

partnership

succeeding through innovation

Case Study: Phoenix Square Film and Digital Media Centre and De Montfort University

"The project resulted in a high quality digital arts programme which is underpinned by robust business plan and a clearly defined and researched opportunity to position Phoenix as an international arts centre."

John Rance, Chief Executive Officer

Background

Phoenix Square is an independent arts organisation with over 30 years trading history in delivery of performance arts and cinema in Leicester. Phoenix now aims to put digital arts on the cultural map of the East Midlands, enabling it to compete at national and international levels.

Objective

To investigate, design and implement an audience development strategy to support the positioning of Phoenix.

Company benefits

The partnership has ultimately achieved a considerable amount beyond its original aims, and helped Phoenix to stabilise its financial position and reputation. The KTP has significantly contributed to the business becoming part of the Arts Council's strategic portfolio, supporting its national positioning. By the end of the project, Phoenix has enhanced its capabilities and reputation, secured grant funding to support innovative arts for the next 3 years, and built local, national, and international audiences through collaborations and activities.

- Developed and executed a new Digital Arts Programme which supports its business mission
- Internship for the KTP associate enabled knowledge transfer of best practice to be incorporated into the audience engagement plans
- Achieved £440k in grant income, and contributed to business income through activities
- Business strategy developed for future growth

"This has been a challenging project due to the impact of the weakened economic environment but Katie's achievements have been outstanding. She has been a major strategic resource for the business, her initiative and hard work has benefited all."

Dr Tracy Harwood, Academic Lead and Supervisor



The Phoenix Foyer

Katie Flaherty

Associate benefits

Katie Flaherty has learned a great deal about strategic business and audience development of digital arts and has embedded this valuable knowledge into Phoenix. She is now employed as Business Development Manager. In addition, Katie has also achieved:

- A Masters in Cultural Events Management
- Successful internship at Powerhouse Museum, Sydney
- Successful Bid writing experience
- Exposure to curators and artists of international standing and forging partnerships with Ars Electronica Festival, Austria
- Public speaking, including a session on 'how to programme digital arts' at the British Arts Festival Annual Conference

University benefits

Key benefits include:

- Successful outcome of the project underpins the strategic relationship of the university with Phoenix
- Contribution to teaching and learning through case study materials, guest lectures and project work
- Staff from all disciplines have benefited from a better understanding of how theory relates to practice in a local and emergent sector
- The project will be written up for research publication

Partnership outcomes

The partnership continues to collaborate on developing the digital arts programme, with exchange opportunities for both staff and students.

Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit dmu.ac.uk/ktp

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