

Case study guidelines and template

- Keep your case study to approx. 500 words long.
- Please include name, job title, organisation and Twitter handle at the bottom of the case study.
- Try and avoid overly formal language, jargon and acronyms. First person narrative is generally more effective for blogging purposes.
- Provide relevant hyperlinks to appropriate sources mentioned within the body of the text.
- Headings should be one line and include keywords from your case study
- If you're a fluent Welsh speaker/writer, you are very welcome to send your case study in Welsh. All blog posts will be translated so there will always be an English version and a Welsh version available.
- Begin your case study with a short overview, before going into more detail on the story in first person, making sure to link to the overall impact of the project on the wider community, e.g. improved health, increased jobs, regeneration, reducing carbon emissions.
- Please accompany your case study with a headshot/ front facing style picture of the person leading the project/of the project itself. The size should be 1000 pixels x 1000 pixels.
- If you have any questions or would like further information on the key messages for the campaign, email catrin-harries@chcymru.org.uk

Example template:

[View a previous case study example here.](#)

Title: (name of project) helps to create local jobs in (area)

Opening paragraph: Where we live has never been more important to how we live. (name of organisation) is committed to working side by side with the next Welsh Government to build healthier, more prosperous, and better-connected communities. Part of that commitment is rooted in creating more jobs and improving skills and training to local people.

One line explainer of project and impact. Find out more from (project lead):

Background - when did the project start, what and who was involved

Impact - how does the project impact on the community wider. This should link back to some of the manifesto commitments for example creating more jobs, boosting the economy, improving health outcomes and improving digital inclusion of tenants.

Closing - any feedback from people involved, what are the next steps.

Find out more about the housing sector's *Home* manifesto asks [here](#).