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Money and investment radio station set to launch in autumn 2014

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- Gavin Oldham, Trustee of pfeG and Chairman of Share plc, launches new London based radio station, [Share Radio](#)
- Content aims to target everyone interested in money and investment related issues and information
- Featuring money experts from across the industry
- Share Radio will be available on Greater London DAB and online via www.shareradio.co.uk

Gavin Oldham, Trustee of pfeG, the Personal Finance Education Group and Chairman and founder of Share plc announced today the forthcoming launch of [Share Radio](#), a London based radio station providing information on handling money and investments. Its licence is being announced today in the regular newsletter from OFCOM, the independent regulator and competition authority for the UK communications industries.

The new station aims to provide and empower listeners with the information they need across money issues to help make more informed financial decisions. The station, which will run programmes on a broad range of issues from investments to car insurance, will expect to run a 24 hour a day schedule of programmes hosted by various money experts from across the industry.

A YouGov survey undertaken by [Share Radio](#) earlier in the year has shown that 36% of adult Londoners would be interested in listening to a new radio station about money issues, and the survey provided guidance on topics to be included in its schedule.

Gavin Oldham, Managing Director of [Share Radio](#) said:

“Our aim is to provide individuals with a new source of information and help when handling money and investments. The current lack of easily accessible broadcasting for everyday finance, at a time when people are increasingly being invited to take more responsibility for their money, presents a major opportunity for Share Radio. We’re looking forward to sharing ideas about money to provide awareness and confidence in financial matters.”

Edward Osborne-Fardon, Head of Sales and Marketing, Share Radio said:

“The new station aims to shed light on money and investment related issues that aren’t given enough airtime in UK broadcasting. In recent years there has been a clear shift in individuals researching and managing their money and investment issues for themselves. This is a real opportunity for businesses and bodies from across the financial services industry who want to help in our objective of better informing consumers on pertinent money issues. Our editorial team is currently being recruited and discussions are underway with a number of potential sponsors.”

Share Radio will initially be available on Greater London DAB and on Broadband through the United Kingdom. Its main website, www.shareradio.co.uk, is currently under development: although people interested in the new station can register their interest via a holding page.

Share Radio is wholly financed by Gavin Oldham as a personal and entrepreneurial venture, and is a commercial venture which will seek sponsorship and advertising revenue. The station will air a selection of live and pre-recorded programmes from its studios in Westminster, London.

Ends

Note to editors:

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 them 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. Share Radio is expected to broadcast 24 hours a day, seven days a week. Its main website, www.shareradio.co.uk, is currently under development: although people interested in the new station can register their interest via a holding page.

About the research

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

For further information please contact:

Gavin Oldham

07767 337696

Teamspirit PR

Adam Smith / Yuki Finch

0207 360 7878

asmith@teamspiritpr.com or yfinch@teamspiritpr.com

For sponsorship and sales opportunities please contact:

Edward Osborne-Fardon, Head of Sales and Marketing

edward.osborne-fardon@shareradio.co.uk

About Gavin Oldham

Gavin was Chief Executive of The Share Centre, one of the UK's leading retail stockbrokers (which he founded in 1991), until December 2013, when he became Chairman of the Share plc Group. 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, which he established in 2005, and is a board member of pfeg, the Personal Finance Education Group.

The rationale linking all these activities is a strong belief in the opportunity for all to achieve their potential.