

Hynt card report

What difference has the Hynt card made to people and places



This document was written by **Creu Cymru**. It is an easy read version of **Hynt Impact Report** by **Milestone Tweed**.

November 2023

How to use this document



This is an easy read document. But you may still need support to read it. Ask someone you know to help you.



Words in **bold blue writing** may be hard to understand. You can check what the words in blue mean on **page 24**.



Where the document says **we**, this means **Creu Cymru**. For more information contact:

Website: <https://creucymru.com>



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About Hynt



The aim of Hynt is to make the arts in Wales more **accessible** to:

- Deaf people
- Disabled people
- Neurodivergent people. For example, autistic people



Accessible means something that can be used by everyone. Whatever their needs are.



Hynt works with theatres and arts centres across Wales.



Hynt supports people with **access needs** to enjoy the arts.



An **access need** is something a person needs to be able to take part. For example:

- A carer to support you to go to the theatre.
- British Sign Language Interpreters. When someone signs what is being said. For people who use British Sign Language.
- Closed captions. This is when spoken words are written down. So people can read what is being said.

Hynt is:



- A card that people can use to get free tickets for carers or personal assistants.



- A website that gives information about **accessible** shows in Wales. And gives you information about venues. For example, how many steps there are. Or whether ramps are available.



- A training programme. We train staff at theatres and art centres to improve **accessibility**.



Hynt was started by the **Arts Council of Wales**. It is managed by **Creu Cymru**.



Creu Cymru works with **Diverse Cymru** to provide Hynt.



Creu Cymru has 1 member of staff that manages Hynt day to day.

About Creu Cymru



Creu Cymru is a charity made up of members.



Our members are places like theatres and art companies. And also people who make performing arts and put on shows.



We work together to make performing arts better in Wales.

About this report



We wanted to find out what difference the Hynt card has made in Wales.



We did research between May 2022 and April 2023.



We spoke to:

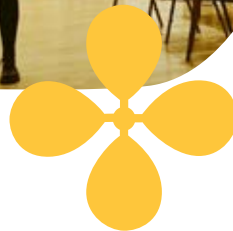
- Hynt card holders
- Carers and personal assistants
- Hynt venues
- Hynt partners
- People who have access needs but do not use Hynt



We run interviews and focus groups. We asked them what difference Hynt had made to them.



This report was funded by **Arts Council England**.



What we learned

Enjoying the arts

Hynt cardholders said:



- Hynt improved their **access** to the arts.



- Most would go to the theatre less without their card. Some would not go at all.



- Hynt makes going to the theatre more affordable.



- Hynt improves their physical **access** to venues.



- Half said they are more able to follow and understand performances.

Improved quality of life

Hynt cardholders said:



- Most said Hynt had made their lives better.



- Over half said having a Hynt card improved their confidence.



- Most said Hynt helped them be around people more often.



- Most said Hynt helped them to have better relationships with people.



- Most said Hynt made it easier to ask a friend to go with them to the theatre.

Carers and personal assistants



Many people who support Hynt cardholders are unpaid carers.



Most said they have felt lonely from being a carer.

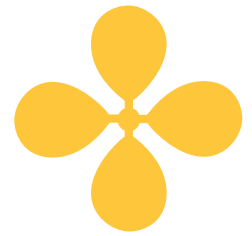


More than 1 million unpaid carers live in poverty.



Most Hynt cardholders said Hynt made the theatre more affordable friends and family.

Venues



- Hynt cardholders are visiting theatres more.



- There were 144 thousand more theatre visits across Wales. Half of these visits were full price tickets.



- Just over half of Hynt cardholders said they visited a new venue.



- Venues make £23.53 on every free ticket they give to Hynt cardholders.



- Local areas around Hynt venues also benefit. Hynt brings over £3 million to local areas every year.

Social impact of Hynt



We looked at social value. This is how much value the Hynt card has for people and places.



Hynt makes over £24 million pounds worth of social value every year. This includes:

- £494 for each cardholder.
- £129 for each carers or personal assistant.
- £42.33 for venues, for every ticket they give away.
- An extra £23.53 from people buying other things at venues, for every ticket they give away.
- Over £3 million for local areas each year because of Hynt.



For every £1 spent on Hynt, it makes £6.05 for people and places.

What works and what does not work

What works for cardholders and their carers



- All people throughout Wales, from different areas use Hynt.



- Free tickets makes going to the theatre more affordable.



- Hynt cardholders have better physical access to venues. They can follow and understand performances easier.



- People are less lonely and have better wellbeing.

What can be better for cardholders and carers



- Better booking system.



- Promoting the website so more people know about Hynt.



- More checking how Hynt is working.



- More people working on Hynt.



- More funding for Hynt.

What works for venues



- Venues get new audiences made up of all different people.



- Venues know exactly what each Hynt cardholder needs.



- Venues makes an extra £23.53 from people buying other things at venues, for every ticket they give away.

What does not work for venues



- Venues need better communication with Hynt.



- More training and support from Hynt so venues can improve.

Recommendations

How Hynt works and is run



- Hynt should think about setting up a group to work through these recommendations.



- Set up meetings with Hynt partners to talk about how we work together.



- Set up rules and procedures for running the Hynt scheme.



- Get more staff working on Hynt.



- Think about relaunching an improved Hynt scheme.

How people apply for a Hynt card



- Check and update who can apply for a card.



- Work with cardholders to improve how people can apply.



- Update information about how to apply. Make sure it is easy for people to find, use and understand.



- Set a date for when Hynt members must update their details.

Promoting Hynt



- Write and carry out a plan for promoting Hynt.



- Use **Creu Cymru** members and Hynt partners to promote Hynt.



- Improve the website.



- Think about doing more work to look into how Hynt could work best.

Checking how well Hynt works



- Collect information about who becomes Hynt cardholders.



- Finds ways to measure how well Hynt works for people and venues.



- Start surveys for Hynt cardholders and venues. So we understand their needs and thoughts better.

Venues



- Talk to and work with venues more closely.



- Support venues to think about the experience of Hynt cardholders in everything they do.



- Work with ticket providers to support all customers to book tickets online.

Arts Council of Wales



- The Arts Council of Wales should think about how Hynt is funded. Funding should be for 3 to 5 years at a time.



- Think about what else they can do to support Hynt.

Hard words

Accessible

Accessible means something that can be used by everyone. Whatever their needs are.

Access need

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