



MAKING THE CASE FOR THE SOCIAL SCIENCES

No.7 SCOTLAND

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FOR THE SOCIAL SCIENCES

Foreword

Scotland has a strong tradition in, and reputation for, world class scientific research. In recent years there has been global recognition of research advances in the life sciences, and historically Scotland held a prominent position in philosophy and economics. Scotland has also been at the forefront of knowledge translation, facilitated by its geographical scale and by a distinctive political and cultural environment characterised by overlapping circles of 'power and influence', collaboration and lively exchange of ideas through intellectual discourse.

This is fertile ground for social scientists in all their diverse disciplines to play a part and demonstrate that their research too can, and does, make a difference. 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 social science evidence base. The currently dynamic political scene has heightened interest in policy innovation and divergence north of the Border, and social science based research has played an increasing role in the work of the Parliament and its Committees on policy decisions for Scotland.

The Scottish Parliament, the Scottish Government, local government, the third sector, professional bodies, learned societies and the Scottish media have a joint stake in the successful delivery of policy and practice for the people of Scotland. Relationships between academics and other research providers and these communities of interest are well established, with a number of existing fora and networks providing opportunities for the social science voice to be heard in current debates. One of the most important debates in Scotland's history is currently underway on our constitutional future with plans for a referendum in 2014. Social science will play a key part in that debate through contributions, for example, on national identity, on social attitudes, economic impact, comparative studies and analyses of future policy scenarios.

Scotland has a number of internationally recognised social science departments and centres, with a long tradition of contributing knowledge and evidence to policy, practice and public life. Some examples of their work, much of which extends beyond the Scottish domain, have been drawn together in this booklet to illustrate the breadth of the social science contribution, with a particular – but not exclusive – focus on policy innovation driven by Scottish 'difference'. These case studies, many of which are cross-disciplinary, range from addressing Scotland's particular relationship with alcohol to Gaelic-medium education in schools; from community ownership in rural areas to people going missing from their homes; from the role of parenting in child development and of the arts in community regeneration, to the migration of Scottish people. This booklet can only present a partial picture of activity in Scotland, but we hope this 'taster' will encourage readers to explore further what is on offer in – and relevant to – their fields of interest.



A handwritten signature in black ink that appears to read "Cooper".

December 2012

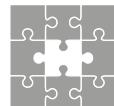
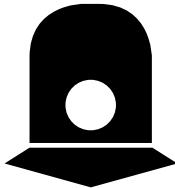
Professor Cary Cooper
CBE AcSS
Chair of Council,
Academy of Social Sciences



A handwritten signature in black ink that appears to read "Grice".

December 2012

Mr Paul Grice
Clerk and Chief Executive
of the Scottish Parliament



Missing people

What really happens when people go missing? **Dr Hester Parr** and **Dr Olivia Stevenson** of the University of Glasgow, **Professor Nicholas Fyfe** of the University of Dundee and **Dr Penny Woolnough** of Grampian Police have addressed this question in the *first* ever UK study to directly interview returned missing people.

The research team have been working with Grampian Police, the Metropolitan Police Service, and the UK charity Missing People. They interviewed police, families and returned missing adults to establish why people go missing and ask: Why did they leave; where did they go; how did police and other agencies respond; what types of search were carried out; how did the family cope; and what happens when and if the missing person comes back? They also critically reconstructed several police missing case files.

They found that people whose family have reported them missing often do not view

themselves as 'missing' but as 'getting away' from problems they are going through. Going 'missing' tends not to be planned but is spontaneous with no certain idea of destination, although there can be gravitation to places of personal significance. Once people have left they may go to great lengths to conceal their whereabouts and, when they are found, some feel profound guilt and shame due to police involvement.

The findings are being used by the Missing People charity for its family guidance training on what people go through when they go 'missing' and how to help them when they are found. From 2013 national police search training programmes will use the findings and case study interpretations.

The research has also been presented at a range of police and charity networks, including an EU network of police and FBI representatives.

www.geographiesofmissingpeople.org.uk



The difference with women...

Both the prison and remand rate for women in Scotland has nearly doubled in the last decade despite the fact that women offenders are not generally a risk to the public and often have health related needs (such as addictions) that are best addressed in their own communities. These were the findings from research by **Dr Monica Barry**, University of Strathclyde, and **Professor Gill McIvor**, University of Stirling, who analysed statistics on women offenders and interview data with criminal justice agencies (social work, police, health, prisons, courts, government and the voluntary sector).

The researchers recommended that gender-specific services, both pre- and post-prosecution, could offer women offenders an intervention focusing on welfare rather than punishment, to address their needs for counselling, health, family support, education and employment.

As a result of the report the Lothian & Borders Community Justice Authority recognised the need to improve services for women offenders and prioritised women-specific services in its area plan,

including a women offenders' partnership in Edinburgh – the Willow Project – which has now become a permanent NHS service working alongside social work.

The evidence was also used by the recent Scottish Government Commission on Women Offenders. The Commission emphasised two key recommendations from the research – to introduce a 'one-stop' shop approach to assess and address the wider needs of women offenders and to ensure a greater use of diversion from prosecution.

Given the Government's recent decision to close the only female prison in Scotland, to replace it with a smaller prison for serious or dangerous women offenders, and to encourage the use of community-based disposals, it is clear that the Scottish Government now considers multi-agency partnerships and diversion from the criminal justice system crucial for supporting women offenders.

www.scotland.gov.uk/Resource/0039/00391828.pdf

www.sccjr.ac.uk/pubs



How parents' drinking really affects children

Sarah Morton and colleagues at the Centre for Research on Families and Relationships (CRFR) based at the University of Edinburgh, wanted to better understand children's concerns about the health and well-being of their parents and other significant people in their lives. CRFR partnered with ChildLine Scotland and analysed their database of written records of children's calls, which provide a rich insight into children's lives and the social problems they themselves identified. They found that one of the most frequently reported concerns by children was their parents' misuse of alcohol.

The findings provided key evidence of harm to children as a result of their parents' drinking and uncovered clear links between parental alcohol use and physical abuse.

CRFR shared the research findings at a seminar where policy and practice implications were developed. They staged

a presentation to the press/media with child actors representing the children in the study. They also had frank discussions with policymakers about the implications and engaged widely with local authorities.

Research findings have contributed to a shift in Scottish alcohol policy. They have been cited in policy documents and both policymakers and key policy-influencing organisations see the research as an important contributor to changing alcohol policy in Scotland. It helped to build the evidence base on 'harm to others' alcohol policy, enabled children's voluntary organisations to collaborate on their response to the policy development and provided key evidence for the medical policy-influencing group SHAAP (Scottish Health Action on Alcohol Problems). It has also been used to argue for the development of services within two local authority areas in Scotland.

www.crfr.ac.uk/reports/children's%20concerns.pdf

www.crfr.ac.uk/reports/rb58.pdf



Preventing/reducing alcohol problems

Some see increasing the price of alcohol as key to addressing the problem of excessive drinking in Scotland. The Scottish Government asked **Dr Yang Meng, Daniel Hill-McManus, Professor Alan Brennan and Professor Petra Meier** of the University of Sheffield to update their assessment of the impact of alcohol minimum pricing and bans on discounts in the off-licence trade in Scotland. They used newly available data from Scottish surveys including health, crime, retail and employment statistics.

Using data modelling techniques they estimated the effects of minimum pricing on alcohol consumption, sales, health, crime and the workplace. They found that the more the price of alcohol was increased the greater the reduction of alcohol consumption would be. For example, at the highest minimum price modelled (70p per unit) there would be a reduction in consumption of 16.9%. Along with a discount ban this would be 17.9%.

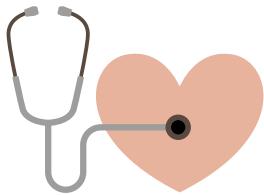
The research team predicted that introducing minimum pricing and ban on

discounts would reduce hospital admissions, annual deaths, alcohol-related crimes, crime-related harm, absenteeism from work, unemployment due to alcohol problems and overall harm caused by alcohol consumption.

The research findings contributed extensively to parliamentary debates and have been used by the Lord Advocate to consider the level at which the minimum unit price could comply with European law. The Scottish Government has used the evidence from this research and others from the Scottish Alcohol Research Framework to gain support from the health community, police, children's charities etc for its policy on minimum pricing. The research has also informed and supported the passage through the Scottish Parliament of the current Minimum Pricing (Scotland) Bill.

www.sheffield.ac.uk/polopoly_fs/1.150021!/file/scotlandupdatejan2012.pdf

www.scotland.gov.uk/Publications/2007/08/Alcoholresearchframework



Growing Up in Scotland (GUS) – parenting and children's health

GUS is a longitudinal research study which began in 2005 and tracks the lives of Scottish children from birth. It provides crucial evidence to develop policies and services for children and families on a wide range of issues including childcare, education, parenting, health and social inclusion.

Dr Alison Parkes and **Dr Daniel Wight** of the Medical Research Council's Social and Public Health Sciences Unit analysed the data on children aged almost five years to find which aspects of day-to-day parenting are important for children's health and health behaviours and whether different kinds of parenting account for inequalities in child health outcomes.

The researchers found that low overall parenting skills were associated with greater risks of poorer child health outcomes and health behaviours – for example the risk of social, emotional or behavioural difficulties was eleven times higher in children experiencing low parenting skills compared

to children whose parents had high skills and the risk of children with low-skilled parents experiencing poor health was two to four times higher than for children with high-skilled parents.

The researchers created an index of 'family adversity' (using maternal, family and area characteristics, including poverty and depression) to explore whether parenting varied according to family adversity.

They found that differences in parenting accounted for some, but not *all*, health inequalities and that greater family adversity was independently associated with poorer health outcomes for children.

The Scottish Government's Early Years Framework, which places the individual well-being of children at its heart and recognises



the important role played by parents/carers, uses GUS findings as evidence for its intervention policies. They recently launched the Play, Talk, Read campaign which encourages parents to engage with their children right from the start and they are currently developing a National Parenting

Strategy to support parents to help their child reach their full potential.

[www.scotland.gov.uk/Publications
/2011/05/11160117/I](http://www.scotland.gov.uk/Publications/2011/05/11160117/I)

www.growingupinscotland.org.uk





Research to support Schools of Ambition

During 2005-2009, 52 secondary schools in Scotland were awarded *School of Ambition* (SoA) status.

Each school had to submit a 'Transformational Plan' outlining their plans over the next three years, and then received extra funding of £300k to help put them in place.

Professor Ian Menter AcSS and a consortium of three universities: Glasgow, Aberdeen and Strathclyde, was commissioned by the Scottish Government to carry out a programme of support work.

The 4-year programme began in 2006 – a team of research 'mentors' went into the schools to help teachers develop research skills, for example how to define research questions and to devise appropriate methods for gathering and analysing data. Annual school conferences took place where each teacher-researcher made presentations on their research and evaluation activity.

This research has impacted on both policy and practice in education – it represents



a radical departure from the main type of education research-commissioning that had been around before (policy evaluations), and schools have now become 'self-evaluating' institutions.

The work has led to a whole new approach to school improvement.

Teachers are now equipped to properly investigate the impact of their new practices, and schools have reported improvements which are now based on evidence that shows what works best.

www.scotland.gov.uk/Publications/2010/10/27132811/0



Gaelic-medium primary education in Scotland: parental choice and pupil attainment

Gaelic-medium education in Scotland began in 1985 and is now so popular that, in 2011-12, there were 60 primary schools teaching 2,418 pupils through Gaelic. For the first two years at primary school these pupils study all subjects through Gaelic. English is typically introduced in the third or fourth year; but Gaelic remains the main medium of learning until the end of primary. At least four-fifths of pupils in Gaelic-medium education do not have Gaelic as their main home language.

Dr Fiona O'Hanlon, Professor Lindsay Paterson and Dr Wilson McLeod of Edinburgh University investigated why parents choose Gaelic-medium education and analysed Gaelic-medium pupils' attainment. To investigate choice, the researchers interviewed headteachers, Local-Authority Gaelic advisers and parents of pupils in both Gaelic-medium and English-medium education. These respondents were drawn from eight pairs of primary and secondary schools across Scotland. To investigate attainment, the researchers used two large surveys of pupils: the Scottish Survey of Achievement 2007 (for English-medium pupils) and the 2007 Scottish Survey of

Achievement Gaelic-medium Survey (for Gaelic-medium pupils).

The research team found two main reasons for the choice of Gaelic-medium primary education. The first was heritage – of family, community or nation. The second was the perceived benefits of bilingualism. Regarding attainment, they found that Gaelic-medium pupils performed similarly to English-medium pupils in English writing, mathematics and science. In English reading, Gaelic-medium pupils performed better than English-medium pupils. So Gaelic-medium pupils acquire or develop competence in Gaelic without loss in these other curricular areas.

The research report received extensive media coverage and was welcomed by the Cabinet Secretary for Education. The results have been cited in the statutory National Gaelic Language Plan 2012-17, in policy documents by the schools inspectorate, in planning documents for the new Scottish school curriculum and in promotional materials for Gaelic-medium education.

www.soillse.ac.uk/downloads/Gaelic-Medium-Education-In-Scotland.pdf



Arts and culture leading to social transformation

The Big Noise Children's Orchestra in Scotland was established by Sistema Scotland and based on the Venezuelan El Sistema model. Its aim is to achieve long-term social transformation in an economic and socially deprived area: Raploch, Stirling. **GEN consultancy** evaluated the programme for the Scottish Government, which involved desk research, interviews with Big Noise staff, volunteers, Board members, a wide range of partners and parents, and interactive workshops with children.

The researchers found strong evidence that children involved in Big Noise experience personal and social development such as improved confidence, self esteem, social skills and ability to concentrate.

As a result of Big Noise, families report improved relationships at home, wider social networks and more shared activities between parents and children. It has

engendered pride in parents and enables them to see a more positive, aspirational future for their children.

At community level many of the parents believe that Big Noise is helping to change perceptions of Raploch for the better and Stirling Council reports positive community engagement in Raploch. At a strategic level Big Noise has built high profile and influential partnerships that have been instrumental in generating funding and in-kind support.

The researchers found that the four main features of Big Noise fundamental to achieving the goal of social transformation are that it works with children from an early age, is totally inclusive, is a long term intervention with children from nursery to Primary 7, and is delivered on a community wide scale.

A spokeswoman for the Scottish Government said that "the evaluation has had a positive impact on the development of policy and on the practice of Sistema Scotland itself." It has "also had a significant



international impact... and other Sistema programmes across the world have expressed an interest in using the self-evaluation framework and building on the lessons learned."

On 21st June 2012, 'the Big Concert' by Big Noise, conducted by visiting Venezuelan

Gustavo Dudamel was filmed by and shown on BBC4. The Big Noise has had extensive press coverage since it began, and a new documentary on its achievements was shown on BBC Scotland in autumn 2012.

[www.scotland.gov.uk/
Publications/2011/03/16082812](http://www.scotland.gov.uk/Publications/2011/03/16082812)





Embedding equality

Gender budgeting is a process that analyses government budgets and the allocation of resources, breaking these down according to the different impacts on women and men in line with their different roles, responsibilities and capabilities in society. This can result in narrowing the inequality gap between them.

Professor Ailsa McKay of Glasgow Caledonian University, is a member of the SG's Equality and Budgets Advisory Group (EBAG) and she has been key in setting up the Scottish Women's Budget Group (SWBG) and the Women in Scotland's Economy Research Centre (WiSE).

McKay's work on gender mainstreaming and budgeting has been published and presented

internationally (including at the UN, OECD and the Council of Europe conferences), establishing her as a world expert. She has worked with various national governments on developing country-specific gender budget initiatives that address gender inequality, including the Scottish Government, HM Treasury UK, the Irish Government and the Basque country. Her research has been used as evidence on several occasions at the Scottish Parliament.

The EBAG work has influenced the process of embedding the Equality Budget Statement in the budget process in Scotland.

Cabinet Secretary for Finance and Sustainable Growth, John Swinney, MSP

WiSE is the only organisation in Scotland that specifically focuses on women in the economy and Glasgow Caledonian University leads the debate in Scotland on gender issues in economic policy.



recently outlined the challenges for Scotland's economy and highlighted the very positive impact the work of EBAG and Professor McKay has had in embedding the Equality Budget Statement in the budget process in Scotland.

[www.gcu.ac.uk/gsbs/research/
researchcentres/wise/](http://www.gcu.ac.uk/gsbs/research/researchcentres/wise/)





Review of the Climate Challenge Fund

The Scottish Government's Climate Challenge Fund (CCF) supports community projects that tackle climate change and reduce carbon emissions. Projects seek to change a range of behaviours, including energy use, food growing and purchasing, transport and waste. The consultancies **Brook Lyndhurst** and **Ecometrica** reviewed the Fund to understand these changes and explore what makes a successful project.

The research team looked in depth at 21 different types of projects running a range of activities across Scotland.

Brook Lyndhurst interviewed almost 500 people about their involvement and experiences, including project managers, staff and volunteers, partner organisations and, importantly, members of the public the projects were working with. They investigated changes achieved by the projects, what had worked well and what hadn't. Ecometrica, using internationally accepted methodologies and data provided

by the projects, calculated the carbon emission savings achieved by eight of the 21 projects.

The team found that the projects had helped local communities become more sustainable and reduce carbon emissions. Projects speeded up changes people already wanted to make, gave them new ideas, and removed obstacles to action.

The most successful projects were those that had a good understanding of their audience and what would appeal to them; whose staff combined enthusiasm and people skills with specialist knowledge of their topic; and who planned carefully and learned from their own and others' experience.

The application form now asks projects about their expected outcomes, encouraging them to plan from the start towards achieving and reporting on specific outcomes. Projects are also required to



record data and calculate their carbon savings in a more structured and consistent way.

As a result of the review, the Scottish Government has improved the CCF and updated application and reporting processes so that there is a stronger direct focus on sustainability impacts.

There is now also more focus across the CCF on sharing learning and experience. Established projects act as mentors for newer projects and some projects have jointly produced guidance on specific topics, which can be shared with others planning to work in the same area.

The review report is available at:
www.scotland.gov.uk/Publications/2011/06/13142135/0





The role of the third sector in providing public services in Scotland: can it survive the recession?

Over the last three years **Professor Stephen Osborne AcSS** of the University of Edinburgh has led a longitudinal study of the role and impact of the third sector in providing public services in Scotland. The researchers explored the way the sector has responded to providing services at a time of global recession and how it has survived in such economically difficult times.

They found that there has been a distinctive Scottish response to the recession, emphasising both partnership and collaboration rather than competition as a response to the economic climate and a determination across the sector to grow out of the recession and beyond.

The research comprised eight longitudinal case studies of third sector organisations (TSOs) including interviews with senior

managers, staff, service users, key stakeholders; non-participant observation and documentary analysis, supplemented by regular meeting of three focus groups of 12 TSOs over the research period.

The researchers found that although the third sector has not thrived, it has survived in Scotland. Many TSOs have been proactive, restructuring and reviewing staff and service conditions and exploring ways to share costs. Many have been entrepreneurial, looking for new opportunities and innovative ways to raise income. Some have merged or worked in partnership to share costs and spread risk. The Scottish Government has also ring-fenced funding of the sector so that it can survive the recession and grow afterwards.

However TSOs have suffered costs of redundancies and reduced service conditions, some have 'drifted' from their main mission and some TSOs have questioned whether the entrepreneurial approach undermines the third sector's distinctive contribution to Scottish society.



The Scottish Government has used the research to review third sector policy and the Scottish Council for Voluntary Organisations has used the findings to identify key development issues which has led to projects

such as sustainable business models for the sector.

[http://www.scotland.gov.uk/
Publications/2012/10/2881/0](http://www.scotland.gov.uk/Publications/2012/10/2881/0)





Public policy and devolution

There is potential for innovative public policies under Scottish devolution.

However **Professor Michael Keating AcSS** of the University of Aberdeen found that this potential has not yet been fully realised.

Keating found that compared with England, Scotland has a distinct style of policy-making which includes extensive consultation, consensus within the various policy areas and gradual rather than sudden reform.

The biggest policy difference in policies concern public services including health and education. Scotland still has a more universalist approach with less means-testing. Prescription charges and university fees have been abolished. There is less private provision and competition in public services, with no foundation hospitals, academies or free schools.

These differences partly reflect Scottish public opinion, although surveys show that it is only slightly to the left of England. More important is the fact that political competition is based on different versions of social democracy, with the

Conservatives out of contention. There is a larger place in Scottish policy-making for public sector professions.

The advantage to the Scottish style is that policy is developed with those who put it into practice and therefore tends to be more stable; because of Scotland's smaller scale, it is easier to link up different policy areas.

However, there is a lack of policy innovation. Comparison of policies and outcomes across the United Kingdom is rarely undertaken, and those that exist tend to be politicised.

Professor Keating with colleagues runs seminars with academics and policy practitioners, using the research findings to look at how to improve policy innovation. He is working with the Scottish Policy Innovation Forum and has put together a team to deliver courses in policy skills for Scottish civil servants.

www.abdn.ac.uk/socsci/staff/details.php?id=m.keating



Modelling the Scottish economy

The Office of the Chief Economic Adviser (OCEA) is the central analytical division for the economy in the Scottish Government and provides high-quality analytical support for Ministers and the Government on all aspects of the Scottish economy and public finances.

OCEA wished to build up its economic modelling capacity to enable it to evaluate more effectively the likely impact of policy initiatives and possible external shocks to the Scottish economy.

Professors Peter McGregor and Kim Swales lead a very experienced multi-sectoral modelling team in Strathclyde Business School and used their expertise to train members of OCEA in computable general equilibrium (CGE) modelling which captures the demand and supply sides of markets across many sectors in the

economy. This assisted members of the Government Economic Services (GES) working in OCEA to familiarise themselves with the operation of CGE models which are widely used to inform economic policy in many countries around the world.

The team continue to work with OCEA to customise the model of Scotland to suit its needs. For example, with OCEA staff they have applied the model to assess the impact on the Scottish economy of varying the rate of corporation tax in Scotland (relative to the rest of the UK). The Scottish Government used this research in its submission to the Scotland Bill.

As a result of this collaboration the Economics Department now has a formal contract to provide continuing advice to the Scottish Government. Professor Swales is a visiting advisor to OCEA to further enhance the support for policy analysis.

[www.strath.ac.uk/economics/
departmentalresearch/](http://www.strath.ac.uk/economics/departmentalresearch/)



Social housing issues in Scotland

With higher levels of subsidy, lower average rents and longer tenancies, Scotland's affordable housing programme differs markedly from that in England, which tends to have lower subsidy levels, higher rents and shorter tenancies. And social housing with fixed tenancies does not yet appear to be so acceptable in Scotland.

Scottish housing policy has always followed a different path but since devolution in 1999 it has diverged significantly from English policy, with internationally applauded homelessness reforms and social tenancies simplified and strengthened. Council house sales have also now been curtailed.

Research by Professor Kenneth Gibb at the University of Glasgow focuses on the delivery of new affordable housing targets in Scotland and its divergence from England.

Gibb and colleagues are evaluating Scottish Government policies which propose to develop 30,000 affordable homes over five years. In a context of austerity, models of social and affordable housing provision are more mixed and diverse and new partnerships are being sought to find innovative ways to make public funding go further. Housing need is increasing and meeting this need will depend on the financial capacity to borrow, overcoming the consequences of welfare benefit reform but still keeping rents affordable.

A study by **Professors Gibb and Chris Leishman** for Glasgow Housing Association (GHA) predicted that reforms to housing benefit would affect tenant incomes and could impact badly on GHA's business plan, due to higher rent arrears and vacancies. At the same time the Scottish Government was considering taking over the distribution of Housing Benefit as it opposed DWP reforms. Professors Gibb and **Mark Stephens** investigated the tension between



devolved housing policy and reserved welfare benefits and found that without *complete devolution* of social security and a clear direction to redesign *the whole structure* of housing benefit, there was little value in devolving housing benefit.

Gibb's and colleagues' research thus contributed to vital business planning for Glasgow Housing Association and helped the Scottish Government to strategically plan for the future and weigh up the balance between the delivery of housing and welfare benefits.



www.jrf.org.uk/publications/affordable-housing-troubled-times



The future of broadcasting in Scotland

Broadcasting has long been a prominent concern in Scotland. Just before Scottish devolution a political major row broke out about whether or not the BBC should broadcast a separate Six O'Clock News from Glasgow. This reached Cabinet level in London.

**Since devolution,
broadcasting's future has
been a sensitive matter.**

At the 2012 Edinburgh Television Festival, Alex Salmond, Scotland's First Minister and SNP leader said that in an independent Scotland 'a national public service broadcaster based on the existing staff and assets of BBC Scotland' would be established.

Professor Philip Schlesinger AcSS of the University of Glasgow chairs UK Communications regulator Ofcom's Advisory Committee for Scotland (ACS) and also sits on Ofcom's Nations

Committee. He bases his advice to both committees on his research findings into the Scottish media and communication scene which also informs submissions to Ofcom and the DCMS. On the Nations Committee he speaks for a Scottish perspective on broadcasting, advising on the complex multi-national communication issues in the UK.

Schlesinger was the first to research the rise of the new political communication system that grew up around Holyrood parliament, analysing how political correspondents, spin doctors and lobbyists interacted.

Schlesinger's research findings have influenced and shaped debate on broadcasting in Scotland and, published by the Scottish Broadcasting Commission whose reports have set the scene for Scottish Government initiatives, his analysis of communications policy scenarios has influenced thinking behind the Scottish Government's National Conversation paper on broadcasting.



His 2008 public lecture for the Stevenson and Adam Smith Research Foundation used research findings to anticipate developments under 'devo-max' and full independence.

In autumn 2011, as expert adviser on broadcasting to the Scotland Bill Committee, he produced an evidence paper for

the committee, drawing on his creative economy research to emphasise the cultural and economic importance of media industries in Scotland.

[www.gla.ac.uk/schools/cca/staff/
philipschlesinger](http://www.gla.ac.uk/schools/cca/staff/phili...)





Owning land makes communities stronger

Community Land Scotland's (CLS) members own and manage half a million acres of land in rural Scotland, and community land trusts own and manage the land they have bought and developed for its long-term sustainability for future generations.

Dr Sarah Skerratt from Scotland's Rural College interviewed the trust Boards of 17 community land trusts to explore the link between the ownership and development of land and its assets and the resilience of the 'owner communities'.

She found that communities have a deep emotional attachment to the land and once they own it, become more confident and proactive about their future – land ownership is the catalyst for collective action and creative forward-looking development. Communities buy the land they live on to create opportunities for economic development and to 're-people'

the landscape. Early stages of buying community land need resilience, strength and determination and external connections are vital. To maximise this resilience, communities also need training, guidance and support through national organisations such as Community Land Scotland.

The Scottish Land Fund (SLF) ran from 2001-2006. Dr Skerratt found that *all* community land trusts wanted the SLF reinstated as it provides the funding to buy/develop their land. The Scottish Government is committed to building resilient communities and the research showed that the reinstatement of the SLF is not only relevant to land purchase but linked to ongoing wider resilience in Scotland's rural communities.

www.sac.ac.uk/info/120336/thriving_communities/42/2011_community_land_ownership_and_community_resilience



Community Land Scotland used the impartial research to lobby the Scottish Government and the SLF was subsequently reinstated in February 2012. As a result of her research Dr Skerratt was also appointed as Vice Chair to the Land Reform Review Group and will report on next steps on Land Reform in Scotland.



**UNDER
OFFER**



Local communities and local ownership

More and more local communities are becoming interested in buying and managing their land and key public assets and nowhere is this more noticeable than in Scotland.

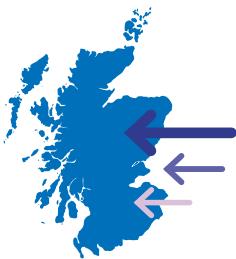
The pioneering community buy-outs (CBOs) in the Hebrides and north west Scotland where some of the UK's most fragile and vulnerable communities live, reflect patterns of development in the Nordic countries and have important lessons for the rest of society.

As well as two centuries of absentee landlordism, **Professors Mike Danson AcSS** of Heriot Watt University and **Geoff Whittam** of the University of the West of Scotland see public expenditure cuts by the UK government encouraging this movement. Rather than face closure

or sale to the private sector, local authorities and public agencies are transferring halls, libraries, playing fields, forests, land and other assets to local people to run collectively as social enterprises, and their research analyses these developments. Notably all CBOs have shown a real commitment to sustainable development with renewable energy schemes, regeneration of native ecologies, growth in population and affordable housing with an explosion of social and private enterprises.

However the research also shows that volunteer burn-out, tension and conflict confirm that the community needs to be supported through the process. As a result of these findings the researchers have used them to work with community leaders, CLS and local people to help them understand and promote the benefits of their ownership and management of land and assets.

<http://scotcis.wordpress.com>



Scots coming home...

Until relatively recently people were leaving Scotland to go and work in areas such as London and South East England, contributing to a slow overall decline in population.

Professor Allan Findlay and team of St Andrews University investigated this trend and explored what would attract people to live and work in Scotland.

They analysed statistical data (for example the ONS Longitudinal Study) and conducted a household survey of 1100 people living in areas of London and SE England where a high number of Scots people lived, and carried out in-depth interviews with Scots migrants and return migrants. They found that Scots typically moved south early in their working lives, looking for and finding well-paid jobs with promotion prospects. However a much higher proportion of well-educated Scots than other migrants thought they would return to Scotland in the next 10 years. The research showed that career advancement is not the main influence on migration decisions, and Scots choose to return more for family and quality of life reasons than anything else.

Most come back to Scotland from the South East before the age of 30 thus contributing to both economic and population growth in Scotland.

Findlay notes that Scotland is distinctive from the rest of the UK because the Scottish Government actively encourages migrants to live and settle here, recognising the positive contribution immigration can make to economic growth. While the UK government has spent much effort recently introducing a cap on immigration, the Scottish Government's stance could be summarised as 'Scotland is not full up'.

Findlay has provided evidence to the House of Lords Select Committee on Economic Affairs on their investigation into the economic impact of immigration, and his work has been used by the Scottish Government in relation to their population and migration policies which are geared towards promoting Scotland's economic strengths.

<https://risweb.st-andrews.ac.uk/portal/en/persons/allan-mackay-findlay>



Towards a new Scotland

These are historic times in Scotland. The success of the Scottish National Party in the 2007 and especially the 2011 Scottish elections has brought the issue of Scotland's constitutional future to the top of the political agenda. Among politicians, the media, civil society and the wider public there is a thirst for knowledge and understanding of the issues at stake.

Professor Charlie Jeffery AcSS and **Dr Nicola McEwan**, Edinburgh University, have both explored how public services and the recognition of the 'social rights of citizenship' can shape national identity, create a sense of solidarity and influence people's views on a country's constitutional future.

Jeffery drew on comparative analyses, especially with Canada and Germany, to identify the relationships between public policy development, issues of citizenship, and people's political views. McEwan identified the importance of post-war welfare states in underpinning solidarity within multinational states, and the extent to which a reduction

in welfare can weaken identification with and attachment to nations and states.

The researchers' findings influenced the recommendations and conclusions made by the Commission on Scottish Devolution (Calman Commission). The Commission concluded that devolution had been a success and that the Scottish Parliament should have substantially greater control over raising revenue. In its deliberations on the future of Scotland the Commission also used Jeffery's expertise on 'fiscal federalism' – how money is raised and allocated within countries which have governments operating at different levels.

The new Scotland Act, which will give more financial power to the Scottish Parliament, is based on the Calman Commission's recommendations.

For ongoing contributions, see:
<http://www.aog.ed.ac.uk/>
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