

BBC NEWS **STOKE &** **STAFFORDSHIRE**

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Local music news for Staffordshire and south Cheshire

Latest news: 13/06/2011

Prince's Trust helps local record label get off the ground

A new Staffordshire-based independent record label, set up with help from the Prince's Trust, is hoping to cause a stir in the music industry.

Assorted Records was originally a university dissertation project set up by Peter Roch. He was later joined by Jon Demain after his graduation.

Whilst they are starting to sign international artists, the lads are very passionate about supporting talent from the local music scene.

"It's great to be involved in the Midlands music scene, there's a lot of great musicians out there and it's satisfying to be able to help get them noticed and bring their music to a wider audience," said Peter Roch.

"After both being musicians ourselves for a number of

years it's exciting to be involved in the other side of music as it has always interested us."

The record label has recently hooked up with the 2011 Raw Talent music competition - part of the Stafford Festival. The winners will win a recording deal, a website, photo shoot and support slots with established artists.

The label says it is aiming to put together a "mixed bag of talent" from around the country - adopting an attitude along the lines of "good music is good music, no matter of its genre".

With spaces still available on the label's roster, they are putting out a call for demo submissions from artists of all styles.

For more information, check out [Assorted Records](#) on the web.

Contact us

Thanks to all of you for the news snippets that you send in.

Please keep the bits coming - just [send us stuff via e-mail](#).

Much of the material is also used on-air on the BBC Introducing From Stoke programme during its gig guide and news spots.