

The Studio: Activity and Impact Report 2025



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1. Executive Summary

In 2025, The Studio at Bath Spa University has continued to thrive as a dynamic hub for creative innovation, collaboration, and social impact. The redesigned Residency model promotes sustainable growth through flexible, subsidised memberships, fostering a diverse community of artists, technologists, and entrepreneurs at all career stages. Survey results show that **100% of Residents would recommend The Studio**, with 94% stating it met or exceeded their expectations, a 14% increase from 2024. Notably, **65% now earn a living from their Studio-based practice**, and **64% have secured funding or investment**.

The Studio hosted 27 events this year, engaging over 360 unique attendees, 85% of whom were from outside the Resident community. These events spanned themes such as AI, immersive experiences, and inclusive community-building. Support from the Creative Producer and Technologist has been pivotal in helping Residents develop new technologies, secure grants, and showcase their work at high-profile events like Bath Digital Festival.

Social value remains central to The Studio's mission, with Residents contributing to mental health, digital inclusion, placemaking, and sustainability. Over £1,600 in peer-to-peer value was exchanged through the embedded social value model. As The Studio continues to grow, it remains a vital space for experimentation, learning, and meaningful creative enterprise in the South West.

The Studio's 2025 impact demonstrates a thriving, inclusive ecosystem that empowers creatives to innovate, connect, and make meaningful contributions to society.

2. Context – What is The Studio?

"The studio, in terms of for that sort of networking and skill set, is just amazing. You know, that building buzzes with so many exciting people doing exciting things."

The Studio is a place of innovation, research and enterprise where Residents are offered:

- Fully or partial subsidised access to space,
- Expert technical support,
- Access to immersive technologies,
- Access to partially or fully subsidised events and communities of interest; as well as
- Support from both a specialist creative producer and technologist.

These elements combine to offer something unique within the city, a space focused on supporting people to iterate, to create and to learn.

Whilst the space is home to some very financially successful high growth businesses, such as Ramshaklicious who have recently been awarded upwards of £150k from Creative Scotland

and Arts Council England and Fumb Games who were directly supported by staff from The Studio to apply for their successful £150k UK Games Fund grant; it is also home to those at the very earliest stages of developing freelance careers, and pre-start-up scoping out how to run micro-businesses as well as MSMEs whose social impact punches above their financial weight.

This report includes data about the use of the building, the events, the impact The Studio has with its Residents and their impact as well as use of The Studios equipment and Creative Technology support.

Changes for 2025

When The Studio opened 5 years ago the Residency model was less formal, offering access to space but a significantly less structured offering for the first couple of years prior to the introduction of a Creative Producer and Creative Technologist along with the purchase of a range of Immersive Technology equipment available for the Residents use. Following analysis of The Studio Residents survey data [direct and indirect] the Residencies were re-designed and are now offered in range of options / subsidies:

- **Open Day:** Fully subsidised, one day per week. Residents choose the best day for them. Reviewed annually.
- **Building Your Practice:** Fully subsidised for up to 12 months, with opportunities to apply for Hot Desk or Pay as You Go options.
- **Pay As You Go:** Part subsidised, £10 per day or in-kind support, reviewed annually.
- **Hot Desk:** Part subsidised, £40 per month or in-kind support, reviewed annually.
- **Fixed Desk:** Subsidised, £150 per month, reviewed annually with a minimum 3-month contract.

3. The Studio Residents Survey

This annual survey helps The Studio team assess which parts of our Resident offer are working well, and what kinds of improvements need to be made for future years.

Impact The Studio has with the Residents

When asked if they have experienced personal or social impact or change because of The Studio, Residents very clearly tell us that they have experienced the following:

75% say

Increased Sense of Community

69% say

Professional Development

66% say

Increased Sense of Place

63% say

Personal Development

“Through our partnerships... we have created freelance work for local creative practitioners. We have also provided work experience for emerging creatives... and have evolved our entire offering for 2025”

Key statistics from the survey which demonstrate the positive impact of The Studio include:

100% of respondents said they would recommend The Studio.

94% of respondents say that The Studio has met their expectations this year, a **14% increase** from 2024.

91% of respondents have collaborated with someone in some way **a 4% increase**.

65% earning a living from their Studio-based practice/business, **a significant 22% increase**.

64% received funding or investment, **an increase of 13%** on 2024 and **3%** on the year before.

59% engaging with new technologies, an **increase of 16%** from 2024

80% of respondents have engaged with parts of BSU other than The Studio which represents an **increase of 9% from 71%**.

“Having a safe space to come to work when Apotheke was my sole business and I couldn't afford a studio was lifechanging for me, I don't think I would have carried on with it....., I think without the studio I would have just given up and got a 'job job'”

“Having an office has been transformative. So, in that sense, it's sort of like totally crucial and totally central to any accomplishment, because without an office, I wouldn't keep doing it or wouldn't have kept doing it.”

The Social Impact of The Studio Residents

The people Residents work with, to achieve the reported social impact are typically one or more of the following groups:

- Young people
- Marginalised and structural disadvantaged people
- Microbusinesses or SME's
- Larger businesses such as landlords and built environment organisations

The impact sits across one or more of the following areas:

- **Nature, Environment and Sustainability**
 - Regenerative economics linked to business and personal responsibility
 - Placemaking
- **Community building with people from marginalised communities**
 - Access to community assets
 - Improved access to public services
 - Access to information, knowledge, education and/or skill development
- **Mental health and wellbeing**
 - Increased confidence and improved wellbeing
 - Reduction of social isolation
- **Access to Technology**
 - Engagement with and access to new, immersive technologies for disadvantaged communities
 - Digital inclusion for people from disadvantaged communities
- **Access to Economic Opportunities**
 - Support for working class and economically disadvantaged / marginalised creatives

“We have directly helped organisations to improve their social impact through their relationship with and actions around property and place. We aim to better connect property decisionmakers and influencers with the environmental and social impact of their actions.”

4. Events

The Studio Events



Between 2023 and 2025 there have been 37 unique events organised by The Studio, ranging from Connect! Research Networking Events to 'Make Room! The Art Of LGBTQIA+ Accessibility in the Southwest of England'.

Data Set	Nos.
Unique Customers	454
Repeat Customers (Attended more than one event)	109
One off Customers	345
Repeat Attendance Rate %	24%
Number of Resident attendees	157
Percentage of Residents Attending Events %	96%
Percentage of Total Bookings being from Current Residents	16%
Percentage of Total Bookings from non-Residents	84%

Key event themes include:

- **Artificial Intelligence:** AI was explored in a range of ways with frequent event focusing on 'AI', and mentioning 'Empowering', 'Generative', and 'Beyond AI'.

- **Creative & Innovation:** There are repeated events with "Creative", "Innovation", "Studio", and "Design" in the title.
- **Community & Inclusion:** Events like Queer Activism, Make Room!, and Resident Committee Meeting highlight community oriented, inclusive programming.
- **Immersive Experiences:** Events focused on Immersive experiences are frequent with events including Immersive Audio Lab, Being River, and Immersive Creators + Performers.
- **Professional Development:** The Create Growth series and workshops like Access Rider and Touch Designer focus on skill-building for The Studio Residents and wider community.

Of these statistics above 27 of the events took place within the past year [April 2024 to June 2025] indicating a significant increase in events with the following statistics:

Data Set	Nos.
Unique Customers:	366
Repeat Customers (Attended more than one event)	84
One off Customers	282
Repeat Attendance Rate %	23%
Number of Resident attendees	113
Percentage of Residents Attending Events %	69%
Percentage of Total Bookings being from Current Residents	15%
Percentage of Total Bookings from non-Residents	85%

Recurring Themes of events included:

- **AI and Technology:** Including events like "Rebecca Fiebrink: AI Empowering Artists", "Generative AI Through The Lens Of Copyright", and "Latent Arias: The Voice After AI..." suggest a strong focus on artificial intelligence and its intersection with creativity.
- **Creative Business Development:** Such as the "Create Growth" which again appears in the list multiple times with different focuses—foundations, financials, and business expansion.
- **Immersive Experiences:** With events such as "Immersive Audio Lab", "Being River by Zhi Xu", and "Digital Beings & Immersive Identities" highlighting a trend toward immersive and experiential formats.
- **Community and Inclusion:** Events like "Queer Activism + Community Meetup in Bath" and "The Studio Resident Committee Meeting" reflect a focus on community engagement and inclusivity.

In addition, The Studio has offered 'Cluster Lunches' which support developing communities of practice in relation to specialisms and the focuses of The Studio Residents alongside research-oriented events such as working with [Forensic Architecture](#) and [Latent Arias: The Voice After AI](#).

The Studio at Glastonbury



In June 2024, Bath Spa University (BSU) collaborated with The Studio in Bath and Creative Technologist for The Studio and freelance artist Naomi Smyth to deliver a series of digital installations and performances at Glastonbury Festival. The project was supported in-kind by MyWorld and The Studio, which provided equipment such as laptops, lighting kits, and staff time. Central to the initiative was the use of MyWorld's Perception Neuron motion capture suit, employed by Smyth, Sam Kaighin, and performer China Fish to create animated parody advertisements. Smyth, a seasoned contributor to Glastonbury and Boomtown festivals, has a

history of integrating BSU students into festival-based learning experiences. Although students were not directly involved in 2024, the project builds on a legacy of interdisciplinary collaboration, including past ventures where students designed and operated festival venues using interactive technologies like RFID systems and Unreal Engine. The initiative underscores the educational value of festival environments, which demand creative, robust, and audience-responsive design skills essential for emerging professionals in the creative industries.

Although working at Glastonbury and in particular Shangri-La presented a range of challenges the project met the following outcomes:

- Developed The Studio team and connections outside the team as creatives and collaborators
- Collaboration with BSU Creative Computing skilled colleagues [Coral Manton, Dave Webb, Sam Stertivant & Nigel Fryatt], their creative research and practice interests
- Engaged with local creative community at Shangri La & Rockaway Park
- Test case for future Glastonbury collaborations and possible funded projects
- Put MyWorld/ Studio resources to work in a context with a huge audience and cultural platform
- Stress tested the suitability of The Studio's creative tech library in a greenfield festival situation
- Spread awareness of The Studio's kit, staff, resources and creative engagement

5. Producer Support

The Studio Manager, Caroline Anstey and Creative Producer, Nik Rawlings have supported Residents [Nik Rawlings, pictured at Glastonbury] to apply for funding applications, showcase at events such as Bath Digital Festival, develop project and business ideas and access support from Associates with expertise in Intellectual Property and business development.

This support has resulted in, amongst other things, three successful Resident applications to Arts Council England for 'Developing Your Creative Practice' [DYCP] Grants. And in fact, the only DYCP grants awarded in the most recent round [round 22] in B&NES were Studio Residents.

6. Creative Technologist Support



The Studio Creative Technologist Naomi Smyth [pictured second from the right in the image above] manages the bookings for the immersive creative technology equipment available for Residents, she ensures all equipment is appropriately set up and functioning when required; and they offer consultancy, advice and training for Residents who need that equipment for their projects and businesses.

In the past year they have, for example, supported Residents to:

- Develop new uses of technology for their growing businesses i.e. Matterport lidar scanning technology
- Experiment with new technologies; 59% engaging with new technologies, an increase of 16% from 2024
- Showcase performances at Bath Digital Festival including Dr Zhi Xu's performance of Being Rivier.

7. Equipment Hire



The Studio has a range of immersive technology equipment available to book, including Augmented and Virtual Reality Headsets, Sound Recording equipment, laptops and other related equipment. Equipment use is free of charge for Residents of The Studio provided they have adequate insurance. This offers a significant benefit to Residents who would otherwise have to rent or purchase equipment and would not be able to experiment with the support of the Creative Technologist.

According to the available bookings data the Meta Quest headsets are by far the most frequently booked equipment.

Other items like Matterport equipment, gaming laptops, cameras, MoCap Kits, Zoom HVR, and specialised recording or lighting equipment were each also booked.

8. Students and Graduates

The Studio recruits and supports a number of BSU student and graduate interns each year as well as offering employment to a Marketing Graduate on a part-time basis.

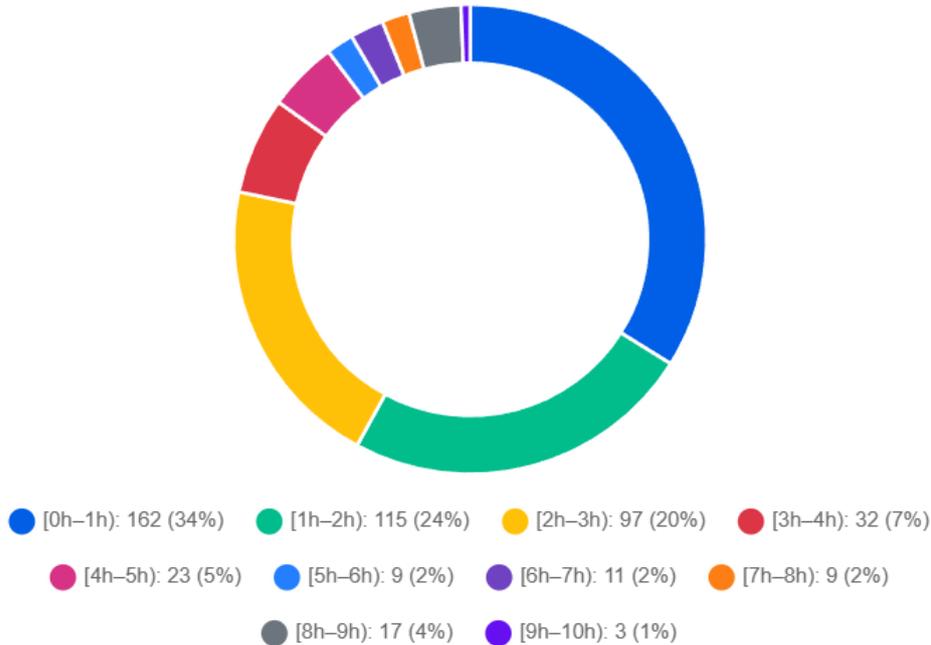
In 2025, The Studio also hosted music students from Bath College on work experience placements and Residencies, supporting them to use immersive sound equipment and work on their own creative projects.

9. Use of space

Formal utilisation of the meeting rooms over the past 6 months is at 14%, an increase of 9%.

There have been 478 Bookings and a total of 54 unique users. The busiest time where the meeting rooms are booked is Wednesdays at 9:45 am.

Most commonly the room is booked for an hour or between 1-2 hours:



On the whole, although Kerve's¹ bookings have decreased, room bookings have increased amongst the top users of the space.

Name	Bookings	Hours ↓	Trend
Gareth Edmunds (Kerve)	173	150.3	- 20%
Rachel Pownall (BSU MyWorld)	25	119.5	+ 724%
Caroline Anstey (The Studio)	36	99.3	+ 225%
jessica hannan	15	65.3	+ 4,250%
Sandy Merrell (Cool Ventures Ltd)	10	48.5	- 47%
Kate Arthurs	16	42.0	+ 546%
Abigail Branagan (Bath Spa University)	10	37.0	+ 1,750%
Thomas Crabb (BSU)	2	32.0	+ 1,180%
Kate Pullinger (Bath Spa University)	6	25.5	+ 538%
Michael Loveday	10	21.5	+ 30%

¹ Kerve is a top floor Resident, they are a digital production studio who design and build interactive experiences.

10. Funding

The Studio Innovation Fund



Launched in 2021, the Studio Innovation Fund (SIF) supports creative technology projects with a social focus in Bath & North East Somerset (B&NES). It provides financial and developmental support to freelancers, micro-businesses, social enterprises, and third-sector organisations. Since inception, SIF has awarded £152,000 to 24 projects across sectors such as education, healthcare, accessibility, sustainability, and the arts.

The 2024 round [2023– 2024] introduced key enhancements:

- Increased funding per project (up to £10,000, up from £1,000–£6,000).
- Mandatory partnerships, with at least one Studio Resident involved.
- New evaluation methods, including a Theory of Change workshop and a celebratory evaluation dinner.

Out of 24 applications, three projects were awarded £10,000 each

- The Un-Truths: A co-creative performance project by Ramshacklicious and Common Wealth Theatre, amplifying underrepresented voices through digital and live performance.
- Waytego: A prototype web app for local volunteering, developed by filmmaker James Levelle and web designer Joseph Lavington.
- A Matter of Opportunity: A project using 3D space capture to repurpose underused buildings for social and environmental benefit, led by Jenny Ford and Nick James.

Impact for SIF 2024

- All projects demonstrated strong partnership building, co-creation, and innovative tech use.
- Tangible outputs included a working app prototype, new theatre methodologies, and a business proposition for building reuse.
- Two external partners became Studio Residents, enriching the community.
- Each project received an additional £1,000 to support next-stage development, as advertised in the original call.

The 2025 round [2024-2025] further enhanced the offer by providing:

- Structured partnership guidance.
- Funded, enhanced technical support for innovation.
- Additional training in theory of change and social value for funded projects

The funded projects for the ongoing 2024-2025 Studio Innovation Fund include:

- The Capitalism Escape Room: This story-driven escape room invites participants to reimagine economic systems that prioritise planetary health, equality, and well-being.
- Using Data to Empower the Arts and Cultural Sector: Co-designed with the sector, the platform will enable reporting of audience data by organisations/practitioners, which will be visualised through a 3D map of the City, graphs, and filterable charts.
- Immersive Audiovisual Content for Staff and Patient Wellbeing in Healthcare Settings: partnership between independent classical record label CRD Records and the Royal United Hospital in Bath offers a well-timed opportunity to explore how classical music and immersive experiences can tackle the myriad challenges currently being experienced in healthcare, both from a staff and patient perspective.

The Willson Grant

The Willson Grant, which was administered by The Studio staff team, formed part of The Active Way initiative, and supported local communities in the Somer Valley area through creative, sustainable, and cultural projects that promote active travel and mental well-being and

develop new social prescribing practitioners in the Somer Valley. The grant, funded by the West of England Combined Authority and Bath & North East Somerset Council, offered just under £70,000 across 11 diverse projects, ranging from handweaving workshops for people with disabilities to community-led cycle schemes for older adults.

1000's of people engaged in activities to support their mental and physical health provided by those commissioned to run projects. In addition, the funding leaves the legacy of a new indoor skate ramp as well as the installations of planters, murals and organic willow structures to activate the greenway and other outdoor spaces across the Somer Valley.

11. Research

As a Research and Enterprise hub, The Studio offers a home and support to a number of nationally and internationally significant research projects.

MyWorld [MW]

The MyWorld project, supported by The Studio at Bath Spa University, is a dynamic initiative aimed at fostering innovation and collaboration in immersive media and creative technology. Through in-kind support such as equipment loans, staff time, and access to cutting-edge tools like motion capture suits and virtual production systems, MyWorld enables artists, researchers, and community members to explore new forms of storytelling and digital expression. The Studio plays a key role in facilitating these collaborations, offering a creative hub where interdisciplinary teams can experiment, prototype, and showcase their work. Projects supported under this initiative have included immersive installations, community soundscapes, and festival-based performances, all contributing to a growing ecosystem of creative technology in the South West. Details of the two community engagement fellowships supported by Innovation Manager Rachel Pownell below:

MW Community Engagement Fellowship: Queer Community Activism Fellowship with Chloe Meineck

Queer Community & Activism Meet-Up – 11 February 2025

An initial engagement event was held with the queer community in Bath, attracting 34 attendees. The focus of the session was community connection rather than creative technology. Notably, only three participants had previously visited The Studio in Bath, indicating the event's success in reaching new audiences and expanding awareness of The Studio's offerings.

Queering Tech Workshops – 11 March & 8 April 2025

Two workshops were delivered under the "Queering Tech" initiative. The first session was centred on creative and craft-based activities, incorporating discussion around technology without direct interaction. The second session introduced participants to immersive

technology through the use of five PICO VR headsets and the Multibrush application. Across both workshops, 11 individuals participated, including one Studio Resident and one BSU academic. The remaining attendees were new to The Studio, highlighting the initiative's effectiveness in engaging fresh audiences with creative technology.

[Microgrant Distribution to Queer Community Groups](#)

Seven microgrants of £100 each were awarded to local queer community groups, including Bath Pride. These grants supported the establishment or expansion of community-led initiatives. Several recipient groups have expressed interest in using The Studio as a regular meeting space. The implementation of this plan is currently pending legal approval of the Community Licence by BSU, which would enable eligible groups to apply for Community Residency and access the building outside of standard hours.

[MyWorld Community Engagement Fellowship with Aisha Ali : Radstock Music & Sound](#)

As part of the MyWorld Community Engagement Fellowship, Aisha Ali led a music and sound project based at Old Printworks Arts in collaboration with Little Lost Robot. Aisha facilitated the reorganisation of the venue's music studio to improve accessibility and worked with five local participants to co-create soundscapes themed around "connection." The resulting audio was integrated into an immersive installation titled Connected Spheres, developed in partnership with Studio Fellow Dave Webb. The installation featured Decosphere, a prototype arrangement of custom-built, WiFi-addressable LED spheres designed to represent quantum decoherence, with future applications envisioned for CERN. Connected Spheres was first exhibited at Bath Digital Festival as part of BSU's Immersive Audio Lab, attracting 42 attendees, and was later shown at Old Printworks Arts in Radstock. This project significantly strengthened ties between The Studio, Little Lost Robot, and the Radstock creative community.

[Fashion Museum Fellowship, Gabby Shiner Hill](#)

During a 10-month practice-based Fellowship Gabby Shiner-Hill explored the digitisation of existing fashion assets and applications in the digital realm at Bath Spa University, Fashion Museum Bath and in collaboration with CAMERA, with a particular emphasis on how these assets can be represented and used in 3D digital environments.

[Key Outcomes and Activities:](#)

- Digitising the "Dress of the Year" Collection: Gabby worked closely with the Fashion Museum Bath team to research and shortlist iconic outfits from the museum's "Dress of the Year" collection for digitisation
- Exploration of Digital Fashion Applications: Her 10-month practice-based fellowship explored how fashion assets can be translated into immersive digital formats, including XR, NFTs, and metaverse applications

- Collaboration with CAMERA and Bath Spa University: The project was a collaboration between Bath Spa University, the Fashion Museum Bath, and CAMERA, focusing on the technical and creative challenges of high-fidelity digital reproduction of garments
- Strategic Insight into IP and Digital Rights: The fellowship also raised important questions around intellectual property and rights management when digitising and sharing museum collections online
- Community and Industry Engagement: Gabby's work contributes to broader conversations about the future of fashion curation, digital storytelling, and the role of museums in the digital age.

The Story Society and Paper Nations

The Story Society at Bath Spa University is a Strategic Research Centre dedicated to exploring the power and potential of storytelling across disciplines, cultures, and communities. Closely associated with the Paper Nations initiative, the Story Society supports innovative programmes that use storytelling as a tool for social impact, education, and cultural exchange. Led by Professor Bambo Soyinka, the Society brings together a diverse network of over 80 members, including researchers, artists, technologists, and community organisations. Its mission is to design and deliver research that leverages storytelling to address contemporary global challenges such as climate change, AI, conflict, and diversity.

Paper Nations, as one of its flagship programmes, exemplifies this mission by promoting inclusive writing practices and supporting underrepresented voices through community engagement, talent development, and creative infrastructure building. The team regularly work together from The Studio, using it as a base for collaboration, planning and implementation.

Immersive Audio Network

Listening to industry and community needs, Dr Ruth Farrar from Bath Spa University [Co-Director of the Centre for Cultural and Creative Industries] and MyWorld has established an Immersive Audio Network for Bath and Bristol-based practitioners, educators and enthusiasts.

Immersive sound practitioners tend to work solo or in small teams and Knowledge exchange is extremely limited, ultimately stalling innovative industry progression.

The Immersive Audio Network is:

- Creating a networking platform including events, workshops and meet ups to share knowledge and investigate innovative ideas.
- Delivering mentorship and training opportunities to proactively resolve a current and future skills gap in this area and encourage an inclusive and diverse talent pipeline in this field.

- Showcasing Bristol and Bath as world leaders in immersive audio.

Immersive audio kit for hire as well as team members are based at The Studio.

Resident Research & Creative Project Development

The Studio supports the Residents to engage in research and development projects, linking them to expertise, academics, technologies, training and industry contacts as well as providing free and subsidised equipment and use of The Studio spaces. In addition, Residents are encouraged to test and showcase their ideas at Cluster Lunches and Testbed sessions.

Examples of R&D supported from The Studio includes:

- Rebecca Evans and Pell Ensembles innovation mixed reality headset experience on the speculative future of human evolution, '[Hinterlands](#)'.
- Dr Zhi Xu's '[Being River](#)' which delves into the embodiment of identity and the entanglement between professionally trained dancing bodies and cutting-edge technologies, including virtual reality, motion capture, real-time interaction and sensors.
- Projection mapping of Seeta Patel's The Rite of Spring at St John's Foundation in Bath, which is a reimagining of Igor Stravinsky's iconic ballet in the Bharatanatyam dance style, developed with an extended cast of 10-12 dancers and full orchestra in a major collaboration with the Bournemouth Symphony Orchestra. The work has since been developed into a Nationwide tour accessing a variety of spaces and audiences that wouldn't normally engage with contemporary dance.
- Kilter Theatre's '[Glimmer](#)': Six creative Kilter workshops for people living with sight loss, as well as their friends, families and carers which was turned into an immersive sound installation for Fringe Arts Bath and Bath Festival's Party in the City.

12. Students and Graduates

The Studio has played a range of roles in association to supporting Students and Graduates.

This year alone this has involved:

- Hosting Student and Graduate Internships
- Employing a Graduate Marketing Assistant
- Supporting 40 Marketing and Communications students from The Studio, via both staff and Residents
- Providing work experience for Bath College Music Students [using immersive tech]

13. Resident / BSU Pathways

Since opening its doors, and despite the complexities of Covid-19, The Studio has not just offered Residents and Staff opportunities to develop their own businesses, but pathways in and out of BSU. This includes Residents who have progressed into becoming staff and staff who have used the offering of The Studio to launch successful businesses.

- Residents who have become staff:
 - Ruby Sant [Little Lost Robot to Inclusive Communities]
 - Jessica Hannan [Apotheke to Somer Shop]
 - Stacey Pottinger [Creativity Works / Octopus Impact to The Studio]
 - Clare Frances [Freelance Camera Operator to Technical Demonstrator]
- Staff who have become Residents:
 - Dr Zhi Xu
 - Silvia Carderelli-Gronau
 - Nigel Fryatt
 - Dave Webb

14. Wider Community Group engagement

Since its inception The Studio has housed number community events and offered space and support for a range of groups. From Queer meetups and the Social Art Network to What Next West, the space is regularly used by groups in need of a private meeting space to discuss, develop their creative practice and offer support to each other.

15. Marketing and Communications

Across all marketing and communication channels there is a significant upwards trend in subscriptions and engagement. In comparison to 2024 our newsletter subscriptions are up 55%, Instagram followers have increased by 25% and LinkedIn by over 60%.

16. New Economic Models



Social Value Exchange

Social value exchanges have existed at The Studio since it opened, with Residents offering talks and informal exchanges of advice and support as people work adjacent to each other, ask each other questions and offer advice as well as connections.

This was initially formalised by adding whiteboard spaces on the walls where Residents could write what they have to offer and what they need support with and more recently, as part of the new Residency programme; each Resident not contributing financially to The Studio is required to offer something of value to other Residents.

To date the estimated social value exchanged is £1,601.00 offered by 9 Residents in support of 29 Residents. Examples of this value includes:

- Showcasing at Bath Digital Festival
- Resident talks, and a
- Touch Designer workshop

Bath Digital Festival's The Big Conversation – Unlocking True Value and the Future of Work

The Studio hosted a Big Conversation to discuss and begin to share thoughts and ideas about what true value means and how moving to a skills sharing economy may benefit society. Questions discussed and addressed by the experts Gamu [commercial business development expert], Stephen Hilton [Regenerative economics expert], Romaine Smith [Studio Resident and advocate for start-up businesses], Joseph Wilk [Resident artist and Studio Innovation Fund recipient] and Bianca Laura Latini [Global Lead of Buro Happold's social impact service offering] included:

- Rethinking how value is defined and exchanged in a skills-based economy
- The role of tech in enabling collaboration, connection, and regeneration
- How shared skills contribute to wellbeing, inclusion, and community resilience
- Risks and ethical challenges—are we building something better or just repackaging the old economy?

Following the event there are now over 60 sign-ups from the community to offer services and asking for support, and The Studio team are working to build a wider skills sharing pool to support development and growth.

17. Conclusion

The Studio has continued to grow as a vital centre for creative innovation, collaboration, and community engagement in 2025. With a refined Residency model offering flexible, subsidised access to space, equipment, and expert support, it has successfully nurtured a diverse ecosystem of creatives; from early-stage freelancers and microbusinesses to established practitioners and high-growth enterprises. The impact of this support is evident in the significant rise in Residents earning a living from their practice, securing funding, and engaging with new technologies.

Beyond individual development, The Studio has demonstrated a strong commitment to social value and inclusion. Residents are actively contributing to projects that address mental health, digital inclusion, placemaking, and environmental sustainability, often working with marginalised communities and underrepresented groups. The culture of peer-to-peer support

and knowledge exchange has flourished, with social value exchanged through informal mentoring, workshops, and collaborative initiatives.

The Studio's events programme has expanded in both scale and scope, with 27 events delivered in the past year alone. These have attracted a broad audience and covered themes such as artificial intelligence, immersive experiences, and inclusive creative practice. The support of the Creative Producer and Technologist has been instrumental in helping Residents develop and showcase their work, while the growing use of immersive equipment and meeting spaces reflects increasing engagement with the Studio's resources.

As it looks to the future, The Studio is well-positioned to continue developing sustainable growth models by driving innovation and impact across the creative industries.

