



CBA
FESTIVAL OF
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2022

YOUNG ADULT PARTICIPATION GUIDE

Council for
British Archaeology



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This guide has been written to help you engage young adults (16-25 years-old) in your Festival of Archaeology event(s). However, you can also use this guide to create longer heritage-based project(s) focused on young adults. You may wish to use your Festival event as a pilot activity for a bigger project.



Council for
British Archaeology



Historic England

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PLANNING

1. If you have not decided on an activity for the Festival of Archaeology, why not ask local young adults what they might like to do? Including young adults in the ideas process often encourages meaningful participation in the actual event. Consider including young adults in the management and delivery of your activity, where appropriate.

Involving young adults in this process provides opportunities for participants to:

- improve their self-confidence;
- feel that their thoughts and opinions are valued;
- enhance their sense of worth amongst their friends and peers by working as a team;
- feel successful (outside a formal learning environment or workplace).

2. Incorporate different ways of participating, such as paper-based work, working with objects, digital outputs, outside/inside etc. The more flexible your activity, the more participants you will attract.

3. If you are running a project over several days, consider delivering specific elements for different age-groups. One for younger children, one for young adults and one for older adults. That way you can tailor the way you deliver your activity for specific audiences.

4. If you are unsure about working with young adults, why not seek support from your local youth organisation(s), or even just a friend or colleague with experience of working with this age-group.

These might include:

- Youth clubs
- Uniformed groups such as the Scouts, Guides or cadets
- Schools
- Youth councils and forums
- Youth offending teams or probation teams
- Youth arts and theatres
- Young Archaeologists' Club (YAC)

You may even be able to encourage some of their participants to join your activity.

PLANNING (CONTINUED)

5. Involving young people in this way is a form of co-creation through youth participation, which is about young people taking part and being included. This might be during the development and/or delivery stage, in partnership or as the lead for an activity, event and/or a project.

This way of working is part of a ‘youth voice’ approach, which is all about young people having a say (and being heard) in decisions that affect their own lives from their education and wellbeing, to the opportunities and services they access. It is the distinct ideas, attitudes, knowledge, and opinions of young people.

If you would like to know more about this approach to working with young people, why not take a look at our ‘Introduction to Youth Voice’ talk from last year’s Festival of Archaeology which you can find [here](#).



TYPE OF ACTIVITY

1. Activities that involve a lot of ‘sitting and listening’ are not popular with young adults. Focus on activities that are:
 - hands-on
 - cover multiple time periods
 - on location, if possible, or involve some movement.



2. Make it real! Young Adults engage with heritage when it is relevant to the here and now. “A focus on cultural identity or the individuals and events that shaped their communities is often appealing” ([HLF 2013, 4](#)).
3. Successful events will draw on young adults existing interests, such as photography, music, sport and science.
4. If you are planning your activities based at an historic site or around an archaeological assemblage, consider the stories that are most relevant to young people. “While culture and memories might appeal more readily to young people, historic buildings, landscapes and other physical sites or collections can also be exciting. Explore the stories behind places and objects, and introduce the potential for hands-on experience” ([HLF 2013, 4](#)).

LOCATION

1. Some young adults perceive traditional learning spaces as 'not for them' or 'intimidating', so think about hosting an event outside a formal learning environment, (school/college/Uni) or an informal learning environment (library/museum). Instead look at locations that they might typically visit in their leisure time that they may be more comfortable with, such as a shopping centre, sports centre or even the pub (for over 18's).
2. Find places that are accessible either by walking or on cheaper modes of public transport. Many 16-25 year-olds do not have access to cars or the money to pay for expensive travel costs.
3. Think about the time of day you host your event. For example, weekdays are unlikely to attract participants due to work or college/university commitments. If you plan an event during the week, an evening activity might be more suitable.
4. If you can, ask young adults where they would like to meet and when.
5. If your budget will allow, provide travel expenses and/or refreshments for your participants.



PROMOTION

In your description of the event let your participants know what they will learn and how this relates to:

- real-world jobs/apprenticeships
- studying/practicing archaeology
- studying other subjects at college and/or university



2. Not all young adults have a positive perception of archaeology and/or history. You might attract a more diverse audience to your event by focusing on the scientific and technological aspects of your activity, or taking a more creative angle.

3. Utilise social media. If you have access to Instagram, Facebook, Twitter, Tik Tok and Youtube, promote your event via these platforms. This is a good way of drumming up support for free. Ask local youth organisations to promote your event via their social media channels as well. Use relevant hashtags, such as [#youthengagement](#) [#youngadults](#) or even simply [#archaeology](#) [#skills](#) [#enhanceyourCV](#).



REWARD THEM



Young adults are more prone to participate and value an activity if they are likely to gain experience and skills. A Festival of Archaeology certificate not only recognises specific skills acquisition and/or enhancement, but can also be used by a young person in their studies and work environment to validate their experience. They can also be used as a contribution towards a broader achievement like the Duke of Edinburgh Awards.

The CBA has created a certificate template which you can print and fill out on the day of your event or send digitally to participants afterwards. We have two versions you can use, one for participation in an activity and a second to record the acquirement and/or enhancement of a particular skill. [Find them here:](#)



EVALUATION

AND ADDITIONAL INFORMATION

EVALUATION

1. Evaluate your event. This will help you plan future activities.
2. Feedback the impact of the young people's participation in an activity. If you have involved them in the development and delivery of the activity as well, tell them how their involvement has helped you and what that has achieved. If you do not, they may be less willing to get involved in the future.

Evaluation survey coming soon.

ADDITIONAL INFORMATION

Additional things to think about when you are running an event that includes under 18's:

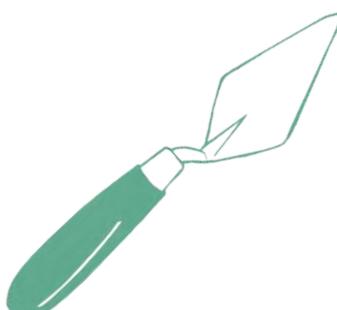
- Keeping children safe
- Photo permissions
- Parental consent
- Accessibility
- Additional needs

The links below provide additional support based on this list and the information supplied throughout this document.

RESOURCES AND SUPPORT

The following organisations specialise in supporting young adults participate in all sorts of different activities and/or provide useful information about hosting projects and one-off events for this age group. Click to be re-directed to their webpages:

- [Big Lottery Fund](#)
- [UK Youth](#)
- [National Youth Agency](#)
- [Council for British Archaeology](#)
- [Youth Work Essentials](#)
- [COPMI](#)
- [UNESCO](#)
- [Youth Link Scotland](#)
- [Young Archaeologists' Club - Safeguarding Children and Vulnerable Adults](#)
- [YAC Guide to Running Zoom Meetings](#)



EVALUATION

ACCREDITATION AND AWARDS

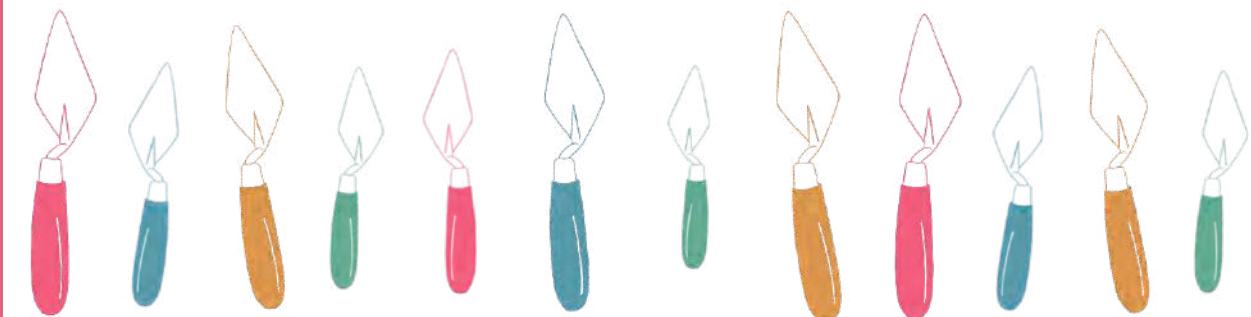
These organisations offer programmes and advice on accreditation and awards.
Click to be redirected to their webpages:

- Arts Award
- ASDAN
- Duke of Edinburgh
- Heritage Heroes Awards
- Scouts

KEEPING THE CHILDREN SAFE

The following links provide advice on safeguarding and child protection.
Click to be re-directed to their webpages:

- NSPCC
- Disclosure and Barring Service (England and Wales)
- AccessNI (Northern Ireland)
- Disclosure Scotland



GOOD LUCK

We do hope that your event will be a huge success.

If you have any queries please do get in touch:

Festival general inbox:
festival@archaeologyuk.org

Or contact us here
CBA homepage: archaeologyuk.org
YAC homepage: yac-uk.org
CBA Twitter: [@archaeologyuk](https://twitter.com/archaeologyuk)
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