

**Premier.**

Leaders in Christian Communications

PREMIER'S  
**21ST  
YEAR**

ANNUAL REVIEW 2015-16

# 21 THIS YEAR!

# A YEAR AT A GLANCE 2016

IT SEEMS A REMARKABLE LANDMARK THAT PREMIER IS 21 YEARS OLD THIS YEAR. IT FEELS LIKE ONLY YESTERDAY THAT WE WERE CELEBRATING OUR 20TH ANNIVERSARY YEAR AT ST PAUL'S CATHEDRAL.

The 21 years have flown by and the world has changed.

If you have lived through the years with us you will remember some of the highlights – Dolly the sheep being cloned, the death of Princess Diana, the introduction of the Euro, the celebration of the Millennium, the terrible 9/11 attacks and the subsequent wars in Afghanistan and Iraq, Facebook and Twitter being developed, the first black American President elected, the death of Michael Jackson, the successful London Olympics, the increase in terrorist movements like ISIS and the vote by the UK to come out of the European Union.

We do not know what the next 21 years holds for the world, or for Premier, but we do have faith in the One who holds that future.

His name is Jesus and He continues to inspire us to save lives and give hope.

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**65,000**

PEOPLE LOVE READING PREMIER CHRISTIANITY, PREMIER YOUTHWORK AND PREMIER CHILDRENSWORK MAGAZINES

**1.1 MILLION**

PEOPLE LISTENED TO PREMIER CHRISTIAN RADIO, PREMIER PRAISE AND PREMIER GOSPEL EVERY WEEK

COPIES OF VOICE OF HOPE WERE READ IN 2016

**730,000**

PRAYER PARTNERS REGULARLY PRAY FOR PREMIER STAFF AND LISTENERS

**545**

THE AVERAGE NUMBER OF HOURS A PREMIER CHRISTIAN RADIO LISTENER TUNES IN EACH YEAR

**572**

**88,343**

PHONE CALLS FROM PEOPLE IN NEED WERE LISTENED TO AND PRAYED FOR BY PREMIER LIFELINE

**6.3 MILLION**

VISITS TO PREMIER WEBSITES

**OVER 2 MILLION**

DOWNLOADS OF UNBELIEVABLE? PODCASTS IN 2016

# CEO REPORT

AS I WAS WRITING TO YOU LAST YEAR AND REFLECTING ON OUR 20TH ANNIVERSARY, IT SEEMED INCONCEIVABLE THAT WE COULD BETTER SUCH A MOMENTOUS TIME.

But as I write today I am aware that this year has produced some equally huge challenges and opportunities.

Our battle to retain our digital licence came to a culmination in us moving our digital transmissions in the Spring onto what is called the D2 platform. Although this was such a significant step, it did come with its problems, where a few areas of the country were then unable to receive Premier Christian Radio.

We have since that time been trying to help people who lost Premier Christian Radio to be able to listen through Freeview or take up the options of listening through the Premier App or investing in internet radio.

As we were moving the Premier Radio transmission onto D2, we also had the wonderful opportunity of launching on Easter Sunday our Premier Praise channel. It has meant space for more music, more testimonies and more reflections. Even though it is early days the responses to Premier Praise have been fantastic.

"I really love the new station. I've been listening to Premier Christian Radio for a couple of years now and I do like it, especially the teaching programmes, but your new station is perfect for me, thank you so much for bringing God's love into my life through music."

If you have not yet stumbled across Premier Praise I would encourage you to tune in. I am sure you won't be disappointed.

As you read through Premier's story this year in the following pages you cannot but be impressed with the breadth and depth of what is happening through Premier in London and the Regions.

Equally the testimonies we have featured bear witness to the on-going message that Premier is saving lives and giving hope. Real people in real places being helped and supported by the various ministries of Premier - on-air, online, in print, in the community and across the country.

We are so grateful for the on-going support of friends and pledgers who make all this possible. We do hope that you will feel that you can be part of this going forward to help us be an effective Christian voice for this nation.



Peter Kerridge, CEO

PREMIER CHRISTIAN  
RADIO COMMENCES  
BROADCASTING

# 1995



# CHRIS NORFOLK

Premier encourages me more and more every day. It's almost like I can't live without it. I work for myself, on my own. My wife is not a Christian and I go to church now and again but not that much, because it's difficult at home. So having the radio and a Christian input, with Christian values and Christian music is of great benefit to me. Every day through Premier Christian Radio, God speaks to me.

PREMIER MEDIA GROUP  
PURCHASES THE PUBLISHERS  
OF CHRISTIANITY AND  
YOUTHWORK MAGAZINE

# 1998



# GIVING HOPE THROUGH RADIO

PREMIER BROADCASTS OVER THREE DYNAMIC RADIO STATIONS FOLLOWING THE LAUNCH OF PREMIER PRAISE TO JOIN SISTER STATIONS PREMIER GOSPEL AND PREMIER CHRISTIAN RADIO.

# 2004

PREMIER LAUNCHED ON DIGITAL TERRESTRIAL TV (FREEVIEW)



## PREMIER'S MUM OF THE YEAR

Premier's Mum of the Year attracted a record-breaking number of entries, as listeners nominated more mothers than ever for their selflessness, Christian love, and fantastic achievements. We were delighted to welcome the UK's first female Bishop, Rt Rev Libby Lane, onto our judging panel. The winning mum, from Essex, works tirelessly not only for her own child, but also other disabled families in her community and was rewarded with a holiday to the Greek island of Samos.



## PREMIER'S CHARITY OF THE YEAR

Premier's Charity of the Year, *Feed the Hungry* continued to share news of their life changing work with the radio audience, who responded by providing almost 3 million meals, feeding almost 150,000 refugee children fleeing war. We look forward to working closely with our latest charity of the year, *Tearfund* through the next 12 months.

## NOVENA

Novena programming returned for the second time in May 2016, with on-air prayers and programming centred around marginalised people groups, with a new focus this year on refugees and those involved in military service.

## Premier ChristianRadio

The refugee theme was also present in the Easter Schedule as Premier Christian Radio teamed up with Premier Christianity Magazine to reflect photographic artist Marksteen Adamson's unique exhibition, *The Stations of the Cross*. In a new programme, Justin Brierley unpacked the traditional stations as reflected in the contemporary photographs of refugees in Calais, while listeners could also follow the photos online.

Our Easter schedule also included new programming from the North East, as Ian Britton reflected on the life of John Wesley in the 225th anniversary year of the death of the founder of the Methodist church.

Premier Christian Radio's programming continued to win awards, we picked up two Jerusalem awards for *Travellers Tales* (with TBI Media) and *World War One stories*, with Justin Brierley examining the story of a German U-Boat sailor.

## Premier Gospel

Premier Christian Radio ended the year with four nominations for the 2016 Jerusalem Awards, including another nomination for *Travellers Tales*, and nods for our *Christmas Alone* campaign, *God's Healing Love* and *Tarpaulin, Tents & 3D Printing* – a new documentary as Premier Christian Radio visited the site of the Nepal Earthquake one year on.

As Team GB collected a record breaking haul of medals at Rio 2016, Premier Christian Radio also worked closely with broadcast partners *Passion for Sport*, to hear how Christian athletes were doing, and to follow the stories of sportsmen and women from across the world as they testify to how God's work in their lives has strengthened them and enabled them to reach new heights of sporting achievement.

The year has been busy and productive for Premier Gospel. A highlight was five sold out concerts which featured one of the biggest US gospel artists, and a gospel week with intimate performances from artists we discovered culminating in our first ever awards ceremony to a sold out audience of 2,000 people.

Premier Gospel also broadcast great programmes from the pop star Michelle Williams of *Destiny's Child*. We were also involved and got mentions at the BBC Proms in the Royal Albert Hall, broadcast live on BBC Radio 3 and on BBCTV.

The Latin American version of CRE, *Expolit 2016* in Miami, USA, presented Premier Gospel's Latin Selection presenter Javier Peredes with the award for *Best Radio Station of the Year*. While Lady T won *Best Radio Personality* at the Gospel Music Awards.

## Premier Praise!

light up your life

From its launch on Easter Sunday, Premier Praise continues to grow its audience. Programme highlights included renowned worship leaders Matt Redman and Noel Robinson hosting special launch shows during Easter and across a Bank Holiday.

Feedback on the prayers at the start of every hour, together with hourly Bible readings and thoughts from contributors including Rob Parsons, author and broadcaster from *Care for the Family* and the Revd Alan Sorenson has been hugely positive.





# IAN BUCKINGHAMSHIRE

PREMIER CHRISTIAN RADIO  
BEGINS BROADCASTING ON  
DAB DIGITAL RADIO IN LONDON

# 2007

I became a Christian when I was in university many years ago after I went along to a Christian Union event. It's only in the last year that I've started listening to Premier Christian Radio.

I'm fortunate to have a good job with a big global organisation, but it's quite a stressful position.

Premier is great because I can put the radio on in the car and even if I haven't had time to have a proper quiet time in the morning before I've left for work, I can still get to hear God's word at the start of the day.

Premier encourages me to keep trusting and believing that His love never fails, that He's always going to be there for me, Premier reminds me of that.

They've got the new station now – Premier Praise. It's perfect for when you just want to listen to songs and sing along to hymns and contemporary songs you know from church. Having both stations is just great.

# GIVING HOPE THROUGH YOUR SUPPORT



WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO EXPRESS OUR HEARTFELT GRATITUDE TO THE MANY THOUSANDS OF YOU, WHO HAVE SUPPORTED PREMIER OVER THE YEARS. IT'S THANKS TO THE FAITHFUL GENEROSITY AND KINDNESS OF FRIENDS LIKE YOU AND BY THE GRACE OF GOD THAT WE HAVE BEEN ABLE TO CONTINUE THIS MINISTRY FOR OVER TWO DECADES.



Some of you support the ministry by making one-off gifts, others give by Direct Debit or Standing Order and many of you have pledged your support over a three year period. Thank you also to the millions of people who regularly pray for us.

In 2015/2016, it cost £9.3 million to run Premier, across its various ministries and 66% of this has been provided by Christians, who want to stand with us in bringing a strong Christian voice to the UK.

Premier is able to reach right into the hearts and lives of people in need, people who are feeling troubled, hurt, lost or lonely at precisely the right time.

This year has been an exciting year for Premier. As part of the negotiation for the renewal of the national licence in 2014/15 and the required transmission move to Digital 2, we were allocated a second station for no extra cost as part of the agreement. This will help Premier reach more people, bringing hope.

Through your faithful giving, you are bringing hope to millions of people in need across the UK, many of whom are living on the fringe of faith.

A special tribute to the many men and women who have left a lasting legacy through making a gift to

Premier in their will. All legacy gifts are received into our *Inspiration fund*, from where our CEO and Executive Team decide how these special gifts can be used for maximum impact. We are truly thankful for the lives of these special supporters.

Reading through the Annual Review, you will see the kaleidoscope of initiatives and activity aimed at providing support to individuals and churches throughout England, Scotland, Wales and Northern Ireland, as well achieving impact on our society, at a time when a Christian voice was never more in need.

This is a never ending story and it is so vital that we receive ongoing support as we are often operating in a financially challenging environment.

This is YOUR Premier, help us to continue to save lives and bring hope.

For more information on how you could include Premier in your will, please contact Claire Southall on **0300 777 1221** or email **claire.southall@premier.org.uk**

**WAYS TO GIVE YOUR SUPPORT:**  
ONLINE: [PREMIER.ORG.UK/DONATE](http://PREMIER.ORG.UK/DONATE)  
PHONE: 08000 74 77 77

# GIVING HOPE ONLINE

PREMIER'S DIGITAL PRESENCE CONTINUED TO GROW THROUGHOUT THE YEAR WITH VISITS TO OUR SITES INCREASING BY 57%. DURING THE YEAR WE COVERED MANY STORIES OF SIGNIFICANT INTEREST TO THE CHRISTIAN COMMUNITY ACROSS A RANGE OF SUBJECTS AND ISSUES.



Our news coverage has gone from strength to strength with over 5-million page views during the year. This represents growth of 112% compared to the previous year. Popular stories included our coverage of the EU Referendum, the ban on Christian evangelisation in Russia and 1,200 people coming to faith in Reading, Berkshire.

Our apologetics show 'Unbelievable?' continued to be one of our most popular digital offerings. It generated over 500,000 page views and over 2-million downloads of the podcast during the year. The show, which features guests with opposing views debates key issues of faith, has a significant following in North America and worldwide due to the distinctive nature of the content.

*Premier Christianity* magazine has developed a very popular digital presence to complement the print publication. Growing by 56% in the year it was responsible for a number of the most popular stories across Premier, including 'Ten brilliant things the Queen has said about God', 'Muslims turning to Christ: a global phenomenon' and 'Jurgen Klopp the new Liverpool football manager is not hiding his faith'.

During the year we expanded our offering of newsletters, providing even more resources and thought-provoking content. Of particular note has been the launch of 'Grace for Today' a daily bible verse delivered in the evening for people to reflect on before bed which over 50% of the recipients open and engage with.



During the year we launched a new kind of prayer initiative. Linking together radio broadcasts, social media and text messages the prayers were delivered at midday over the period of a week. Two areas were covered, the situation in Iraq and Syria as part of our *Stop The Genocide* campaign and the impact of the EU referendum vote on the nation. The feedback was extremely encouraging and showed a real appetite for Christians to join together in prayer on key issues via multiple platforms.

This year saw the 6th Premier Digital Conference and 9th Premier Digital Awards. The conference feedback was the highest rating of all six with 85% of the 550 attendees describing it as 'Excellent' or 'Very Good'. The Awards featured some inspiring examples of individuals and ministries making an impact for Christ online. Stand-out winners included the 'Guardians of Ancora' app which helps children learn more about Jesus and 'Young Blogger of the Year' Katie Stock for her blog 'theologybee'.



# 2009

PREMIER CHRISTIAN RADIO BEGINS BROADCASTING NATIONWIDE ON DAB DIGITAL RADIO

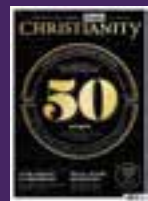


# GIVING HOPE THROUGH PRINT

PREMIER STARTS THE  
CHRISTIAN NEW MEDIA  
CONFERENCE TO EQUIP  
CHURCHES AND CHRISTIANS

# 2010

## PREMIER CHRISTIANITY MAGAZINE



October 2015 marked the 50th anniversary of the magazine since it launched as Buzz in 1965. We celebrated with a gold-embossed

edition of the magazine charting the half a century journey. We gave away bundles of 50 free copies to churches on request, which turned out to be very popular, and also launched our 50% discount introductory subscriptions offer.

The editorial and design quality of our most popular paid-for magazine has received much praise and is reflected in the circulation figures. For the first time in 15 years, the number of paying subscribers rose above 11,000. Large numbers of requests for free sample copies for the magazine over the past year also helped drive our surge in subscriptions, particularly the cover article on the Queen's faith at 90 in our June 2016 edition.

During Easter the magazine partnered with Marksteen Adamson to create a photographic feature called The Stations of the Cross based on the lives of refugees. As well as an extended cover feature in the April edition the photographs were exhibited at St Martin-in-the-Fields and Spring Harvest and have since appeared elsewhere. It also featured on a BBC documentary The Battle for Christianity and on our radio stations in various ways ([www.thestations.org.uk](http://www.thestations.org.uk)).

In our September edition we featured an exclusive interview with TV illusionist and mentalist Derren Brown, who was once a practising Christian but is now an atheist. This complemented two programmes of the radio show/podcast *Unbelievable?* in which Justin Brierley, the *Premier Christianity* editor interviewed him about his controversial new show *Miracles* which was screened on Channel 4 in October. The print, radio and online interview is a fine example of the quality of the features across media platforms we are attracting. [www.premierchristianity.com](http://www.premierchristianity.com)

As well as an increase in subscribers three specially extended print runs of 30,000 copies each year provide opportunity for free distribution at Spring Harvest, selected summer festivals and in the largest Christian bookshops across the UK – which means even more people are introduced to this attractively designed and contemporary magazine.

## VOICE OF HOPE



Since its launch in 2013 Premier's free magazine *Voice of Hope*, has published three million copies of its 18 editions. Moving from bi-monthly to

quarterly in January 2017, each issue contains daily Be Still & Know devotionals, written by Dr Micha Jazz. Also available on air, and in email format these scripture-based devotionals offer thought-provoking spiritual insights, complemented by a prayer and a searching question to help the reader apply what they have learned into their daily life.

*Voice of Hope* also contains the testimonies of listeners to Premier. *Voice of Hope* readers also receive news about Premier campaigns and projects, plus radio programme listings of *Premier Christian Radio*, *Premier Gospel* and *Premier Praise*. To receive a free copy of *Voice of Hope* call 020 7316 1487 or visit [premier.org.uk/voiceofhope](http://premier.org.uk/voiceofhope)

## PREMIER YOUTHWORK MAGAZINE



*Premier Youthwork* provides its readers with ideas, resources and guidance for youth ministry. In 2016 it celebrated its 25th birthday

by looking back on the significant changes and challenges affecting youth ministry in the past quarter century – plus a feature suggesting future important new trends. Contributors in 2016 included, Archbishop of Canterbury, Justin Welby and the head of the Coptic Orthodox Church in the UK, Bishop Angaelos. This year *Premier*

*Youthwork* successfully launched a #LoveCalais campaign, encouraging youth groups across the country to raise money in order to provide winter shelters for the vulnerable, deprived families in the Calais refugee camp.

[www.premieryouthwork.com](http://www.premieryouthwork.com)

## PREMIER CHILDRENSWORK MAGAZINE



This year, *Premier Childrenswork* launched a new supplement: Faith at Home which aims to resource and encourage families

to grow in their faith. While the bi-monthly magazine continued to supply resources and ideas for church-based children's work, we're aware that the Church is just one place where faith is fostered, while the home is a more crucial and influential setting, hence our new resource. Faith at Home will give tools and ideas to parents to help them shape their family into a community of disciples.

[www.premierchildrenswork.com](http://www.premierchildrenswork.com)

Elsewhere in the magazine, we've featured a widely-shared interview with actress and comedian Sally Phillips about her experience at church, parenting a child with Down's syndrome, as well as taking a vital look at children's mental health.

## LATEST NEWS!

In January 2017 *Premier Youthwork* and *Premier Childrenswork* will merge into one monthly magazine championing a holistic approach to ministry to children, youth and families. With significant additional online curriculum and teaching resources, this magazine will feature at least 76 pages bursting with challenge and support for this vital and yet in many churches, ailing ministry to the next generation of faith.





# 2012

PREMIER  
CHILDRENSWORK  
MAGAZINE  
LAUNCHED

## HEATHER KENT

I've got a son, Jack, who is nine years old.  
He had four operations last year.

I often put Premier on when I'm preparing dinner.  
That was when Jack first starting listening to it.  
He'd sit on the kitchen top with me while I was  
cooking, because he was off sick for a year, and  
I'd have the radio on. And then I started noticing  
that my radio would disappear up into his bedroom  
and now we've permanently lost it to him!

# GIVING HOPE TO THE COMMUNITY

## PREMIER LIFELINE: THE NATIONAL CHRISTIAN HELPLINE

Premier Lifeline continues to operate from 9am to midnight every day. As the National Christian Helpline we offer the opportunity for people to receive emotional and spiritual support; receive prayer if they want; a chance to talk about life from a faith perspective and explore faith. Where appropriate we will also signpost people to specialist organisations for further help. We have answered 88,343 calls in the year to 30th September 2016, a record number. This resulted in a staggering total of 1,308,041 minutes of time which our volunteers spent listening to and supporting our callers on the phone in the past 12 months.

This has been made possible by a committed and trained team of 150 Lifeliners who offer an average of four hours per week on a voluntary basis supervised by a team of employed staff.

On average over 2½ hours of those four hours are spent on the phone with a caller. We currently answer 60% of the total calls received. We want, subject to more funding for training and support becoming available, to increase the number of support staff, recruit and train further Lifeliners, and ultimately increase the opening hours of Premier Lifeline to 24 hours per day so that we can be there to answer all the people who need a listening ear. To contact Premier Lifeline Phone: 0300 111 0101



## PREMIER MIND AND SOUL

'A Big Mental Health Day' in October 2015 was the title of a well-attended major London Conference held at St. Paul's Hammersmith, organised in partnership with Livability. The second phase of the Mental Health Access Pack website with additional articles and feature was launched at the conference www.mentalhealthaccesspack.org – an online resource established with the aim to help the church support those struggling with mental health problems.

## SOCIETY SUNDAY

June 12th was the Queen's Official 90th Birthday and the second annual Society Sunday when over 800 churches prayed for the Queen and her elected representatives in politics and the community. National Church services (photo left) were held in Edinburgh, Belfast and Cardiff with the London one broadcast on Premier Christian Radio from The Methodist Central Hall, Westminster.

## WOMAN TO WOMAN

The seventh Woman to Woman conference in London, hosted by Premier Christian Radio presenter Maria Rodrigues attracted 1,500 women for teaching, prayer and worship. For the first time ever, the conference was followed by a Night of Worship, led by Ben Cantelon and an inspiring talk by Marilyn Skinner of Watoto Ministries.



## LOVE BRITAIN AND IRELAND AWARDS

Premier was proud to initiate, in partnership with the Good Faith Partnership, the Love Britain and Ireland awards, acknowledging and highlighting the work carried out by Christians in our communities. With awards for Innovation, Youthwork, Work with the Elderly and Community Projects, this inspiring initiative culminated in an awards event hosted by Tim Vine.

## THE PASSION OF JESUS

Proudly supported by Premier, The Passion of Jesus is an open air play held in Trafalgar Square on Good Friday, presented by Wintershall. The cast and animals came to the heart of London to re-enact their annual, passion and resurrection play. The Passion has grown over the years, and this year it was seen by 20,000 people.

## NOVENA

More than 3,500 people including church leaders joined Premier in prayer in May for nine days between Ascension Day and Pentecost Sunday. This year our prayers were for marginalised people: whether marginalised by their age, circumstances or disabilities. A number of resources were provided to guide individuals and families through their daily prayers.

## UNBELIEVEABLE?

This weekly faith debate show airs on Premier Christian Radio on Saturday afternoons with lively debates for Christians and non-Christians alike on the evidence for God and the truth of Christianity. Hosted by Justin Brierley, the show celebrated its tenth anniversary in November 2015. It has attracted an international audience through its popular podcast, which in was downloaded an incredible 2 million times last year!

The fifth annual Unbelievable? Conference took place in July 2016 on the theme of evangelism. Over 260 people attended a central London conference centre to hear from a range of speakers and thinkers including J. John (pictured below) and Gary Habermas, a Biblical scholar from the USA.



## BEN HUR

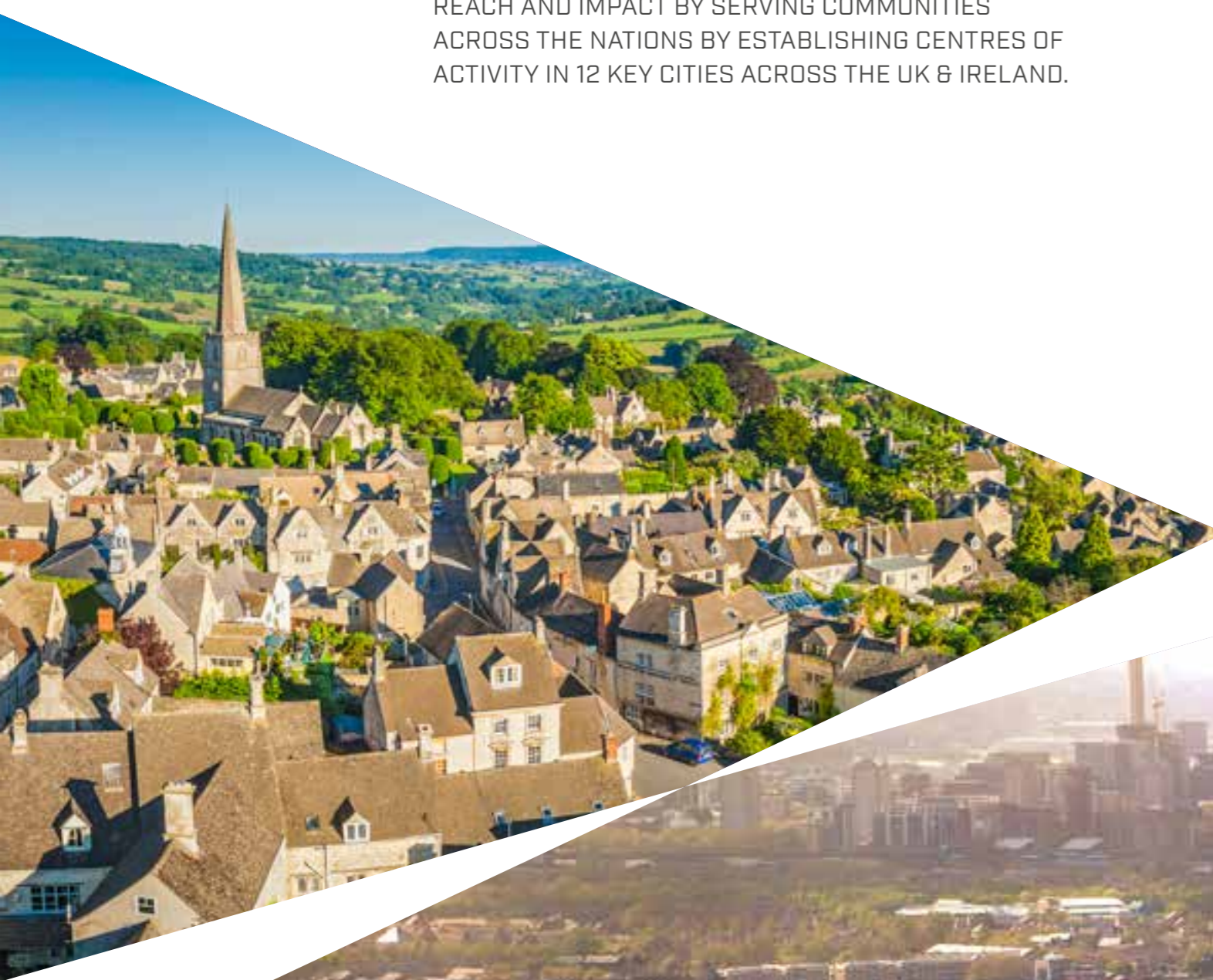
Premier had the privilege of co-hosting with Paramount Pictures UK, a series of previews of the new Ben Hur film in London, Birmingham, Manchester and Edinburgh. Specially invited audiences got to see this new treatment of a classic film, but now featuring a much stronger Christian message.

## 2013 PREMIER CHRISTIAN RADIO BEGINS BROADCASTING TO NORTHERN IRELAND ON DAB



# GIVING HOPE ACROSS THE NATIONS

PREMIER REMAINS COMMITTED TO EXTENDING ITS REACH AND IMPACT BY SERVING COMMUNITIES ACROSS THE NATIONS BY ESTABLISHING CENTRES OF ACTIVITY IN 12 KEY CITIES ACROSS THE UK & IRELAND.



The North of England & Scotland, the Midlands & Wales, and the Northern Ireland centres joyfully serve people and churches in their respective communities and expand awareness of Premier's ministry.

In the past year they have met more supporters and listeners than ever before at meetings and events. This has given Premier wonderful opportunities to hear first-hand about the needs and aspirations of people and their communities, and to hear inspiring testimonies, stories and news.

Event highlights include; Micha Jazz Be Still and Know events in Newcastle, Edinburgh, Birmingham and Nottingham, an inspiring lecture by Lord Alton in Liverpool, a special apologetics event featuring Gary Habermas in Birmingham, and exclusive Ben Hur film screenings in Manchester, Edinburgh and Birmingham.



Last but not least, the official launch of the Northern Ireland Centre took place in Stormont in March with the First Minister, Arlene Foster welcoming Premier's guests to the seat of the Northern Irish Government. Many new friends were made that night and the impact of Premier's resources has continued to build relationships across this complex and loving community.

As part of Premier's commitment to national editorial coverage, an increasing number of features are being produced by the regional Content Producers for broadcast to Premier's national audience. A staggering 132 radio features were generated by our North & Scotland centre alone. This is a wonderful way for all the regional centres to deliver a flavour of how people and communities are using their gifts and creativity to promote faith across the nations.

We also broadcast Christmas services from not only London, but Market Drayton in Shropshire, Swansea, Belfast and Glasgow.

Relationships with supporters, partners, churches, and community organisations have flourished, and we are encouraged that both audience numbers and support is growing.

Please pray for the work of the Midlands & Wales, North & Scotland and Northern Ireland Centres as they work hard to enable people to put faith at the heart of their daily lives and bring Christ to their communities.

PREMIER LIFELINE TOOK ITS MILLIONTH CALL

# 2014





PREMIER CELEBRATES ITS  
20TH ANNIVERSARY AT ST  
PAUL'S CATHEDRAL LONDON

# 2015

## CAROL NORTHERN IRELAND

I came across Premier about 10 years ago. I was going through a very bad time in my life. I was married but my husband was an alcoholic. I didn't want to leave him, I wanted to try to help, so with some encouragement I tried again. Unfortunately, it did not work .

The only reason I left was because he was getting violent.

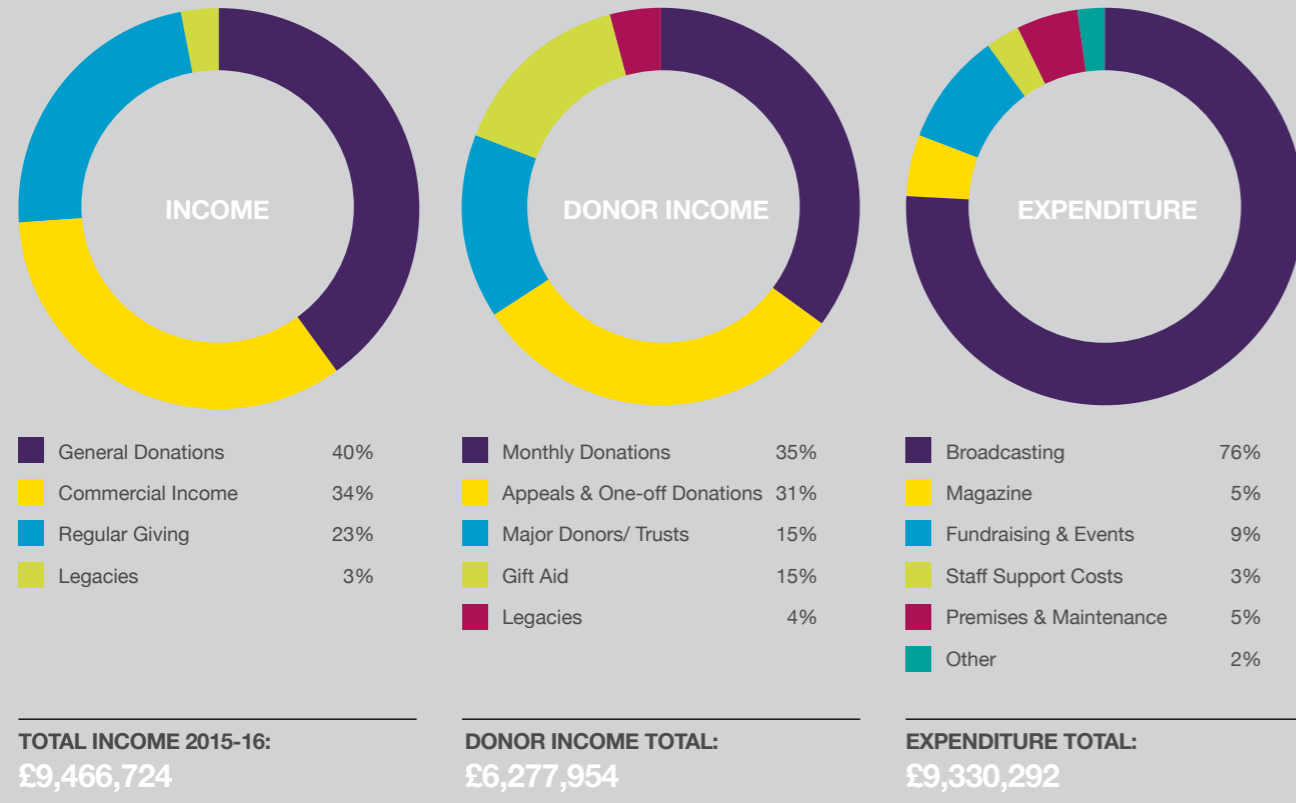
I needed some kind of guidance. I said to God 'send me something to listen to so that I don't have all this rock music and stuff, but that I have something spiritual'. The next day I went out and bought a digital radio. I found Premier Christian Radio, and I've been listening to it ever since.

Premier for me helps me a great deal. I listen to the praise and worship and I also am a prayer warrior so I'm praying for everyone and I know people prayed for me when I needed it, and that's why

I give back to Premier.

I just hope people support Premier because it is a mighty tool for people to tap into in everyday life, just to help you from day to day. I am a firm believer that if you listen to the radio station, you should support that station, they have their bills to pay too and if you don't support them it's not going to be around.

# FINANCES AT A GLANCE



PREMIER IS A SUPPORTER ENABLED CHARITY - 66% OF OUR FUNDING COMES FROM GIFTS, DONATIONS AND LEGACIES. WE RELY ON CHRISTIANS ACROSS THE UK TO STAND WITH US IN THIS GOD GIVEN MISSION

## FUNDING

Premier is blessed with a strong funding model for the delivery of our ministry.

Our Fundraising has been strategically developed around the extensive network of relationships we hold across the United Kingdom.

Premier is committed to its broadcasting and resources being free at the point of need however only 6% of our audience financially supports the ministry- it is essential that we communicate this message effectively to our audiences.

We are so appreciative of the support of these individuals, and if more of Premier's audience give towards the ministry – we will see the sustainability of the ministry transformed.

Premier has three established and consistently performing income streams - donations, commercial revenue and committed giving, meaning we can spread the risk of external influences which could negatively impact funding, rather than relying on one funding source alone.

We are committed to developing and improving our Funding programme.

*These figures shown are subject to audit adjustments. Our annual audited statutory accounts for the year ended 30 September 2016 will be available by 30 June 2017 on the Charity Commission's website.*

# 2016

PREMIER SECURES ITS NATIONAL DAB LICENCE UNTIL 2028

## INCOME

As a supporter enabled ministry, Premier is primarily funded by individual donors with the remaining 34% of Premier's income generated from commercial sources including advertising, sponsorship, subscriptions, event ticket and ministry sales.

Premier attracts a wide range of radio advertisers from churches and Christian conferences, to national charities and businesses.

Digital sales income generated by Premier's nine websites is growing and now represents over 20% of total commercial income. Magazine advertising also continues to grow year on year unlike the industry-wide general decline in print advertising sales.

We have experienced a 10% increase year on year growing total advertising sales income in the last three years from £1.35million to £1.75million.

Subscriptions to Premier's three magazines attract nearly £500,000 in subscriptions income and Premier also generates £120,000 from conference and event ticket sales.

We also broadcast world-renowned ministries which alone generate £950,000 per year. We have retained many of these ministries for 21 years. Attrition is low and ministry programme times are fully subscribed with ministries awaiting availability.

## DONOR INCOME

Premier's supporter base has grown 28% over the last two years – from 29,000 active donors to 37,000. 35% of these donors have made regular giving commitments in support of the ministry.

We generate support through our bi-annual Radiothon on-air appeals, our monthly Direct Mail programme, online and through the Premier Inspiration team who speak regularly with our supporters on the telephone.

Our pledge programme has recently come to the end of the first three year cycle. 85% of donors have committed to another three years of regular support. We currently have over 1500 donors giving through circles of support. The programme fuels many of our income streams and by 2019 we project the programme will have generated £6.9million in voluntary income for Premier.

Online donations have increased from £129,000 per year in 2013 to £825,000 in 15/16. This is an area of potential for Premier.

We also continue with the targeted promotion of our Legacies programme and regularly submit applications to Charitable Trusts and Foundations.

## EXPENDITURE

Premier is not for profit – every pound received by the ministry is used to expand our reach through our output.

The cost of running a multi-platform media organisation is over £750,000 per month.

But what is most important is that we use Premier in all its forms to reach as many people as possible and bring Christ to the heart of local communities, in a changing media dominated age.

This year we have launched:

- A daily e-bulletin bringing news from a Christian perspective to the UK
- The Be Still & Know daily e-devotional
- Free downloadable resources to children and youth workers in local communities
- Premier Praise - a national praise and worship channel on National DAB

We also believe it is part of our calling to raise the Christian voice on important time sensitive initiatives core to the Christian mission, such as our *Stop the Genocide* campaign.

All of these resources and activities require funds to produce and develop, but will achieve even greater impact for the Kingdom of God.

We believe God has called us to be good stewards of our supporters' investments in the ministry and to do this we must continuously plan for the future.

We are working hard to develop our reserves but this will always be a challenge for a donor supported ministry and we continue to plan on how to best grow, in line with our vision.

## WAYS TO GIVE YOUR SUPPORT

### TO DONATE:

Online: [premier.org.uk/donate](http://premier.org.uk/donate)  
Phone: 08000 74 77 77

### FOR FREE RESOURCES:

[www.premier.org.uk/impact](http://www.premier.org.uk/impact)

# 2016

PREMIER PRAISE  
LAUNCHES ON  
EASTER SUNDAY  
ON NATIONAL DAB

# BRINGING HOPE TO DAILY LIVING

AS FOLLOWERS OF CHRIST WE ARE  
CARRIERS AND AMBASSADORS OF  
GOOD NEWS.

We have freely received not only the message of God's love, hope and forgiveness but the reality of His very presence and power for ground level living.

Premier's commitment to helping people to put their faith at the heart of daily life and to bring Christ to their communities is demonstrated not only in their pursuit of excellent and creative broadcasting, but in their passion for sharing real stories of transformation and hope.

## CHRIS CARTWRIGHT

GENERAL SUPERINTENDENT  
ELIM PENTECOSTAL CHURCH IN UK & IRELAND

"MAY THE GOD OF HOPE  
FILL YOU WITH ALL JOY  
AND PEACE AS YOU TRUST  
IN HIM, SO THAT YOU MAY  
OVERFLOW WITH HOPE  
BY THE POWER OF THE  
HOLY SPIRIT."

ROMANS 15:13 (NIV)





# THANK YOU.

WE ARE GRATEFUL TO ALL  
OUR SUPPORTERS AND TO  
THOSE WHO HAVE PLEDGED  
THEIR SUPPORT FOR THREE YEARS.

## PCMT Premier Christian Media Trust

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