



Business Planning

Manchester Rape Crisis



Manchester Rape Crisis provides a range of confidential support services run by women for women and girls who have experienced sexual violence at any time in their lives.

The Manager, who had been asked by a Board member to present a ‘business case’ for creating a new staff post, contacted Macc for guidance on what this might entail.

Macc explained that ‘business case’ was a phrase much used in the public sector, less so in the third sector, and that it was about presenting a formal justification for some course of action, usually spending money or awarding funding.

Key questions to ask were:

- How much would this cost?
- What positive difference would this make?
- Would there be any negative effects?
- Could we achieve the desired results in some other way?
- What would be the cost of doing nothing?

We spent half an hour together round a flip-chart, and at the end of it we had a business case.

Having looked at the business case the board decided we could go ahead and recruit for the new post.

“I felt really listened to and understood. I was nervous about the process of writing a business case as I have never written one before. Rick de-mystified the whole process and helped me to clarify what I needed to think about when writing a business case and how to structure and write one in the future. He then provided me with a document to present to the board which enabled me to successfully make a case as to why we needed the new post.”

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