

# THE ENGAGEMENT BEST PRACTICE DAY 2026



17th June, 2026  
10am - 3:30pm



The Marriott Hotel,  
Cardiff City Centre

## Programme

10:00am – Welcome & Introduction

### Keynote Speaker

***Kiera Marshall: The power of engagement: from Social Housing to the Senedd***



Keira Marshall is a rising voice in Welsh politics whose journey into civic life is rooted in her experience of growing up in social housing in Swansea.

In this keynote, Keira shares her personal story and what inspired her to step into politics. From her early experiences of inequality to standing as a Senedd candidate, she reflects on how lived experience can shape ambition and drive change.

This session offers an honest and inspiring perspective on civic engagement, representation, and the importance of ensuring people from all backgrounds have a voice in shaping the future.

### Llais

***Amplifying Citizen Voices in Health and Social Care***

**What can we learn from engagement practice in health?**



In this session, hear from Llais, the independent citizen voice body for health and social care in Wales, which works to ensure people's views shape how services are planned and delivered.

Discover how Llais engages with communities, captures lived experiences, and ensures those voices are heard by decision-makers. The session will explore practical approaches to inclusive engagement, reaching underrepresented groups, and turning feedback into meaningful and tangible change.

## Panel Discussion

### ***Reframing 'Lived Experience' as Experts by Experience who drive meaningful change***

#### **How can we shift 'lived experience' to improved engagement?**

We all hear about the importance of lived experiences, but what does it look like in practice and what are the results?

Hear from our panel on how their lives and experiences have shaped outcomes, both big and small, and what they think needs to happen for it to go further.

#### **Panellists:**

**Ibby Abdi** – creative director, filmmaker and founder of Creative Circle CIC and the streetwear brand IBY.

**Ann Doran** – an Irish Traveller with a real passion for advocating for change to the homelessness policies in Wales to reflect the needs of our families.

**Rhiannon Jones** – Partner lead for There and Back Again, she is a professional who has worked with families for over 20 years.

**Aiden Moffitt** – Monmouthshire Housing Tenant and finalist for TPAS Cymru's Tenant of the Year Award. She is a strong advocate for the LGBTQIA+ tenant community and a member of the Stonewall Accreditation Panel.

**Chair:** Olivia Browne – Policy and Engagement Officer – TPAS Cymru

**11:20 – Refreshment Break**

**11:45 – Welcome Back**

## There and Back Again

### ***Engaging and Supporting Gypsy and Traveller Families in the Housing Sector***



Gypsy and Traveller communities continue to face significant inequalities in housing and related services. So how can housing providers and community members engage more effectively and build genuine, lasting trust?

This session explores practical approaches to working with Gypsy and Traveller families, focusing on inclusive engagement, cultural understanding, and relationship-building. Drawing on real experiences, it will highlight what works in practice – from early and meaningful consultation to transparent decision-making and collaboration.

Hosted by Rhiannon and Ann, participants will gain insight into how to:

- Better engage with families
- Improve communication and understanding
- Create housing approaches that reflect people's needs



## **Ibby Abdi**

### ***Youth Engagement in Action***

Ibby Abdi is a Cardiff local who through community-led storytelling, cultural projects and youth engagement, creates opportunities for underrepresented communities across Wales.

In this session, Ibby shares his journey and explores how authentic youth engagement can unlock creativity, confidence and opportunity. Drawing on his work with young people and communities, he will share practical ways to connect with youth voices, create inclusive spaces and support the next generation to shape their own futures.



Whether you work in education, culture, housing, community or leadership, this is a conversation that will challenge, inspire and energise.

**1:00pm – Lunch Break**

**1:45pm – Welcome Back**

## Paul Stepczak

### ***The Power of Community Engagement in Times of Instability: Building Trust***



#### **Find out how to build relationships and trust:**

Paul is a TEDx speaker and an expert in community engagement. This interactive session explores how to build and sustain trust through meaningful community engagement, within the context of the cost-of-living crisis.

Participants will identify the strengths, relationships, and local knowledge already present in their communities, using short practical activities to bring these to life. The session highlights how communities already support each other and solve problems, ending with a short story and reflective questions to inspire action and personal responsibility.

# Cartrefi Conwy

## ***Engagement on the doorstep: In practice 'Here to Listen, Here to Help'***

### **What does meaningful engagement look like when it happens right on people's doorsteps?**

This session explores how Cartrefi Conwy has brought engagement directly to tenants through its 'Here to Listen, Here to Help' approach, one which is centered on building trust, offering practical support, and maintaining strong relationships during challenging times.



From doorstep conversations to targeted wellbeing and financial support, the approach highlights how housing providers can stay visible, responsive, and human in their communities.

Hear real examples of how proactive, community-based engagement can make a difference, such as; supporting tenants with everything from wellbeing to money advice, all the while ensuring people feel heard, valued, and supported.

## **Andre Van Wyk**

### ***The Power of Storytelling***

Andre Van Wyk is a community storyteller and facilitator with over 20 years' experience working alongside communities across South Wales and beyond, using storytelling as a tool.



In this session, Andre explores the power of storytelling to build trust, surface lived experience, and strengthen community engagement. Drawing on his work with groups, organisations, and individuals, he will show how stories can help us make sense of complex issues, shift perspectives, and create spaces where people feel heard and valued.

Participants will gain insight into practical storytelling approaches that can be used to support engagement, participation, and meaningful dialogue within communities and services.

**3:30pm – End of Event**

*Programme is subject to change and has not been finalised*