

Creu Cymru Strategic Equality, Diversity and Inclusion Action Plan

For the past few years, we have strived to develop our work around equalities, diversity and inclusion. Our Strategic Equality, Diversity and Inclusion Action Plan sets out our ambitions to focus our efforts on developing an organisation that is diverse, fair and inclusive.

Creu Cymru must represent the diversity of our members. Seeking a diverse range of views and experiences will enable us to understand the extent of disproportionate impacts and associated needs.

We will work together to create a membership where diversity is recognised, valued and celebrated. We will proactively advance equality, diversity and inclusive practice in our staff and board recruitment and membership drive.

We want to empower members with their EDI journeys whilst looking at best practice internally.

Creu Cymru will collaborate with other organisations to support the sector in improving Equalities, Diversity and Inclusion across workforce, audiences and presentation of work.

We want to continue to improve and grow the work we have been doing on hynt since 2015 and other areas of EDI.

When it comes to employment, evidence shows that Deaf and/or disabled workers in the sector have significant employment challenges. Statistics from the Attitude Is Everything 'Accessible Employment Guide 05-21' show:

- 79% of respondents believed that barriers related to their impairments had impacted on their career.
- 51% had withdrawn from a job application process due to accessibility related reasons.
- 32% of respondents were working less hours than they wanted to be working.
- 62% of respondents felt their impairments had been a factor in not getting a role that they had applied for.

According to a 2019 report by Arts Council England, people from Global Majority backgrounds make up 16% of the UK population, but only 7% of audiences for mainstream theatre productions. This suggests a significant disparity between the general population and those who attend theatre in the UK.

In terms of staff diversity, a 2017 report by UK Theatre and SOLT (Society of London Theatre) found that only 12% of senior management positions in UK theatre were held by people from Global Majority backgrounds. However, the same report showed that the overall proportion of Global Majority staff in theatre had increased from 5% in 2011 to 11% in 2016.

Key findings from the hynt Impact Report show:

- The scheme is making a positive change to the lives of the users.
- The ability to use the card at multiple venues is a huge benefit.
- The spread of membership around different socio-economic backgrounds is good.
- Many hynt users have a very positive relationship with their local theatre.
- Without hynt, 90% of cardholders would go to the theatre less.
- 76% of respondents reported better access to culture.
- Using the best available data, hynt is only reaching a small percentage of people with certain registered disabilities.
- Plotting hynt cardholders against the Welsh Indices of Multiple Deprivation, hynt membership levels are similar across all. This is evidence that hynt is an effective tool for widening access in the most deprived areas of Wales.

Our actions are planned for the SHORT TERM and the LONGER TERM

THIS YEAR

We are taking action and making change through these focus areas:

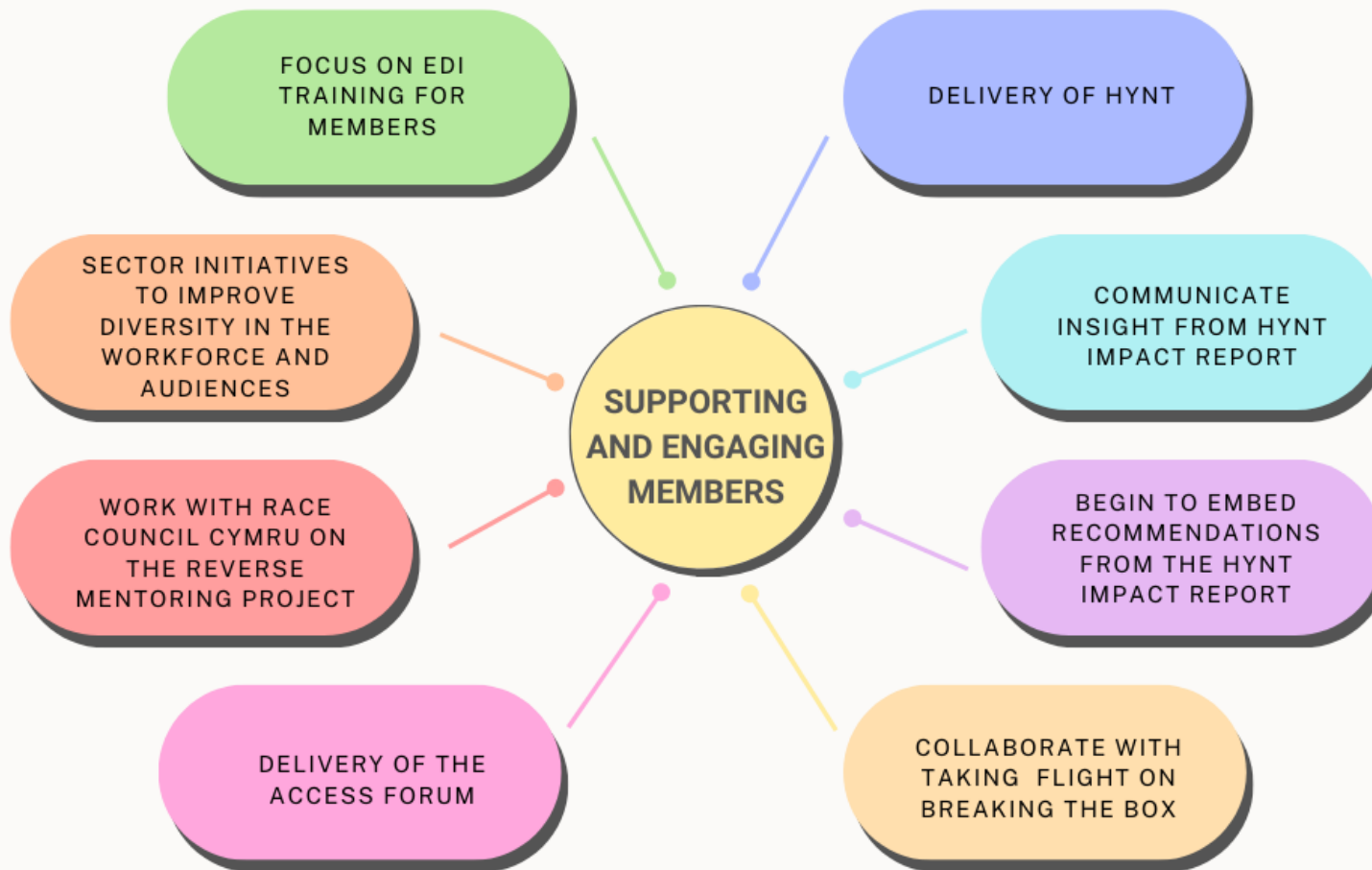
- Supporting and engaging members with their own EDI journeys
- Improving our internal practice

FROM 2024

We will go further:

- Stretch ourselves further in sustainable transformational change
- Report our progress
- Continue to listen and learn





How will we achieve it?

2023/24

We will continue with the delivery of hynt (the national access scheme for Wales). This will include continuing to promote the scheme, training and events for member venues, expanding the scheme for both users and venues, and supporting hynt venue members to become more accessible to Deaf and disabled audiences, artists and staff. We will continue to bring those with lived experience into the project to present at events, training and to advise on the scheme.

We will communicate insight from the hynt Impact Report to members and users and put a plan in place to carry out initial changes to the scheme based on the findings.

Using our experience of nearly a decade of hynt to inform and support this work, while always advocating for the social model of disability, the importance of equity of experience at live performance arts events, and the lived experience of Deaf, disabled and neuro diverse people.

We will share and start to embed the recommendations made in the hynt Impact Report, created through interviews, surveys and focus groups with hynt cardholders; carers; Deaf, disabled, and neurodiverse people; venues; and stakeholders. We will host a sharing event and provide a clear guide to support the industry to make practical, short term and long-term change.

We will take on board the findings and recommendations of the Widening Engagement Action Plan both internally and how we can assist members with their actions via training, projects and collaborative working.

We will develop a set of principles for speakers and trainers setting a minimum balance of genders / ethnicity etc. We will follow these principles where possible at both our events and events where we are asked to contribute.

Breaking the Box will see us working with lead applicant Taking Flight Theatre Company, and other project partners including hynt venues RCT Theatres, Carmarthenshire Theatres, Pontio and Awen Trust, and four disabled freelance partners with lived experience and creative practice. Hynt will support the sharing of learning from the project and embedding long term CPD and change that will be trialled and modelled in Breaking the Box 2 (BtB2). One Deaf, disabled or neurodivergent provocateur will be based at each venue, giving access a place at the table, to provoke and challenge usual ways of working, find opportunities for and support Early Career Creatives (ECCs). There will be a 12-month programme for 4 new back stage ECCs including paid training opportunities, and a training bursary for 5 actors to address the dearth of disabled and Deaf performers.

We will work with partners around Wales such as NTW and DAC on the delivery of an Access Forum. This will be a platform for sharing best practice, projects, networking and provide a space for Deaf, disabled, and neurodiverse people to inform and shape developments in the sector.

As well as training delivered through hynt we will also continue to provide training for members on other aspects of EDI such as Unconscious Bias and Introduction to LGBTQ+ Inclusion.

Individual membership will remain at low costs allowing those from socio-economic backgrounds to engage with the network.

We will continue to embed inclusive recruitment practice into any roles available in the organisation or board and will ensure all staff to attend annual EDI training.

We will carry out annual diversity audits of our Trustees and monitor and respond to results accordingly.

2024/25

We will continue to work with UK Partners on the development, pilot and roll out of the UK Wide National Access Scheme and support both venue members and hynt users through the transition. This could be through using Wales as a pilot region to trial new technological advances e.g. box office synchronisation with an access scheme database.

The hynt symposium will focus on themes identified through the first year of embedding changes following the Impact Report, celebrating what has gone well and presenting provocations and inspiration for the more challenging or longer-term changes.

We will roll out the creation of a Hynt Advisory Panel working with staff and member venues to make continual improvements to the scheme. This will ensure that the voices and lived experience of Deaf, disabled and neurodiverse people shape hynt and inform decisions and directions. It will also provide a valuable networking opportunity.

Menu of resources on hynt website will be updated and enhanced as a result of the actions identified as important in the Impact Report.

We will develop programmes and training events to support members to increase diversity amongst their Boards and staff.

We will develop an inclusive recruitment guide for members.

We will continue to work with and form relationships with organisations with who can help us achieve our aims and objectives in this area such as Disability Arts Cymru, Race Council Cymru, Diverse Cymru, Stonewall Cymru, The Other Box and Disability Wales.

We will work with partners elsewhere in the UK to bring initiatives such as the Anti-Racism Touring Rider to Wales and the use of access riders to encourage the adoption and implementation of such schemes.

2025/26

We will celebrate 10 years of hynt with a high-profile marketing and PR campaign. Highlighting Wales as a nation of pioneering change in Equality, Diversity and Inclusion, platforming the voices and feedback of hynt cardholders, audiences, venues and creatives.

We will employ a diversity consultant on a freelance basis who can act as a specialist advisor on all things EDI and can be on hand to help members.

In addition to the hynt advisory panel we will create a hynt Cardholders advisory group, making sure we are taking in and using feedback from members on a regular basis to improve the scheme.

We will work with the operators of the UK National Scheme, ensuring a smooth transition and delivery of the scheme.

We will identify events where we can represent members and the wider sector, promoting the arts as a safe space for LGBTQ+ audiences and staff such as presence at Pride Cymru.

2026/27

Year three will focus on embedding the new schemes and continuing to improve within this area.

Creu Cymru Cultural Statement

INTRODUCTION

This Cultural Statement is formed from our collective voice and we all have a responsibility to uphold its values.

We are all ambassadors of the performing arts in Wales and take pride in our work and the work of our members.

We believe that theatre is many things to many people and we work to champion its place within people's lives.



HOW WE TREAT EACH OTHER

- We will treat everyone with equal respect.
- We believe that all our interactions with one another begin from a basis of trust.
- We recognise that we are all individuals and we all think and act differently and that diversity is our richness. We also recognise the value in each of our roles and each other's skills as individuals or as a team.
- We all have a responsibility to uphold our values and managers to lead by example. The Director will listen to any concerns/issues brought to their attention and deal with them sensitively and constructively. They will communicate thoroughly with their staff and make their expectations clear to avoid confusion and inconsistencies.
- We will all behave as responsible adults who are professionals and should all be treated as such.
- We don't want a culture where people cannot touch each other to express support or in comradery. But we recognise that some people do not want to be touched (ever!) and that's OK.
- We all have a responsibility to show each other respect throughout our interactions with one another. As professionals we will schedule meetings fairly, we will be punctual, we will be present in meetings and engage fully, we will not show favouritism and we will allow space for all opinions.
- We all share a responsibility for each other's wellbeing at work. We all spend a lot of time together and make an effort to enhance each other's experience at work.
- We are all capable of making mistakes or acting outside of the values of our Cultural Statement but we will endeavour to rectify the mistakes we have made in the treatment of others. We will not be too proud or stubborn to apologise. We will also accept apologies and not hold grudges.



Creu Cymru Cultural Statement

OUR WORKING ENVIRONMENT

- We will communicate with others in order to solve problems and discuss issues.
- We do not have a culture of blaming or shaming.
- We do not believe shouting is ever OK.
- We think that occasional swearing is OK to let off steam but it is never to be directed at anyone or done in an aggressive way.
- If we have a concern or issue we have a responsibility to bring it up with our line manager or an appropriate person.
- We do not want to ban alcohol consumption completely during work hours or at work events. We know that we need to act responsibly and drink within our own limits. We recognise that not everybody drinks alcohol and that is also absolutely fine too!
- We do not want to prohibit or restrict conversation topics or shy away from difficult subject matters. We welcome healthy debate and challenges to each other's opinions. We also know to take a step back when we recognise a conversation is becoming uncomfortable for ourselves or others or disruptive.
- We appreciate the value of evaluations, constructive criticism and debriefs and know that we can acknowledge the positives and learn what we can do better next time.
- We respect that we all work in different ways. This might be on a casual, part-time or on a flexible basis.
- We will communicate effectively with each other and understand that we are all part of a 'bigger picture' working towards the same goal.
- We understand that the organisation aims to accommodate flexible working where practical, however we recognise that it is ultimately the line manager's decision.
- We appreciate that some people request flexible working due to personal issues and/or commitments. Personal information will only be shared on a need to know basis.
- We do not have a culture of working consistently 'long hours' and can take pride in the amount we achieve within reasonable and healthy working hours and we do not all work in the same way. We also know it is about give and take and sometimes there are occasions where 'out of hours' work is necessary to deliver our roles. We work collectively as a team in these scenarios



Creu Cymru Cultural Statement

HOW WE INTERACT WITH OTHERS

- We pride ourselves on our friendly welcome to anyone who we interact with online and at our events.
- We often work with freelancers and expect them to read this statement and respect it whilst they are working with us.
- We think humour is vital and it plays a large part in creating a happy, healthy working environment but we will be mindful that one person's "banter" may be another person's embarrassment.
- We love to celebrate people's personal lives and arrange opportunities to congratulate them; be it a new job, engagement, new baby or retirement.
- Whilst we all love to celebrate each other's lives we all need to be mindful that others may be experiencing difficulties. We are careful to be considerate and not 'over-share' with information that may hurt another's wellbeing.

This Cultural Statement will be reviewed and updated every year to ensure it still reflects our collective view.