

How to reach service users

Supporting summary and additional resources

Key points

- Know your audience and who will benefit most
- Understand barriers: language, childcare, travel, confidence, abilities
- Choose outreach methods that match your community
- Build trust through relationships and lived experience
- Consult users and respond to feedback

Extra tips

- Use simple tools like WhatsApp and posters
- Test timings and locations with your community
- Use 'You Said, We Did' boards

Useful resources

- Get support from your local CVS (Council for Voluntary Sector) or LIO (Local Infrastructure Organisation). Find your nearest here: www.navca.org.uk/find-a-navca-member
- Make use of Funding directories (via local CVS organisations)
- Read through the National Lottery [funding guidance](#)