

Premier.

Because
of you...

ANNUAL REVIEW 2016-17

Because
of you...

in the past twelve months...



7.6 million visits

There were 7.6 million visits to Premier websites



89,985 phone calls

89,985 phone calls to Premier Lifeline were answered, the fourth consecutive record-breaking year –making the total since the launch in 1995 a staggering 1,341,807



1.1 million listeners

Over 1.1 million listeners every week to Premier Christian Radio, Premier Gospel and Premier Praise!



400 church leaders

400 church leaders, charity workers and politicians were interviewed live on our *News Hour* radio programme

Contents

Because of you...

we offered hope in troubled times	6
we helped the lonely and housebound	8
we brought the Bible to life	10
we celebrated innovation and creativity	12
we resourced people and churches	14
we inspired people's faith	16

we helped people on the fringes of faith	18
we encouraged families	20
we offered a strong Christian voice	22
financial review	24
lives have been changed	26



600

hours

More than 600 hours of news with a Christian perspective was broadcast across our radio stations



34,000

devotionals

34,000 received our *Be Still & Know* devotional e-send each weekday



3.14 million

views

There were 3.14 million views of Premier videos on YouTube



3,994

tweets

3,994 different tweets were sent via Twitter – almost eleven a day



567,000

magazines

567,000 copies of *Premier Christianity* magazine, *Voice of Hope* and *Premier Youth and Children's Work* were published



1,782,108

visits

There were 1,782,108 visits to the Premier Christianity website



271

UK-wide events

271 UK-wide events on an interactive map are available for people who would otherwise be alone on Christmas Day



3,400

stories

More than 3,400 stories for our news website premier.org.uk/news were posted



40,000

people

40,000 people every day received our daily news e-send

Premier exists to enable people to put their faith at the heart of daily life and to bring Christ to their communities. Because of you and others like you, over the past twelve months Premier has achieved our mission statement.

The following annual review looks at the various ways that, because of God at work, partnering with you and a small army of Premier staff and volunteers, many people have met with God and been empowered to reach out into their cities, towns, villages and streets to share the love of Christ.

Because of you... we have helped lonely and housebound people, we have inspired faith, we have resourced people and churches, we have celebrated innovation and creativity, we have brought the whole of the Bible to life, and because of you

we have offered hope in troubled and changing times.

Because of you, following the launch of our newest radio station, Premier Praise! at Easter 2016, we have attracted new listeners such as Denise, who told us:

Our third child was born in December 2016. When I'm up in the night, it's so encouraging to listen to Premier Praise! As I'm feeding or trying to settle my baby, I am spiritually fed and encouraged. There are times when we can't get to church, but to know we can still meet with and hear from God is amazing.

because of

you



I realise that Premier Praise! like my baby is a new addition, so I am thankful that we've been able to give a gift to help fund this radio station which has impacted the lives of our family so positively.

Getting such regular and positive feedback from people like Denise who listen to our radio stations, read our magazines, or engage with our websites and other digital platforms is incredibly rewarding – but all of us at Premier recognise that this is only possible because of you and others like you!

So as you read of the ways our radio stations, events, magazines, digital platforms

and telephone helpline have touched millions of lives, I hope you, like us, will be encouraged about the varied ways God is blessing people across the UK and beyond, through Premier and because of you.

I am grateful beyond words for the thousands that pray and give to keep this ministry alive and well. I hope you will feel able to continue to stand with us as we enter our 23rd year of communicating the unchanging truth of the gospel into our fast-changing culture.



Peter Kerridge, CEO



Because
of you...



PM Teresa May interviewed by
Head of News Marcus Jones

we offered hope in troubled times

In the past year the Premier News Team have reported on some difficult and tragic stories. “The fire and loss of life at Grenfell Tower was the hardest story for me in the past year,” says Marcus Jones, Premier’s Group head of news. “The night after I visited Grenfell I didn’t sleep at all. The harsh reality of the large number of deaths, the images of the smoking tower and the stories of survivors, kept playing over in my mind.”

Marcus was proud of the way Premier was able to report on the ways local Christians and churches were responding, offering food, a bed to sleep on, clothes, help with claims forms and then longer term pastoral support. “We were able to speak to many people directly involved in making a positive difference,” says Marcus, “as a consequence we mobilised practical and prayerful support.”

The Grenfell story encapsulates what the Premier news team aim to do each day. Report on the news – but with a distinct Christian perspective.

Because of you, Premier offered hope in troubled times reporting on terrorist attacks in Manchester, Westminster Bridge, London Bridge and Parsons Green. We aim to inform to enable our audience to discover what’s going on in the UK and across the world which will affect our faith and the faith of others. That means we often cover stories

which mainstream media ignore, or if they do cover, they may misreport due to their lack of understanding. We report widely on Christians facing persecution across the world. We also report on government legislation which might threaten our Christian freedoms.

Crucially, Premier is neutral; we don’t have an owner pushing a particular political agenda, we are not pro- or anti-Brexit, and what’s more we are not beholden to one or other church denomination. Instead we are here for all Christians across denominations and theological streams. As well as informing our audience, we aim to equip people to better pray into the real needs of many situations. Premier also reports on local stories where churches are making a real difference. Like the church in Stoke-on-Trent that teamed up with its local Tesco to gather together new and second-hand school uniforms to help struggling families at the start of a new school year.



"The night after I visited Grenfell I didn't sleep at all. The harsh reality of the large number of deaths, the images of the smoking tower and the stories of survivors, kept playing over in my mind."

We invite churches to get in touch with their stories. We speak to thousands of church leaders each year to help us gather news stories, and interview hundreds live on-air to give them and their churches a voice and to encourage prayer.

Our office in the north-east helps us gather stories from Scotland and the north of England and, as finances allow, we hope to hire new regional producers in other regions.

Uniquely, Premier provides this Christian news perspective across radio, print and online formats. The size and breadth of our audience helps us to

win interviews with leading figures such as Prime Minister Teresa May and Archbishop of Canterbury Justin Welby, who appreciate the opportunity to speak to the faith community.

Because of you... we have been able to offer hope in troubled times. Reporting on the news every day – but with a distinct and clear Christian perspective. Your support has resulted in four London-based and two regional producers gathering well over 3,000 stories in the past twelve months. With your continued support we hope to recruit additional regional news gatherers.



Because
of you...



By Christmas 2016, all three of our radio stations had registered details of 271 churches and other venues which would welcome people with nowhere else to go on Christmas Day.

Premier.
Gospel Premier.
Praise! Premier.
ChristianRadio

we helped the lonely and housebound

In the twelve months from October 2016 to September 2017, Premier Lifeline received more than 150,000 phone calls, 90,000 of which were answered by one of our small army of trained volunteers. A staggering total time of 1,140,690 minutes was spent listening to and, if requested, praying with callers. Conversations lasting a total of 19,000 hours represents an increase of 25 per cent on the total listening hours from 2013/14.



Although we have slightly more trained Lifelines than four years ago, the 50 per cent increase in the number of calls received means the percentage of calls answered remains around 60 per cent. Because of the response in June 2017, when we asked our supporters to help fund extra training and for additional support staff, Premier hopes to increase the percentage of calls answered first time in 2018 and beyond. Because of you, extra funds will make it possible for a more comprehensive support of existing Lifeliners, to help them process listening to and encouraging callers with challenging needs, and to train new Lifeline volunteers.



Hundreds of thousands of elderly and housebound Christians around the country rely on your support as Premier ministers to them daily in their homes.



By Christmas 2016, all three of our radio stations had registered details of 271 churches and other venues which would welcome people with nowhere else to go on Christmas Day. Following an on-air appeal, churches and charities got in touch to tell us what special events they were holding on Christmas Day for the lonely and homeless in their community. All 271 locations that registered for the Christmas Alone appeal were embedded into an interactive and searchable map of the UK.

Working alongside Community Christmas, we received endorsements from several high-profile Christians, including Philippa Hanna, Paul Baloche, All Sons and Daughters and Max Lucado. They also added their stories and support to highlight why loneliness needs to be tackled and is worse for so many at Christmas. The Christmas Alone appeal received notable endorsements on social media, with huge numbers of Twitter retweets, including one from TV presenter and journalist Eamonn Holmes, and shares on Facebook of our 'find your nearest venue' map. The Huffington Post covered our campaign and ran a news story including the searchable map on all their social media channels and news sites.

We expect to grow the database of events by 100 per cent in 2017 as we work towards registering at least one venue open in every town and city across the UK so that no one has to spend 'Christmas Alone'.



When my mother died I felt literally lost. I frequently phoned Premier Lifeline for support which really helped me, especially when I felt very low and didn't have the strength to pray.



A lovely Lifeliner prayed for me when I called. I had suffered with so much pain in my legs and feet for years. After the call I felt a shift in my posture causing me to walk more easily. It was amazing and I praise God!



My illness prevented me getting to church or getting out for months. I live on my own. To be able to phone Premier Lifeline and speak to wonderful Christians to pray through anxieties and worries has been a gift from God.

Because
of you...

we brought the Bible to life

Throughout 2017 Premier have highlighted the importance and continued relevance of God's word, the Bible in a multitude of ways.

Starting on 1st January 2017, all three of our radio stations began broadcasting passages of scripture. By 31st December 2017, every one of the 31,102 verses of the Bible will be read out on Premier Christian Radio, Premier Gospel and Premier Praise! A variety of presenters and other staff have recorded all 66 books of the Old and New Testament for broadcast during one year – a mammoth task. Listeners were also able subscribe to a daily podcast of Bible readings.

Premier believes the Bible is powerful and brings truth, love, peace, challenge and life into people's homes and cars as people hear scripture. The book of Hebrews says: "For the word of God is alive and powerful. It is sharper than the sharpest two-edged sword, cutting between soul and spirit, between joint and marrow. It exposes our innermost thoughts and desires" (Hebrews 4:12, NLT).

Other ways that because of you we brought the Bible to life...

The front cover of July's *Premier Christianity* magazine (right) posed a question: "The world's most published, revolutionary, influential, controversial, burned, used, abused, divine, debated, inspiring, and bestselling book...Isn't being read by Christians. Why not?" More than 40,000 readers of this special edition of *Premier Christianity* could discover the answer to that question in a feature by Glenn Paauw, director of the Institute for Bible Reading. Paauw claimed we should stop treating the Bible as a fast-food-verse-a-day optional extra, but read it in its long form, in context, and together in community, as the early Church did. *Premier Christianity* also published interviews with Eugene Peterson, who penned *The Message*, a modern paraphrase of scripture that has become a best-seller globally, and with Biblica's Becky Miles on the NIV Accessible Edition.

Rowan Williams

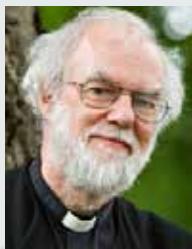
Vaughan Roberts

Elaine Storkey

Tom Wright

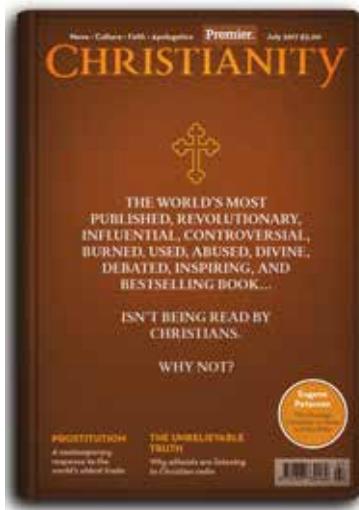
Calvin Samuel

Krish Kandiah



During Premier's London Bible Week, a host of Bible teachers spoke on the theme of 'meeting Jesus in God's word'. Speakers included: Tom Wright, Elaine Storkey, Calvin Samuel, Rowan Williams, Krish Kandiah, Vaughan Roberts and Celia Apeagyei-Collins.

Premier Christianity



Together Curriculum



Premier Youth and Children's Work – Premier's monthly magazine for Christians working with children, teenagers and families – published its brand-new Together curriculum. These free resources contain adaptable meeting plans covering the whole Bible for different age groups, plus all-age service outlines, youth-friendly apologetic answers and family activities. These comprehensive and easy-to-use sessions are written and road-tested by youth and children's practitioners based in both local churches and detached settings.

Because
of you...



we celebrated innovation and creativity

Premier celebrates
innovation and creativity
in Christian ministry
in various ways. Three
examples are:

Premier Digital Awards

The day-long Digital Conference is followed by a gala meal and awards ceremony which celebrates digital innovation and creativity by Christians. A range of awards, including most engaging church website, most inspiring leadership blog, tweeter of the year and vlogger of the year, celebrate and promote the best Christian work across digital formats.

Love Britain & Ireland Awards

Tim Vine (photo above left) joined Premier Christian Radio's station director, Dave Rose to host the second Love Britain & Ireland Awards ceremony in September 2017. Held at the Institute of Directors, a prestigious central London venue, awards were

made in recognition of innovative and creative Christian ministry across various settings.

PO9 Pioneers, based in Portsmouth, won the Community Award for their work with people who would find it difficult to engage with traditional expressions of church.

Footprints in the Community develop projects to meet gaps in provision identified by client feedback, members of the public or referral agencies. Their work in the Redcar area of North Yorkshire has helped to relieve poverty and isolation and won the Innovation category of the Love Britain & Ireland awards.

Based in Govanhill, Glasgow, an area of long-standing and considerable poverty and the most culturally diverse area in



Award winners receive free airtime on Premier to inspire others to launch high-quality grass-roots initiatives.

Scotland, The Space won the award for Inclusion in recognition of the quality of their work to enable families to flourish despite the challenges in their community.

Memory Worship were worthy winners in the Work for Older People category for ensuring that people can continue to experience a loving encounter with God. They provide worship for those with and without dementia in and around Leigh-on-Sea in Essex.

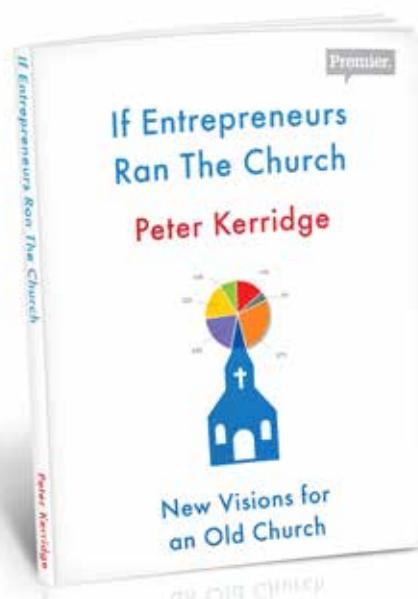
Wirral FUSS & FUPS won the award for working with the disadvantaged in recognition of their efforts to distribute free, good quality recycled school uniforms, without judgement of family circumstances.

The overall Love Britain & Ireland winners were Wild Goose Café, who provide hundreds of free meals, plus encouragement and companionship to hungry and homeless people in Bristol every day.

The recognition that award winners receive includes free airtime on Premier to highlight good practice and inspire others to launch similar high-quality grass-roots initiatives.

If Entrepreneurs Ran The Church

Premier's CEO, Peter Kerridge asks eight successful entrepreneurs from different Christian traditions how they would set about running the Church in this Premier



Christian Radio series broadcast weekly from September 2017. These dynamic interviews draw out a fascinating range of ideas with the potential to change our churches for ever.

Also available in printed and electronic book format, jointly published by Premier and SPCK, *If Entrepreneurs Ran The Church* includes interviews with Carrie Longton, the co-founder of Mumsnet, the UK's biggest online network for parents, and Lord Bob Edmiston, who became a billionaire through his property and car retailing companies, plus six other amazing Christian entrepreneurs. This is the fourth Premier book to be published since 2015.

Because
of you...

we resourced people and churches

Premier exists to enable people to put their faith at the heart of daily life and to bring Christ to their communities. This mission statement has resulted in a range of initiatives to resource individuals and churches with faith-building resources. Some of these are listed opposite:



"Very exciting and forward-thinking with an amazing buzzy atmosphere. It was great to see Christians united around something positive."

A Premier Digital Conference delegate





Premier Digital Conference

Premier Life

This resourcing website was relaunched in the past year with a range of lifestyle, health and relationships content to provide Christian resources and guidance into a range of issues. Articles offering a father's perspective on anorexia, advice on making a career change, how to reduce the food we waste, a range of Christian testimonies, why we should let teenagers talk about suicide, dealing with guilt, living with cancer, letting go of codependency, thriving through the menopause, overcoming debt and much more attracted 3,400 visitors in September 2017.

Premier Digital Conference

Since November 2010, Premier's annual Digital Conference has attracted thousands to a range of seminars on addressing the opportunities and challenges of communicating in the digital space. In 2017, the keynote speech addressed the questions: *In an age of fake news, what place is there for gospel truth? In the online war of politics and cultures, where is the gospel of peace?*

Society Sunday

Each year Premier creates a range of resources to help local churches pray for the Queen, national and local government.

In 2017, we created a complete church service outline with suggested liturgy, sung worship, prayers, sermon outline and youth/children's activities all focused around identifying and celebrating local heroes in their communities. From lollipop ladies to street pastors, to school governors to those working in the emergency services, Premier encouraged churches to invite people who help make their community safer and healthier to a special church service to thank them for the difference they are making. Premier also organised a national service at Methodist Central Hall in Westminster. The service, broadcast on Premier Christian Radio, highlighted the difference four people (photo above) were making in and around the capital city. This included a pastor working to reduce knife crime in north London and a volunteer pensioner street pastor who regularly works into the early hours to keep vulnerable women safe when nightclubs close their doors to locals and students in Kingston upon Thames.

Premier Novena

This annual resource was used by 3,345 people over nine days between Ascension Day and Pentecost Sunday to pray for Church unity and a fresh outpouring of the Holy Spirit. Devotionals and prayer resources



Society Sunday Local Heroes

were delivered on-air, in print and in digital formats, including text messages.

Leaders' resources

Every week, 5,000 church leaders receive our free leaders e-newsletter containing ideas, resources and links to further develop skills and editorial. Andy Peck presents *The Leadership File*, a weekly 30-minute radio programme on Premier Christian Radio which interviews a range of leaders who share their successes and failures. Like many other Premier programmes, *The Leadership File* is also available as a podcast or can be listened to again via our website. In 2018, Premier are partnering with Andy Peck and CWR to publish a book titled: *The Leadership Road Less Travelled* as an additional resource to church leaders.

Meeting church leaders

In 2017, the former head of the Baptist Union, Rev Jonathan Edwards, became Premier's ambassador to churches. Jonathan visits local church leaders and ministers' fraternals to find out how Premier can better serve their local needs while unpacking to them the range of ministry tools we publish and broadcast to help churches. To arrange a visit email: jonathan.edwards@premier.org.uk



Spare change collected in Premier moneyboxes is helping us to put Christ at the heart of local communities.

Because
of you...



we inspired people's faith

My son has long-term mental health problems. He's a Christian but he finds it quite hard to organise things for himself, so he's been really very pleased to receive a copy of Premier's Voice of Hope. He's put it by his bed and wants to read the Be Still & Know devotionals every evening to help get back into the habit of regular Bible reading. It's been an encouragement to him.

A mum from Surrey (only wants to be referred to in this way)



Allie-Ash – Surrey

I love Premier Gospel. It's brought me back, it's reminded me of all the good times when I was a Christian. I have it in the car, on my iPad, and my phone. It's really helped me.

You can think that you're alone on this walk, that you're the only one finding things difficult and then you might hear someone else's testimony on the radio or a particular song will come on that's inspirational. It's been great for me.

With all the tragedy around the world that's happening I think Premier Gospel is making a massive difference.



Glenda – Neath

My husband and I live in South Wales. I love Premier Christian Radio; it's on most of the day. I love all the ministry and teaching programmes, especially Michael Youssef and the Briscoes. I regard the presenters as my extended family – I have no other family. I love them all. I just love Premier, full stop!

I support Premier because I believe in its outreach. I urge everyone...to support this ministry which is for the glory of God.



Premier relies on the generosity of Christian men and women across the UK to ensure we can offer a listening ear and prayer to anyone in their time of need.



Anderina – Edinburgh

I just adore Premier Christian Radio because it's a lifeline for me with the Lord that I would not like to do without.

Someone that I knew talked about having a personal radio that they listened in to while they were on the bus and I thought 'well I would like that as well' and then I came across Premier Christian Radio. It's just been the best thing that's happened in my life in a long time.

It means a huge amount to me because I love the music, I love the teaching, and some of the testimonies are so inspiring. I would just feel devastated if it wasn't on the air.

Life for me at the moment is not a bed of roses because my daughter who is in a 23 year marriage and my son who is in a 10 year marriage are both having huge difficulties with the prospect of their marriages breaking down which has been quite painful. Premier Christian Radio encourages me to pray more about them, and I think I would be less able to deal with everything if Premier wasn't on the air.

I just thank God for Premier Christian Radio and I try to support it when I can which isn't often a huge amount but it's still something to help it carry on.



Barbara – Birmingham

I like the fact that on Premier Praise at the beginning of every hour they start with prayer. Each presenter is unique in the way they pray and the way they know God, so that's lovely as well. You know that you're listening to somebody who knows God for themselves and that's hugely uplifting in itself.

Because I live by myself it's really nice because it's company. If I'm working or doing any jobs around the house I'll put it on.



Gemma – Preston

I love Premier Praise. It's great because I work from home on my own, I don't work in an office with other people so it's just great to be able to put Premier on and listen to praise and worship all day.

I like the fact that you pray every hour. It helps me whilst I'm working away on my own, it's quite easy to just get sucked in to what I'm doing but Premier Praise helps me to stop and refocus every hour and just listen to the worship as I'm working away.

If you're able to give then that's great because it really does bring hope to the nation and encourages people on a daily basis, especially people like me who are at home alone in the day – having the truth coming out into your home every day is a real encouragement.



Wayne – London

Life is very busy with work and home commitments. I feel that when I'm on the go or in the car I can just put on Premier Christian Radio. You're hearing the word. Sometimes you get home from work and you feel too tired to read the Bible, but when you're traveling in your car or you have a portable radio on you can keep hearing the word on the go. To me that's very important, to just keep sowing into your soul. It's fantastic to listen to Premier on a daily basis.

I like the diversity of the teachers on Premier such as Michael Youssef. I like the debates, and the various appeals that you support around the world. It's a very flexible radio station that just seems to be going from strength to strength.

It's important to support any ministry that's being a light in the world especially as the world's getting darker and so I think Premier is a prime example of that.

Because
of you...

we helped people on the fringes of faith



"Premier Praise! aims to appeal to people on the fringes of faith, which is why our presenters avoid Christian jargon, as well as busy Christians who don't stop to listen to lengthy speeches but want to stay connected to their faith," says director of content, Charmaine Noble-McLean. "Lots of families listen together. We have had lots of stories back from mums and dads who listen with their children on the morning and afternoon school run."

From its launch at Easter 2016, Premier Praise! has attracted a varied audience which has delighted us with many encouraging testimonies such as these below:



Loving the encouraging music on Premier Praise! again this morning. I'm sitting in the car listening and preparing for a job interview. It's helping me calm down a bit. Lol thanks!

Kim, Manchester



I have only just started listening to Premier Praise! and it's amazing. I love every minute of it. I put it on by mistake and not tuned away yet.

Andy, Derby



The music and website changed my life as I was suicidal, on the brink of killing myself, when I just happened to tune in and it has changed my life for the better. Now I listen morning, noon and night and have become a born-again Christian.

Shreya, Cardiff



Our community fundraisers are helping to ensure we can support people every day in their journey of faith.

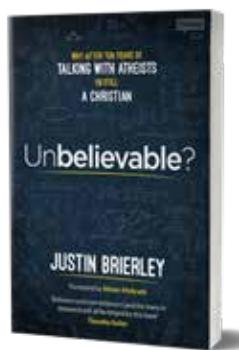
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017 was a big year for the *Unbelievable?* radio show with the publication in June of the book, *Unbelievable?: Why after ten years of talking with atheists I'm still a Christian* (SPCK). Presenter Justin Brierley (photo left) tells the story of the show, and outlines his case for faith by drawing on many of the high-profile conversations he has hosted. The book was reprinted two months after publication and has received many positive reviews from both believers and non-believers.

One reviewer wrote: "As a theology graduate who has struggled to reconcile my Christian faith with academic study in the past, I wish this book had been around when I was an undergraduate. At least now, 35 years later, I'm starting to reconcile the two halves of me. Thanks, Justin!"

In May, *Unbelievable?* The Conference 2017 also saw more than 600 people attend a day of training in Christian evangelism and apologetics delivered by thinkers such as Professor John Lennox, Andy Bannister and Beth Grove.

Meanwhile, the weekly radio show continues to draw a wide audience of



Christians and sceptics from around the world with more than 2.5million downloads of the podcast during 2017. "I continue to be amazed at what God is doing through *Unbelievable?*," says Justin. "It feels as though the show is at a tipping point where its influence as a serious platform for discussion about the credibility of the Christian faith is being felt globally more than ever before, through the show, the book and the conference."

Having listened to our programmes, some listeners phone our 365-days-a-year telephone helpline. Every year, Premier Lifeline phone volunteers have the privilege of leading people to faith in Jesus Christ. Other callers phone to share doubts or questions in the knowledge that they retain their anonymity, will not be judged or criticised – but instead be listened to and, where appropriate, offered prayer.

Because of the financial and prayerful support of thousands of Premier supporters, we continue helping people on the fringes of faith.



Premier Praise! lights up my life. Every time I drive I look forward to hearing the wisdom, encouragement and praise songs that lift my mood and makes me smile. I just love listening.

Lakshmi, Paisley



Premier Praise! is my favourite DAB radio station. I drive miles in a VW van for work and got blessed last year with a new van with extras that include a DAB radio. Now I listen to Praise and not my collection of praise and worship CDs! I like the Bible readings, hourly prayers and words of encouragement, as well as the music. All the presenters are a great inspiration. Long may you continue with the word of the Lord on the airwaves.

Geoff, Worthing

Because
of you...

we encouraged families

Many of the Premier broadcast, print, digital and events ministries aim to resource and encourage Christian families of all shapes and sizes. From these many and varied ministries we are highlighting three key strands from the wider choice which aims to bless and encourage families:



Launched in October 2016 the Faith at Home monthly supplement published within Premier Youth and Children's Work magazine offers a range of ideas, resources and encouragement to parents, carers and family workers. These include stories to read with children, family worship ideas, advice on opening up the Bible with young people, craft activities that can trigger spiritual discussion and feature length articles on a range of family-related themes. All of these resources are also free to download from Premier's website.

The editor, Ruth Jackson said: "I meet many parents who are desperate to raise their children in the faith but don't know where to start so Faith at Home aims to give them helpful pointers. It's not just for parents though, we encourage anyone who cares about children and young people to read it, which should really be everyone in the church!"



"I meet many parents who are desperate to raise their children in the faith but don't know where to start..."

Ruth Jackson, Editor, Premier Youth and Children's Work



Your regular, committed support enables thousands of Sunday School teachers across the UK to receive the resources they need to inspire the children in their care.

Clockwise: Woman to Woman presenter Maria Rodrigues, Woman to Woman the Conference, Shedtalk presenters Carl Beech and friends



Woman to Woman

Maria Rodrigues has presented Woman to Woman, the weekday show on Premier Christian Radio for ten years. Inspirational interviews in the past year included Simone Williams-Anglin, a nurse, who felt God tell her to get physically fit. Just weeks later the fire in the Grenfell Tower spread quickly and killed many. Living nearby Simone ran towards the Tower and started helping the emergency services. It quickly became clear that many of the residents had escaped in just their pyjamas and needed blankets. Thanks to her get-fit regime Simone was able to run home, collect blankets and quickly return. Telling her story days later to Maria on the Woman to Woman show, Simone's testimony underlined the need to keep listening to the prompting of the Holy Spirit so we can bring practical love and hope to our families and communities.



The Woman to Woman Conference

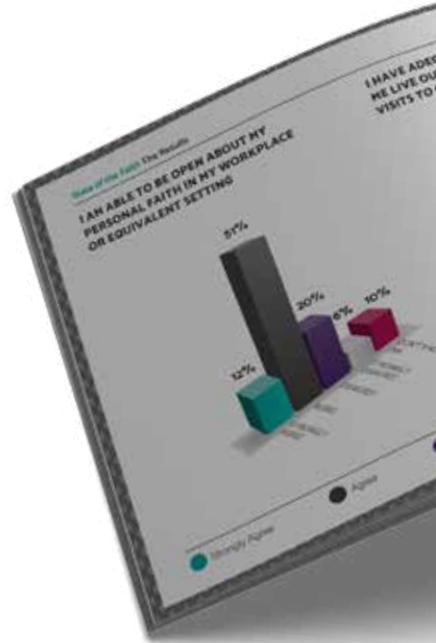
The Woman to Woman Conference in April 2017 was a 2,000-sell-out at Methodist Central Hall in Westminster. Stormie Omartian was just one of superb line up of speakers. A particular highlight according to many delegates was worship leader and pastor Charlotte Gambill, who challenged her audience against a competitive spirit commonly found within church and social media. Many women testified about how challenging her appeal to resist competitiveness and adopt unity was.

Shedtalk

One of the highlights on our Sunday evening schedule, Shedtalk is a series of devotional thoughts and discussion programmes on Premier Christian Radio made by men for men. Hosted by Carl Beech and friends, Shedtalk aims to help men get to know Jesus better and bring their friends to faith and is also available to listen to on a podcast.

Because of you and your prayerful and financial support Premier can create resources to help men, women, youth, children and families to come closer to faith and then grow into maturity as believers. Faith at Home, Woman to Woman and Shedtalk are just three of the ways Premier aims to serve and build up families.

Because
of you...



we offered a strong Christian voice



"This survey clearly indicates how it feels to be an ordinary Christian today..."

Premier CEO Peter Kerridge

A key part of Premier's mission is to act as a champion for our faith in what is an increasingly secular nation. In 2017, Premier commissioned a major survey to discover what it really means to be a practising Christian in Britain today.

More than nine in ten of the 12,000 Christians surveyed said they felt their faith was being marginalised by British society. Nearly half said they have personally experienced prejudice as a result of their faith, while a quarter said they felt unable to be open about their beliefs in the workplace or at school. Four in five of survey respondents felt Christianity was not treated equally as other world views.

Premier's *State of the Faith* survey was published in the very same month that Tim Farron stood down as leader of the Liberal Democrats because of widespread hostility to his Christian faith.



Every donation we receive helps to ensure a strong Christian voice for the UK.



Premier CEO Peter Kerridge was quoted in the media coverage of the survey, saying: "It's clear that we are not the liberal, accepting society we think we are if we don't tolerate and accept everyone, including Christians. People of faith from all religions should be allowed to live and work in freedom. They should be encouraged to hold to their faith not just in their homes and churches, mosques, synagogues and temples, but also in their jobs and hobbies and in the public square.

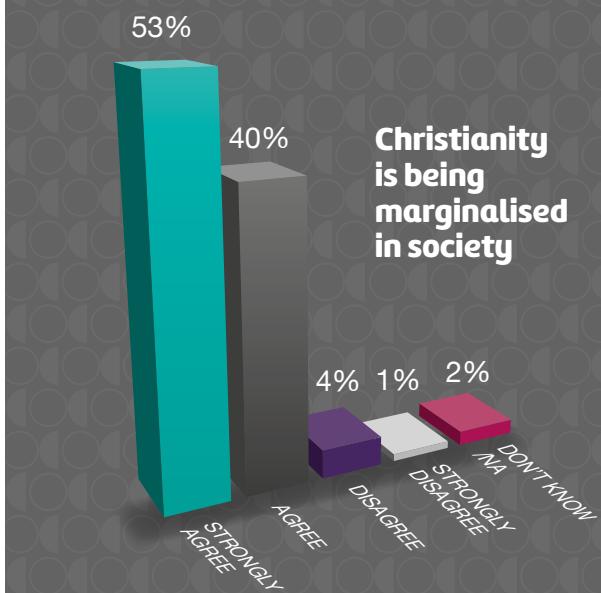
"This survey clearly indicates how it feels to be an ordinary Christian today... This is not the clergy talking, academics theorising, or politicians making a case. These are ordinary Christians who feel overwhelmingly that their Christian beliefs are being marginalised and that as a result it is becoming far more difficult to live as a person of faith in the UK."

The findings of the survey were accompanied by a social media campaign encouraging believers to openly celebrate their faith using specially created avatars that can be added to profiles and posts. Premier also provided helpful resources via their website, including a guide to talking about faith and a prayer resource to support Christians who felt marginalised.

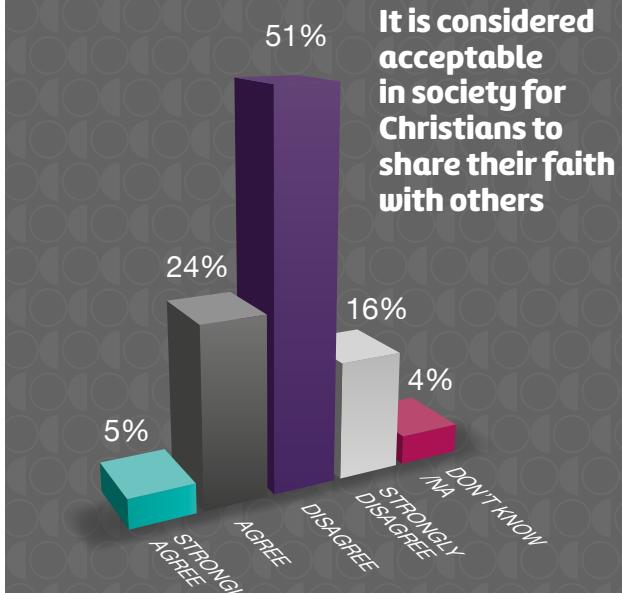
Peter Kerridge hopes that one outcome of the survey will be a Church that is "more supportive of Christians who aren't necessarily found in church on a Sunday".

Peter added: "There are millions of people who are trying to live out their lives and for whatever reason can't be in church on a Sunday. It sounds obvious but they could 'extend their opening hours', experiment with new ways of using the tens of thousands of church buildings, and adapt to enable normal ordinary Christians to feel they are really part of a community. It would show that Christianity isn't an institution run by a professional elite ministering to the holy few."

STATE OF THE FAITH



Christianity is being marginalised in society



It is considered acceptable in society for Christians to share their faith with others

Because
of you...

financial review

Premier is a supporter enabled charity – 64 per cent 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 model

Premier has a small, committed fundraising team who are passionate about this ministry and work hard to ensure the best possible experience for its supporters at all times. The team encourage feedback and are grateful to those who contact us with their encouragement and support, and to let us know their ideas on ways we can improve our fundraising methods and communications to grow support for the ministry.

Our fundraising has been strategically developed over the years around the network of relationships we have built across the UK and the partnership of thousands of Christian men and women who ensure this ministry continues to thrive as a strong Christian voice for the UK.

We are so appreciative of the ongoing support of these individuals who stand with us, but we need more of Premier's audience to give towards this ministry to bring sustainability to our finances.

Currently less than six per cent of our audience financially support the ministry, and more than ever it is essential that we communicate this message well to our audiences, especially as we see the approach of data protection legislation in May 2018 that could mean we are cut off from some of our donors and the vital support they give us.

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.

Income

Premier's work is fuelled primarily by support from individuals with the remaining 36 per cent of income generated from commercial sources including advertising, sponsorship, subscriptions, event tickets and ministry sales.

Premier attracts a wide range of advertisers from churches and Christian ministries to national charities and businesses, and considers raising the profile of Christian ministries, ethical businesses and services as core to its ministry objectives.

Digital sales income generated by Premier's nine websites remains an area of massive potential for the ministry and currently accounts for just under 20 per cent of total sales income. Magazine advertising income also remains significant, contributing an additional 25 per cent.

Despite economic challenges and loss of confidence due to Brexit, we have maintained a steady income stream from advertising sales of more than £1.5m over the past three years.

Subscriptions to Premier's two paid-for magazines attract £500,000 in subscriptions income and *Premier Christianity* magazine remains the biggest selling monthly Christian publication in the UK.

Premier also generates £138,000 from its conference and event ticket sales, although ticket prices are highly subsidised to ensure maximum accessibility and affordability for individuals and churches.

In addition to all this, we also broadcast world-renowned ministries which generate £1m each year. We have retained many of these ministries since Premier's launch in 1995.

Donor income

Growing Premier's supporter base remains a challenge. We have seen a small decline in our active donors, due to the difficult economic climate we are experiencing as a nation, but of the 33,000 active donors we have at present, 40 per cent of these supporters are making a regular gift to Premier, which is up five per cent from last year.

We generate support through our on-air appeals, our monthly direct mail programme, online and through

TOTAL INCOME 2016-17:

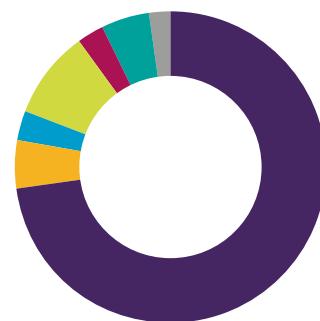
£8,587,006.57

**DONOR INCOME TOTAL:**

£5,511,993

**EXPENDITURE TOTAL:**

£8,496,356



the Premier Inspiration team who speak regularly with our supporters on the telephone.

Our pledge programme continues to grow and we currently have just under 1,700 donors giving through circles of support. The programme fuels many of our income streams and is steadily stabilising our finances. By 2020 we project the pledge programme alone will have generated more than £7m in voluntary income for Premier.

Online donations have contributed more than £650,000 and as before, this remains an area of potential for the ministry.

We also continue with our legacy programme encouraging people to consider supporting Premier in this special way, acutely aware that only Christians will ever support Christian ministry. All legacy gifts are received into our *Innovation fund* from where we ensure these gifts are used to maximise their impact for the ministry. Recently Premier received its second largest-ever legacy gift and we are extremely grateful for this gift and all those who support Premier in this way.

Premier also submits applications to charitable trusts and foundations; however, it primarily continues to rely on the loyal and generous support of Christian men and women across the UK to fund its ministry.

It was the commitment of individuals in the Christian community that brought Premier to life in 1995 and it is that same commitment that sustains us to this day.

Expenditure

Premier is wholly owned by the Premier Christian Media Trust and is not for profit; therefore, every

pound received by this ministry is used to expand our reach through all our outputs.

While Premier is committed to being an effective steward of the gifts we receive, it costs over £700,000 every month to keep Premier alive.

In a changing media landscape, we know we have more tools than ever to make a huge impact, and by partnering with and equipping the Church, we can help the Christian community to use new and exciting ways to reach a digital generation credibly, relevantly and powerfully.

It is also critical that we continue to raise the Christian voice on important issues core to the Christian mission; issues important to families across the UK. Our *Ordinary Christian* campaign told us that 93 per cent of Christians feel marginalised in their faith in some way, and for the first time ever, a national survey sadly reported that less than half of the population even nominally identify with Christianity, and for those under 18, more than 75 per cent say they have “no religion”.

In an increasingly secular society, Premier exists to enable people to put faith at the heart of their everyday lives and bring Christ to their communities.

Premier remains committed to building its reserves but this will always be a challenge for the ministry. As a donor-supported ministry, the ever-growing need for people to receive the life-saving message of Jesus through Premier’s outputs continues to stretch our financial resources.

Because of you, Premier ended its financial year with a small surplus and we are grateful to God for his provision, guidance and blessings over the last year as we have sought to do his work.

Because
of you...



"To turn on the radio and listen to people with biblical world view and values is a great boost to me in my walk with God."

Lizzie, Woking

lives have been changed



**Lindsay,
Romford, Essex**

When I get home from a long day, working in a classroom supporting children who have various learning difficulties, I love to relax by listening to Premier Gospel with my 8 and my 5-year-old. They love listening to the songs that remind us that even if we've had a challenging day, it's good to just thank God.

While they're doing their homework and I'm cooking, the children are humming and I'm singing away, we're able to connect with Jesus. I love listening to Premier Gospel; I don't know where I'd be without it. It's nice to have another adult in the room while my husband is at work; to have that interaction. I can send a text and get involved in a debate. It's just nice to know that Premier Gospel is always there. I thoroughly support this station.



Keith, Bournemouth

I listen to Premier Praise on the way to work every morning. It helps me to get my armour on for the day and helps me feel quite empowered, encouraged to face the day and to go into work knowing that God is there and being reminded by all the different songs of all the great ways in which he can support me throughout the day.

I definitely think that with all the negativity going on in the world it's good to have that light in the darkness, something to remind us when we turn the radio on that it's not just bad news after bad news but there is good news and hope at the end of it all for us. No matter what's going on and no matter how down we feel, there is always someone there beside us to lift us up. It's good to have that playing all day to remind you – it's always there when you need it.

Having an organisation like Premier who do so many good things and having their music and inspirational stories on the radio is very important for so many people. So to support Premier and allow them to keep going, I think is very very important.



Every legacy gift we receive ensures we can be there for people in their time of need long into the future.



Eleanor, Hounslow

Some years ago I was going through a divorce which went on for so many months...That made me so ill that a couple of times a week I had to call the ambulance because of my dangerously high blood pressure. For those months I couldn't sleep; even sleeping tablets didn't work.

One morning when I was brought home from A&E, I was so weak I couldn't bring myself to climb on to my bed, so I just lay on the floor in my bedroom. I picked up the phone and called Premier Lifeline. The person at the other end listened and then prayed a simple but beautiful prayer for me. Afterwards a voice told me to get into my bed, and with all the strength I had in me, I managed to. Lying on the bed I heard a click from the back of my head...it sounded like a light switch. A short time later my body felt like a fire that was burning inside me began to cool down, as though someone was pouring ice-cold water inside of me. I fell asleep and when I woke, for the first time in weeks I felt hungry and was able to eat. My healing was rapid.

I thank God for Premier Christian Radio and for Lifeline. I am grateful that I am able to support Premier financially, and pray it may it continue to be a lifeline for many others like me.



Lizzie, Woking

The faith of the presenters on Premier Christian Radio shines through the broadcasts, encouraging people like me who are living and working in an increasingly secular world.

To turn on the radio and listen to people with biblical world view and values is a great boost to me in my walk with God. I went through some dark times when the words of a song often playing on Premier helped me. The song was called 'He walked a mile in my shoes'; it made me realise Jesus really understood my suffering because he had experienced it too.

Twenty years later, I am a lay preacher. I know God has called me to minister to others – but what can I give them? God has given me a wonderful store of Bible teaching on Premier Christian Radio in the early mornings. The teaching I receive helps me prepare worship and Premier introduces me to new songs to use in worship.

Premier has helped me grow and been such a blessing to me for over 20 years. I encourage all Christians to listen to Premier. You will be blessed, encouraged and will develop in your faith. Premier travels with us as we walk with Jesus on our way to heaven.

TO DONATE: www.premier.org.uk/donate / 08000 74 77 77

Because of you...

We are grateful to all our supporters and to those who have pledged their support for three years.

Premier, PO Box 13000, London SW1P 4XP

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premier.org.uk

premiergiant

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In order to protect their identities, Premier uses photos posed by models to represent listeners/readers who agree to us publishing their testimonies and commendations.

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