**How to write a case study**

We use case studies to show the benefits of Bikeability for individuals and communities. You can see some examples of them [here](https://www.bikeability.org.uk/go-cycling/your-stories/).

You might find it useful to put together some of your own case studies to use when promoting your Bikeability sessions, to show schools and other organisations how your training has helped your students. So we’ve put together a check list of everything you need to write an inspirational case study showcasing your fantastic Bikeability sessions!

If you do create some case studies, please share them with us by emailing [hello@bikeabilitytrust.org](mailto:hello@bikeabilitytrust.org).

**Get their consent!**

First things first, make sure you have the consent of your subject. Adults can sign the form themselves, for children, you’ll need the consent of their responsible parent or carer. It’s best to discuss the case study with them first, explaining what you need and where you plan to share it – will it go on your website or social media? Or in correspondence to schools or organisations promoting your service?

You can find a template [consent form here](https://www.bikeability.org.uk/wp-content/uploads/2025/07/Consent-form-2025-©BikeabilityTrust.docx) for you to adapt and customise.

**Get a nice photo if possible**

At least one photo of the case study subject, ideally using or with their cycle, will help bring your case study to life. You can either take one yourself or ask the subject or their family to share one. Make sure you have their consent to use the photograph and tell them in advance how you plan to use it.

You can still write a nice case study and use a generic image (see our [photo library](https://drive.google.com/drive/folders/1YIKpeDSInYvJsbqSZlb9od_1bjXPYEi8?usp=sharing)) if the subject doesn’t want their photo shared.

**Agree how you will interview them**

Depending on the situation, it might be easiest to ask the questions straight after a Bikeability session, or to contact them later by phone or email. Feedback forms can be a good way of identifying potential case studies. Agree with the subject and/or their parent/carer how they would prefer to answer the questions.

**Ask them the right questions**

You want to be able to show the benefit of your Bikeability sessions, so think about what you will need to ask to get your case study subject to talk about the best parts of the training and how it will help them. If you want to do a case study on a young student, talk to the child and their parent/carer to make sure you get all the details of how their new skills will benefit them specifically.

We have a list of questions you can use, but feel free to add your own.

**Questions for the Bikeability student:**

* What was your favourite part of the Bikeability sessions?
* What is the best tip or trick you learnt?
* What were you most worried about before you started?
* What would you tell your friends about Bikeability?
* What are you most looking forward to doing on your bike after your Bikeability session?
* What are you most excited about having learnt?

**Questions for their parent/carer:**

* What did you want your child to get out of the session?
* Were you worried about them cycling before the session?
* How has the session helped you feel more confident about your child cycling?
* Will their new ability change their day-to-day life in any way? If so, please can you tell us how?
* What would your advice to other parents/carers about Bikeability be?
* Why did you want your child to do Bikeability training?