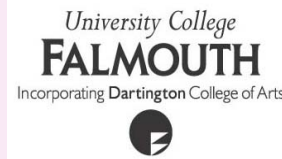


# South West Recordings

**Overview:** South West Recordings promotes local artists and works jointly with local music professionals



South West Recordings

## The business background

South West Recordings is a record label which was set up to promote bands and artists around the South West. This is done by means of the commercial release of one-off singles. South West Recordings was set up as a two-year project at the Dartington Campus of the University College Falmouth in partnership with local recording studios.

The project was led by a business fellow at the college with expertise in the commercial music sector. As well as providing professional support, some of the partners contributed financially to the company's creation. Dartington Plus invested £15,000 in the project and in-kind contributions were provided by Sawmills Studios and Disc Manufacturing Services.

## Achievements & outcomes

The aim of the project was to prepare artists for working life in the commercial music sector. This was achieved by working with the project's professional partners who provided advice, knowledge and experience.

The artists were also given experience of working with professional promotions teams, filming videos, attending professional photo shoots and having contact with stylists and performance coaches.

## Tangible business benefits

As well as experience in and knowledge of the professional music world, the project provided the bands and artists with a considerable amount of publicity. To date there have been 6 releases, including 5 singles and a compilation CD comprising 4 individual acts.

Furthermore, through the project, the artists achieved local and national media coverage which helped them to become recognised in the music business. They also received a considerable amount of local and national radio airplay. As a result of this support the acts have been able to develop professionally and prepare for a career in the music industry.

### Fast Facts

- Record label South West Recordings was set up to promote local artists and prepare them for the commercial music world.
- The label had three professional partners, Dartington Plus, Sawmill Studios and Disc Manufacturing Services who provided funding and support to the project.
- This provided acts with experience in working with professionals and industry processes.
- So far the project has been highly successful and has facilitated numerous song releases.

## Expert South West

Working with the universities in South West England can bring the following benefits:

- Improved competitiveness and productivity
- Increased profitability
- Greater capacity to exploit new ideas for competitive advantage
- Current business problems and projects addressed
- Sustained growth enabled
- Business development opportunities
- Provision of advanced subject knowledge and creative problem solving abilities
- Enhanced succession planning
- Better staff morale
- Increased organisational stability
- Time and resource constraints overcome

## The viable solution for business & higher education

### The university perspective

"UCF is committed to adding sustainable value to the economy of the SW Region. Our innovative work with SW Recordings has delivered tangible benefit to businesses and informed our thinking about the potential for future digital content distribution activity."

**Adrian Bossey, Director of Enterprise, University College Falmouth**



South West Recordings Band, Pinstripe



South West Recording Artist, Indi Forde

### The business perspective

"The impact of South West Recordings for the region's emerging commercial music talent has been considerable with attention now being shown by the London based commercial music industry on the region as a whole. SWR has played a considerable part in this outcome."

**Rick Rogers, South West Recordings**

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## Expert South West

### Aim

Our aim is to encourage collaborations between businesses and the universities in South West England for mutual benefit

### The Service

The offering from the universities includes:

- Training and development provision
- Access to new ideas and technologies
- Research and consultancy expertise

- Use of resources and facilities
- Networking possibilities
- Advice on licensing new technologies
- Graduate recruitment solutions
- Access to student and graduate placements
- Support for start-up businesses
- Partnership and investment opportunities

### The next step

You can find details of these services and contacts for your local university at [www.expertsouthwest.com](http://www.expertsouthwest.com)