



CaSE's Guide for Engaging Politicians

Helping advocates to
convey the public's interest
in R&D to secure long-term
political support

This guidance has been informed by CaSE's nationally-representative polling of more than 20,000 UK adults and 14 focus groups.

When engaging with politicians, we recommend that advocates:



Demonstrate to political decision-makers that R&D can help achieve their policy priorities



Use key statistics that show that target voters are supportive of R&D and investment



Frame R&D in the language each party uses, without undermining R&D's non-partisan status

Five Facts that politicians need to hear

The public think that...

1

R&D investment is important

The majority (70%) think it is important for the Government to invest in R&D.

2

R&D should be a priority for politicians of all parties

Most people – regardless of who they plan to vote for – want to see politicians pay more attention to science and innovation and prioritise funding research.

3

R&D can bring regional benefits

More than half say they want their region to host a lot of R&D, citing local jobs and inwards investment.

4

R&D is an asset to communities

More than two-thirds would support an R&D lab being built in their local area or high street, citing well-paid jobs and benefits to the local economy.

5

R&D is relevant to public concerns

Many people in the UK feel R&D is essential to tackling climate change, the quality of the NHS and the cost of living.



Strengthening public support for the future

CaSE's research shows that the public's attitudes towards R&D are not fixed.

We believe that the opportunity to think about R&D can help broaden support.

At the end of our July 2022 survey, having seen a series of arguments in favour of R&D investment and spent 20 minutes thinking about the topic, respondents' opinions shifted. Some 58% of those who had initially agreed that "R&D should not be funded by taxpayers" now thought the Government should either

increase or maintain the amount of public money invested on R&D.

If we can broaden and deepen public support for R&D in the future, we have an opportunity to radically transform our advocacy, making the sector feel more human and more local. Crucially, we will be able to work with the public as partners in making our case to politicians.

To achieve this, we need to nurture public appeal, demonstrate the relevance of R&D to changing political priorities, and adopt a clear set of language for describing what our sector does.