

Annual Report 2013

...our year
by number

Campaign_{for}
Social Science

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2013 achievements this year:

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This annual report gives details of the work of the Campaign for Social Science during the calendar year 2013. This report was written, edited and designed by Campaign staff. For more information see: www.campaignforsocialscience.org.uk

The Campaign was launched by the Academy of Social Sciences in 2011, and remains part of the Academy. The Academy is a registered charity no. 1088537 and a company registered in England, no. 3847936. To read more about the Academy see: www.acss.org.uk

Chair's report

The Campaign for Social Science is just three years old, but in the past twelve months, it has gone from strength to strength. As this report shows, our growing supporter base has enabled us to move our activities up a gear, with an impressive array of events, publications and meetings with decision-makers.

Particular highlights included our inaugural Annual Lecture, where David Willetts MP, Minister for Universities and Science, gave a thoughtful overview of the policy outlook for the social sciences. More recently, the Campaign's Board met Liam Byrne MP, Labour's Shadow Minister for Universities, Science and Skills, to explore priorities ahead of the next General Election.

The year ahead is a critical one for the Campaign. In the lead-up to the 2015 Election – and the Spending Review that will follow soon after – we need to gather up-to-date evidence on the health of UK social science and ensure that our contribution to society, the economy and public policy is intelligently communicated and widely understood. An important new book – 'The Impact of the Social Sciences' by Simon Bastow, Patrick Dunleavy and Jane Tinkler at the LSE – estimates that the sector contributes around £24.3 billion to the UK economy each year – a remarkable return on investment from just 12% of overall funding for research.

We need to shout louder about this contribution. We need to celebrate the quality and excellence of our research. And we need to build on positive developments over the past year, such as the Government's creation of the 'What Works' centres, to ensure that insights and evidence from



the social sciences are taken seriously in decision-making.

I'd like to thank all of our members, partners and funders, whose support has carried the Campaign this far. We are fortunate to have a committed and very capable staff team, led by Stephen Anderson. And I'd like to pay particular tribute to Michael Harloe for his leadership of the Campaign during his period as Acting Chair.

Over the next year we'll continue making the case for the social sciences in Westminster, Whitehall, in the media and with the wider public. All are welcome to get involved and help our voice grow stronger!

Professor James Wilsdon, January 2014

A brief introduction to the Campaign

The Campaign for Social Science was set up to celebrate and promote the contribution of social science to our society and economy. This report outlines some of the things we did during 2013, our third year.

We have chosen to put these activities under 13 headings, to match the year. But these could also be summarised in terms of the Campaign's four overall aims:

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

We are particularly keen to highlight the contribution that social scientists make to understanding and tackling complex challenges such as climate change, an ageing population and trust in the digital age.

We want to make it much more widely known that social science research is essential if we want to answer specific questions, such as: Why are crime rates falling (and why don't people feel as if they are)? What measures are most effective in promoting wellbeing? And how do we run our cities as efficiently as possible?



CAMPAIGN
for **SOCIAL SCIENCE**

The natural sciences have many friends in Westminster, Whitehall and the media. We need to make sure voices from the social sciences are heard equally loud and clear. In a time of austerity, we need to ensure that the UK continues to invest in research to retain its place as a world leader in social science.

The Campaign does this by lobbying Government, holding events, publishing research success stories and gaining media coverage. Although we have a small staff, we have the support of 78 universities, publishers, learned societies and charities, as well as many individuals.

In this report readers can see what we achieved during 2013 and get information about our structure, aims and funding. More details can be found on our website:

www.campaignforsocialscience.org.uk

and our Facebook page:

www.facebook.com/CfSocialScience

Now please read on for our year by number...

1 Spelling it out

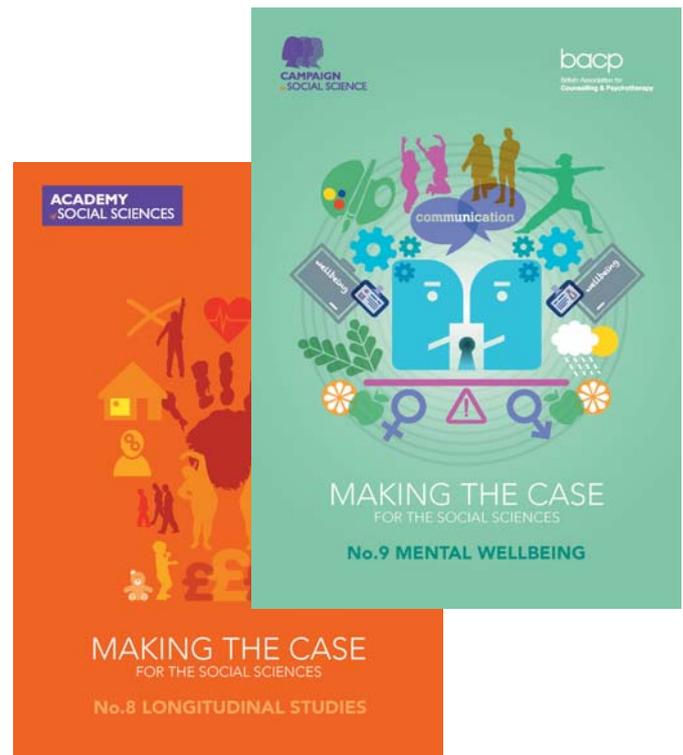
What practical use is social science? The Campaign has answered this question in a series of publications that summarise important and influential research carried out in recent years.

The Making the Case for the Social Sciences series comprises booklets on wellbeing, ageing, the environment, crime, leisure, management and Scottish research.

In June we added an eighth booklet, which set out the profound importance of work carried out using data from UK longitudinal studies. This booklet, which set out 16 case studies of recent research, attracted national attention, with the Minister for Universities and Science speaking at its launch. *See Item 2 for more details*

Among the research it featured was work which inspired the Government to set up a state-funded, part-time, pre-school place for every three- and four-year-old, and research that helped to ensure that care leavers now have a much better chance of going to university and getting a degree than they had 10 years ago. We also included the finding that children's literacy, maths ability and behaviour are not harmed if their mothers go out to work during the first years of their lives – this appeared on the front pages of several British newspapers. *See Item 7*

In November, the Campaign published the ninth booklet in the series, on mental wellbeing. The 18



case studies featured included research which has led to more counselling for children in schools, work to find ways to cut heavy drinking among adolescents, and an analysis which showed that walking is equally effective at improving mental health whether it's in the city or the country.

One influential case study was of research which looked at the power of cognitive behavioural therapy for helping people with anxiety and mood disorders, which has led to hundreds of thousands of people being treated effectively. To read the booklets, see: <http://tinyurl.com/ocy2wne>

The Campaign will continue to add to the booklet series, as there are many more research areas that we want to highlight in order to show how essential social science is for understanding our society.

2 Stating our case

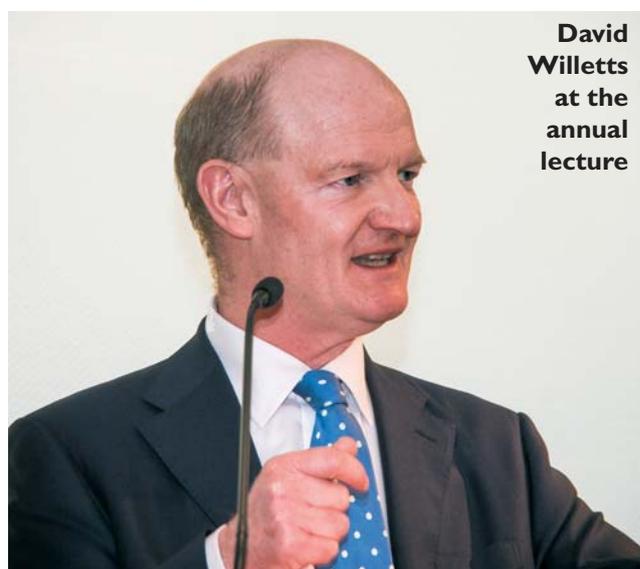
A vital part of the Campaign's work is to build strong relationships with senior figures in Government and Parliament. To do this we regularly invite politicians to speak at our events.

During 2013 the Minister for Universities and Science, David Willetts MP, spoke at two events: the launch of our booklet on longitudinal research *See Item 1*; and our inaugural annual lecture on the future of social science. The lecture was the first in a new series set up to highlight the practical value of social science research to Government.

During the lecture, in October, Mr Willetts affirmed his belief that the social sciences were vital for tackling our society's most important issues, giving examples of important research and setting out areas for work in the future. For more details see: <http://tinyurl.com/ns6xph9>

Speaking before an audience of 120 academics, policy-makers and journalists, he said: **"I fully support your Campaign and your mission to educate the public on what social science is and why studying it is worthwhile and exciting – it's a mark of our humanity that we want to understand how we live in society.**

"What I like about the Campaign is that it's essentially a positive endeavour – it's not based on a feeling of vulnerability or that social science is under threat – it's confident that there are lots of great things about social science, and there is a lot of great social science going on in this country."



David Willetts at the annual lecture



The Campaign is concerned to get our message across to the main political parties: the Shadow Health Secretary, Andy Burnham MP, spoke at the launch of our Making the Case booklet on mental wellbeing, calling the document "excellent" and discussing the Labour Party's policy on health *See Item 1*. In December we arranged for the Shadow Universities, Science and Skills Minister, Liam Byrne MP, to attend our next Board meeting to discuss social science policy and priorities ahead of the General Election.

3 Having our say

Our work with Government is a two-way relationship, and during the year we had opportunities to give our opinion about important issues.

The Campaign, and its sponsor, the Academy of Social Sciences, responded to various consultations set up by the Government and Parliament.

These included our submission to the Government's **Spending Review**, in which we warned that "a real-term cut in spending on science and research of around 14 per cent during the current public expenditure period up to 2015 means that any spending cuts applied now risk damaging the social science infrastructure."

In the **Balance of Competences Review**, launched by the Government, we took the opportunity to have our say on the importance of the EU for UK social science. "Any major change in balance of competences that moves us further from EU engagement could have consequences for social science research," we said.

In our submission to the Business, Innovation and Skills Committee inquiry into the **Government's policy on open access publishing**, we said that we supported the principle that the results of publicly-funded research should be readily available to the public and researchers outside academia. However, we were "concerned that there has been insufficient reflection on the potential impacts on the eco-system of academic publishing and learned societies' business models and work of a move to mandated open access."



We also responded to an ONS consultation on the future of the national **Census**. We rejected a proposed option to scrap the Census and use administrative data gathered for other purposes as an alternative. We said that the option of collecting data online rather than by paper submission should be tested fully before use.

In all cases we consulted widely with academics and learned societies before making our submissions, so that we represented the social sciences broadly.

The Campaign's influence can be seen in a request made by the libraries of the House of Commons and House of Lords to keep copies of our publications, digitally and in print, for MPs' and Peers' use. See *Item 1*

4 Building the future

During the year we expanded the scope of our work when we began promoting social science as a good career option to sixth-formers.

Our Policy and Research Officer, Roses Leech-Wilkinson, gave a talk on social science and careers to 70 sixth-formers from Sir George Monoux College, in Walthamstow, north London, and Woodhouse College, in Barnet, north London.

At the event, Roses said that there was a large number of career options available for social science graduates.

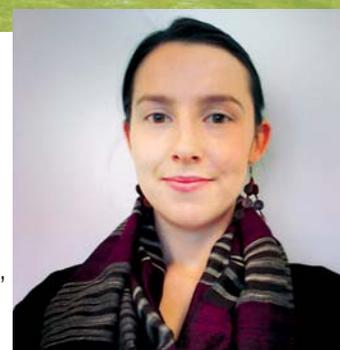
She said that rates of employment among social science graduates, measured three and a half years after they finished their first degrees in 2007/08, were higher than those among science, technology, engineering and maths (STEM) graduates. *see item 5 for more on the report*

“So don't believe what's said by some parents, teachers of other subjects, or the media that social science graduates are unemployable – that's just not true,” said Roses.

“Also, there is a greater proportion of social science graduates who are managers or senior officials than STEM or arts and humanities graduates – and almost two-thirds of social science graduates are in professional or associate professional or technical occupations.”



**Photos: Monoux College;
Roses Leech-Wilkinson**



She told the sixth-formers that a social science degree would “teach you how to think on multiple scales, on individual, regional, cultural and societal levels,” using quantitative and qualitative data.

Social scientists worked as researchers in the civil service and academia, and for private research companies, lobby groups and NGOs, she said.

Roses' talk is the start of the Campaign's work with schools, which we intend to develop by offering information to more institutions.

This is part of the Campaign's remit to both help academics and to promote the social sciences within society more generally. As part of this we published an extensive list of links to websites with careers information, which can be seen at: <http://tinyurl.com/nlaeonp>

5 Reporting the facts

The Campaign released a widely-read report showing that social science graduates are more likely to be in employment after their first degree than graduates in other areas such as science and the arts.

The report, by Roses Leech-Wilkinson, uses data on graduates measured three and a half years after finishing their first degree.

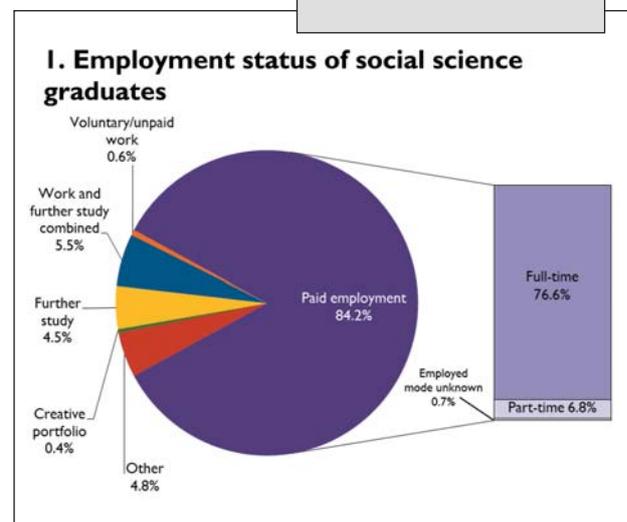
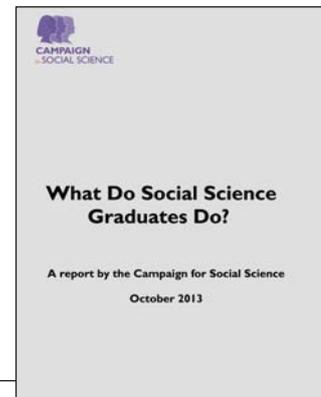
The data showed that 84% of social science graduates were in employment, compared with 78% of STEM (science, technology, engineering and mathematics) graduates and 79% of arts and humanities graduates.

The figures also show that 7.6% of social science graduates in work were classed as 'managers and senior officials'. This compares with 3.6% of STEM graduates and 6.2% of arts and humanities graduates.

The study is based on Higher Education Statistics Agency data on graduates completing full or part-time degrees in 2008/9, the latest results available.

These figures also show that 5.5% of social science graduates were in a combination of employment and study, and 4.5% were in further study. See the report: <http://tinyurl.com/p5rs7rl>

Professor James Wilsdon, Campaign Chair, said of the report's findings: "It's time to banish any lingering myths about the value of a social science degree.



"Our report shows that employers in the public and private sectors are queuing up to hire social science graduates. They have the skills of analysis, interpretation and communication that our economy and society needs."

Other findings in the report include:

- 40% of social science graduates are in professional occupations, and 31% are in associate professional and technical occupations
- 7.1% of social science graduates work in finance and insurance, compared with 3.7% of STEM graduates, and 3.9% of arts and humanities graduates
- a smaller proportion of social science graduates are in further study – 10.1% compared with 17.3% with STEM degrees and 11.5% with arts and humanities degrees.

The report resulted in coverage of the issue in the national UK broadsheet papers and on BBC Online. see *item 7*

6 Plugging in...

During the year the Campaign developed its use of new media in order to get our message out to as wide an audience as possible.

As part of this we launched an official **Facebook** page. This has videos, graphics and text on the work of the Campaign, and has attracted around 50,000 viewings from users around the world, and 1,000 'Likes'.

The site is updated frequently, so supporters are invited to visit it regularly.

On our **website** the Campaign launched a series of videos that show the importance of social science for individual lives and for our society as a whole.

The series began with four videos of people at the British Sociological Association annual conference in 2013 talking about their experience of studying social science. The four discuss how it has helped them understand racism, class differences, the off-shoring of employment and how to rebuild a life after a prison sentence.

The Campaign also interviewed the columnist Polly Toynbee and the economist Lord Layard, who talk about the importance of social science in informing us about our society. The Campaign will add more video interviews in 2014.

We also carry videos of our booklet launches and roadshows on the website and on our YouTube page.



Polly Toynbee at a Campaign event; below: Jaya Gajparia, left, and Simon, two video interviewees

The Campaign increased our use of **Twitter**, sending tweets to our 1,600 followers and others about our activities and events of interest to social scientists generally.

For more see:

www.campaignforsocialscience.org.uk

www.facebook.com/CfSocialScience

www.youtube.com/user/CfSocialScience

<https://twitter.com/CfSocialScience>



...speaking out 7

Increasing publicity for social science is an essential part of our work. In 2013 we featured regularly in the national and international media.

The report on employment rates among social science graduates featured in several national newspapers and on the BBC news webpages. see *Item 5*

We preceded this with a letter to The Times contradicting an article suggesting that social science degrees no longer offered lucrative careers to graduates.

We also publicised recent important social science research showing that children's literacy, maths ability and behaviour are not harmed if their mothers go out to work.

At the launch of our Making the Case booklet on longitudinal studies, Professor Heather Joshi said that previous UK studies had indicated a small disadvantage in literacy among children born before the mid-1990s whose mothers had worked full-time in their early years. However, recent analyses by Professor Joshi and colleagues on those born since the mid-1990s found that this disadvantage had disappeared See *Item 1*. The Campaign's press work resulted in coverage in The Independent and Daily Telegraph, and abroad.

The Campaign also began a service where we promote important social science research which is not connected directly with our work. In the



Professor Heather Joshi at the booklet event

first examples of this, we publicised research which examined changes in crime rates during the hours of daylight and at night. This featured in the Daily Telegraph.

During the year the Campaign launched an online experts database, where reporters can find contact details of over 100 social scientists willing to give them information about topics such as crime, family life, sport, business, education, tourism, health, international affairs and psychology. We began promoting this to reporters, who said they found it useful.

For a summary of our media coverage and links to press articles, see: <http://tinyurl.com/qg7vrhg>

8 Touching base

The Campaign speaks on behalf of social scientists, so it is vital that we ensure they know about our work and have the opportunity to put their views to us.

In 2013 the Campaign organised two roadshows at universities, to which all social scientists were invited to attend and ask questions.

Our then Acting Chair, Professor Michael Harloe AcSS, told an audience at **London Metropolitan University** in February that social scientists had felt undervalued and unappreciated, but the Campaign was changing that.

Professor Harloe said: “We are now in a situation where science, technology, engineering and maths – the STEM subjects – were about 15 to 20 years ago. Then they felt undervalued and they recognised that there was a lack of public understanding of what the STEM disciplines contributed to society and its development.

“In a response to this a group of scientists formed the body originally called Save British Science, now renamed the Campaign for Science and Engineering. It’s been a very effective lobbyist and publicist for STEM.” Professor Harloe said our Campaign was aiming for the same success. “The Campaign is about ensuring the public, media and decision-makers increasingly come to recognise the relevance and excellence of UK social science.”

He said the Campaign had appointed new staff, and was surveying social science departments in



Michael Harloe, left, with the Vice-Chancellor of London Metropolitan University, Malcolm Gillies

UK universities to monitor the numbers of students and staff and how these were changing.

The Campaign also held a roadshow at the **University of Exeter**, the 18th we have held since our launch in 2011. Three social scientists at the university presented their research.

In September we sent out a mass mailout to university departments asking social scientists for their support, and 200 signed up for our automated email news bulletin as a result. Everyone is welcome to do this, by visiting our website: <http://tinyurl.com/ncdxhlm>

As part of our remit to promote social science, the Campaign launched a service in which we offer to publicise public social science events on our website. To add an event, please fill in this form: <http://tinyurl.com/opztwvd>

9 Crossing borders



The Campaign is UK-wide and our branches outside England were active during the year.

The **Scotland group** held an open meeting at the Royal Society of Edinburgh in August, at which its new head, Professor Sir Ian Diamond AcSS, and other attendees discussed social science topics and the work of the Campaign in Scotland.

At the meeting the Scottish group agreed that it would work with local learned societies and universities to further the aims of the Campaign and social science in Scotland. A plan for this is being developed.

Many social scientists are now active in ensuring the debate about the 2014 referendum on Scottish independence is informed by evidence from research.

This will build on the achievements in Scotland so far: two roadshows were held in the country in 2011 and 2012, and two Campaign Board members have met Sir Peter Housden, the Permanent Secretary at the Scottish Government, in order to secure support for the aims of the Campaign.

Good working relationships have been established with the Scottish Parliament, and strong links have been forged with the Royal Society of Edinburgh. The seventh in our series of Making the Case booklets was launched in December 2012 in Edinburgh, with case studies of important research carried out in the country.



Professor Sir Ian Diamond

Launching the booklet, Paul Grice, Clerk and Chief Executive of the Scottish Parliament, noted: "All of the policy areas devolved to the Scottish Parliament in 1999 – the law and criminal justice, education, health and social care, housing, transport and rural affairs – require a strong and distinct evidence base. Social science must play a vital role in the debate about Scotland's future in the next two years as we approach the 2014 constitutional referendum."

Our **Wales group** is looking into the possibility of producing its own Making the Case booklet to summarise important research in the country. The group is also liaising with the Learned Society of Wales with the aim of promoting social science.

The Campaign in **Northern Ireland** is working to grow its supporter base and is planning a programme of local activities.

10 Who we are

The Academy of Social Sciences set up the Campaign in 2011 as a semi-autonomous body with its own management structure.

As part of this, the Campaign has its own Board, which meets four times a year (our website carries updates on its membership):

Chair of the Board:

Professor James Wilsdon, Professor of Science and Democracy at the Science Policy Research Unit at the University of Sussex, and founding Director of the Science Policy Centre at the Royal Society.

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, Executive Director of the Academy of Social Sciences.

Jonathan Breckon, Manager of the Alliance for Useful Evidence.

Dr Jacqui Briggs AcSS, Head of the School of Social and Political Sciences, University of Lincoln.

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

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



Professor Ivor Gaber AcSS, 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 and now a Professor in the School of Social Sciences at Cardiff University, and Associate Director, Wales, of the Leadership Foundation for Higher Education.

Ceridwen Roberts AcSS, (pictured above) a sociologist and senior research fellow at the University of Oxford. She is a former Chair of the Social Research Association and a fellow of the Learned Society of Wales.

Professor Neil Ward AcSS, Pro Vice Chancellor of the University of East Anglia.

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

11 Contact us

Our day-to-day work is done by a small team, all working part-time.

Photographs, in descending order:

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

Joanna Kelly is a Campaign Administrator, working on fundraising and administration.

email: j.kelly@acss.org.uk

telephone: 020 7330 0897

Roses Leech-Wilkinson is Research and Policy Officer, working on consultations and projects.

email: r.leech-wilkinson@acss.org.uk

telephone: 020 7330 9287

Tony Trueman is the Press Officer and deals with the media, runs the Campaign website and writes and designs our publications.

email: t.trueman@acss.org.uk

telephone: 07964 023392

For more information on our work see our website:

www.campaignforsocialscience.org.uk

our Facebook page:

<https://www.facebook.com/CfSocialScience>

and our Twitter feed:

<https://twitter.com/CfSocialScience>

If you'd like to write to us:

Campaign for Social Science
c/o Academy of Social Sciences
30 Tabernacle Street, London EC2A 4UE



12 Looking ahead

The Campaign is active at a time of great change in the higher education system and in the way research is used in Government policy.

This year the Government established the What Works centres in order to gather, assess and share the most robust research with national and local government to help them formulate the best policies. We welcomed this as a significant step forward.

But there are also **challenges for social science**, as we have made clear publicly. We continue to monitor the effects of changes to student funding on the numbers taking social science at university. We are concerned about the lack of funding for postgraduates and for the future of longitudinal datasets – the national Census is under review, for instance.

We need to maintain a constant vigilance to ensure that the social sciences flourish across the UK. The example of the United States is salutary: social science is under attack there, with state funding for political science confined to research deemed to promote the security or economic interests of the US.

The stronger our voice is now, the less likely we are to meet problems in the future. It is only by constant effort that we can ensure that the importance of social science is fully appreciated in Government and public life.

Help us to work for social science

- Sign up for our regular e-bulletin and receive the latest on our work
- Sign up for our database of media experts and promote your work to the public
- Keep us informed about your latest research

You can find details of how to do this on our website:

www.campaignforsocialscience.org.uk

We are confident that by engaging with Government, the media and the public, and by organising events to bring researchers and decision-makers together, we will continue to make a difference.

We need your support for our work, so please take a look at our website and Facebook page, which feature our latest activities and how you can help us.

2013

Month by month

January

The Campaign celebrates its second anniversary and launches its plan for action in 2013.

February

Professor Michael Harloe AcSS, our Acting Chair, tells a Campaign roadshow at London Metropolitan University that social scientists have felt undervalued and unappreciated, but the Campaign is changing that.

March

The Campaign relaunches its website, with enhanced content, including videos of events and a database of experts willing to comment to the media. We hold a roadshow at the University of Exeter

April

The Campaign's Spring newsletter carries details of our new communications strategy, which says we will issue regular press releases and use social media to an even greater extent.

May

The Campaign announces it will begin promoting the social sciences to sixth-form colleges. A staff member will talk about career prospects for social science graduates to students at two leading north London institutions.

June

We launch our latest Making the Case booklet, on longitudinal studies. David Willetts MP, Universities and Science Minister, speaks at the event, and we receive publicity in the international media for research on working mothers which is outlined in the document.

July

The Campaign announces our next Chair will be James Wilsdon, Professor of Science and Democracy at the University of Sussex, and founding Director of the Science Policy Centre at the Royal Society.

August

We launch a Facebook page and a series of web videos of people talking about how social science has changed their lives. Our Scottish group holds a public meeting to decide on its strategy.

September

The Campaign has a letter published in The Times debunking the myth of a job crisis among social science graduates.

October

We publish a report which finds that social science graduates are more likely to be in employment than graduates in other areas such as science and the arts; this gains national publicity. We hold our inaugural Annual Lecture.

November

We launch our latest Making the Case booklet, with examples of important and influential research on mental wellbeing. The Shadow Heath Secretary, Andy Burnham MP, praises it as an "excellent document" at the launch event.

December

The Campaign launches a service in which we offer to publicise all public social science events on our website as part of our commitment to promoting the discipline.

A word of thanks...

As well as our individual supporters, the Campaign currently has 78 institutional sponsors, listed here. We do not receive state funding, so this support is vital. We would like to thank all our donors.

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 Education
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 Healthcare
Society of Legal Scholars
Socio-Legal Studies Association
UK Evaluation Society

Publishers

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

Charities

CCPN Global
Joseph Rowntree Foundation

Universities

Birkbeck University of London
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Keele University
King's College London
Lancaster University
London Metropolitan University
London School of Economics
Loughborough University
Northumbria University
Open University
Plymouth University
School of Oriental and African Studies
University College London
University of Aberdeen
University of Bath
University of Bedfordshire
University of Birmingham
University of Bradford
University of Bristol
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Our sponsors



Annual Report 2013

...our year
by number

Find out more:

Tel: 020 7330 9287

Email: campaign@acss.org.uk



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