

Writing a Business Case

If you are required to write a business case to support service improvement it is likely that you will have to use a template from your institution. However the list of prompt questions below should help you gather together the information you will need. The aim of the Business Case is to acquire authorisation from relevant managers/stakeholders for the service improvement to take place.

What do we want to do?

Brief summary of what, when, why – key objectives / expected outcomes of the service improvement

Why do we want to do it / why should we do it?

Include research / benchmarking activities; how the proposal fits in with University / local strategies; key benefits

What is in or out of scope?

Explain what is earmarked for service improvement and any areas that are not included

What is the return on investment?

Financial / tangible benefits or intangible outcomes (eg return on investment / improving the student experience)

How are we going to do it?

Basic plan of action

Who will be affected/benefit from it?

Consider all stakeholders – will any be adversely affected?

Use Equality Impact Statement to inform impact on stakeholders with protected characteristics

Why are we doing it this way rather than any other?

Outline any alternative courses of action that have been considered

When are we going to do it?

Timescales / deadlines / key milestones

What costs are involved?

Monetary / staffing / other resources

What will happen if we don't do it?

Explain what the consequences may be if the service improvement isn't undertaken or why doing nothing isn't a viable option

What might go wrong?

See separate Risk Register

Who is responsible?

Governance / sponsor / day-to-day management / key staff involved