

*Yn Gosod y Llwyfan I'r Celfyddydau Perfformio yng Nghymru
Setting the Stage for the Performing Arts in Wales*

6th November 2023

Re: Hynt Impact Report

Creu Cymru are delighted to be able to share our brand-new Impact Report for Hynt, the national access scheme that works with theatres and arts centres in Wales to make sure there is a consistent offer available for visitors with access requirements, and their essential companions.

The Impact Report is the first time that we have evaluated the scheme in this way. We've seen the power that access to theatre and the arts can transform, and this was a chance to reinforce our story, share the stories of our users, venues and stakeholders. To share the successes and demonstrate what is brilliant, unique, and bold about the hynt scheme.

Hynt is an Arts Council of Wales initiative, managed by Creu Cymru in partnership with Diverse Cymru. In March 2014 Arts Council of Wales (ACW) appointed Creu Cymru to work in partnership with Diverse Cymru to deliver a single national access scheme for customers with disabilities and their essential companions. Hynt was developed with and by disabled people, the third sector, theatres and arts centres.

Hynt is also a resource for anyone interested in information or news about accessibility of the arts. The site features listings of all accessible performances, as well as providing up-to-date venue access information to help plan a visit. Through regular e-updates, the Hynt website and social media platforms, Hynt provides relevant and up-to-date arts and theatre access information. Hynt is a peer-led initiative rooted in the social model of disability. It works alongside disabled people, carers and the third sector to improve the quality of experiences at theatres and arts centres for anyone with access requirements.

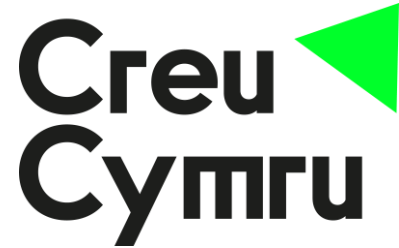
As of October 2023, Hynt has issued 29,866 cards to members to be able to use their Hynt cards in over 41 theatres and arts centres and associate venues across Wales.

Creu Cymru champions the performing arts in Wales. It is constituted as a membership body. Creu Cymru members represent virtually all of the nation's professionally-run theatres and arts centres, and producing companies, at a diverse range of scales. Our mission is to be a vibrant and leading network of performing arts professionals from across Wales.

We are grateful to Arts Council England for funding this report and to Abigail Tweed – Milestone Tweed & Mark Richardson – Social Impact Consulting for carrying out such a comprehensive report.

Some of the amazing highlights from the report include:

- 76% of cardholders said being part of Hynt improved their access to culture.
- 89% would go to the theatre less without their Hynt card and 14% would not go at all.



*Yn Gosod y Llwyfan I'r Celfyddydau Perfformio yng Nghymru
Setting the Stage for the Performing Arts in Wales*

- 82% say Hynt makes going to the theatre more affordable.
- 68% report that Hynt improves their physical access to venues.
- 52% say they are better able to access content.
- 81% of cardholder report Hynt increases the amount of social interaction in their lives.

As a result of being part of the Hynt scheme, cardholders visited theatre 75% more. This resulted in **144,000** more theatre visits across Wales, half of which were full price tickets. 58% of cardholders said they visited a new venue as a result of Hynt.

For every complimentary ticket venues gave to Hynt cardholders, they made an average of **£23.53** in additional revenue.

In addition, local economies surrounding Hynt venues benefit to the tune of £3,261,200 a year.

For every £1 spent on Hynt, £6.05 of social value is created.

Hynt venues generate £42.33 in additional value for every complimentary ticket they give away.

We have attached the executive summary of the report. The full report can be found here:
<https://arts.wales/>

We would be very happy to discuss the report further or answer any questions you might have about the scheme.

Best wishes,

Louise Miles-Payne, Director, Creu Cymru