

### StrangeTime gets push towards the big-time

Local pop band StrangeTime have been receiving training to help turn their creative music talents into a successful sustainable business with support from the West Midlands Learning and Skills Council's (LSC) European Social Fund (ESF) programme and local training provider MAS Records.

The Birmingham-based punk and new wave act, StrangeTime began working with MAS Records in 2006 not only to develop their musical talents but also to gain the valuable business and management skills necessary to turn their musical ability into a sustainable career.

Commenting on their success Kate Finch, from StrangeTime, said:

"Prior to the project we had worked hard to produce our own material and had done some self promotion, unfortunately with limited success. The programme has taught us new marketing techniques, using the power of new media and the skills to help run a successful music business."

Since working on a 12 month project with MAS records, StrangeTime have performed at the Bang Music Festival at Donington Park, during the Nickel And Dime British Motorcycle Grand Prix in front of 80,000 people, toured on the University Gig Circuit and played at the Bang Music Festival Kidderminster Arts Festival, which was broadcast live on BBC Friday Session to an estimated audience of 10,000.

In addition, StrangeTime has received much radio airplay and performed radio interviews and sessions with BBC Hereford & Worcester, Virgin Radio, Kerrang! FM and Wolverhampton Campus Radio. Their single "Personality Disorder" is available to download on iTunes.

Kevyn Gammond, from MAS Records said:

"The funding we have gained has allowed MAS Records to help more and more budding musicians to achieve new heights, not only within their musical career but also with their professional skills development. The project, which ran for 12 months, was able to support 130 local musicians."

Margaret Debney, Partnership Manager, at the West Midlands Learning and Skills Council added:

"This project is an excellent demonstration of nurturing and developing talented musicians' skills sets so that they have a full repertoire of tools which should help sustain them in their musical career."