

Cheshire West & Chester Council



**Skills and
Employment
Service**

Case Studies

Why we need them and
how to do them



Cheshire West
and Chester

What is a case study?

A case study is a compelling story about how a real person used our service to overcome issues.

It is usually written but it doesn't have to be. Case studies can be filmed or spoken word, but the content should be about the same.



What is a case study?

It isn't

- about Skills and Employment
- a list of case notes and interventions
- a press release or advert
- an essay



Why do we need case studies?

- increases uptake
- can be used in different ways
- builds relationship with customer
- builds trust in organisation



First things first

Identify an individual that has a strong story

You don't have to write a case study for every participant you work with

Discuss with the participant why you want to share their story

Ensure you have their *informed* consent



Consent

- Covers a lot of different things - names, images etc
- If someone doesn't tick the right boxes we may not be able to use your case study, photos or videos.
- Should be a “wet” signature not electronic
- Consent via email is acceptable as long as it is very specific



Group photos and consent

- Photographing classroom sessions and other groups
- Everyone in the photo – even staff and people in the background – must sign consent
- Avoid including people in shots if they have not signed



Group photos and consent

- Occasionally we can pixelate one face



The consent process



use the full Cheshire West media consent form

OR

the online media consent
(although this is less thorough)



use the Cheshire West media consent form

AND

the DWP consent form

How to get a good case study

Pick a good subject



Two types of case study:

The “everyman” - potential customers can relate to the person featured

The “shooting star” – an unusual set of circumstances but a great story

You don’t have to write a case study for everyone you work with.

How to get the information

- Should be done in collaboration with the person you are writing about – possibly part of an appointment
- Show/send them a draft for approval
- Tell them where it will be held and what it will be used for
- Remember to check you have explicit written consent

Things to consider

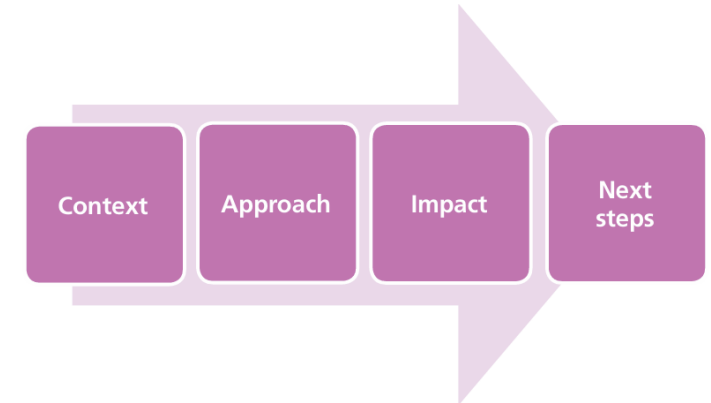
- Include plenty of detail about the person but avoid using too many words just to fill space. Use images and quotes to do the talking
- Generally case studies focus on stories that are familiar to people. However, interesting customers - who use the service in a unique way or have extreme circumstances - can make compelling stories
- Incorporate the participant's personality

Structure

We are looking to tell a story: from the participant's starting point, via our interventions, to a successful outcome.

Our case study template has the following headings for you to complete

- Circumstances
- Challenges
- Solutions – avoid a list of interventions – *describe* the approach
- Results – this should be the majority of your case study
- Conclusion
- Call to action



Other formats for information

- Use quotes – from participant, employer and family
- Record voice only – can be used in animations
- Photos
- Videos – slick production or “rough and ready” on a phone for Instagram

Remember to check you have explicit written consent for any extra information you collect.

Most important points

- Don't worry if you don't think you've got it quite right – we can always adapt things
- You don't need to format your case study – we are developing a template to copy them into
- Photos with smiling faces make a huge difference – they make it a real story
- We can only use what the participant has consented to



Thank you

