

Starting things Part Two - 10cc

Saturday, 07 February 2015

Would 10cc have existed without me? Probably not.

Continuing the series of "starting things" - the guys had recorded DONNA and had it turned down by everyone. I contacted Eric Stewart who I'd known for years since I tried to manage Wayne Fontana and The Mindbenders when I was 16. He sent me the track. I loved it, called them 10cc and signed them.

But they were already very successful in their own right. So I'm pretty certain they would have made hits together eventually, without my involvement. But WITH my work and, most important, creative input, they became, in my opinion, one of the great bands of the 1970s.

The name, the label (UK Records was the most successful British independent label of the era - at one point we had three in the Top Five - with only half a dozen employees), the money spent (especially on breaking them in America) and my contribution (I called myself the fifth member of the band) all were huge ingredients in their success.

And the lack of my involvement was why they eventually split up and fell apart.

So yes - I'd say I was hugely responsible for 10cc.