

**Creu
Cymru** 

**Organisational
performance**



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Over the last 3 years we have:

Transformation

We've expanded membership to include producing companies and individuals which resulted in a 75% growth in membership, going from 40- to 74 members.

We have increased income from membership by – membership fees from £15,800 annually to £41500.

Our funding has led to securing funding from trusts and foundations including £8750 from Moondance Trust, £10,000 from the Foyle Foundation and £3500 in corporate sponsorship.

Hynt number of cardholders has increased by 3637 (this financial year) or 4311 in 2022 (calendar year Jan-Dec).

Our staff, board and members have been interviewed about issues facing the sector and based on campaigns we have created.

We have been featured in the Western Mail, WM Magazine, BBC One Wales News, ITV Wales News, The Stage, Arts Professional, S4C, Golwg, BBC Radio Wales Arts Show and Breakfast Show, Arts Scene in Wales and Get the Chance.

We have represented members at regular meetings with Welsh Government. This resulted in:

- Reclassification from events to entertainment meaning theatres were in the same category as cinemas and had greater capacities to operate.
- Clarification and distribution on guidance and information.

- Information passed directly from WG to members.
- Lobbying for further financial support.
- Being consulted on new Event Wales strategy
- We've consulted on the development of the Welsh Government's Culture Strategy and facilitated a session with Creu Cymru members.

We have attended round table meetings with DCMS, the All-Party Parliamentary Group for Theatre and our Director, Louise, sits on the UK Theatre Board ensuring the voice of the sector in Wales is represented.

We have presented at the AMA Conference, From Access to Inclusion, Event Wales Conference and What Next? Cymru.

We also presented evidence to Culture, Communications, Welsh Language, Sport and International Relations Committee as part of its one-day inquiry into arts and the creative industries.

We regularly work with theatre bodies around the UK such as UK Theatre, Theatres Trust, ABTT, One Dance UK, FST and Theatre NI on joint initiatives and advocacy.

We rebranded in 2021 to better reflect our dynamic presence in the performing arts sector in Wales.



Climate Justice

As a result of the Covid-19 pandemic we moved to online meetings for most of the activity. We have continued to work in a hybrid way, saving on both costs and impact on the environment for both staff and members, which also allowed more members to attend.

We encourage car sharing and sustainable methods of transport for Board Meetings and other in-person events and offer incentives for those attending our annual conference if people are able to travel in a sustainable way.

We worked with Paddy Dillon and the Theatres Trust on the creation of the Theatre Green Book and facilitated consultation sessions with members.

We have been a home working organisation since 2010. This eliminates the need for a daily commute, which in turn reduces the amount of CO₂ emissions each staff member generates. We are also paper light organisation.

Creativity

We hosted five cafes on the topics of the Cultural Contract - Growth potential, Workforce and Board Diversity, Fair Pay, Progress in Lowering Carbon Footprint and Promotion of health. We invited experts in each of the areas to speak and answer questions. This included Inc Arts, Shelter Cymru, Creative Freedom, Museum Detox, Stonewall Cymru, Disability Wales, Culture&, Chwarae Teg, Wales TUC Cymru, Jerwood Arts, Cynnal Cymru, Theatres Trust, Julie's Bicycle, Bangor University, Backstage Niche, NTW, Eisteddfod Genedlaethol Cymru, Indigo and Brixton House.

Following this we created resources for our members to gain more knowledge on the topics discussed.

We worked with members and the wider sector on the #WeMissYou / #HiraethAmdanat campaign – highlighting a year of closure for our theatres. The campaign received support from the public and well-known faces online. The campaign was covered by Wales Online Arts, Dros Frecwast, Radio Cymru, Newyddion S4C, ITV Wales, BBC Cymru Fyw, Welsh Arts Review, Wales Today, BBC One Wales, The National and The Leader.

We ran a successful online conference featuring **Alan Lane** (Slung Low), **Alun Saunders** (Actor / Writer / Drag performer), **Bryan Joseph Lee** (Public Theater NYC / Back 2 Culture), **Daniel Evans** (Chichester Festival Theatre), **Kate Fox** (MIF), **Lianne Weaver** (Beam Training), **Lisbeth McLean** (Menter Iaith Merthyr Tudful), **Sita Thomas** (Common Wealth Theatre) and **Steffan Donnelly** (Actor / Writer / Wales Freelancers Taskforce) attended by over 120 online with additional On-Demand content available post-event.

Our 2022 Annual Conference was held in May 2022 at The Pierhead, Cardiff, sponsored by Dawn Bowden MS.

Speakers included: **Sita Thomas** (Artistic Director of Fio), **Mathew Russell** (Executive Director of the Queen's Theatre), **Dawn Bowden** (MS, Deputy Minister for Arts and Sports), **Jasmine Okai** (Producer, Fio), **Connor Allen** (Actor, writer and Children's Laureate of Wales), **Christian Paterson** (Grand Ambition), **James Doyle-Roberts** (Citrus Arts / Hopkinstown Hall) and **Lisbeth McLean** and **Geinor Styles** (Canolfan Soar / Theatr na nŌg / Consortiwm Cymraeg) and was attended by over 80 people.





Louise was awarded the WCVA Walter Dickie Leadership Bursary in 2022. The bursary aims to help leaders in the voluntary sector to develop their entrepreneurial leadership skills. Louise used the bursary to carry out learning visits to similar performing arts focused organisations across different parts of the UK.

We funded nine freelance positions to work with member venues and support their organisation during this time.

Created a resource document during the Pandemic to outline the situation of each member venue, making it easier for external partners such as producing companies to understand each individual situation.

Welsh Language

We developed our website and made sure that Welsh language was equally represented. We have interpreters at all major member meetings and events. We have Welsh speakers at our conferences and live translation available.

Incidental Welsh is welcomed and used in internal communications. Of the current three members of staff, one is a first language Welsh speaker, and two are second language Welsh learners.

Part of our work with UK Theatre is making sure that national programmes and initiatives are available in both languages (such as the 10 Principles of Safe and Inclusive Workspaces).

Nurturing Talent

We have provided training for members and non-members including Wellbeing, Resilience for Leaders, Mental Health First Aid, Restorative Practice, Managing Covid Safely, Live Streaming, Social Media, Re-engaging audiences, Unconscious Bias, Deaf Awareness, Make your venue or event welcoming for blind and partially sighted people, Allyship in the Workplace, Intro to LGBTQ+ Awareness and Carbon Literacy.

We worked with the WCVA to run a policy surgery for members.

We commissioned Lisa Baxter from the Experience Business to run two intensive training projects for members and some non-members (Public Value Accelerator – Igniting fresh thinking and practice and Creating sustainable audience value post-Covid).

We have engaged with Artistic Directors, Chief Execs, Technicians, Programmers, Producers, Artists, Marketers, FOH, Operations Managers, Cleaners and Box Office Staff.

We developed reopening toolkits that could be used by venues including risk assessments and other templates.

We provided site visits from professionals to advise on Covid-safe working.

We've created six 'On Demand' training videos with the aim that that members can watch in their own time, either as a team or individually, whatever suits working patterns and learning.

The videos will act as an introductory training to longer more in-depth live training in the future.

Topics include:

- ▶ 'Intro to Customer Service' with Tansy Rogerson, Armadillo Events
- ▶ 'A warm welcome to audiences with additional needs' with Hijinx
- ▶ 'Anti Racist Terminology' with Everyday Racism
- ▶ 'Intro to self-care' with Beam Training
- ▶ 'Overcoming Worrying' with Beam Training
- ▶ 'Boosting Creativity' with Beam Training

We have created networking opportunities for members to come together, share worries and ideas for collaboration or future projects.

Through hynt we have partnered on the Breaking the Box Connect and Flourish project with Taking Flight as lead partner. A major focus of this project was to nurture Deaf, disabled and neuro divergent off-stage talent in Wales.

Our communication to members includes a monthly newsletter with sector updates, a touring newsletter with potential programming opportunities and a training opportunities newsletter. We also regularly update members via our social media channels.

We've supported members with bursaries to attend events and performances such as the AMA Conference, AMA Digital Day, GDIF, a Butoh Workshop, a workshop with performance artist Bryony Kimmings and the Theatres Trust Conference.

Widening Engagement

Hynt membership numbers (have gone from 18,587 at the end of December 2019 to 25,794 at the end of December 2022)

We have increased Hynt Venue membership and introduced new Hynt Associate Membership now including new members ICC Wales, Cardiff Castle Christmas Festival, Little Wander, Muni Arts Centre and Swansea Arena.

We have been advising ACE and other stakeholders as they develop the national access scheme, we are in the middle of carrying out the hynt impact report and we are beginning to expand the scheme to include non-venue-based members.

We have provided Deaf Awareness Training, led by Deaf performer and creative Stephanie Back, supported by Taking Flight's Artistic Director, Make your venue or event welcoming for blind and partially sighted people, led by Tafsil Khan, supported by Ioan Gwyn and Symposia in partnership with organisations including Taking Flight and Disability Arts Cymru.

We have been part of the UK wide Audience Access Alliance, making sure that access was at the heart of reopening plans post Covid.

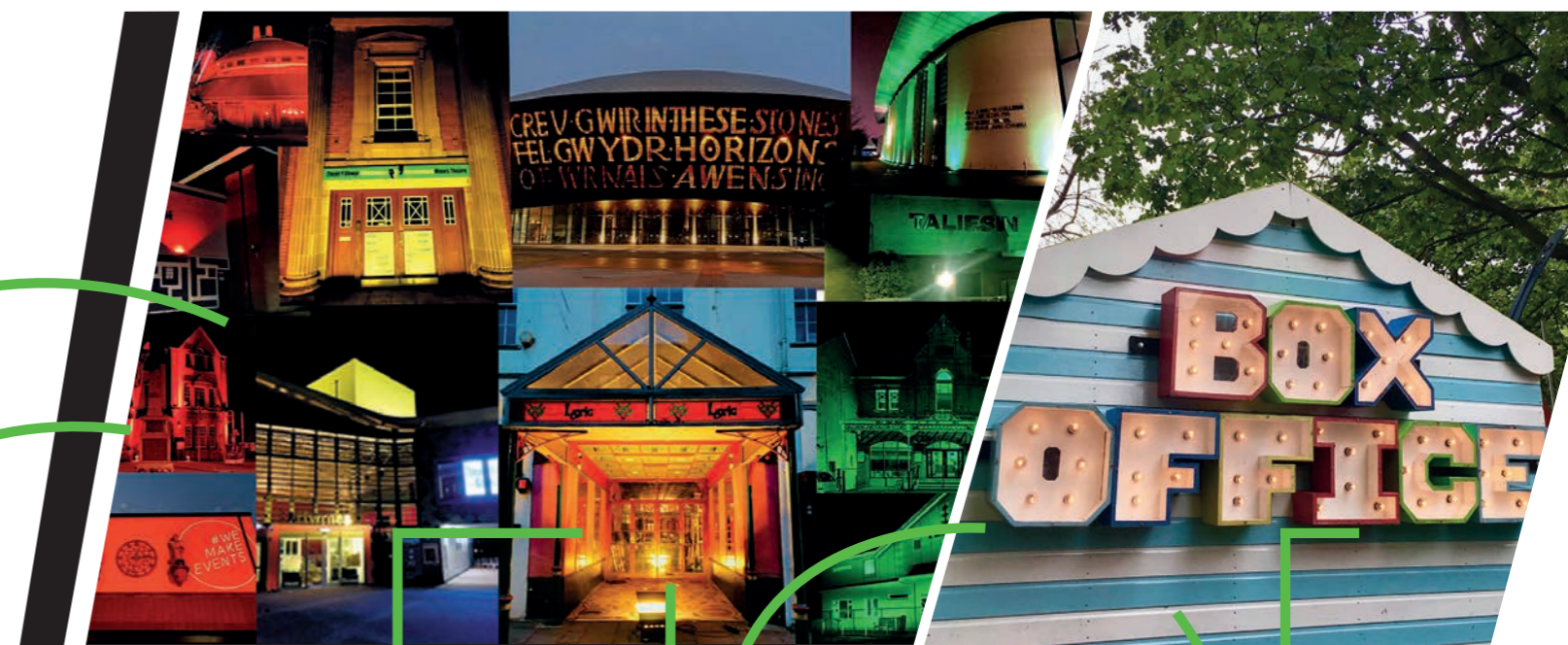
We partnered UK Theatre and Inc Arts UK on the anti-racism conference 'Speak, Listen, Reset, Heal' ('Siarad, Gwrandu, Ailosod, Gwella').

Acknowledging systemic and structural racism in the performing arts, the conference aimed to effect real changes through authentic, constructive and direct dialogue between senior leaders and the diverse workforce, artists and organisations that interact with them.

Following the conference, we signed a partnership agreement with Inc Arts to continue this important work with members in Wales.

We supported and advised Ballet Cymru on their project to increase access throughout their performance of 'DREAM'.

We worked with UK Theatre to support the roll of 10 Principles of Safe and Inclusive Workspaces, which also included making sure they were available in Welsh.





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