

Writing a case study for the Oxfordshire Inclusive Economy Partnership

Writing a short case study is a great way to promote the work your organisation is doing to build an inclusive economy in Oxfordshire. Below is a form to complete, as well as some guidance on writing an effective case study. **Please send the completed form to becky.chesshyre@southandvale.gov.uk** (Communications co-ordinator for the Oxfordshire Partnerships).

Your name

Your organisation

Your email address

When did you sign the OIEP charter?

What did you pledge?

What changes has your organisation introduced since you signed the OIEP charter?

What positive difference has this made?

Have there been any challenges and how did you overcome these? (optional)

What are your future plans to further your organisation's commitment to the charter? (optional)

Would you be happy for your blog to be published on the OIEP website and other promotional materials?

Yes please

No thank you

**Please upload any photos you would like included in your blog, or you can email to
beckychesshyre@southandvale.gov.uk**

General guidance

- **Length** - aim for about 500-800 words in total. Short and snappy is fine and will keep your reader's attention.
- **Content**
 - o Build a case study with a clear narrative:
 - we had x problem or we saw x opportunity or were inspired by x organisation;
 - we decided to introduce x measure;
 - we have seen x results
 - o Ideally there should be a simple takeaway message at the core of your blog.
 - o Focus on a 2-3 key points you want to get across (eg 'when we introduced volunteering days for staff we noticed a really positive impact on team wellbeing') and stick to these – even better if you can support these points with numerical or anecdotal evidence.
 - o Positive stories that show how small changes can make a difference will inspire others to make changes.
 - o Don't hesitate to describe challenges you faced implementing new policies or measures, and describe how you overcame them.
 - o Human stories give your blog appeal – if you have the consent of a colleague to tell their story, that's great. If not, you can anonymise their story, or at least think about how to demonstrate the impact of your pledges or policy on a human scale (ie 'our employees enjoy...' rather than 'we are a leading organisation that employs...')
 - o If you have some simple takeaway messages that you think will help other organisations looking to make changes to help build a more inclusive economy, it can be helpful to summarise these in short bullet points at the end of the blog.
- **Tone of voice** - you can use the tone of your organisation as a guide (whether that's formal or more casual) – it's good if it's recognisably your organisation's 'voice' rather than a more generic tone.
- **Pictures** – pictures help tell the story so if possible include a couple with your blog. Focus on engaging photos where you can see people's faces (rather than lots of people with their backs to the camera!). Ensure that the people in the photo have given their consent for the image to be used in promotional materials – if in doubt, it's better not to use it. General photos of your organisation's work are fine if you don't have consent to use photos of individuals.
- **Title** – if you've got a good idea for a title – great! If not, we can suggest something.