

New radio station aims to empower listeners with money news and information

- Share Radio features money and investment programmes for everyone, from how to budget to how to make your money work harder
- Research reveals the top 10 money topics that people want to learn more about via radio
- Share Radio launches at 6am on 4 November and is available on Greater London DAB and online via www.shareradio.co.uk
- **New listeners will need to rescan their DAB radio stations in order to pick up Share Radio**
- Listeners can also download the Share Radio app from the Apple app store

Today sees the launch of Share Radio, a London-based talk radio station focused on helping people manage their money and investments.

The new station aims to empower listeners with all the information they need to make confident financial decisions. The station, featuring programmes addressing different needs, from household finances to pensions and investments, runs a 15 hour a day schedule of live programmes hosted by various money experts from across the industry.

The station, backed by entrepreneur Gavin Oldham, brings money matters to life through news, current affairs and a variety of topics, from what's happening in the financial markets to film finance. It brings together an experienced team of journalists and producers along with rising stars.

A YouGov survey undertaken by Share Radio has shown that 36% of Londoners would be interested in listening to a radio station focused on money matters, and identified the top issues that consumers would tune in for. Banking topped the list at 59%, followed by budgeting (50%), investing in UK shares (46%) and property (43%).

Gavin Oldham, Managing Director of Share Radio said:

"Our aim is to create a varied and engaging media channel that helps people feel better informed and better able to make financial decisions, no matter what their starting point. At a time when people need and want to manage their money and investment matters for themselves, we want to help make decisions easier and more rewarding."

"For listeners from all walks of life, Share Radio will provide a way to connect to experts, to peers and to industry decision makers. We'll provide hard hitting news and views as well as entertainment and inspiration. We're looking forward to sharing ideas about money to foster greater confidence in financial matters."

The programme schedule is as follows [more details in programme pack]:

- **The Breakfast Show/Morning Money with Sandra Kilhof and Mark Johnson (6am to 9am)**
- **The Market Wrap with Simon Rose (5pm to 6pm)**
- **The Evening Show with Simon Rose (6pm to 9pm)**
- **Consuming Issues show with Georgie Frost (9am to 1pm)**
- **Investment Perspectives with Ed Mitchell (1pm to 5pm)**
- **Share Saturday – Early Show with Victoria Hollingsworth (9am to 1:30pm)**
- **Share Saturday - Afternoon with Sue Dougan (1:30pm to 6pm)**
- **Share Sunday – Early Show with Rita Lobo (10am to 2pm)**

- **Share Sunday - Afternoon with Nick Peters (2pm to 6pm)**
- **Share Politics with Colin Bloom (6pm to 8pm)**

Listeners can tune in (on Greater London DAB) by rescanning their DAB radios, visiting www.shareradio.co.uk or downloading the Share Radio app on the Apple app store.

Ends

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Note to editors:

About the research

All figures, unless otherwise stated, are from YouGov Plc. Fieldwork was undertaken in March 2014. The survey was carried out online among 1,800 respondents.

About Share Radio

Share Radio is the UK's first radio station dedicated to providing information on handling money and investments. Primarily talk-based and aimed at an audience of all ages, Share Radio airs programmes to inform and empower listeners with the information they need to help to make better financial decisions. Share Radio is a blend of talk shows and listener call-ins on money issues from investments to insurance. Share Radio will initially be available on Greater London DAB and on Broadband through the United Kingdom at www.shareradio.co.uk. Share Radio is expected to broadcast 24 hours a day, seven days a week.

About Gavin Oldham, Founder and Managing Director

Gavin is Founder and Managing Director of Share Radio.

He was Chief Executive of The Share Centre, one of the UK's leading retail stockbrokers (which he founded in 1991), until end-December 2013, when he became Chairman of Share plc, parent company of The Share Centre. He is also Chairman of the Wider Share Ownership Council within WMA, and personally received the Editor's Award for services to private investors from the FT/Investors' Chronicle in December 2013.

A lay member of the General Synod since 1995, Gavin was an elected Church Commissioner, deputy Chair of its Assets Committee and a member of the Church of England's Ethical Investment Advisory Group, for 15 years until the end of 2013. As a member of General Synod Gavin is a strong advocate for women bishops.

He is also Chair of Trustees of The Share Foundation, the registered charity which operates the Junior ISA scheme for Looked After children and young people on behalf of the Department for Education. He established The Share Foundation in 2005, and was also a Board member of pfeg, the Personal Finance Education Group, until its merger with Young Enterprise in September 2014.

The rationale linking all these activities is a strong belief in supporting people from all walks of life to achieve their full potential.