

Championing R&D in the Devolved Nations

Nurturing new supporters at the
Holyrood and Senedd elections

Sponsor Briefing



Raising R&D's profile in Holyrood and the Senedd

R&D can improve lives and livelihoods – but only if the public and politicians see its potential and support investment into it.

The 2026 Holyrood and Senedd elections offer R&D supporters the opportunity to nurture a new cohort of supporters among elected representatives in Scotland and Wales.

CaSE is launching a collaborative, highly tailored campaign using local public opinion insights to demonstrate the appetite for political action around R&D across the voter base.

In the pre-election campaign, we will use these insights to demonstrate to parliamentary candidates the relevance and value of R&D as a campaigning issue in their area.

Post-election, we want to welcome newly elected representatives with a bespoke pack of local insights and regional case studies that showcase nearby R&D, alongside practical first steps they can take to support local R&D organisations and the wider sector.

This campaign will build on the success of CaSE's constituency-level campaign during the 2024 UK General Election (see page 2).



Join this campaign to raise the profile of R&D and forge stronger connections with politicians in Holyrood and the Senedd.

Contact: florence@sciencecampaign.org.uk

Promoting R&D to politicians as a salient local issue

During the 2024 UK General Election, CaSE ran a campaign to raise the political profile of R&D among the full breadth of parliamentary candidates and newly elected MPs.

Our work combined tailored, constituency-level public opinion insights and R&D case studies to demonstrate the widespread voter appeal of R&D and its relevance to their constituents.

During the 2024 General Election, CaSE research showed that...

70% would **support their MP campaigning for more R&D jobs** in their area

63% would like to **vote for someone who will support R&D** in the UK

76% would **support their MP campaigning for their nearest NHS hospital to host more clinical trials**

[CaSE Public Attitudes to R&D and the General Election, 2024](#)

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“To be honest it opened my eyes on what can be achieved, so I’ll be using the information in the near future. and I am very happy to champion [R&D].”

Parliamentary candidate, responding to CaSE’s GE campaign

Pre-election: Engaging with candidates

CaSE sent bespoke emails to 3,687 candidates across all parties alongside our [Guide to R&D on the Doorstep](#), equipping and encouraging them to talk about R&D on the campaign trail.

Post-election: Welcoming elected MPs

CaSE sent a personalised [Welcome Pack](#) to each of the 650 MPs, sharing constituency-level public opinion insights and examples of nearby R&D, and urging them to build R&D into their emerging political priorities - at both a national and constituency level.

Forging new connections

CaSE’s campaign received [positive responses from across the political spectrum](#), generating new relationships and follow-on meetings - including with those who would not normally have been on CaSE’s radar as likely supporters of R&D.

Help secure a better future

Stronger political support for R&D across all UK nations will help secure more favourable funding settlements and policy outcomes for the R&D sector.

The Holyrood and Senedd elections are an opportunity for the R&D sector to make its case afresh and secure supporters among new or continuing elected officials. Highlighting the views of their constituents is a powerful way to communicate R&D's relevance, and catch the attention of politicians.

CaSE is committed to increasing the visibility of R&D in all parts of the UK, and to nurturing a new cohort of political supporters that can help CaSE members achieve their goals. But to deliver this project, we need your support.

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“Thanks for launching a great campaign, I am an enthusiast for both science and innovation so it was music to my ears.”

Parliamentary candidate, responding to CaSE's GE campaign



Opportunities for sponsors

We are seeking sponsors based in - or with a strong connection to - Scotland or Wales.

Sponsors will benefit from:



Having your say

- **Join an exclusive Sponsor Workshop in autumn.** Your insights on the devolved elections and the key issues facing R&D will help shape the next steps of the project.
- **Inform a landmark public attitudes study in Scotland and Wales.** You will have the chance to input into new polling exploring attitudes to R&D in Scotland and Wales at unprecedented depth.



Connecting with politicians

- **Engage directly with engaged and motivated politicians in your nation.** Sponsors will have immediate access, at an influential time, to promising supporters among the new cohort of parliamentarians, as surfaced by the campaign.



Increasing your visibility

- **Guarantee your organisation a case study in Welcome Packs sent to politicians.** You will secure a dedicated case study in our tailored Welcome Packs, showcasing your R&D to politicians in your priority regions.
- **Have your name and logo on all campaign assets.** All physical and digital assets sent to parliamentary candidates or elected representatives will prominently feature your organisation's name and logo.

Your contribution

Your contributions will fund research into public attitudes to R&D in Scotland and Wales during the election campaign. This research will allow CaSE to produce highly tailored campaign assets that bring R&D to the attention of parliamentarians, and help strengthen the connection between the R&D community, the public and politicians.

In addition, your contributions will support delivery costs, such as the design, printing and postage of bespoke Welcome Packs to newly elected representatives.

To discuss sponsorship, or other contribution options, please contact:

Florence Young,
Public Opinion and Policy Officer

florence@sciencecampaign.org.uk



CaSE members can sponsor this project for £9,000.

For non-CaSE members, the contribution rises to £12,000. This reflects the support for CaSE's operating costs that our members already contribute to through their membership fees.

Securing more sponsors will allow us to take this project further. With our current sponsorship we can produce insights at a regional level, while securing enough additional sponsors will let us model attitudes at a more granular, constituency-level.

To join this campaign or find out more, please get in touch.

A stronger future for R&D advocacy

If we can make R&D matter to more people, we can radically transform our sector's advocacy with the public as partners in making our case to politicians.

CaSE has been exploring public opinions towards R&D

as a political and societal priority, to help our sector articulate a compelling vision for the purpose of R&D to society, built around the issues that we know matter to people. By improving our understanding of public opinion towards our sector, we are able to support R&D organisations to forge a stronger relationship with the public and make their work feel more tangible to people's lives.

Our aim is for politicians to see an R&D sector with broad and sustained public appeal. At CaSE, we are supporting the sector to develop clear, evidence-led language and messages that can more clearly articulate R&D's benefits. This language aims to help our sector to feel more human and more local, positioning itself as a tool to deliver political and societal priorities.

About CaSE

Campaign for Science and Engineering (CaSE) is the leading independent voice for UK R&D.

We are a charity supported by a diverse membership including businesses, universities, professional bodies, research charities and individuals. Our members span the whole breadth of R&D – including discovery research, science, engineering, and innovation across the public, private, and charitable sectors.

We collaborate with our members, partners and the public to lend our clear, expert voice to decisions about research and development. We specialise in developing non-partisan, responsive solutions that help research and innovation to thrive in ways that improve people's lives and livelihoods.



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