



# How service user experience can improve strategic direction and services

July 15 2015, 11:00 – 12:15

## Video transcript

### David Lloyd, TPAS Cymru

I think the one key message from today is really to make sure that your organisation is ready for engagement. Thinking about where you are on that journey, is the culture of your organisations ready, are staff resourced and knowledgeable to make it happen, and have you got some systems in place to quickly respond and adapt to what your service users are telling you from engagement.

### Allison Williams, Cwm Taf University Health Board

The one key message from me is that if you are going to engage with service users, you have to do it continuously and that it has to be authentic. What that means is that you have to genuinely listen to what people say and act upon it. If you can't because there are constraints where their views about change are not possible to deliver, it's even more important that they have the feedback and the honest appraisal of why we can't do what people want.

### Alison Ward, Torfaen County Borough Council

I think the key message is that we're going in to very different times in terms of financial restrictions, so we have to be much cleverer about understanding what people want and what people need. And the only way we can find that out is by talking to them and listening to them, and respecting their views.

### Fran Targett, Citizen's Advice Cymru

The one key message I think delegates need to take away, is to be ready for the transfer of power that will come with proper engagement so that actually people that are users of the service are really genuinely able to own what they get.