



## Writing a Good Case Study

Case studies are an engaging way of demonstrating the impact you are making. This guide should help you create good case studies to demonstrate the impact your project is having. This guide is intended to support you, not to be exhaustive.

### COMPULSORY

- Has the person given consent for this information being shared and used by The National Lottery Community Fund?
- Where is the individual happy to share their story: local media, National media, social media?
- Would the person be happy to be interviewed for radio or TV?
- Is the person happy for The National Lottery Community Fund to contact them directly?

Please send a signed copy of The National Lottery Community Fund Copyright consent form with your case studies. This form gives us copyright permission to use materials you have created, but also incorporates that the individuals featured have given consent.

If the person later withdraws their consent to use their story or photos, please alert us immediately so that we can delete their story and prevent further use.

### Suggested Questions to Ask

Even if you can't tick every box in this section, we can still use your good news stories. Just include as much as you can. We have included some questions that might be helpful for other projects to know - for example, how they heard about the project, or what made them come along.

Using a Dictaphone or a voice recorder will allow you to speak more naturally, while also giving you the chance to listen back for direct quotes.

Ask open ended questions when talking to allow the person to speak openly and share their experiences- e.g. Tell me a bit more about your experience/ Explain to me how that felt/ What do you think about... Where a person is giving limited answers try asking further questions like 'Why did you feel like this?' or 'How did that come about?'

### General

- Name (we would prefer to be able to use people's real names, but if needed, we can anonymise before publishing anything)
- Age
- Good quality photo - see advice below
- Contact details and preferences
- Circumstances - do they live alone? Do they have dependent children?

### **Life before BBO**

- How long had they been unemployed?
- Did they have any prior work experience or qualifications?
- If they had been previously employed, how did they become unemployed?
- How did they feel about their situation prior to the programme?
- What were their feelings about work before the programme?
- What barriers have they faced to work?
- Have they tried any other employment programmes?

### **The BBO Programme**

- How did they find out about the BBO programme? What made them give it a try?
- Did they have any nerves about coming along? How did they overcome these?
- What activities have they carried out on the programme? How did these help?
- How have they overcome each barrier to work they faced?
- Did they find the programme helpful?
- How would they describe the difference the programme has made?
- What new skills have they developed - both personally and to help their employment?

### **Life after BBO**

- What are their circumstances now? Are they in work, self-employed, or looking for work?
- Are they enjoying their work? How do they feel about work following the programme?
- How do they feel about their life now?
- How has the programme helped them become less socially and/or financially isolated?

### **Quotes**

- An opinion from their key worker / support
- A direct quote about the project and the difference it has made to them

### **Events and activities**

As well as individual's success stories, we are also keen to hear about events, activities and courses you have run for participants. It might be something unusual and innovative, something visual or something that you've had great feedback from.

In particular, we would like to hear:

- What was the activity?
- Why did you feel this would be beneficial to your participants, especially in helping them to build their employability?
- When was it and where?
- Who attended - were people selected or targeted, and if so on what criteria?
- Feedback and quotes from attendees. It is helpful to have a name, age and some context about those quoted. For example, this context could be how long they have been unemployed, what barriers they are facing, or what their career aims are.
- Consider how you will get feedback - asking participants what they found most beneficial about the activity, how they felt before the event or course and how they feel now will give useful quotes.
- Consider gathering statistics, especially if you think your participants might not want to be quoted. Multiple choice questions or asking people to rate the activity on a scale can give you statistics like "90% of people rated the day 'helpful' or 'incredibly helpful'" or "85% of people said they feel more confident about finding work after the event."

### A good photo



- ✓ Action shot
- ✓ Bright colours
- ✓ Clearly demonstrates the focus of the piece (a gardening project)

- ✗ Dull setting and background
- ✗ Posed and awkward
- ✗ Doesn't tell us anything about the project or the people



- ✓ Demonstrates the volunteer work done / role entered into (tools, uniform, work clothes or background setting could all help with this)



- ✓ People are the main focus of the shot
- ✓ Happy and natural