

Annual Report 2012

Campaign *for* Social Science



CAMPAIGN
for SOCIAL SCIENCE

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This annual report gives details of the **Campaign for Social Science** during the calendar year 2012.

This report was written, edited and designed by Campaign staff.

See www.campaignforsocialscience.org.uk for more information.

Chair's Report

2012 was the second year of the Campaign, and as such was always going to present some important challenges: the organisation was still being built up, yet at the same time it had to be effective in carrying out its main tasks.

I believe we met those challenges well during the year. As readers can see in this annual report, the Campaign now has twice the number of institutions backing it – 64 – than it did at the beginning of 2012, with universities, learned societies and publishers joining us. This is an enormously important vote of confidence in our work and an essential resource for an organisation that receives no direct state funding. We have met our fundraising targets as a result, but we continue to invite more organisations to join us so that we can grow.

Getting the support of institutions is not simply a means of raising funds. The more organisations and individuals who back us, the more powerful is our voice when we speak out about social science to the government and the public.

There is no doubt that our voice is needed: social science does not have a clear image in the minds of the public, unlike the natural sciences and engineering, and politicians do not value our work sufficiently, as the lack of a Government Chief Social Scientist role shows.

We formed the Campaign to tackle this, and this report summarises some of our achievements this year: meetings with a Cabinet minister and his team; giving advice to government departments; publishing booklets on influential social science projects; organising events to help our member organisations do their work; and promoting our work in the media.



We will continue to develop this work and to grow as a campaigning organisation, and we are well placed to make 2013 an even more successful year. I am stepping down as the Campaign's Chair after two years' service, and I wish it all the best for the future.

– **Professor Tony Crook AcSS,**
Chair, Campaign for Social Science,
January 2013

- The Campaign Board would like to offer its thanks to Professor Crook for his invaluable service since our launch.

Who We Are

The Campaign for Social Science was set up to celebrate the world-class work of social scientists in the UK.

To say that we are ‘world-class’ isn’t just an empty boast: the latest set of international university rankings puts the UK behind only the US, with its vastly superior resources, for the quality of our social science.

Social science helps reduce crime, ensure social mobility, run our cities, protect our countryside, get people to take climate change seriously, and much more.

It is the work of psychologists, town planners, statisticians, criminologists, sociologists, lawyers and many others that makes this possible.

Despite this, social science in the UK is not recognised publicly in the same way as natural science is, for instance.

To change this the Campaign sets out to celebrate, and not just to defend, the work of social scientists.

We do this by lobbying government, holding events, gaining media coverage and publishing success stories.

Although we have a small staff, we have the support of over 60 universities, publishers and learned societies, and many individuals.





Photos: social scientists at Campaign roadshows

All photos in this report by David Simmons, except those on pages 16 and 17



We work to...

- inform and influence public policy with social science.
- be regularly in the media with news and comment on social science issues.
- speak with authority on the state of social science.
- promote the benefits of investment in social science research and objectives.

So that...

Social science is accepted as vital at the highest level of government. This would mean, for instance, that policy-makers ensure that there is adequate funding for postgraduate social science, and that longitudinal research projects such as the national census are protected.

For other objectives please see the next two pages.

In this report...

We set out what we have achieved during 2012, the second year of the Campaign, and give some information about ourselves – our structure, aims and funding.

We also suggest some ways that people who support our aims can help us to broaden our work.

We believe in the power of social science to help our society and we want to see it flourish at a time of uncertainty in higher education.

If you'd like to know about our work, or to join us, please read on. More details can also be found on our website:

www.campaignforsocialscience.org.uk



Our aims

The Campaign has set out a series of overall objectives that we will work to accomplish over the next few years. These include:

- **Having UK social science accepted as critical to government policy** in areas such as growth and the 'Big Society'. If the government is to make the right decisions it needs the best information. As part of this we believe that party manifestos for the next general election should contain positive references to social science provision.
- **Bringing about the reappointment of a Chief Social Science Adviser to UK government ministers.** Having a senior official who can bring social science knowledge together and present it at the highest level is essential.
- **Encouraging the giving of submissions and oral evidence to parliamentary committees.** It is important that social scientists give their expert opinion to these influential committees.
- **Protecting longitudinal and key data sets** which are at risk of being scrapped. These include the national census, which yields a wealth of important information for our society when analysed by researchers.
- **Providing experts for media comment.** Not all media coverage is based on the full facts, and it is important that social scientists make their voices heard and challenge mis-information. This will also help with our goal of making social science better valued by the public.
- **Protecting funding for postgraduate social science teaching and research.** It is vital that we foster the next generation of social scientists by lobbying to protect the funding of postgraduates.
- **Monitoring and reporting social science capacity** and its impact on the excellence and relevance of UK social science. The Campaign carries out regular surveys of social science departments in universities to check on the rise or fall in staff and student numbers, at a time of major change in the higher education system.



Sir Howard Newby AcSS speaking at a Campaign roadshow

These are long-term aims that will take time to achieve. But as you can read in this report, we have made a good start.

To summarise 2012:

We have lobbied extensively for the restoration of the Government Chief Social Science Advisor post, and in doing this we gave evidence to parliamentary select committees.

Our discussions with government have included contacts with officials in the Business, Innovation and Skills Department. This is the beginning of the Campaign's work to secure postgraduate funding and protect longitudinal datasets.

We have launched a database of experts willing to offer comment to the media, and continued to tweet on matters of importance.

We continue to monitor the health of social science departments throughout universities in the UK.

Some of our plans for 2013 include:

- **beginning outreach to schools to promote social science**
- **continuing to lobby government**
- **launching our new website**
- **increasing our media presence**
- **expanding our supporter database**

Growing stronger

The Campaign has to grow in order to achieve its goals, and to do this we have launched a successful fundraising campaign.

By the end of 2011, the first year of the Campaign, we had gained the support of 30 organisations – universities, learned societies and social science publishers.

By the end of 2012 this figure stood at 64 (See next page for a list of our supporters).

This rapid expansion in support meant that our fundraising targets for 2011 and 2012 were met. But we need to expand this support if the Campaign is to be fully effective and self-funding by 2015.

We have generated support by a direct approach to organisations, and also by our series of roadshows, which began last year and continued throughout 2012.

We ran events at the universities of East Anglia, Kent, Keele, Glasgow and Salford, and one event in central Belfast.

These events informed people of our progress and also encouraged donations.

The Campaign is not asking just for financial support. In October we launched an appeal asking social scientists from all disciplines to help us in other ways:

- researchers can add their names to our list of experts offering comment to the media, which is now on our website. For more details see: www.campaignforsocialscience.org.uk
- we are asking researchers to write 'think pieces' for our new website on the value and importance of social science. We invite them to tell us how social science has affected policy making.
- we are looking for case studies of how social science has had an impact on society and the lives of people, which we can give to the government at consultations.

We receive no state support, which means that we can take a completely independent stance when we talk to the government about our views.



Campaign supporters:

Publishers

Cambridge University Press
 Oxford University Press
 Palgrave Macmillan
 Routledge
 SAGE
 Taylor & Francis
 Wiley Blackwell

Learned Societies

Association for Tourism in Higher Education
 British Academy of Management
 British Accounting and Finance Association
 British Association for Counselling & Psychotherapy
 British Association for International & Comparative Education
 British Educational Research Association
 British Psychological Society
 British Society of Criminology
 British Society of Gerontology
 British Sociological Association
 Council for Hospitality Management
 Economic History Society
 Political Studies Association
 Regional Studies Association
 Royal Town Planning Institute
 Social Policy Association
 Society for Research into Higher Education
 Society for the Advancement of Management Studies
 Society for Studies in Organizing for Healthcare
 Society of Legal Scholars
 Socio-Legal Studies Association
 UK Evaluation Society

Universities

Birkbeck University of London
 Cardiff University
 City University London
 Glasgow Caledonian University
 Keele University
 Lancaster University
 London Metropolitan University
 London School of Economics
 Northumbria University
 Open University
 Plymouth University
 School of Oriental and African Studies
 University College London
 University of Aberdeen
 University of Bath
 University of Birmingham
 University of Glasgow
 University of East Anglia
 University of East London
 University of Edinburgh
 University of Essex
 University of Exeter
 University of Kent
 University of Leeds
 University of Leicester
 University of Liverpool
 University of Manchester
 University of Nottingham
 University of Oxford
 University of Salford
 University of Sheffield
 University of Strathclyde
 University of Ulster
 University of Warwick
 University of the West of Scotland



Influencing government

One of the most important aims of the Campaign is to influence government.

2012 was the year that the Campaign developed broad and productive **links with central government and parliament** which we believe will be invaluable to our work in the years to come.

The Campaign became **a trusted source of expertise and advice**, receiving requests from various government bodies, including the Government Office for Science and the Foresight planning team, both part of the Department for Business, Innovation and Skills. They asked us to suggest names of researchers to help their work.

In response to their request we put out a call to researchers and we were able to recommend experts as a result.

Another example was our answering a request from the Department for Environment, Food and Rural Affairs, and the Department of Energy and Climate Change for experts to look at questions

including climate change, food production and land use.

In turn, we made requests of the government. In 2012 we saw our campaign for the restoration of the post of **Government Chief Social Scientist** begin to bear fruit.

The post was removed in 2010 when the role was split between two people who also have other responsibilities. We believe this is not the same as having an expert in the most senior advisory roles within the government as a whole, with direct ministerial access.

The Campaign made its case in 2011 to the **House of Lords** Science and Technology Committee, which issued a report in February 2012 calling for the post to be reinstated, among other recommendations.

A Campaign Board Member, Professor Paul Wiles, who was the last postholder, gave oral evidence to the Committee, and our evidence was quoted twice in reports. The Campaign will continue to give evidence to committees in the future.



In its February report the Lords committee stated: “Given the all-pervasive importance of social science advice to policy-making in all departments, we remain of the view that at the earliest opportunity the Government should appoint a Chief Social Scientist...to ensure the provision of robust and independent social advice.”

In March *The Guardian* published an opinion piece from our Director, Stephen Anderson, calling for the post’s restoration.

Most recently, the Campaign has had contact with officials from the Department of Business, Innovation and Skills on various issues of importance for social science.

These discussions are ongoing, and came about after Vince Cable spoke at the launch of the Campaign’s Making the Case for the Social Sciences – Management booklet.

“We as a department, and I as an individual, are very strongly interested in what you do,” he told the event. “We have to have an evidence base in order to justify legislation and changes in the way

we do things, and the social sciences provide that background. If the social sciences can contribute anything it’s in introducing rigorous concepts and evidence.”

(Dr Cable is pictured above at the event - see Events on the next pages for more information on this. The Campaign Director, Stephen Anderson, is pictured below).





Getting together

One part of the work of the Campaign is to organise events that help us and our members to develop relationships with government.

As we have already seen, in June 2012 we held an event to mark the publication of the latest in our **'Making for Case for Social Science'** booklet series, on management, in which we set out how the discipline has contributed to government policy and to society.

At the event Vince Cable said the social sciences were “extremely valuable” in providing evidence to help government decide about policy, and that the booklet was “very interesting stuff and shows the massive contribution that the academic community can make to what we do.”

The launch was attended by over 80 academics, journalists and representatives of think tanks and learned societies.

Other high profile speakers included Rajesh Bhatt, General Manager Tata Quality Management Services (Europe), part of one of the largest businesses in the world which now runs Tetley

Tea and Jaguar Land Rover in the UK, among other companies.

To see the event go to: www.youtube.com/CfSocialScience?feature=watch

The latest launch in the Making the Case series – on research in Scotland – was held in December in Edinburgh, at which Paul Grice, Chief Executive of the Scottish Parliament, and Professor Alice Brown CBE AcSS, General Secretary of the Royal Society of Edinburgh, spoke.





Another important event was the Campaign's seminar on the **Art of Political Influencing** in London in October, which heard that social scientists have more ability to influence Select Committees and consultations than they might think, but may not be taking full advantage of the opportunities presented.

Rachel Maze, the Policy Analyst for the Lords Science and Technology Committee, told the seminar that they "would be surprised at how many committees do look at relevant [social science] issues".

The other role of our events is to promote the work of the Campaign and encourage support. So we continued with our series of roadshows, organising six in England, Scotland and Northern Ireland during the year.

One of these was an event at **Keele University** in October, at which Sir Howard Newby AcSS, Vice-Chancellor of the University of Liverpool, told the audience that social scientists needed to make a strong case for their worth both inside and outside of academia to take advantage of the opportunities they had.

He urged them to come forward and help the Campaign, at a time when changes to the funding of students had led to a decline in admissions to many social science subjects.

He said that funding was now geared to large-scale, multi-disciplinary, top-down projects on themes such as climate change, sustainability, security and public health.

Social science needed to be seen as an important part of these projects and not just as an add-on, he said.

Sir Howard said the Campaign had been launched because "we felt the profile of the social sciences could be raised not least with government and more generally in the policy environment, but also to instil more of a sense of self-confidence in the social science community itself both inside the academic world and outside."

Sir Howard is the President of the Academy of Social Sciences.

Photos: above, Professor Tony Crook AcSS, Campaign Chair addressing a roadshow; previous page, roadshow audience.



Speaking out

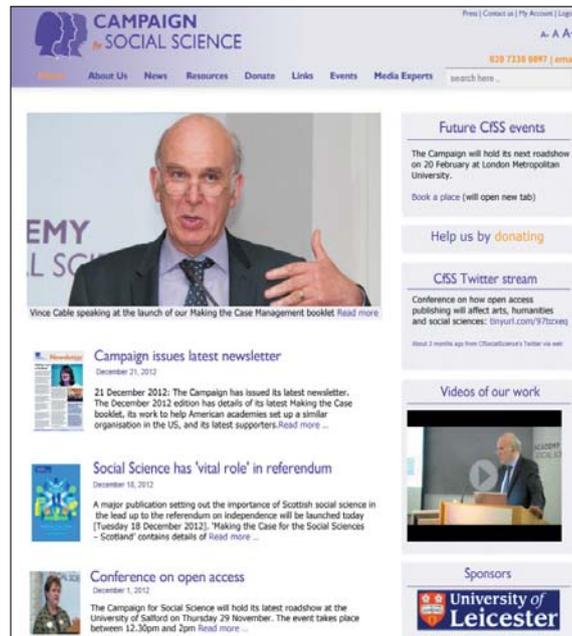
Getting our message across is vital for the Campaign because part of our role is to speak out on behalf of social science.

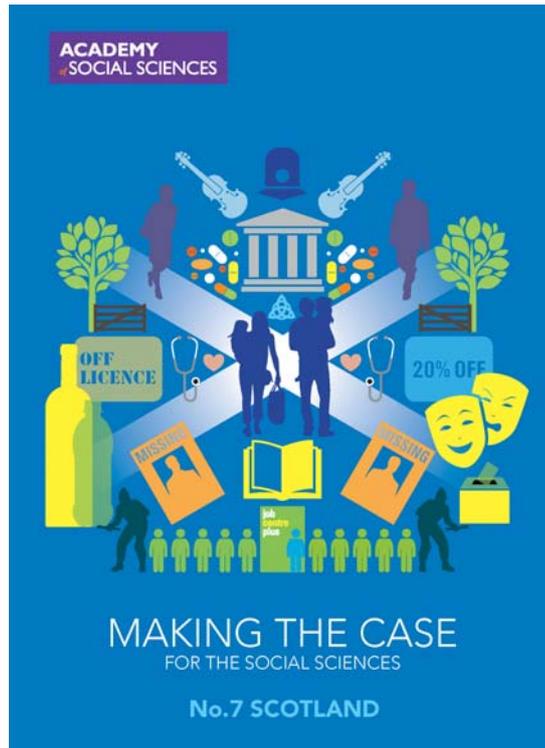
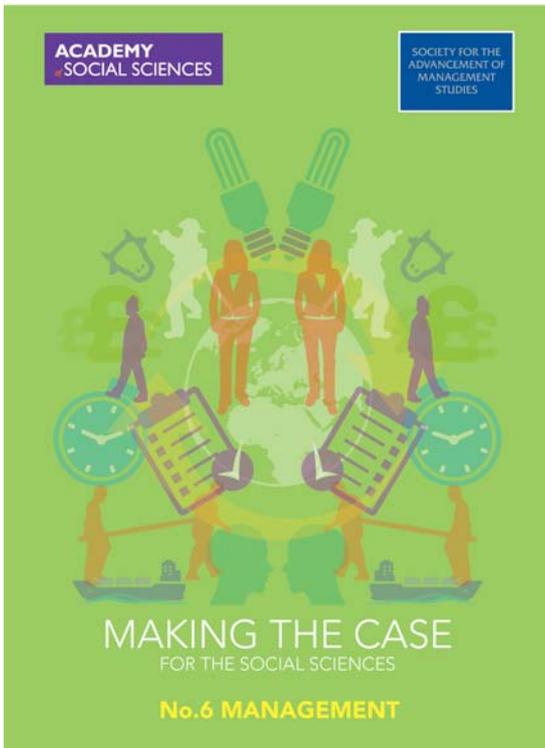
In 2012 the Campaign hired a part-time **Press Officer** to issue regular press releases about our work to publicise our events and put across our case for change.

As a result the Campaign has featured several times in the *Times Higher Education* magazine, airing our views on the restoration of the role of Chief Government Social Scientist. In March *The Guardian* published an article written by the Campaign's Director, Stephen Anderson, advocating the post's restoration.

To bring social scientists and the media together, the Campaign set up a database of experts willing to comment in the media, with the names of 75 social scientists, including psychologists, sociologists, economists, criminologists and experts on management, town planning and law.

The Campaign has issued an open invitation to social scientists to add their names to the growing list. Contact t.trueman@acss.org.uk to be added to this.





The Campaign also contributed longer pieces to various **blogs**.

The Campaign has continued to produce booklets in its **Making the Case** for the Social Sciences series.

Each of these booklets takes a theme within social sciences and gives details of some of the projects which have influenced government policy or our society more generally.

In 2012 booklets on **Management** and **Scotland** were published. These were launched at events in London and Edinburgh.

One example of the type of research in the Management booklet is from the Centre for Economic Performance at the London School of Economics.

Its researchers measured management processes around the world and found that the UK had a larger proportion of small businesses which were not well managed, compared with many other industrialised countries.

The Scottish booklet's research included the results of the first ever UK study to interview people who have returned home after going missing.

They found that people often do not view themselves as 'missing' but as simply 'getting away' from problems they had. The booklet also tackled other important research on society in the UK.

To make the best use of a growing volume of material the Campaign has generated, we worked on an **overhaul of our website**, www.campaignforsocialscience.org.uk

The new version, which we will launch in 2013, will have a simpler and more logical structure which allows us to feature more audio and video, and to concentrate on promoting some of the significant research undertaken by social scientists in the UK (for a mock up of the home page see left).

To read more about our work promoting the social sciences, please see:
<http://www.campaignforsocialscience.org.uk/>

Behind the Scenes

When the Academy of Social Sciences set up the Campaign we felt that it should be a semi-autonomous body with its own management structure.

So the Campaign was established as a largely independent entity, with its own Board. The membership of this is (on 1 December 2012):

Chair of the Board:

Professor Tony Crook AcSS, a member of the Academy Council, a former Pro Vice Chancellor of the University of Sheffield, the Chair of Shelter and a trustee and director of several housing and regeneration bodies.

Deputy Chair of the Board:

Professor Michael Harloe AcSS, a sociologist and former Vice-Chancellor of the University of Salford, and a member of the Academy Council and Chair of its Consultations Group.

Board members:

Stephen Anderson AcSS, Executive Director of the Academy of Social Sciences.

Barbara Doig AcSS, former Chief Researcher at the Scottish Executive, former Chair of the Social Research Association and now an independent knowledge broker.

Helena Djurkovic, Chief Executive of the Political Studies Association.

Professor Matt Flinders AcSS, Department of Politics, University of Sheffield.

Ivor Gaber AcSS (right), Professor of Journalism at City University London and the University of Bedfordshire, and a broadcaster and media consultant who has held senior editorial positions at the BBC, ITN, Channel Four and Sky.



Judith Mudd AcSS, Chief Executive of the British Sociological Association.

Professor Teresa Rees CBE AcSS, former Pro Vice Chancellor, now a Professor in the School of Social Sciences, Cardiff University, and Associate Director, Wales, of the Leadership Foundation for Higher Education.

Ceridwen Roberts AcSS, a social policy researcher and senior research fellow at the University of Oxford, and former Chair of the Social Research Association.

Professor Neil Ward AcSS, Dean of Faculty of Social Sciences, University of East Anglia.

Professor Paul Wiles, a criminologist and former Government Chief Social Scientist, and a Trustee of NatCen.

Diana Wilkinson AcSS, Former Chief Researcher at the Scottish Executive.

For an updated list of Board members in 2013 please see our website.



The Board met three times during the year to set the broad direction of the Campaign. The day-to-day work was done by a small team, all working part-time

Photographs, in descending order:

Joanna Kelly is a Campaign Administrator working on fundraising and on administration for the organisation.

Fiona McAllister works as the Policy Officer, and has experience as a researcher and policy analyst in academic and voluntary organisations.

Roses Leech-Wilkinson is a Campaign Administrator and the main events organiser.

Tony Trueman is the Press Officer and deals with the media, runs the Campaign website and helps write and design its publications.

Stephen Anderson is the Campaign Director, and oversees the day-to-day running of the Campaign. Stephen is also Director of the Academy of Social Sciences.

The Campaign also calls upon the help of various specialists, including David Walker AcSS, who is an author and journalist who advises the Campaign, and William Solesbury AcSS, who is a former deputy head of the ESRC who advises us on governmental relations.

To contact the team please see page 19 in this annual report.





Month by Month

January:

The Campaign celebrates its first anniversary and launches its activities for 2012.

February:

A House of Lords select committee report recommends that the post of Chief Social Scientist should be restored.

March:

The Campaign holds a roadshow at the University of East Anglia, with speakers including Professor Neil Ward AcSS, Professor Edward Acton and Professor Michael Harloe AcSS.

April:

The Campaign holds a Northern Ireland roadshow in Belfast. Helena Djurkovic, Chief Executive of the Political Studies Association, and Professor Ivor Gaber AcSS speak.

May:

The Campaign holds a roadshow in Kent, with Professor Michael Harloe AcSS and Professor Tony Crook AcSS speaking.

June:

The Campaign holds a launch for its latest Making the Case booklet at which Vince Cable, Business Secretary, praises the work of social scientists and agrees to meet representatives of the Campaign.

July:

The Campaign welcomes a second Lords committee report recommending the restoration of the Government Chief Social Scientist post.

August:

The Campaign welcomes its 50th supporting organisation: universities, publishers and learned societies have joined up.

September:

The Campaign's Director, Stephen Anderson, and representatives of the Academy of Social Science contact BIS officials, the beginning of ongoing discussions about various issues such as open access publishing.

October:

The Campaign holds an event on the art of political influencing in London, to help the Campaign's supporters to give evidence to select committees and consultations.

November:

The Campaign launches an appeal among its supporters for help to promote the Campaign.

December:

The Campaign launches its seventh booklet in the 'Making the Case for the Social Sciences' series, on Scottish research.

Contactus

If you have any questions or queries about the Campaign, or you'd like to get involved, please contact us:

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Please see our website for more information:

www.campaignforsocialscience.org.uk

If you'd like to write to us:

Campaign for Social Science
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30 Tabernacle Street
London EC2A 4UE

If you would like to join the Campaign mailing list and receive regular updates, please email:
campaign@acss.org.uk

or tweet your request to:
[@CfSocialScience](https://twitter.com/CfSocialScience)

For information on how to donate to us, please see:
www.campaignforsocialscience.org.uk/donate

The Campaign was launched by the Academy of Social Sciences in 2011. The Campaign remains part of the Academy (this arrangement saves money on legal and administrative costs). The Academy is a registered charity no. 1088537 and a company registered in England, no. 3847936. To read more about the Academy, please see: www.acss.org.uk

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Social Science**



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for SOCIAL SCIENCE