

### Wolverhampton band gain support

Wolverhampton based indie rock band The Lines have been receiving training to help turn their creative talents into a successful sustainable business with support from the West Midlands Learning and Skills Council's (LSC's) European Social Fund (ESF) programme, and local training provider MAS Records.

The Lines, who are made up of band members Dean Bate, Ryan Edwards, Alex Ohm and Christopher Titley, undertook a training course in 2006 to improve their business management skills. The year long course focused on self-management and developing useful marketing techniques, which included website development and producing basic press material.

Ryan Edwards, musician said:

“The training taught us a vast number of skills, some of which we have already been able to implement. We are all extremely enthusiastic about our music but knowing how to market the band and manage our finances will hopefully ensure we are able to have a long term career in the music industry.”

The Lines have recently supported a number of big bands including Babyshambles, The Twang, Little Man Tate, The Editors, Electric Soft Parade and Scott Matthews. In addition, the band performed at Birmingham ArtsFest and the Bang Music Festival at Donington Park, in front of 80,000 people.

With the band's music being played across the Midlands and on Virgin Radio, and with a new experienced manager in place, The Lines are implementing an excellent strategy which could see them become a household name.

Kevyn Gammond from MAS Records said:

“The funding we have gained from the West Midlands Learning and Skills Council's (LSC's) European Social Fund (ESF) programme has allowed MAS records to support budding musicians to develop business skills. These skills are also transferable so if the musicians change career, in the future, they have some extremely useful tools which can help them to secure future employment.”

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

“This project is an excellent demonstration of nurturing and developing creative talent – in this case, supporting successful musicians, already on the road to success – and giving them a full repertoire of tools which should help sustain their career in the future.”