

Structuring your report

Writing a clear and easy to understand report will help achieve the outcomes and impact your project is seeking.

- **Understand who your audience is.** If you know who you're writing for before you start, you can write in a way that ensures people can better understand what you're trying to say. Using language that is familiar to your audience, reducing jargon and explaining acronyms can help.
- **What is the issue you're addressing?** Readers will need to understand what the issue was to understand the findings and recommendations. Giving enough context around the issue as well can also help, e.g. a review of a particular service required patient feedback.
- **What was your approach?** How did you engage with people to get the information you needed? E.g. qualitative and quantitative tools, such as surveys and interviews.
- **Who did you talk to?** Which groups did you engage with and why? Was there a particular target group you were hoping to speak to? Did you? If not, why and who did you end up speaking to?
- **What did people share?** Highlighting the key themes of your findings will help readers understand the top concerns people had regarding a particular topic. Using statistics and quotes can build for a stronger case, and using different graphs can help to visualise the data you've collected.
- **Recommendations.** Your recommendations should be clear, specific and easy to understand why you have recommended them, i.e. they link into the findings very easily. If this connection to the findings is not clear, readers may not understand how the recommendations will help those you spoke to. If there are further areas of research or engagement that should be done, e.g. feedback from carers, you may want to include this as one of your recommendations.

Contact Details: If you have any questions, please contact involvingpeople@helpandcare.org.uk or visit www.involvingpeople.org.