

HYNT IMPACT REPORT



EXECUTIVE SUMMARY

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INTRODUCTION

Hynt is an Arts Council of Wales Initiative, managed by Creu Cymru in partnership with Diverse Cymru. Hynt is a national access scheme that works with theatres and arts centres in Wales to make sure there is a consistent offer available for visitors with an impairment or specific access requirement. Hynt cardholders are entitled to a ticket, free-of-charge, for a personal assistant or carer at all the theatres and arts centres participating in the scheme. Hynt creates impact, not just for cardholders and their essential companions, but also for venues and the local economy.

Creu Cymru is the lead partner for the Hynt scheme and employs a member of staff who manages the scheme day to day. 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. Their mission is to be a vibrant and leading network of performing arts professionals from across Wales.

This report documents the research undertaken from May 2022 until April 2023 examining the impact of the Hynt scheme in Wales.

The research aimed to understand the effectiveness and efficiency of the scheme through conversations with stakeholders, and quantitative analysis of available data to undertake a study examining the Social Return on Investment (SROI) of the Hynt scheme.

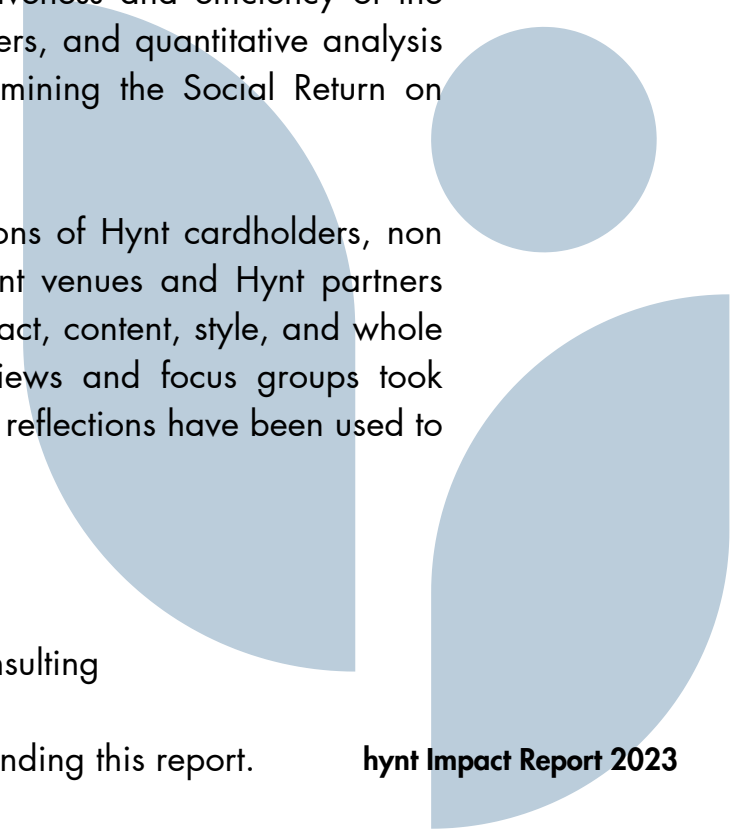
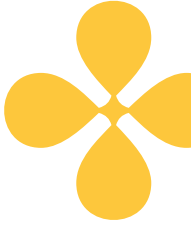
Hynt scheme cardholders, essential companions of Hynt cardholders, non Hynt members with access requirements, Hynt venues and Hynt partners were all asked for their reflections on the impact, content, style, and whole experience of this scheme. Individual interviews and focus groups took place to enable these conversations and these reflections have been used to inform the report.

Abigail Tweed - Director, Milestone Tweed

Mark Richardson - Director, Social Impact Consulting

We are grateful to Arts Council England for funding this report.

hynt Impact Report 2023



ANDREW MILLER

UK ARTS ACCESS CHAMPION

“

Hynt was a groundbreaking initiative by The Arts Council of Wales in 2014 and as a member of the Council that approved it, I feel great pride in all the achievements listed in this report. I was moved by Peter's testimony about how membership of Hynt has restored his independence and sense of dignity. I was equally delighted to see how Hynt has boosted business at Theatr Clwyd and other venues.

This evaluation also provides critical data which will shape the UK version of Hynt that I champion, with important learnings on every page such as how every free companion ticket issued generates significant secondary income for venues.

Hynt has created real economic and social value, it has encouraged Welsh venues to improve their access, but best of all, it has provided over 26,000 disabled people with better access to culture. Hynt is a fantastic success story for Wales.

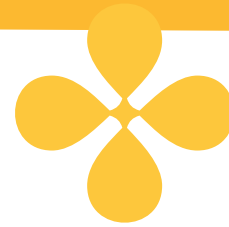


Photo credit: Tim Meacock

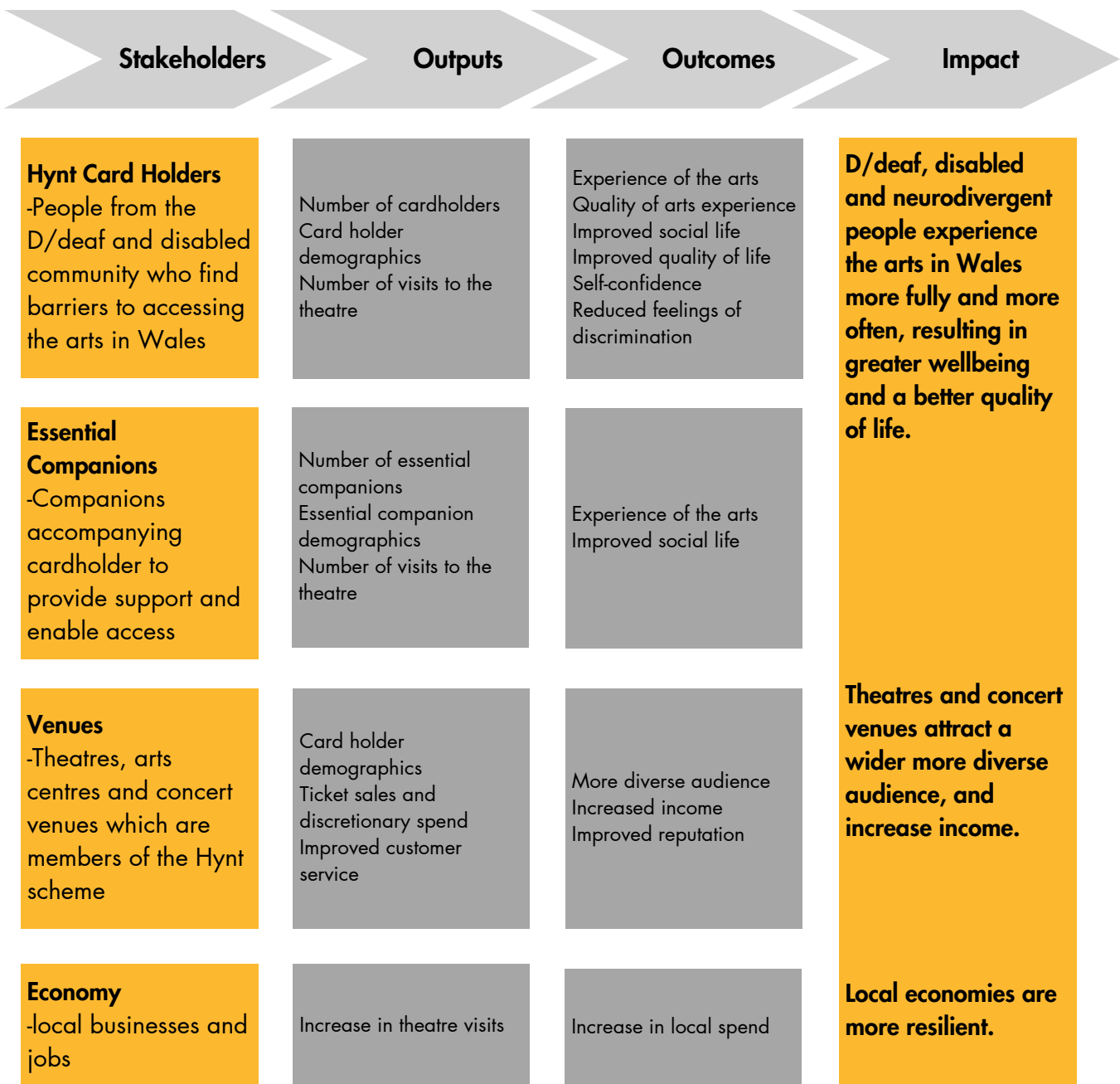


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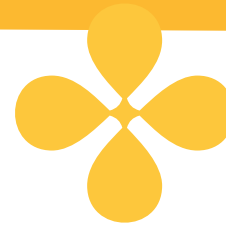
THEORY OF CHANGE



Hynt exists to make the arts in Wales more accessible to D/deaf, disabled and neurodivergent people.



INCREASED INCLUSIVITY



Hynt Cardholders all face additional barriers to accessing theatre, and the arts more broadly. At the time of the report there were 23,536 Hynt card holders. Of these...

Wheelchair users	6,761	29%
D/deaf / Hearing impairment	2,566	11%
BSL	393	2%
Require closed captioned performance	693	3%
Require audio description	1,060	5%
Require relaxed performance	4,150	18%
TOTAL NUMBER OF CARDHOLDERS	23,536	100%

Welsh Government's population survey lists 422,300 people aged 16-54 in Wales as having a disability, of whom 120,900 are classed as having a physical disability[i]. Not all of these people will need Hynt to access the theatre, and there are others who are not included in this data, but who would benefit from Hynt. Using this figure as a benchmark, just under 6% of those who would benefit from Hynt are currently using the scheme.

Hynt Reach

Specific disability statistics are difficult to interpret, however, using the best available data:

Disability / Need	Cardholders	Wales	% of population reached by hynt
Disability	22,124	422,300	5.2%
D/deaf / Hearing impairment	2,566	575,000	0.4%
BSL user	363	4,000	9.8%
Wheelchair user	6,761	59,584	11.3%
Visual impairment	1,060	106,000	1.0%

[i]

<https://statswales.gov.wales/Catalogue/Equality-and-Diversity/Disability/disabilitystatus-by-region>

GEOGRAPHIC DISTRIBUTION

Hynt membership is reflective of the population distribution across Wales.



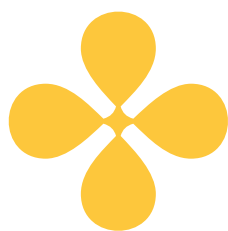
Area	Region	Hynt Cardholders	% Hynt Cardholders	Population	% Population
CH	North	1,320	6%	130,388	4%
LL	North	3,155	15%	537,467	18%
LD	Mid	158	1%	49,792	2%
SY	Mid	590	3%	120,905	4%
CF	South East	7,801	36%	1,005,334	33%
NP	South East	2,501	12%	488,368	16%
SA	South West	6,121	28%	730,232	24%
TOTAL		21,646		3,062,486	

DISTRIBUTION OF HYNT VENUES

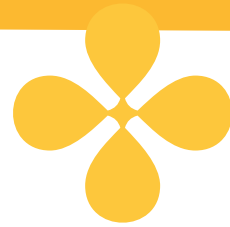
Hynt Venues are evenly distributed across the four regions of Wales in comparison with population.

On average about 0.8% of tickets at a participating venue are given to Hynt cardholders.

Area	Number of Venues	% Venues	% Hynt Cardholders	% Wales Population
North Wales	7	17%	21%	22%
Mid Wales	5	12%	3%	6%
South East Wales	19	46%	48%	49%
South West Wales	10	24%	28%	24%
TOTAL	41	100%	100%	100%



ACCESS TO THE ARTS



- **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.
- **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

Without a Hynt card I wouldn't be able to come as often due to the finance support.

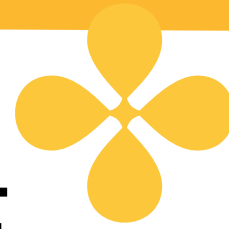
I'm able to attend more events with a carer as one ticket is free.

I am physically disabled, I need support with me at all times. If I didn't have the Hynt card, then I wouldn't be able to afford to go.

It's been life changing for me to try different things. I appreciate the diversity.



IMPROVED QUALITY OF LIFE



- **73%** of cardholders report that Hynt has improved their quality of life
- **59%** of cardholders report that the experience of having a Hynt card has improved their self-confidence
- **81%** of cardholders report Hynt increases the amount of social interaction in their lives
- **74%** say Hynt improves the quality of their relationships
- **85%** of cardholders say Hynt makes it easier to ask a friend to accompany them to the theatre.

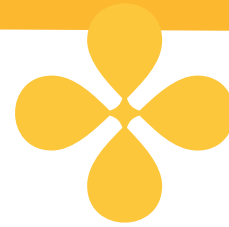
I am no longer anxious and nervous going to venues which I was before.

I can't go to events without someone to drive and accompany me, so the companion ticket allows me to maintain relationships with more friends and carers.

Mental health was a big thing for me and there's nothing better than a live show. It is something to look forward to.



ESSENTIAL COMPANIONS



- Many of the Hynt cardholder's essential companions are unpaid carers.
- **81%** of carers have felt lonely or isolated as a result of looking after a loved one.
- More than a million unpaid carers in the UK live below the poverty line.
- **77%** of cardholders reported that Hynt made going to the theatre more affordable for their friends and carers.

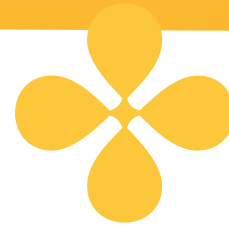
It has made it more affordable to go with a carer.

I don't qualify for carers allowance it has to come out of my pension. I can stretch to one ticket for me, or one for my son, but not for both of us.

Before Hynt, I would have to pay for myself and a carer and it got too expensive.



VENUES



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- As a result of being part of the Hynt scheme, cardholders visited the 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 had visited a new venue as a result of Hynt.
- **56%** of cardholders report a better welcome at venues 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.

Hynt helps us get to know our customers and their needs. (Venue)

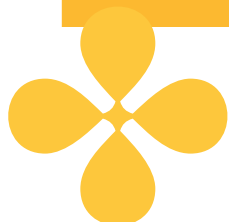
I have more confidence in venues who operate Hynt. They appreciate difficulties of mobility and treat you with dignity and respect.

We are now welcoming people who wouldn't normally have come. We now have a larger amount of disabled people coming. (Venue)

I'm willing to buy the coke the ice cream as we wouldn't be going without the free ticket. We go for lunch as well on a trip out.

SOCIAL RETURN ON INVESTMENT

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



The scheme generates £24,018,708 of social value every year, including:

£494 of value for each cardholder
£129 for each Essential Companion



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



This includes £23.53 of additional revenue for each complimentary ticket



£3,261,200 of additional revenue is brought into local economies each year as a result of Hynt

WHAT WORKS AND WHAT DOESN'T

What works

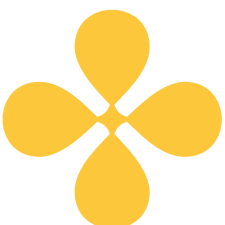
Cardholders & Essential Companions

- Hynt reaches people throughout Wales and across deprivation levels
- Complimentary ticket makes theatre affordable
- Hynt cardholders have better physical access to venues and better access to content
- Scheme reduces isolation and improves wellbeing amongst cardholders and essential companions

What can be improved

Cardholders & Essential Companions

- Booking system
- Website Marketing to increase reach
- Monitoring and evaluation
- Additional capacity needed in Hynt Team
- Funding should be longer-term and increased



WHAT WORKS AND WHAT DOESN'T

What works

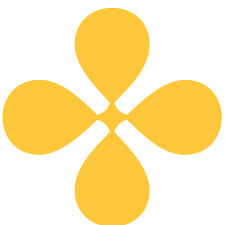
Venues

- Venues attract new, diverse audience
- Venues know exactly what each Hynt cardholder needs
- Venues make an additional £23.53 in revenue for every complimentary ticket they give

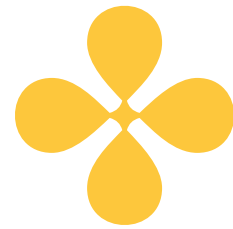
What can be improved

Venues

- Communication and engagement with venues from Hynt
- Training and support for venues to improve inclusive practices



RECOMMENDATIONS



Review of Hynt Operations and Governance

- Consider appointing a development committee/group to work through the recommendations of the report, to discuss with ACW the funding implications of the report and consider some easy to implement decisions to improve the scheme in the short term.
- Convene meetings with partners to understand the needs of all the partners in the scheme and review the partnership agreements.
- Explore and implement appropriate, robust governance structures and procedures.
- Expand the existing Hynt Team to add capacity.
- Consider re-launching the scheme, with improvements, further developments and appropriate resourcing in place.

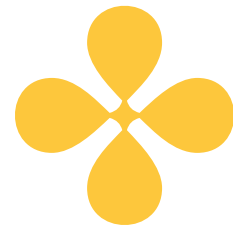
Review of Hynt Application Process

- Review and update the eligibility criteria.
- Work with cardholders to review the application process from start to finish, both online and with a hard copy.
- Update and extend the information given about the eligibility criteria and the application process, and make the language more inclusive and accessible.
- Include a review date for Hynt members to update details and needs, and to reduce concerns about fraud.

Marketing and Promotion

- Develop and implement a marketing strategy for both cardholders and venues.
- Utilise networks and partner organisations to raise awareness of Hynt amongst d/Deaf/ hearing impairment, disabled, and neurodivergent people
- Upgrade the website to make it fit for purpose for cardholders and venues.
- Consider commissioning further work to understand partnership or commercial opportunities for the scheme.





Monitoring and Evaluation

- Collect demographic and baseline data for all cardholders during the application process.
- Develop and implement impact measurement tools to allow live reporting against key impact measures:
 - o D/deaf /hearing impaired, disabled and neurodivergent people experience the arts in Wales more fully and more often.
 - o Theatres and concert venues attract a wider, more diverse audience, and increase income.
- Implement regular, possibly annualised surveys for Hynt cardholders and Hynt venues to improve insight and understanding.

Venues

- Increase dialogue and engagement with venues and share learning from this report.
- Consider supporting venues to think about the whole customer experience from the perspective of the Hynt cardholder and inclusive practices through the whole organisation and their systems and processes. This could include: staffing, training, governance, procurement, creative engagement, outreach and education, transport and programming.
- Work with ticketing system providers, ticket agencies, ticket promoters and STAR (Secure Tickets from Authorised Retailers) to enable all customers to book online, ensuring full accessibility in booking for all Hynt venues.

Recommendations for Arts Council of Wales (ACW)

- ACW to reconsider the funding strategy in terms of length and amount of funding to ensure a sustainable, effective, efficient, integrated and widespread scheme. Funding terms should be 3-5 years.
- ACW and funders to consider what else they can do to support the Hynt scheme, particularly through their data collection and monitoring, application processes and support for EDI training.

ACKNOWLEDGEMENTS

Hynt is an Arts Council of Wales initiative managed by Creu Cymru in partnership with Diverse Cymru. Thank you to Arts Council England for funding this report. With thanks to everyone who contributed to this report: the Hynt cardholders, their families and friends, the venues' staff, the organisations and people who facilitated focus groups on our behalf, the Hynt scheme partner organisations and collaborators, Megan Merrett and Louise Miles-Payne at Creu Cymru. Many thanks to Tim Wheeler and Phil Lofthouse at Arts Council England, and Diane Hebb and Amanda Loosemore at ACW for their support with this report. Thanks also to Kat Watkins and Rhian Davies at Disability Wales, Richard Hoare, Richie Turner and Andrew Miller MBE, UK Arts Access Champion.



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ENGLAND**

**Creu
Cymru**



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