



**MERCURY | Business Development**  
our expertise + your experience = winning contracts

Use this template to collect case studies in a consistent format. By having a good range of case studies to hand, you can use them to illustrate a point within your tender.

Date case study collected:

<b>Background information</b>	<p><i>In this first section explain what the problem was, and the barriers to solving the problem. For example, a service user may want to go horse-riding, but they have physical and learning disabilities which mean they would struggle to stay upright on a horse, and would not recognise if they were in danger.</i></p> <p><i>Or the problem may be service-wide, for example, reaching isolated people in rural areas.</i></p>
<b>Service/organisational intervention</b>	<p><i>Describe here what the service did to overcome the problem. In the example of the service user given above, you would carry out a risk assessment and decide that the benefits the service user would get from horse-riding (exercise, fresh air, social contact, learning a new skill, fulfilling an ambition, interacting with animals) would outweigh the risks. Then you would look at mitigations you can put into place to reduce the risks, e.g. special equipment, a fully trained stable with specially trained horses.</i></p> <p><i>You may reach people in isolated areas by using existing facilities, such as a partnership with a mobile library, or working with District Nurses to share resources.</i></p>
<b>Outcome</b>	<p><i>Here you explain what happened as a result of the service intervention. For example, the service user may ride regularly, and because of their new hobby, previous bouts of challenging behaviour may have reduced, or they may have had fewer episodes of ill-health, have made new friends, set new goals, grown in self-esteem.</i></p> <p><i>Or you may have reached 50% more people living in isolated areas who could benefit from your service. Because of your efforts, they are now less socially isolated and have their personal care needs met. The outcomes you list should relate to the point you're making in the bid. If you can't make a link between the outcome and the point you're illustrating, then you're probably using the wrong case study.</i></p>

<p><b>Keywords (optional)</b></p>	<p><i>Use keywords if you have a sizeable bank of case studies, to help you retrieve the ones you need easily and effectively.</i></p> <p><i>You could assign keywords based on the client group, e.g. older people, people with learning disabilities, children, people subject to domestic violence.</i></p> <p><i>Or you could use keywords relating to the interventions you used, such as care planning, advice, social support, personal care.</i></p> <p><i>Another way would be to assign keywords relating to outcomes achieved, such as personal goals, independent living, maximising income.</i></p>
<p><b>Usage (i.e. bids where you have used this case study.</b></p>	<p><i>If you have some exceptional case studies, you may want to use them in more than one bid.</i></p> <p><i>This is fine, but you may want to avoid using the same case studies in bids to the same buyers. This may make buyers think that you've only achieved one set of outcomes, for one set of clients!</i></p> <p><i>By keeping track of where you have used case studies in the past, you can avoid duplication.</i></p>