

## Cosmic Studio 15



**Business name and size:** Cosmic, a social enterprise delivering digital skills and services, employing 48 staff

**Funding awarded:** £ 42,475 to develop a dedicated studio-style space at East Devon Business Centre, equipped to produce high quality online video content and virtual learning experiences.

### **Project outline:**

Cosmic utilised the funding from the IRF programme to set-up and mobilise their own multi-media studio space at the East Devon Business Centre in Honiton. The new equipment purchased from the funding included a range of video, audio and high-end processing devices as well as state-of-the-art VR headsets. Alongside the equipment the fund also provided essential upskilling for staff being deployed in the new studio with video-editing, podcasting and VR content development. The outcome of the project is a new set of digital services being delivered to benefit SMEs, charities and organizations across the local area.

### **The challenge:**

In the aftermath of the pandemic it became evident that local businesses and organisations rapidly needed to develop new and innovative ways to promote services and products and to compete online in an increasingly global marketplace. The ability to offer multi-media services and support with the latest digital technologies and the support needed meant that SMEs and organisations can access these services locally and affordably. Cosmic has an ongoing commitment as part of their social impact to ensure that digital transformation and digital inclusion is achieved at all levels of the local community and economy – for individuals that means enhancing their employment opportunities through digital skills, and for local businesses this means improving their services, products and market position through digital transformation. Their new Studio 15 set-up has brought a new era and capability in their digital services and support.

### **The solution:**

Cosmic Studio 15 is now available to support organisations, either by them coming along to East Devon Business Centre and working with Cosmic on their digital content development and training

needs, or by Cosmic taking equipment out to the business premises and providing them the enhanced capabilities this way. Newly skilled staff members are able to assist businesses and individuals to navigate newer digital technologies in order to maximise the impact and success which can be achieved.

**The impact:**

Cosmic Studio 15 provides a set of resources which will boost Cosmic's income in the coming years as part of their own business development, as well as continuing to support other local organisations in their digital developments. The legacy of this set-up will be a host of businesses, charities and organisations (as well as the individuals) with new digital capabilities, skills, content and systems – all adding up to a major boost to the economic and social impact achieved.

**How is the new approach being sustained:**

Cosmic intend to keep the technologies in Studio 15 updated as far as possible within their own future budgeting processes, and at the same time bid for further enhancement and replacements in the future. They can also envisage a time in the years ahead where being able to replicate this model in other business hubs and resource centres will prove highly beneficial across a wider geographic area, and so they are exploring ways in which they might support other social enterprises and organization to maximise their own plans. This potentially could be achieved on a consultancy basis adding to Cosmic's own sustainable business model.

Julie Hawker, MBE, Joint CEO at Cosmic, said: "The EDDC IRF Fund proved fundamental in enhancing the ways in which Cosmic has been able to develop its own digital technologies and resources in a way which is directly benefiting other local businesses, charities and individuals. The ability to bring the latest digital technologies to support and motivate people in our local economy sits at the very heart of Cosmic's work and the IRF Fund came at a golden moment to boost that opportunity"

[www.cosmic.org.uk](http://www.cosmic.org.uk)