

CASE STUDY:

East Midlands Creative and Cultural Economy Partnership (emccep)



emccep works with key national and regional strategic partners with a mission to champion the growth of creative and cultural enterprises for the benefit of the people and the economy of the East Midlands.

WHAT WE DID

TMD initially conducted an audit of the partnership, which included consultations with other Regional Development Agencies (RDAs) on the mechanics of Creative and Cultural partnerships. Based on the results TMD developed a new model to reinvigorate the partnership and we are implementing the resulting strategic business plan, with recommendations for the future operation of emccep.

THE RESULTS

- A consultation held with 20 emccep partners and 4 RDAs
- Development of a new brand, positioning statement and key messages
- A new partnership model and infrastructure developed and implemented