

CaSE Strategy 2009 - 2014



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Who we are

The Campaign for Science & Engineering (CaSE) is the leading advocate for science and engineering in the UK. The strength of our policy advocacy is due to our political networks, independent analysis, broad membership, and responsiveness.

Our mission

To ensure that science and engineering are high on the political agenda and that through the implementation of appropriate evidence-based policies and adequate funding the UK has world-leading research and education, skilled and responsible scientists and engineers, and successful innovative business.

Our values

- The UK needs to invest in science and engineering to compete and collaborate internationally
- Research and education in science, technology, engineering and mathematics are important for responding to societal challenges, economic growth and cultural advancement
- Diversity of science and engineering subjects, people and institutions increases the UK's evidence base and innovative potential
- Political decisions are critical to the fate of science and engineering in the UK

Track record

CaSE has a unique history and place within the UK's science policy community. We came into existence in 1986 following an advertisement placed in *The Times* by a group of scientists and engineers, calling on the Government to "Save British Science". For over twenty years we have been working to secure political support and investment for science, technology, engineering and mathematics. We have developed a reputation for rapid and well informed response to politicians and the media on policy developments. We have helped to achieve:

- Greater political support for science and engineering
- Increased investment in the science base
- Stronger scientific advisory systems in government
- Policy initiatives targeted at solving problems in science and mathematics education

Next five years

Although there has been progress over the last ten years, CaSE needs to strengthen its advocacy for science and engineering so that it is resilient to changing political priorities and economic circumstances in the UK. This will require a modest additional amount of funding so that we can have an even greater impact on the critical science and engineering policy issues facing the UK.

Over the next five years our four strategic objectives are to:

- Set the science and engineering policy agenda
- Build strong political networks
- Be a resource on science and engineering policy
- Develop a broad and engaged membership

Set the science and engineering policy agenda

We will engage our members in shaping our policy agenda, whilst retaining our independence in order to act in response to policy developments. Since 1986, we have been working to set the policy and investment agenda for science and engineering. In the run up to the 1997 election we created a manifesto for science and engineering that helped to shape the Labour Government's policies. We have continued to influence science policies for UK and devolved governments ever since.

What we will do:

- **Science and Engineering Policies 2010-2020:** We will convene a task force to look forward and recommend policy solutions to make the UK a world leader in science and engineering. We will organise a high profile launch of the report to set the political and media agenda. CaSE will use the report's recommendations as the focus of its campaign work.
- **Elections:** We will produce a short series of policy challenges for all political parties prior to UK, devolved and European elections. We will use the challenges to ensure that all parties set out their commitments to science and engineering prior to an election so that we can hold them to account on their commitments.
- **Opinion Forums:** We will strengthen our series of topical meetings and policy reports. We will bring together our organisational members, policymakers and experts to look at both the issues and solutions to a specific policy agenda. We will integrate recommendations from the meetings and reports into our campaigning activities to ensure that we maximise their impact.

Build strong political networks

We will engage constructively with politicians from all political parties. We will respond to relevant consultations and inquiries. We will meet with ministers, parliamentarians, advisers and officials to find solutions to pressing science and engineering policy issues and raise awkward issues that have not been adequately resolved.

What we will do:

- **Meet with politicians and policymakers:** We will continue to meet with ministers, parliamentarians, advisers and officials to advance our policy agenda. We will strengthen our contacts within the devolved administrations and Europe. As appropriate, we will draw upon the expertise of our Advisory Council and Membership in our meetings.
- **Network of science and engineering parliamentarians:** After each election we will engage new and returning parliamentarians and assembly members to interest them in science and engineering policy. We will also work with existing networks, such as parliamentary groups, and partnerships, such as Science and the Parliament.
- **Annual Lecture:** We will continue our Annual Distinguished Lecture series to give leading politicians, scientific advisers and others a platform to discuss topical science and engineering policy issues.

Provide a resource on science and engineering policy

We will use evidence and analysis to shape policy debates and focus on the most important issues affecting the future of science and engineering in the UK. CaSE is often used by our members, the media and politicians as a rapid source of information and analysis on broad science and engineering policy and budgetary issues. We will increase our in-house capacity to stay abreast of developments and communicate them to our members and opinion formers.

What we will do:

- **Briefings:** We will provide our members, policymakers, journalists and other opinion formers with comment and analysis on science and engineering policy developments. We will develop a new series of briefings to ensure that our members are up-to-date with the latest science and engineering policy and budgetary announcements.
- **Website:** We will develop a new website that incorporates features which are interactive and useful to members, policymakers and the media. The website will be a portal for interested parties to be kept up-to-date with policy developments and statistics. It will also provide individuals and organisations with the information needed to engage in the political process.
- **Newsletter:** We will continue to develop the newsletter so that it keeps our members and opinion-formers up-to-date with the latest news and analysis on science and engineering policy. It will also enable discussion of topical policy issues by leaders in the field.

Develop a broad and engaged membership

We will work with our members to ensure that we strengthen effort across the broad science and engineering community. We add value to their work by focusing on the policy and budgetary issues affecting them all. Our membership currently includes companies, universities, charities, learned societies, professional institutions, science parks, publishers, as well as individual scientists and engineers, and this makes us unique. It gives our policy work greater weight and legitimacy. We will continue to broaden our membership and deepen our engagement with them so that we better convey the policy issues affecting science and engineering in the UK.

What we will do:

- **Shaping our policy agenda:** We will engage our members in our policy work through meetings, surveys and by letting them know what we are working on through the e-bulletin and website.
- **Bespoke engagement:** Our survey has found that organisational members want to be engaged in our policy work through a variety of means. We will work with each member to ensure that they get the most out of their membership, including the opportunity to efficiently feed into the political process through our work.
- **Broad membership:** We will increase our membership to cover the spectrum of science and engineering activity in the UK. We will focus our effort on leading organisations in sectors that are currently under-represented in CaSE's membership.

“With the plucky and laudable exception of Save British Science, the research community has done little to improve its lot. Now it should give its support to the renamed Campaign for Science and Engineering.”

Nature editorial, 17 May 2007

Resource implications

In order for CaSE to be able to achieve the ambitions set out in this strategy we need to increase our resources so that by 2014:

- **Staff time:** Increased staff time of the four members of staff (currently 2.4 full time equivalents) will enable us to pursue more proactive policy positions, build our capacity as a resource on science and engineering policy and better engage our members.
- **Project costs:** Additional funds will enable us to have higher-profile policy activities, a new website, improved communications and greater political engagement.
- **Financial security:** CaSE's current office arrangement with UCL comes to an end in 2013. We need to have sufficient financial resources so that we are prepared for significantly higher overheads.

Therefore, by 2014 CaSE will need to at least double its budget from £145,000 to £290,000. We will raise additional funds by:

- Recruiting new organisational members
- New individual subscriptions and donations
- Existing members agreeing to raise their membership fees
- Project funding

We will also look for in-kind support from members and other supportive organisations to minimise meeting and other costs where possible. We will review these figures annually.

Going forward

We will implement the strategy through:

- Yearly business plans and budgets reflecting the strategic priorities
- Setting staff objectives and levels with respect to this strategy and finances
- Consistent branding to ensure that our communications advance this strategy
- Organisational structure and legal status to reinforce the strategy
- Annual Reviews to measure progress towards meeting our strategic objectives

The CaSE Executive Committee and staff are responsible for implementing the strategy. We will consult the Advisory Council and membership to ensure that we are focusing on the critical science and engineering policy issues.

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