

How to persuade a politician - making the case for science investment

Sarah Main

Director

Campaign for Science and Engineering



About CaSE

The campaign for Science & Engineering (CaSE) is the leading independent advocate for science and engineering in the UK.

Pallab Ghosh, *BBC*

“CaSE is an invaluable resource when I’m covering stories relating to science and engineering”

Gordon Brown

“Let me start by thanking CaSE for its powerful advocacy for science since it started back in 1986 as Save British Science”



About CaSE

Our mission is to raise the political profile of science and engineering by conveying its economic and societal importance.

The strength of our policy advocacy is due to our political networks, independent analysis, broad membership, and responsiveness.



Organisational Members

Companies

Airbus
 ARM Holdings
 Astra Zeneca
 BAE Systems
 BASF
 Bayer
 BMJ
 Crocotta R&D
 Electroimpact
 GlaxoSmithKline
 Google
 Johnson Matthey
 Merck Sharp & Dohme
 Norwich Research Park
 Optimise Oil and Gas
 Oxford Instruments
 Rolls-Royce
 Sharp Laboratories
 Wiley-Blackwell

Learned and Professional

Royal Astronomical Society
 The Biochemical Society
 Society for Experimental Biology
 Society of Biology
 BCS – The Chartered Institute of IT
 Society of Chemical Industry
 Heads of Chemistry UK

The Institution of Chemical Engineers
 The Royal Society of Chemistry
 The UK Deans of Science
 The British Ecological Society
 Engineering Professors' Council
 The Institution of Engineering & Technology
 National Farmers' Union
 The Genetics Society
 The Geological Society
 British Society for Immunology
 London Mathematical Society
 The Institution of Mathematics and its Applications
 Institution of Mechanical Engineers
 Society for Applied Microbiology
 Society for General Microbiology
 The Royal Pharmaceutical Society
 The British Pharmacological Society
 Institute of Physics
 The Institute of Physics and Engineering in Medicine
 The Physiological Society
 The British Psychological Society
 Experimental Psychology Society
 Royal Statistical Society
 Zoological Society of London

Universities and Institutes

University of Aberdeen
 University of Wales, Aberystwyth
 University of Birmingham
 University of Bradford
 University of Brighton
 University of Bristol
 Brunel University
 University of Cambridge
 Cardiff University
 University of Dundee
 University of Durham
 University of Edinburgh
 University of Exeter
 University of Glasgow
 Heriot-Watt University
 Royal Holloway
 University of Kent
 Kingston University
 Lancaster University
 University of Leeds
 University of Leicester
 University of Liverpool
 King's College London
 London Metropolitan University
 London School of Hygiene and Tropical Medicine
 London School of Pharmacy
 University College London

Loughborough University
 University of Manchester
 University of Newcastle upon Tyne
 University of Northampton
 University of Nottingham
 The Open University
 University of Oxford
 University of Plymouth
 Queen Mary, University of London
 Queen's University, Belfast
 University of St Andrews
 University of Sheffield
 Sheffield Hallam University
 University of Southampton
 University of Strathclyde
 University of Surrey
 University of Ulster
 University of Warwick
 University of Westminster

Charities

Association of Medical Research Charities
 Breast Cancer Campaign
 Cancer Research UK
 Prospect
 Wellcome Trust

About CaSE

With such a broad membership, CaSE focuses on overarching themes that we believe are important to all of our members:

- research funding
- education and skills
- use of scientific evidence in policy-making



How to persuade a politician?

- Earn their time
 - trust
 - credibility
 - peer pressure
 - Consider their audience
 - make them look good
 - enable them to persuade upwards
 - who do they want to impress
- Credibility**
- Trust Friendship**
- Evidence Time**
- Timing**
- Persuade the people they listen to
 - officials
 - advisors
 - researchers
 - party
 - media
 - constituents
 - Once you have their time...
 - be brief...
 - and well supported (evidence!)
 - know what you want...
 - and what they can do

ACTIONS: feasible, achievable, politically appealing, costed

Earn their time



trust

credibility

peer pressure

Persuade the people they listen to

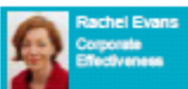
Officials



BIS Management Board and Directors
November 2012



**PEOPLE,
COMMUNICATIONS
& CORPORATE
EFFECTIVENESS**



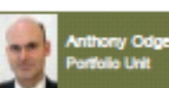
**FINANCE
& COMMERCIAL**



**KNOWLEDGE
& INNOVATION**



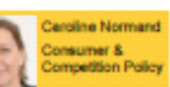
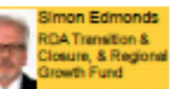
**SHAREHOLDER
EXECUTIVE**



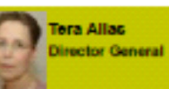
**BUSINESS &
SKILLS &
LEGAL**



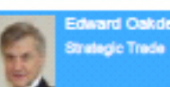
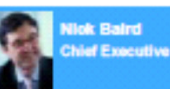
**MARKETS
& LOCAL
GROWTH**



**STRATEGY,
ANALYSIS &
BETTER
REGULATION**



**UK TRADE
& INVESTMENT**



GO-SCIENCE



**OFFICE OF THE
CHIEF SCIENTIST**



NON-EXECUTIVE BOARD MEMBERS



Persuade the people they listen to

Keep Britain open to best researchers, say scientists

Nobel winners condemn immigration curbs

Mark Henderson Science Editor

Britain's future as a centre of scientific excellence is threatened by the Government's cap on immigration, Nobel prize-winning researchers warn today.

Eight of Britain's Nobel laureates, including the two Russian migrants who won the physics prize on Tuesday, have written to *The Times* to protest against visa curbs that would keep leading international researchers out of the country. The coalition's plan to

which was a key part of the Conservative election manifesto. In June, ministers imposed an interim cap of 24,100 work visas for non-EU citizens, which will be replaced by permanent measures in April.

Vince Cable, the Business Secretary, has opened a coalition split by raising fears about "huge damage" to business and science. He has been backed by the CBI, the Royal Society and university vice-chancellors.

The laureates' letter also highlights growing tensions between scientists and the Government before the Comprehensive Spending Review, in which the £6 billion research budget is expected to be cut by 15 per cent or more.

The Royal Society has warned that savings on that scale would devastate research and jeopardise growth. Senior scientists say that the cap could worsen the damage by making Britain still less

Cameron's Kitchener moment: 'Your country needs you'



Roland Watson Political Editor

David Cameron issued a call to arms to the public yesterday to help to build a nation of "doers and go-getters" free from the mess of the deficit crisis and change for ever the way that Britain is run.

Evoking Lord Kitchener, he used his first speech to the Conservative Party conference as Prime Minister to tell Britons: "Your country needs you."

He hinted at pre-election tax breaks as he urged voters for lost jobs and cuts. Mr Cameron said that he wants to give Britain "a brand new start" and urged people to control their own lives and reshape their communities.

He insisted that his vision of a transfer of power from the State to the individual was not about providing cover for £83 billion of cuts. Instead, he urged people to step forward and seize the moment. "So duty is not a spectator sport. This is your country. It's time to step up and own it."

After the conference was rattled by George Osborne's scrapping of child

Lord Kitchener on a recruitment poster from the First World War. Mr Cameron evoked him to urge Britons to take control of their lives



UK must not isolate itself from research

Letter, page 25

Limit migrant numbers from outside the European Union "would damage

benefit for higher-earning household Mr Cameron sought to reassure

Persuade the people they listen to

have a degree should also make more visas...the bizarre policy of having a quota of **migrants** per institution.” Mr Khan cautioned...

[Image Gallery \(2\)](#) 
[Interactive Graphic \(2\)](#)

Visa quotas ‘will hit research backed by Cameron’, says top scientist

Mark Henderson

The Times | Published: 18 December 2010 | Health News

...t logically make sense. We are shooting ourselves in the foot.” Under the cap, the old Tier 1 visa for highly skilled **migrants** will be abolished and replaced with a new visa for people of “exceptional talent”. This will be capped at 1,000 and...

An unlevel playing field

Mark Henderson

The Times | Published: 04 November 2010 | Eureka

...interim limit of 24,100 skilled non-EEA **migrants**, from this July to next April, it specifically...as new points requirements for skilled **migrants** make it almost impossible for younger researchers...the Government’s aim: scientific **migrants** are no drain on national resources...

Immigration cap threatens cancer research in Britain

Mark Henderson

The Times | Published: 03 November 2010 | Medicine

...cut the number of “Tier 1” visas, for highly skilled **migrants** who do not need a job offer, to 600 a month, and the points...class academics and scientists, but we will no longer admit **migrants** to do jobs that could be done by resident workers.”

Nobel prizewinner Venki Ramakrishnan warns on risks of immigration cap

Mark Henderson

The Times | Published: 06 November 2010 | Politics

...the balance, even though I love the LMB and the UK.” The **migrant** cap, Professor Ramakrishnan said, would discourage...concerned by changes to the Tier 1 visa system for highly skilled **migrants**, who do not need a job offer. The new rules downgrade the...

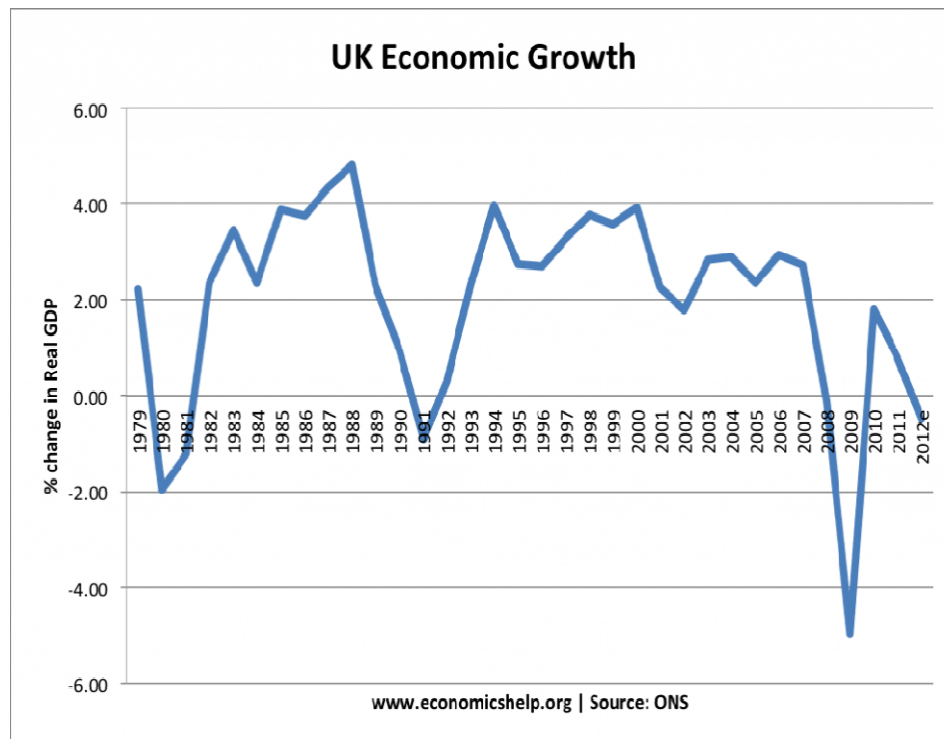
Outcomes on immigration policy

CaSE secured key concessions to the Government's proposals for a 'migrant cap' for workers and students from outside the EU, including:

- The creation of a new exceptional talent route for 1,000 people, which includes scientists and engineers.
- Avoiding cuts to the overall limit on 'skilled worker' immigration, to allow for forward planning.
- Securing exemptions for PhD-level professionals, and those on the Shortage Occupation List, regarding restrictions limiting their length of stay in the UK.
- Relaxing the labour market restrictions for advertising PhD-level jobs outside the EU.
- Providing new visa routes for visiting professionals, and protecting current routes used for research, training and exchange schemes with non-EU countries.

Consider their audience

make them look good – show them an angle you know will persuade their party
enable them to persuade upwards – give them the tools for a convincing argument



“Investment in basic research leads to economic growth”

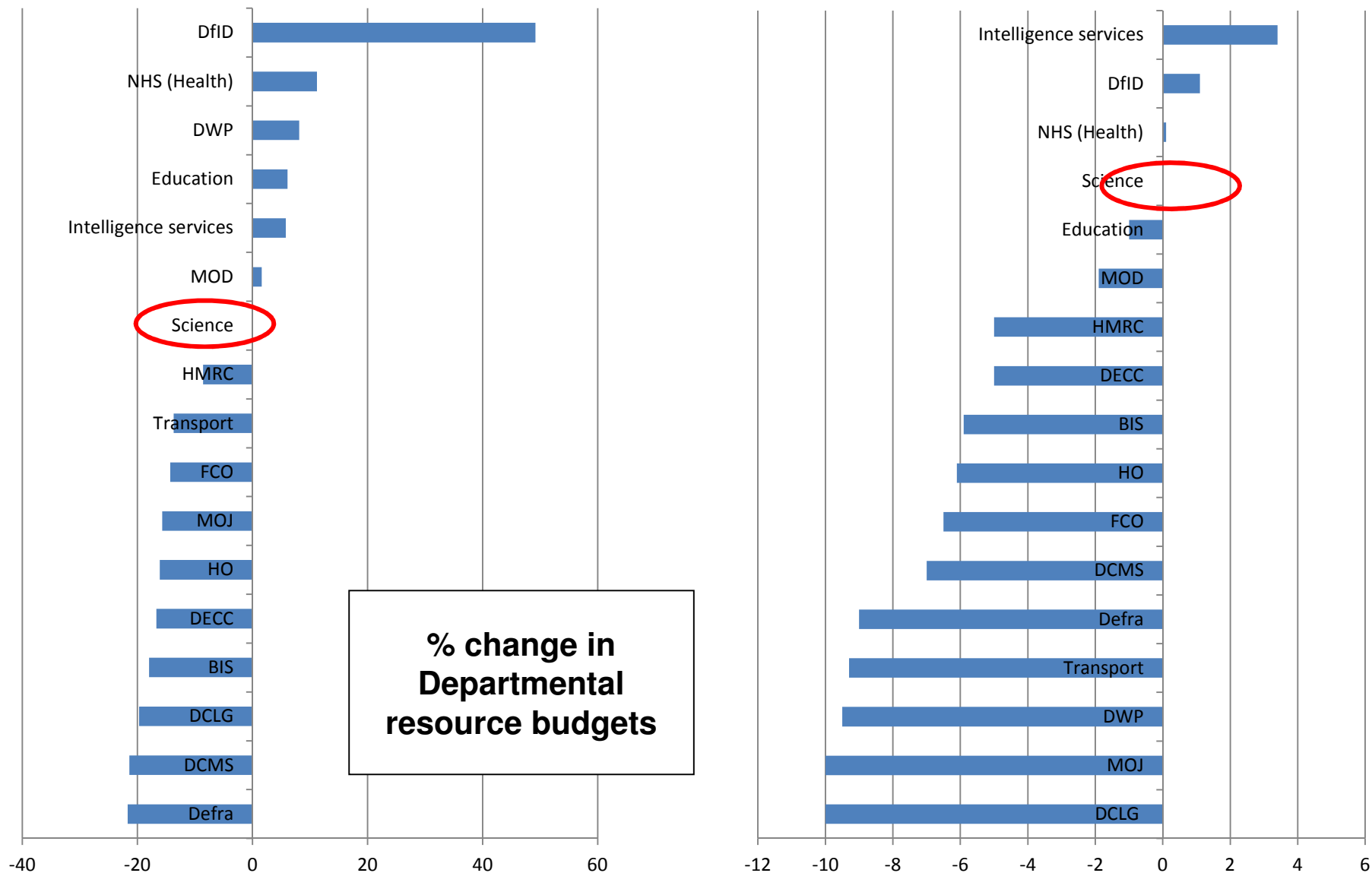
The power of a unified voice

"Investment in science is an investment in our future"

Chancellor, 26th June 2013

CSR10

SR15/16



Consider their audience

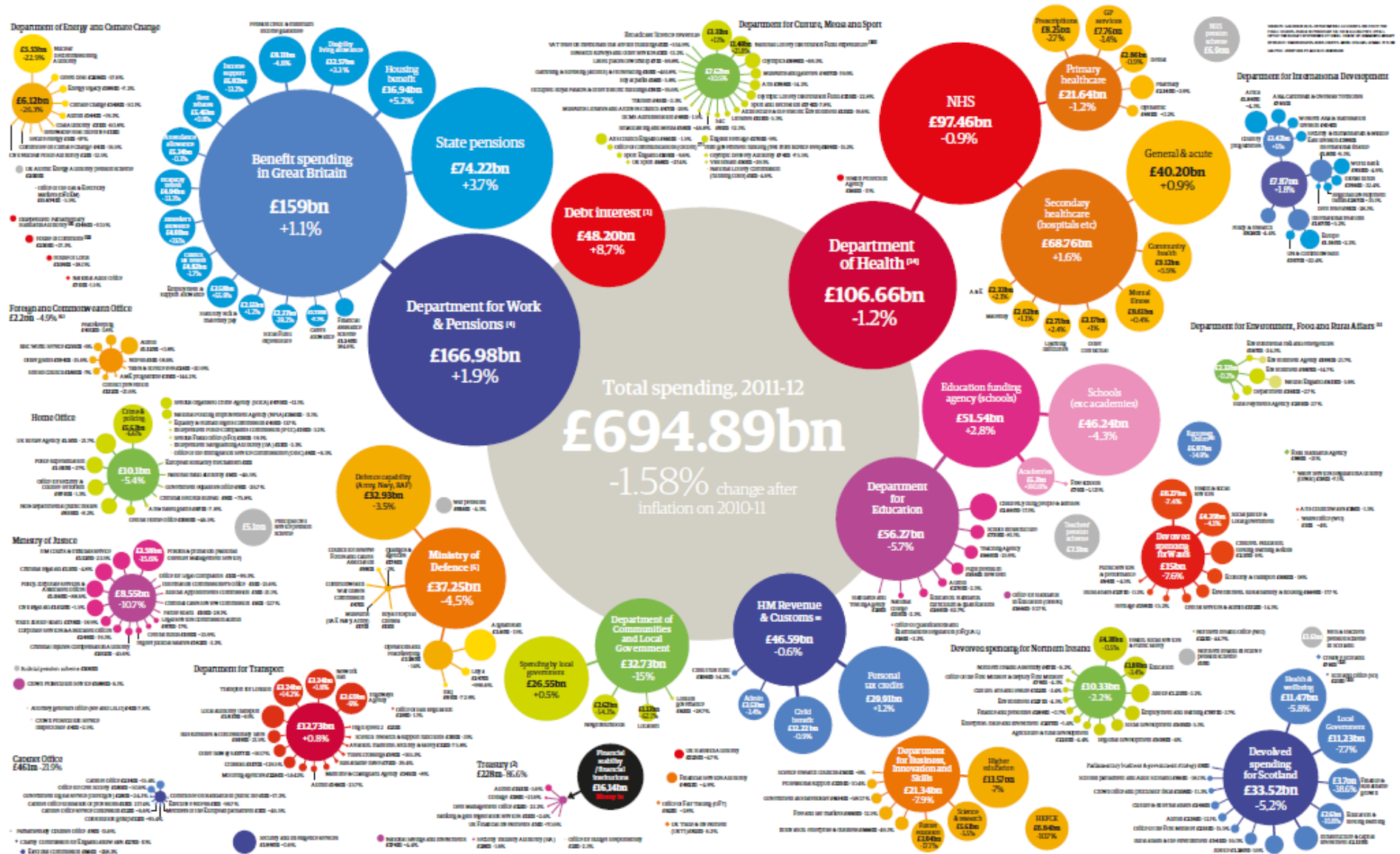
Who are they trying to impress?



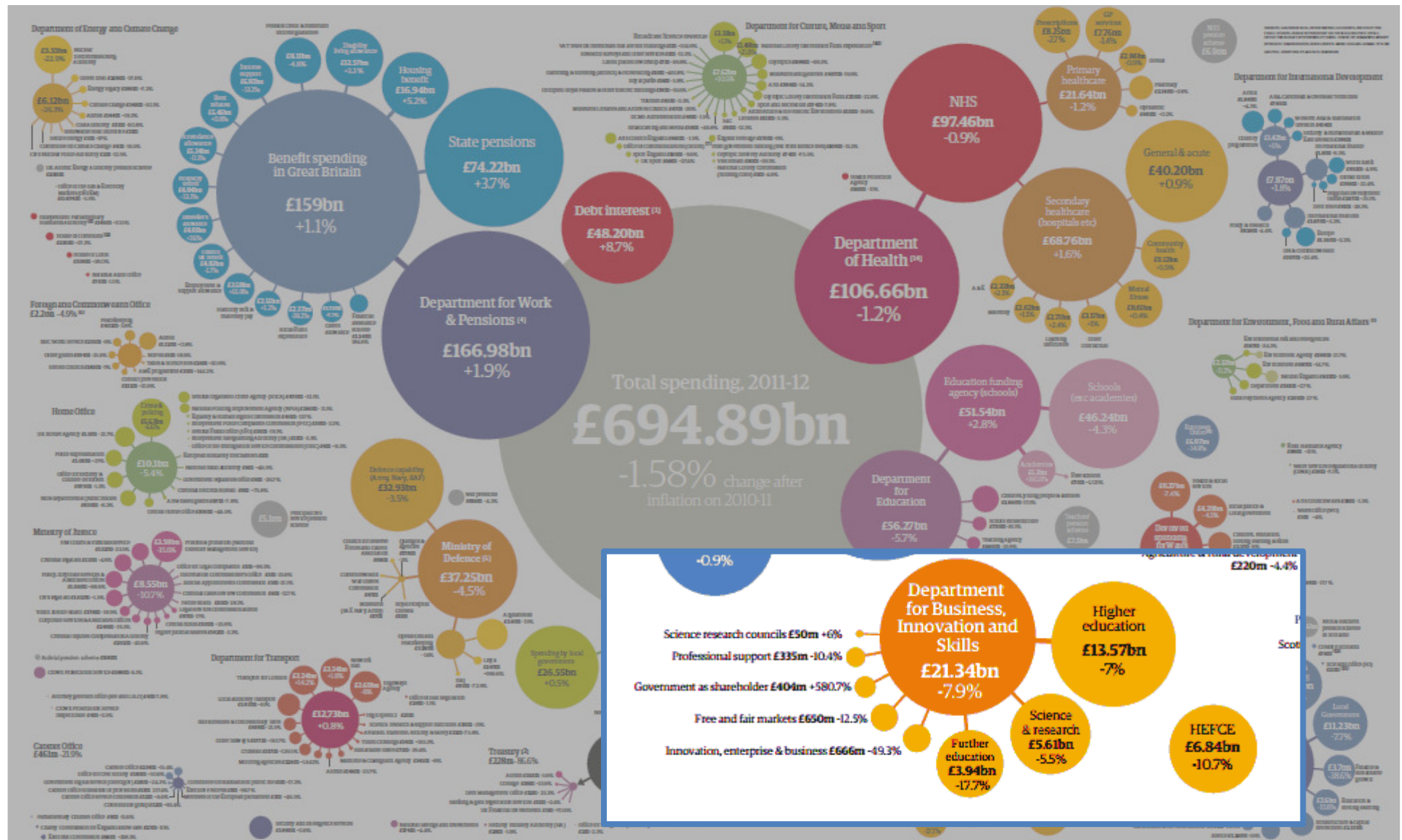
Treasury ask, 'what's the value of the marginal pound?' Or, 'why should we give spare money to you and not them?' And, indeed, 'why should we take from them to give to you?'



UK public spending by department 2011-12



UK public spending by department 2011-12



So what's CaSE doing?

European Election

- Letters to all parties with at least one MEP - in partnership with EuroScience
- Briefing document on UK and European investment in science and engineering
- Publish and comment in public domain



So what's CaSE doing?

General Election

- CaSE Opinion Forum series – listening to members
- Letters to all party leaders
- Briefing documents and clear 'asks' developed with community
 - Research funding
 - Education and skills
 - Science advice in policy-making
- Publish and comment in public domain



Manifesto

Opinion Forum series

Topic	Date	Format	Partner
Collaborator meeting	9 th Dec 2013	Roundtable for members	Physiological Society
Immigration	24 th Jan 2014	Roundtable with Home Office	Fragomen and Home Office
Diversity	27 th Feb 2014 7 th May 2014	Roundtable to agree key actions for report Publish report to coincide with Government 'Your Life' campaign	King's College London No. 10 cross-government campaigns team
Research funding	30 th April 2014 7 th May 2014	Publication report 'The Economic Significance of the UK Science Base' Panel discussion with Universities and Science Minister	Six CaSE members Dept Business, Innovation and Skills
Science advice in policy-making	27 th June 2014	Small roundtable with key players on advice structures in parliament	British Library, CSaP, POST, CSAs etc

Political engagement

CaSE works closely with politicians and advisors from all parties as well as government officials to provide information, influence thinking, and raise the profile of science and engineering.

In the last three months, CaSE has met with

- No. 10
- The Deputy Prime Minister's Office
- HM Treasury
- Department for Education
- The Home Office
- The Department for Business Innovation and Skills
- Ministers and Shadow Ministers for science and for education
- Parliamentarians with an interest in STEM

CaSE in the media

May

Nature (07/04): Women and minorities still face uphill struggle in UK science

The Times (07/05): Aim for engineering or science, career girls told

Times Higher Education (07/05): Grant panels 'should have equality training', says report

Chemistry World (06/05): Public money for science pays off

April

NCUB (30/04): NCUB welcomes CaSE report into university research and warns economic benefits need to be kept in UK

Times Higher Education (30/04): Science investment by state 'can increase private spending'

BBC News (29/04): AstraZeneca shares soar after Pfizer confirms bid talks

The Independent (29/04): Political row looms as Pfizer goes public with £62bn AstraZeneca deal

The Guardian (28/04): Pfizer AstraZeneca takeover attempt prompts job warning from Vince Cable

The Guardian (28/04): If Pfizer's AstraZeneca takeover succeeds, bad news for UK research

Reuters (28/04): Pfizer's move on Astra fuels fears for British science

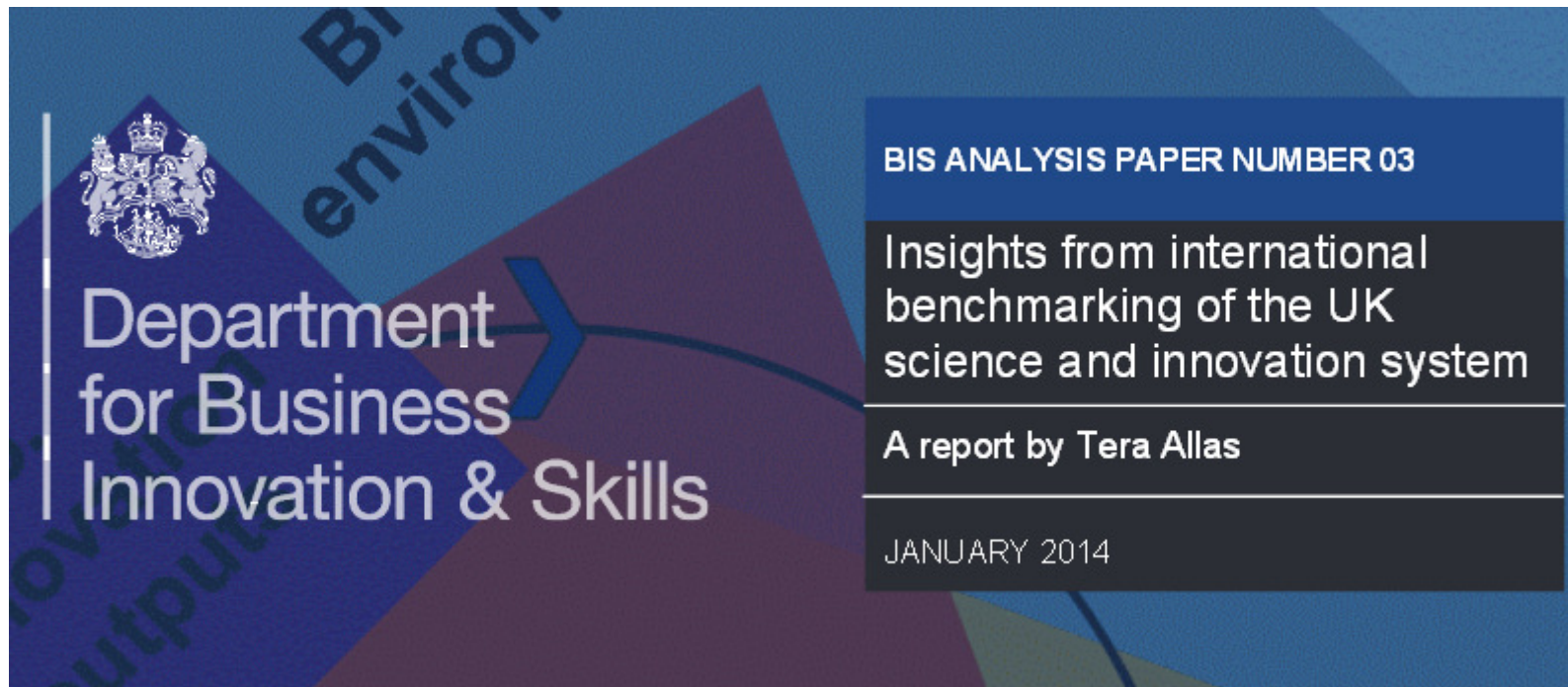
The Guardian (28/04): Warning over 'privatisation' of environmental science research body

Times Higher Education (24/04): Global STEM students

The Guardian (11/04): Scientists, unions and greens unite in concern over Kew Gardens cuts

The Independent (10/04): More focus on British history and foreign languages: Massive changes to

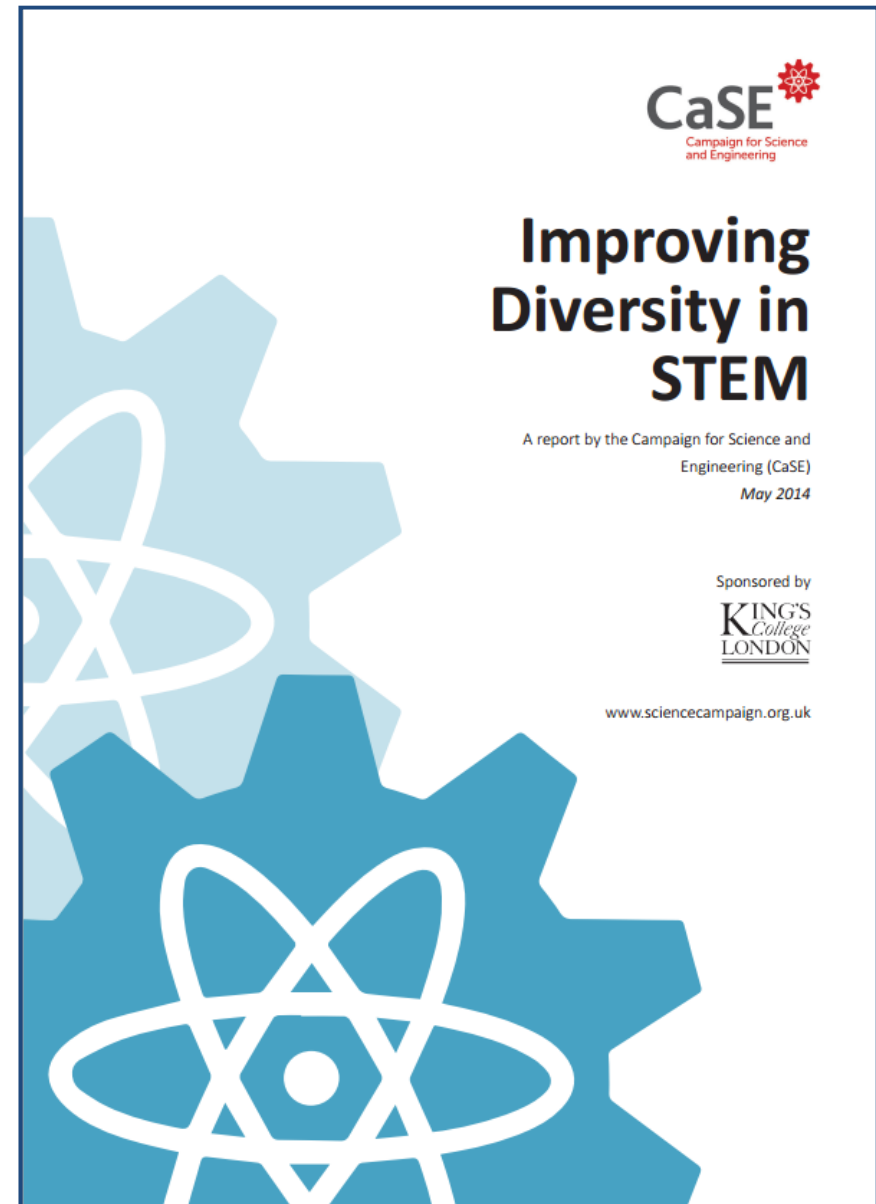
UK Science and Innovation Strategy



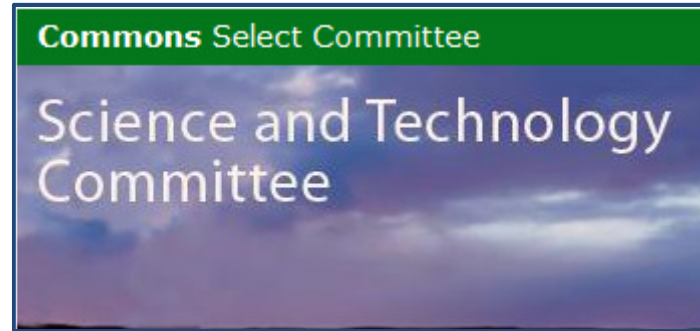
Contributing to the evidence base



Contributing to the evidence base



Giving evidence



Practical science in schools - evidence hearing



12 May 2014

This is a one-off evidence session to explore Ofqual proposals to change science A levels and how practical science would be assessed and reported in future qualifications.

- [Watch Parliament TV: Practical science in schools](#)
- [Inquiry: Practical science in schools](#)
- [Science and Technology Committee](#)

Witnesses

Monday 12 May 2014, Thatcher Room, Portcullis House

At 3.30 pm

- Professor Julia Buckingham, Chair, SCORE
- Sarah Main, Chief Executive Officer, Campaign for Science and Engineering (CaSE)
- UK Deans of Science (witness to be confirmed)
- Malcolm Trobe, Deputy General Secretary, Association of School and College Leaders

Innovation and science base

Priorities for 2015-20

- Science and engineering at the heart of government ambitions for UK's future
- Long-term strategy for government investment
- Budget set at least in line with inflation
- Much greater scrutiny of cross-government R&D spending
- Huge push to energise young people into science and engineering, to meet skills needs
 - Migration policy fit for dynamic world-leading research nation
 - Huge push on encouraging much greater diversity of people to take up science engineering and careers
- Education systems fit for a STEM-skilled nation
- Robust, accountable mechanisms for feeding in and feeding up in parliament

Making the case for science and engineering – for everyone



650 Members of Parliament

How can we work together?

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020 7679 4995

@sciencecampaign / @drsarahmain

www.sciencecampaign.org.uk

Thank you

