

Creative Yorkshire Stays on Track with Renaissance Solution



Huddersfield-based CIDA, The Creative Industries Development Agency, has embraced the latest technology to help support the delivery of an arts renaissance in Yorkshire.

Part of Yorkshire Forward's Renaissance Programme, which is helping to regenerate Yorkshire's creative economy by providing skills development to Town Teams in Yorkshire, the MBED project will be tracked through a CRM solution, whose flexible reporting will help CIDA save nearly

10% in time each month, by streamlining its reporting procedures.

CIDA Programmes Director, Jo Wilkinson says: "For MBED we needed a solution that would help us keep track of the projects and accurately report KPI outcomes as required by Yorkshire Forward.

"Recognising that our existing system could be enhanced, we engaged with a process solutions specialist, Logical Minds to make the CRM tracking system more efficient, stable and user-friendly".

Logical Minds Managing Director, David Weaver says: "The improved CRM tracking solution will help CIDA carry out its amazing work more effectively. Just like CIDA, we look for creative ways to redevelop underperforming areas and then prove that with the right expertise and pro-active project management, we can deliver real results for all concerned".

CIDA hopes to make further time savings using the improved CRM solution by rolling it out across other projects in the near future.

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