

# 19th March 2015

## Share Radio's 'pensions takeover' launches 23rd March

- **Share Radio devotes an entire week of broadcasting to pensions**
- **Steve Webb MP, Minister of State for Pensions to take part in a listener-led Q&A**
- **3 core pension shows to be broadcast and many hours of related broadcasting across the channel**

Share Radio, the new radio station designed to help people through the money maze, is devoting a whole week of broadcasting to pension discussions commencing 23 March. This is the first takeover of its kind that is devoted to helping consumers confused by the pension changes, which commence 6 April 2015 onwards.

The pensions takeover will feature Steve Webb MP, Minister of State for Pensions, who will be joined by Michelle Cracknell from The Pensions Advisory Service. They will take part in a listener question led Q&A hosted by consumer expert Sarah Pennells.

The Q&A will give listeners a chance to evaluate for themselves what to do with the new freedoms and whether or not to take their pension pot out as a cash lump sum. It is vital to consider the options before making any hasty decisions.

To mark a week before the pension changes are introduced, Share Radio aims to support listeners navigating the changing landscape. Pensions have never been more high-profile and the industry is preparing for a revolution as pension holders look forward to being able to have greater choice and flexibility in how they access their pension pots come 6 April.

**The pensions takeover will include our three core weekly pensions shows – and a special pensions guest for each show each day:**

- **Your Money, Your Future with Sarah Pennells**
- **The Retirement Show with Georgie Frost**
- **Pension Pot with Simon Rose**

**Every show including Morning Money, Consuming Issues, Investment Perspectives, Evening Show and Share Weekend will have a special Pensions guest interviewed live each day Monday to Saturday**

**Share Radio's Pensions Week will address key issues including:**

- What is changing and what the options are for those approaching retirement
- Changes to annuities announced in the Budget
- Addressing confusion felt by consumers
- Important considerations such as tax and inheritance planning
- How to make your money last
- Fraud and scams to be aware of and where to turn to for advice before making any decisions
- Portfolio management for retirement income
- For younger savers, tips and guidance on getting started early and how to maximise savings
- The merits of saving with ISAs as opposed to Personal Pensions

**The schedule will be as follows:**

**Weekdays - AM**

- **Morning Money:** The show will focus on pension deficits and whether workplace pensions make sense for big companies. On Tuesday 24 March, the show will feature Ryan Bourne, Head of Public Policy at the Institute of Economic Affairs.

#### **Weekdays – AM**

- **Consuming Issues:** The show will run from 11 to 11.30 am Monday/Thursday, presented by Consuming Issues presenter Georgie Frost. The show will focus primarily on helping consumers looking at their retirement options. On Monday it's Jane Vass, Head of Public Policy from Age UK.

#### **Weekends**

- **'Your Money, Your Future':** Personal finance journalist and consumer expert Sarah Pennells presents 'Your Money, Your Future' on Saturdays between 11–11.30am. On Saturday 28th March her show will feature Steve Webb MP, Minister of State for Pensions, Malcolm Maclean, Senior Consultant at Barnett Waddingham and Michelle Cracknell from The Pensions Advisory Service. Sarah takes the broadest possible view of saving for retirement - in a perfect world it begins when you are young.

#### **Donald Leggatt, Editor in Chief of [Share Radio](#) said:**

*“Our aim at Share Radio is to empower listeners with the information they need to make confident financial decisions. The pension reforms coming into force from April 6th give people more choice, but also more responsibility. We are delighted to share the views of our expert panel with our audience to enable them to make up their own minds . Our listeners are looking for expert insight and the chance to share ideas on air about making the most of the new freedoms which our pension takeover week will deliver in a fresh and entertaining way. We are pleased to be the only radio station with a dedicated Pensions Week aimed at demystifying the money maze.”*

Please note, our pensions programming will also be available as audio podcast downloads from our Audioboom site.

Share Radio is one of the official media partners for the Retirement Money Show on 20 June at the QEII in London.

#### **Ends**

#### **For further information please contact:**

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#### **Note to editors:**

#### **About Share Radio**

Share Radio is the UK's first radio station dedicated to providing information on handling money and investments. Share Radio is primarily talk-based and aimed at a broad financial audience from all walks of life, from City professionals to consumers looking for the best deals. The station aims to demystify finance by entertaining and educating its listeners as the team shares ideas about money. The station broadcasts 24 hours a day, seven days a week and is available on Greater London DAB and on Broadband through the United Kingdom at [www.shareradio.co.uk](http://www.shareradio.co.uk). Listeners can also download the Share Radio app from the Apple app store.