Opportunities Policy Statement

Archaeology UK is committed to creating a welcoming, inclusive, and equitable environment for all staff, volunteers, trustees, partners, and participants. We are dedicated to promoting equality, fostering belonging, and preventing discrimination in every aspect of our work. We recognise our unique responsibility to represent, interpret, and make accessible the diverse histories and cultures of the communities we serve, and to ensure our workforce and volunteer base reflect that diversity. Our commitment to equality, diversity, inclusion, equity, and belonging (EDIEB) is outlined in our EDIEB Policy.

We recognise the nine protected characteristics listed under the Equality Act 2010 and we make everyone welcome regardless of age, disability, gender/gender reassignment, marriage/civil partnership, race/ethnicity, religion/belief, sex, sexual orientation, pregnancy, and maternity. To this list we have added socio-economic deprivation which covers poverty, crime, rural isolation, low economic activity/unemployment, and low educational attainment.

This applies to all aspects of our operations, including recruitment, employment, volunteering, partnerships, programming, and community outreach. It covers staff, trustees, contractors, volunteers, and other stakeholders engaged with Archaeology UK.

We welcome applications from a wide range of candidates with the right mix of skills and potential, including those with criminal records.

You can review the CBA's current vision, mission, and values on our website at: Our Values and Behaviours Council for British Archaeology.

8. Further details on the Connected Archaeology project

Archaeology Connected: Participation in Practice is a 20-month National Lottery Heritage Fund project running from August 2026 to March 2028. Archaeology Connected will help us strengthen grassroots participation, improve long-term sustainability, and create clearer, more accessible pathways into archaeology, supporting people to actively shape, share, and participate in it.

The project is structured around three interconnected strands:

- **Participatory Content** – transforming how archaeology is shared and accessed through content redesign, digital engagement, and co-created media.
- **Participatory Networks** – strengthening grassroots archaeology through research, training, bursaries, and regional networking activity.
- **Participatory Membership** – developing more inclusive and sustainable approaches to

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membership, participation, and supporter engagement.

Key project activities and outputs include:

- Development of a new 10-Year Strategy for Archaeology UK.
- A Membership Review and Delivery Plan, including financial modelling and testing of new approaches to audience engagement, retention, and membership growth.
- **Redesign of *British Archaeology* magazine – the first major redesign in nearly 20 years.**
- Development of a wider magazine Digital Strategy and future digital content offer.
- Audit and reactivation of existing archaeological content and archives, including the creation of podcasts, short-form digital content, and participatory media outputs.
- Youth engagement activity through the Young Associates Network, including supported training and collaborative video production.
- Establishment of the Archaeology UK Supporters' Group to support co-curation, shared decision-making, and audience input into future activity.
- Delivery of a national Grassroots Archaeology Audit to better understand the current state, needs, and geographic spread of UK grassroots archaeology activity.
- Support for grassroots groups through bursaries, networking activity, and training.
- Delivery of regional networking and knowledge-sharing events focused on governance, inclusion, participation, and sustainability.
- Co-curation and participatory practice training for staff.
- Independent project evaluation to support organisational learning, impact measurement, and sector-wide dissemination of findings.

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