



experience | heritage
Heritage and
sustainable business

MOLA



Archaeology supports your CSR and placemaking

You can improve perceptions of construction work, market your developments and achieve corporate social responsibility goals and BREEAM excellence by sharing the archaeology and history of your site.

Respond to the issues and plans at the top of local authority agendas and create better places and communities. Using the physical heritage of the area you can develop opportunities for local people to gain new skills or facilitate the integration of people into the community from diverse social and cultural backgrounds.

Archaeology has in the past been seen as a threat to the progress of a development but today developers are making use of their heritage assets to communicate with neighbours and local businesses, school children, clients, investors and employees. Archaeology has extraordinary public appeal and is a highly visible and a highly accessible way to make a positive impact within communities.

MOLA has extensive experience working alongside clients to deliver CSR, placemaking and community engagement schemes. From school workshops and client tours to interpretative hoardings and pop-up archaeology displays, our programmes respond to the individual needs of our clients' developments.

The following pages explore some of the ways we can work with you to transform your planning requirements into opportunities for your schemes and your business.



Explore placemaking, CSR and community engagement initiatives that you can employ on your projects. Please get in touch to discuss a bespoke strategy that will maximise your opportunities.

TIME TRUCK



CONSULTATION



INTERPRETATIVE HOARDINGS



TALKS, TOURS AND SPECIALIST LED EVENTS



IMAGINATIVE GIFTS



POP-UP EXHIBITIONS



SCHOOL WORKSHOPS



COMMUNITY DIGS



CONTENT FOR MARKETING MATERIALS



BLOGS



STAFF WORKSHOPS AND CPDS



OFFICE ARCHAEOLOGICAL DISPLAYS





TIME TRUCK

With thanks to Thames Water, Wates Giving, Brookfield Office Properties Europe, Oxford Properties Group, The Garfield Weston Foundation, The Heritage Lottery Fund, Stanhope Plc., and TP Bennett LLP

The **Time Truck**, a mobile events and exhibition space, interactive lab and classroom, engages stakeholders through a wide range of activities, from school workshops and pop-up displays to public consultation. Take this mobile events and exhibition space, interactive lab and classroom for a spin.

‘ The Time Truck helps us to meet our sustainable business objectives and to take the heritage unlocked by our developments into the very heart of the communities we work in. ’

Martin Jepson, President & COO of Brookfield Property Partners, European Offices Division

CONSULTATION



Consultation is a planning requirement but also a chance to understand local opinion and galvanise local support. Consultation that draws on the heritage of a site motivates the community to participate and generates productive conversations, positive perceptions and constructive results that can feed into scheme design.

Develop positive relationships with local neighbours and businesses and demonstrate your commitment to the local area.

INTERPRETATIVE HOARDINGS

Interpretative hoardings bring a site's heritage to life and grab the attention of passers-by. In an instant the display communicates to neighbours how a developer is adding to the understanding and evolving history of the local area.

- The Walbrook walk is still improving at each outing. I was particularly lucky that a splendid 'visual aid' was supplied by Bloomberg and MOLA in the form of a hoarding down the whole of Walbrook. With QR codes for the technically minded. •

Footprints of London blogger

TALKS, TOURS AND SPECIALIST LED EVENTS



Talks, tours and specialist led events offer fresh opportunities to connect with community stakeholders. Be the unifying force that brings local people and businesses together to discover their local heritage and place your organisation at the heart of the community.

“It was great to have MOLA experts give talks at the exhibition – they were very popular.”

Marielle Azzopardi, Crossrail

IMAGINATIVE GIFTS



Imaginative gifts inspire stakeholders and celebrate and cement good working relationships. Professionally framed images featuring exquisite artefacts, glossy coffee table books and bespoke calendars, express to clients, investors and partners the value of their contributions.

**Create a lasting gift
celebrating the investment in
the heritage of your site.**

POP-UP EXHIBITIONS

Pop-up exhibitions share the remarkable discoveries found on construction sites with local people, businesses and schools. A demonstrable example of a developer's commitment to a place, displays and exhibitions can also act as a hub for talks, workshops and private events.

- Great idea to show everyone who lives and works in the area what is going on behind the hoardings and the history that exists beneath our streets and buildings. 9

Visitor to St Martin's Courtyard pop-up exhibition



SCHOOL WORKSHOPS

School workshops run by our experts, give children an opportunity to handle material they would only usually see behind glass in a museum. These hands-on experiences have profound educational benefits and respond to education priorities supported by government, like STEM learning (Science, Technology, Engineering and Mathematics).

**Invest in the next generation
and give a school child a once
in a lifetime experience.**



COMMUNITY DIGS

Community digs give local people a chance to take part in discovering the history of their neighbourhood. Learning new skills and interacting with experts, these excavation projects take place in safe public spaces and demonstrate a developer's tangible investment in the local community.

“ The most important thing I will remember is having the opportunity to take part in an event that is part of my community. ”

Charterhouse community dig volunteer



MARKETING CONTENT

Marketing content drawing on the rich heritage of a site is a valuable tool for positioning a development. Heritage-focused content, including eye-catching images of artefacts, filmed interviews and historical articles, responds to marketing objectives and offers new ways to communicate with clients via websites, brochures, apps and media tables.

Promote your contribution to our heritage and publicise the rich history of your development



BLOGS

Blogs act as an online hub for the wider community to engage with your project. Providing educational content, updates on discoveries, events and research, blogs are an opportunity to keep the community informed and provide an outlet for productive participation.

The award-winning Walbrook Discovery blog has reached over 100,000 visitors and is a valued resource exploring the archaeology of Bloomberg London



STAFF WORKSHOPS AND CPDS

Staff workshops and CPDs explore archaeology through thought-provoking and informative sessions. Gain expert knowledge of heritage planning requirements and archaeological considerations, as well as seeing how specialists conduct their research and viewing ancient artefacts, all provide invigorating learning and team building opportunities for employees.

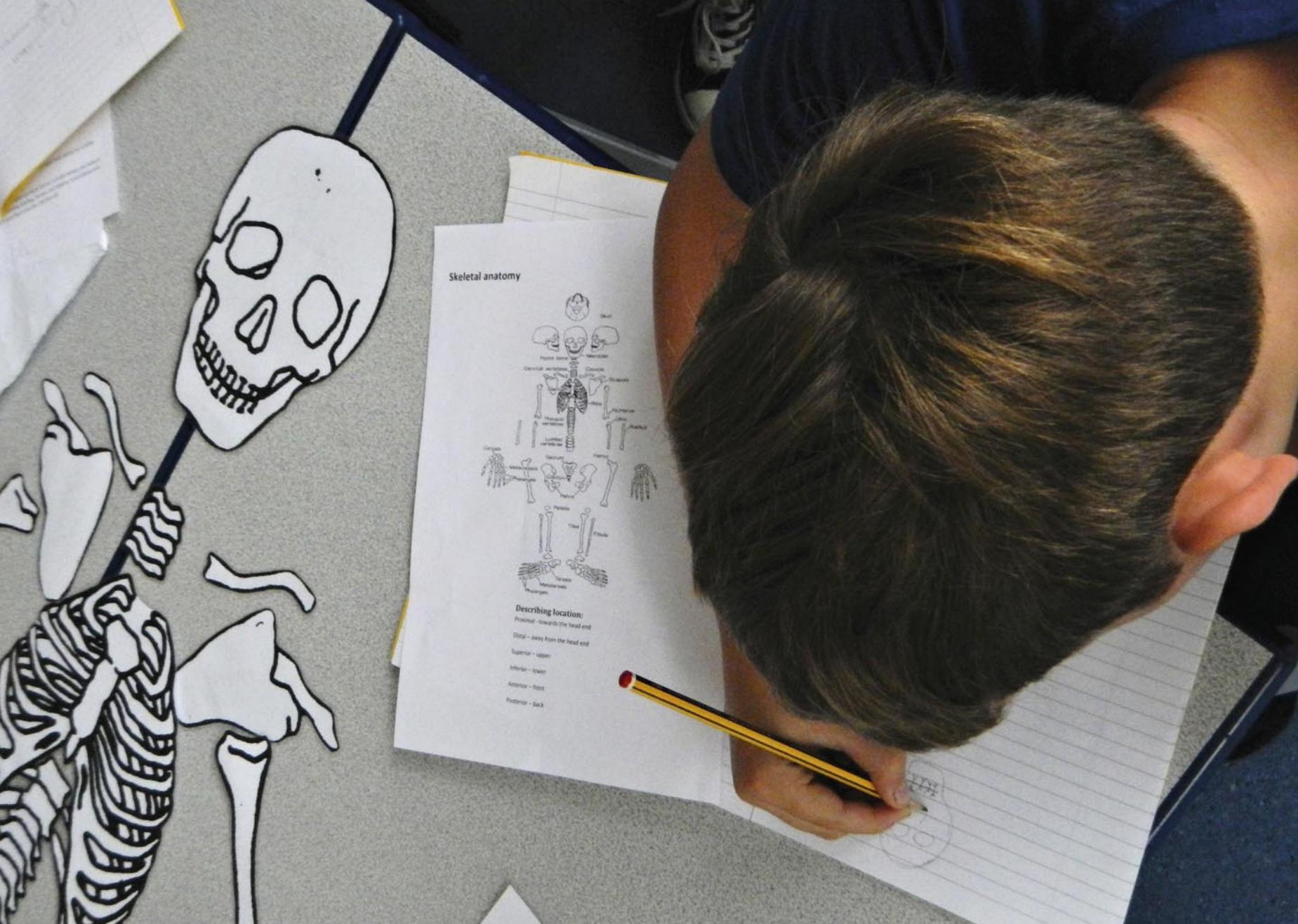
‘ I understand more about archaeology, the processes and when and how to involve archaeologists. ’

Feedback following a CPD session with the Sweet Group

OFFICE ARCHAEOLOGICAL DISPLAYS

Office archaeological displays provide new ways for companies to connect with staff and give employees a sense of pride in their organisation. Beautifully exhibited artefacts act as a focal point for discussion, for all that pass through the building, and are an impressive outward illustration of a company's CSR achievements.

A display is a physical reminder of your investment in heritage and the legacy of your contribution



Explore our placemaking,
CSR and community
engagement projects at
mola.org.uk



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