



M4D RADIO HITS 30,000 LISTENERS IN FIRST MONTH FOLLOWING LAUNCH

- **Music for Dementia celebrate successful first month of new initiative, m4d Radio**
- **Support for the internet radio station comes from Lauren Laverne, Vicky McClure, Armando Iannucci OBE and former Strictly judge Arlene Phillips**
- **Campaign says station is a vital resource in helping people living with dementia and their carers**

16th July, 2020: London, UK: New internet radio station, m4d Radio (www.m4dradio.com), is celebrating its first set of audience listening figures since its launch on the 17th June.

The numbers show over 30,000 people have listened to the 24-hour, non-commercial station, streaming 383,000 tracks and listening to nearly 1 million minutes of music, made up of a mix of songs from the 30s through to the 70s, from a song catalogue of thousands of tracks.

The music has been accessed by more than 15,000 devices since its launch from within homes and care settings, meaning the online station has already been enjoyed by an estimated 1 in 20 people living with dementia across the UK¹.

The new initiative from Music for Dementia has already been supported by an impressive array of celebrities including Lauren Laverne, actress Vicky McClure, director Armando Iannucci OBE and former Strictly judge Arlene Phillips.

m4d Radio aims to provide 'a lifeline' for those living with dementia by helping them connect through music and help soothe some of the often distressing symptoms of the disease, including anxiety and agitation.

Music for Dementia Programme Director, Grace Meadows, said: "Although we knew there was a strong appetite for this vital resource, we're thrilled with our audience numbers, less than a month into being on air.

"We know that music is such a wonderful connector and has the ability to bring people together in the here and now. m4d Radio aims to reduce the feeling of isolation for those living with dementia and their carers, by creating a sense of community around music - a shared experience that all can take part in."

¹ 15,000 unique devices have listened to m4d Radio - approximately half home based (1 person living with dementia) and half care home based (5 listeners living with dementia) - 7,500 + 37,500 = 45,000. In the whole of the UK, the number of people with dementia is estimated at 850,000 (<https://www.england.nhs.uk/mental-health/dementia/>).

Colin Lyne, 62, who lives with vascular dementia and is a member of Stockport EDUCATE², said: "As I listened to m4d Radio it took me back to when I was at school in the late sixties and early seventies which I thought was great. It gave me a warm fuzzy feeling and I could even picture walking through a school corridor to join a classroom full of mates.

"I used to play the trombone in a local wind band and I listen to music all the time but m4d Radio plays tunes I haven't heard for years, not necessarily just the number one hits of an era."

Sally Leadley, Activities Coordinator, Troc care home in Newark, said: "The residents loved the 60s themed day we hosted to celebrate the launch of m4d Radio. It was great to see the residents get into character and enjoy the 60s music throughout the afternoon.

"It's obvious from the smiles on the faces of the residents that music has a valuable role to play in dementia care and as a carer it helps us in our role too. Seeing the residents up dancing and having a great time was simply magic!"

The station content is being continually developed to provide the best combination of music for its listeners. Music for Dementia is keen to hear from anyone interested in helping to shape this further. Please email info@m4dradio.com to provide feedback or request to join a regular focus group.

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NOTES FOR EDITORS

About Music for Dementia

Music for Dementia campaigns for people with dementia to have the right to music as part of their care and access music free of charge, wherever they are. We are calling on the music industry, philanthropists, and the health and social care sectors to help make it free and easy for people with dementia to access music.

Music for Dementia has partnered with Live Music Now to launch a new Musical Care Taskforce, which brings together more than 60 leading representatives from across health, social care, dementia and music with the aim to make music an essential element of dementia care. We are also working closely with DCAN which is a newly formed initiative from the Alzheimer's Society, NHS England and Improvement and the Coalition for Collaborative Care.

In September 2019, we launched our Musical Map – an online interactive map which will become the largest and most comprehensive database of dementia-friendly music services in the UK.

Music for Dementia - <https://musicfordementia.org.uk/>

Musical Map for Dementia - www.musicalmap.co.uk

About m4d Radio

Launched in June 2020, through careful focus group research and feedback, m4d Radio has been curated to provide an instant source of meaningful and appropriate music at any time of the day or night. The group of five radio stations is designed to follow the rhythm of the day from waking to bedtime and right through the night.

² A group that raises awareness about living well with dementia. <http://www.educatestockport.org.uk/>

Listeners can tune into the mix station or one of four further stations playing music by decade from the 1930s to the 1970s. The mix station is specifically designed for care homes, providing a mix from across the decades, suitable for larger groups to enjoy listening to together.

The stations are available via any internet-enabled device including computers, tablets, mobile phones, smart TVs and Alexas. Included in the varied programme content are sessions of music to move to, music from musicals, soothing tracks for sundowning and night-time and featured artists.

m4d Radio is non-commercial and does not contain advertisements, avoiding distraction or confusion for people with mid- to late stages of dementia. Similarly, the talking sections of each programme are kept to a minimum.

m4d Radio - www.m4dradio.com

About The Utley Foundation

The Utley Foundation was founded in 2014 by Neil and Nicky Utley. The Foundation exists to advance social causes and to act as a catalyst for greater funding and wider action for the causes it supports. Music is a personal passion of the founders and trustees and underpins many of the key funding areas of interest to the foundation. The trust has other charitable objectives including Armed Forces Veterans, Children and Overseas Aid.

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