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**Premier.**

**Impact  
Report  
2018-2020**

**For such  
a time  
as this...**

# For such a time as this...



**Listeners up by 50%**

Since the start of the Coronavirus pandemic online listening to Premier Christian Radio is up 50%.



**7,500 calls to Lifeline**

Significantly increased numbers calling Premier Lifeline, the busiest April ever, with over 7,500 calls answered and over 90,000 minutes listening and responding to people predominantly struggling with Coronavirus-related issues including grief, looking after unwell family members, finding quarantine difficult, employment related worries, feeling isolated and requests for prayers for protection or healing.



**Website visits up 40%**

Website visits are up across all Premier sites with a staggering 40% increase in overall web traffic over 4 weeks.



**YouTube up 170%**

170% increase in YouTube subscribers with 477,307 views of Premier videos in April.



**2.7 million emails read**

2.7 million engagements with Premier emails with an increase of 61% in unique open rates.



**Radical changes to content**

Radical changes to content and schedules across radio, magazines, websites and esends to provide Coronavirus-relevant news, analysis, biblical reflection, devotionals, resources for use with children, youth, family and the wider community.



**Daily Coronavirus esend reaches 120,000+**

The Voice of Hope esend reaches over 120,000 with daily news stories and new Coronavirus-linked resources and guidance to help churches and individual Christians respond well and appropriately during the pandemic.



**150 Prayers a month**

Every day three new prayers from church leaders, NHS workers, listeners, lay people or chaplains have been gathered and broadcasted across our radio stations and published in emails, specifically about the challenges and opportunities that this pandemic has triggered.



**We have an unparalleled opportunity to demonstrate the love of God through everything Premier does, to a nation in deep need of hope and connection.**



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# For such a time as this...

**Esther is one of only two books in the Bible named after a woman. It describes how the actions of a brave heroine avert the extinction of Jews who were living in exile in Persia (modern-day Iran).**

Its theme is the sovereignty of God; how our heavenly Father can work behind the scenes to shape events and turn plans that a villain meant for evil into a different outcome. Facing an awful threat, Esther is sent a question (Esther 4:14): "Who knows if perhaps you were made... for just such a time as this?" (NLT). Esther responds by asking God's people to fast and pray that she might act courageously despite the dangers.

The call to be courageous can come in many different ways. This report you are holding includes the stories of people whose lives were touched through an encounter with Premier. Like the plumber who came to Christ last year during a visit to fix the shower in the home of Roger Sammons, a Premier Christian Radio listener. You can read more about Roger's timely response to a question he was asked on page 18.



**I believe that more than ever before, Premier exists for "such a time as this" and needs to trust God for courage and direction.**



**25 years of nation changing impact**

As Premier enters its 25th year in June, I am reminded of many times past, where we faced very real dangers that threatened our ability to continue to broadcast radio, publish in digital and print formats, run events and maintain *Premier Lifeline: the National Christian Helpline*.

Writing this from my home instead of our London studios, due to the coronavirus lockdown, I believe that more than ever before, Premier exists for "such a time as this" and needs to trust God for courage and direction.

With high streets and church buildings closed, the negative impact of social isolation is evident. Sadly, many families have been touched by the loss of a loved one to this deadly virus. The reminder of our mortality has led many people to pray and look for eternal hope in ways we haven't seen in the UK for many years.

Premier has continued to be a voice of hope to our nation through our unique mix of media ministries. Our aim is to enable people to put their faith at the heart of daily life and to bring Christ to their communities. This is made possible by the heartfelt prayers and generous gifts which have sustained Premier for a quarter of a century. Thank you so much!

I hope and pray that the reports in the following pages will encourage you to continue to stand with us in our 25th year, a year of extraordinary challenge and change for us all, and that God will use us all for such a time as this.

Peter Kerridge  
CEO



**1990**

Christian Broadcasting no longer prohibited



Launch party held in Battersea Park, London on 10 June 1995

**1995**



Premier Christian Radio commences broadcasting on Medium Wave

# Digital resources for the Church

**When more than 700 delegates from churches and charities packed out the Premier Digital Conference in November 2019, little did they know that in a few months' time church buildings and charity offices would be closed and their need to communicate well across digital platforms would be even more vital than ever before.**

Sharing ideas, practical skills and resources across 32 sessions, 36 speakers addressed the annual Premier Digital Conference, including Nona Jones, Facebook's global head of faith-based partnerships.

While Premier events are on hold due to the coronavirus lockdown, Premier staff have adapted by setting up a series of webinars entitled 'From Survival to Revival' offering online training workshops to help churches adapt and provide relevant digital communications to encourage existing congregations and to reach out to the wider community. The first webinar, 'Digital Church: Essentials' filled all 500 available spaces.

In March 2020 Premier launched Voice of Hope, a new daily newsletter which gathers articles, interviews, features, news stories and prayers from across the UK and Northern Ireland, providing real-life examples of hope, inspiration, advice and stories from churches working effectively in creative ways during the coronavirus crisis.

Website visits are up across all Premier sites with a staggering 40 per cent increase in overall web traffic over four weeks in spring 2020. The numbers of people accessing Premier emails also rose with a 61 per cent increase in open rates on 2.7 million email engagements. Meanwhile the numbers of people across the

world listening to Premier Christian Radio has risen by 50 per cent.

A huge 170 per cent increase in YouTube subscribers with 477,307 views of Premier videos also took place in one month in the spring of 2020.

During Lent 2020 Premier launched 'Give Him Five' a series of email and online challenges encouraging people to devote time to God, read the Bible and pray, engage in acts of kindness and to give thanks. This began on 26 February, but continued throughout Lent, reacting quickly to the Coronavirus pandemic and gave practical inspiration in the early days of the crisis. Premier received some lovely feedback from participants who explained how the challenges provided helpful and positive focus during a time of increasing anxiety and then isolation.

Some might regard the new staff appointment by Premier of 'Head of Digital Theology' in autumn 2019 to be prophetic, given the need to consider what local church could and should become during the Coronavirus lockdown. At the forefront of developing a robust theology of digital church, Rev Dr Pete Phillips, is a research fellow at Durham University and is widely recognised as an expert on the impact of digital culture on theology, Biblical studies and the Church.



Nona Jones, from Facebook, told delegates how to leverage Facebook as a tool for ministry and unpacked how social technology is changing the way people engage with faith.

Reflecting on the ways that Premier has adapted its digital ministry, Chief Operating Officer Kevin Bennett said;

**"The forced closure of church buildings has compelled the church to embrace digital at great speed. Building on 14 years of supporting the church in this area Premier has been producing blogs and resources with the new 'survival to revival' webinar series as a further aid to help the church thrive through this period. Our aim is to help the church grasp this opportunity to communicate God's love to a nation living in fear."**

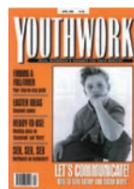


Delegates to the Premier Digital Conference had plenty of opportunities to ask questions of speakers and could also attend a digital clinic for specific problem-solving.



1998

Premier Media Group purchases the publishers of Christianity and Youthwork magazines



Launch of internet site Premier Online, including listen live facility



1999



2000

Premier launches on Sky digital. Talkgospel.com launched

2001

Premier's campaign to become a national digital broadcaster



Premier Online re-launched with more functionality and content

2002

Premier relocates to Chapter Street

# Prayers for daily life

**Premier is passionate about helping you keep up to date with what is going on around our world and helping you pray into those situations.**

We want to help individuals and the UK Church to pray into the various issues affecting our nation and our world. Whether it's the increase in Bible sales and prayer during the coronavirus crisis, the Christian street preacher arrested by police, or the latest cases of persecution against churches in China – we report on the news stories you need to know about.



Rt Rev David Walker, Bishop of Manchester, says he loves being invited to comment on news stories for Premier as he says we're the only media organisation which allows him to pray about the issue he's talking about. How amazing is that?

Finding news stories is never difficult; there's so much going on in our world which we need to shine a light on and we have endless contacts – MPs, charity bosses or church leaders – who are ready to give their verdict. Because of our reputation for our news, over the years we've also been given access to prime ministers and other senior politicians who want to use us to get their messages to you.

Our biggest task is making sure we are telling these stories in the best way possible across our different platforms. We are blessed that we can inform you through our three radio stations – whether it's our hourly bulletins or our *News Hour* weekday programme on *Premier Christian Radio*. We are able to analyse the news through our magazines: *Premier Christianity*, *Premier Woman Alive* and *Premier Youth and Children's Work*. But increasingly, more and more people are accessing our news digitally through our website or via WhatsApp, a messaging app for mobile phones. Over the last twelve months, record numbers of people have visited Premier's news pages, amounting to 6 million views.

The demand is huge – we know people here in the UK (and more and more joining us from around the world) want to get a Christian perspective on the news of the day and also want to know about stories directly affecting their faith – which is why Premier launched a brand-new website in December 2019 which is dedicated to Christian news where you can access hundreds of stories, videos and blogs every month.

In addition to the regular news updates, teaching, devotionals, resources and scripture readings, from March additional slots with inspiring and relevant coronavirus crisis-related prayers from a wide range of Christian leaders have been featured each day, as well as an additional hour-long prayer programme at 7pm on Sunday night on *Premier Christian Radio*.



2004 Premier launched on digital terrestrial TV (Freeview)



2005 Religious Hatred Bill Objection

2005



2005 Premier 10th Birthday



**The two sample prayer extracts below are a very small fraction of the many we broadcast each week, but illustrate the breadth of involvement from Christian leaders in recent months...**



**Bishop Paul Butler, Bishop of Durham**

Loving Father, our nation, our world, faces a situation that we are wrestling with to understand and to know how best to cope with. We need your wisdom; grant us all humility to look to you.

We thank you that your love knows no end and that in Jesus Christ, nothing separates us from your love. Grant to the leaders of our nation, and all nations, the wisdom that they need. Help us to reimagine how we live as your people in such times, equip us in every way that we need, that we might shine as lights for you.

Oh God, do not delay, come to us and help us in the name of Jesus Christ, our risen saviour.

Amen.



**Archbishop Angaelos, Coptic Orthodox Archbishop of London**

We thank you for the opportunity to be able to speak to you. Lord, at this time we are in need.

Lord, we pray for those who serve us in so many ways, and especially at this time. Those who are making decisions. And those who are serving on the frontline. Those who are serving medically in crisis, and those who are placing themselves at great risk for others.

We ask for blessings and protection upon them. We ask your healing hand upon your world. And we ask you, Lord, in every way to be our guide, to be our light, and to be our hope that we may, in your love, be strengthened and confident.

Amen.



In a world of fake news, there's never been a greater need for quality Christian journalism. Go to [premierchristian.news](http://premierchristian.news) where you will be able to access hundreds of stories, videos and blogs every month. You can also receive daily news from a Christian perspective direct to your smart phone via WhatsApp. It's a simple sign up process; just send the word NEWS to 66777 on a text message.

Marcus Jones, Group Head of News at Premier



2006 National DAB License Bid

2006 Premier.tv launched and provides Christian internet TV on-demand

2007



2007 Premier Christian Radio begins broadcasting on Virgin Media

# Lives changed

**Every week listeners to our radio stations, visitors to our websites, callers to our helpline and readers of our magazines, blogs and emails get in touch to tell us how their lives have been impacted by Premier.**

Farah suffered physical and emotional violence from her husband as well as hostility and rejection from friends and family because of her conversion to Christ.

My husband beat up our daughter very badly. He was very violent to her and also to me. I cried out to God in tears saying, "I need you to help me, give me strength, show me what to do."

The local police helped my daughter and me into a refuge. Then one day I found the Premier radio app. I began to listen to Premier Praise every day and my daughter would sing along to it, and now we love it! Having Premier on my phone means so much to me.

I've been through a lot. Not being able to see your family, being disowned by your brother and father because of your faith, not being able to go back to your home country because you will be killed, it could easily all feel too much to cope with – but Premier has been the support I've needed; it has encouraged me to keep going through everything.

Farah, West Midlands

I subscribe to Premier Christianity magazine and read it each month. I love the magazine, I think it's brilliant. It has fantastic stories, it contains amazing information, there are a lot of articles that I use and also store to use in the future. That's especially true of the September 2019 issue which included an interview with Simon Thomas who lost his wife. That was an amazing article that I will definitely use in the future in supporting people who are bereaved.



I share Premier Christianity magazine with anyone and everyone I can. My son has anxiety, depression and OCD and has a deep faith, but he finds it difficult sometimes to go into a church setting. He loves reading Premier Christianity, that magazine has helped him immensely with his faith life.

Jacqueline, Newcastle

**Having Premier on my phone means so much to me**



2008



Not For Sale campaign

2009

First Woman to Woman conference



**Because of the Coronavirus lockdown, we are not able to go to church, but Premier is our voice of hope. Premier is our church at the moment.**

May, Edinburgh



**During this challenging time when so many of us are in isolation I am grateful that Premier helps me stay connected with people.**

Phil, Belfast



**I am a teacher working from home at the moment because of the lockdown. As a result of this crisis, it's become paramount to be close to God – so Premier has been brilliant for me.**

Karlene, Cardiff



**Our church has been streaming services online, but I don't have a computer or a smartphone. I live alone and was starting to feel very isolated. When I told a friend at my church that I was really missing our church services, she told me about Premier and its radio stations. I had not heard about Premier before, so I have only been listening for four weeks, but it's been such a comfort and encouragement to me.**

Maureen, Norwich



DAB Launch Event Premier Christian Radio begins broadcasting nationwide on DAB Digital radio



Faith Without Fear campaign



# Communities strengthened

In 2019 Premier Christian Radio told listeners about a church in Newcastle that was appealing for second-hand LEGO®. The church wanted to set up a club where children could use the bricks to recreate Bible stories.



Since then, the children, working with Jacqueline Atkinson, children and families missionary in the Diocese of Newcastle, have retold 13 Bible stories using the donated bricks.

Jacqueline told Premier's northern correspondent, Ian Britton, that she was "overwhelmed" by the number of donations she received which enabled her to start the Brick Bible story club.

"It's been fantastic because it takes a lot of bricks to build a Bible story display," explains Jacqueline. "We meet on Sunday afternoons and have been going 13 weeks; we just use bricks to build a Bible story, one a week. So we have 13 displays, which is wonderful."

A festival to celebrate and display what the children have built was held in the church for the wider community to visit and enjoy. Later in the year the display was transferred to Newcastle Cathedral for even more to view and be inspired.

The idea was birthed out of a conversation Jacqueline had with one young person in a youth club. "This lad sometimes gets anxious and frustrated and needs to be alone. I sat with him when he got a little brick figure out of his pocket. He told me that knowing this figure was in his pocket helped him calm down. That conversation got me thinking about how to connect children, families, church and community."

The result was the Brick Bible Story Club, which is one example of how Jacqueline asks the children and families about ways the church can connect with them – and one example of how an appeal to Premier's generous listeners can result in an amazing response.

This was one of hundreds of stories from across the UK and Northern Ireland gathered by Premier's regional reporters; Ian Britton (Scotland and Northern England) and Rachel Matthews (Midlands and Wales) who work closely with our London-based team of news journalists.

Some of the brick Bible story displays, made possible by the generosity of Premier listeners and the creativity of the children and young people of Newcastle.



On Good Friday, Premier Christian Radio broadcast a two-hour special Easter programme pre-recorded from St Chad's Cathedral in Birmingham with an ecumenical group of Christians from the West Midlands. The coronavirus lockdown meant Christians could not attend a physical church building at Easter 2020 – which made this programme even more special for many listeners who told us it really resonated with them.

Gathering stories of churches and Christians making a difference in their local community is a key priority for Premier. This was even more so when the coronavirus pandemic hit, closing church buildings and leaving our reporters working from home. However using their large networks of local contacts across the UK and Northern Ireland, our staff continued working to gather and share stories that inspire, inform, encourage and trigger hope for people and communities, many of whom were feeling isolated and anxious.

Will you help Premier fund its regional reporting growth into Northern Ireland, Scotland, Wales and across other regions of England in the future? Caroline Greer, who comes from Northern Ireland herself, is our head of fundraising and would love to hear from you.



Contact: Caroline Greer, Director of Fundraising  
Call: 020 7316 1411  
Email: caroline.greer@premier.org.uk



2010

Premier.  
Gospel

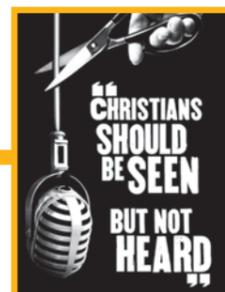


Premier Gospel launches on DAB Digital Radio in London



Premier Gospel at Notting Hill

Freedom of the Cross campaign



RE.ACT campaign



Premier starts Christian New Media Awards

2012 Safetynet campaign



Premier opens its first regional centre of activity in the North East

Childrenswork magazine launched



# A listening ear

**Premier Lifeline: the National Christian Helpline continues to be available at the end of a telephone line to anyone for 365 days of the year. In its 25th year, this listening and prayer service became even more of a literal 'lifeline' during the coronavirus lockdown, given that church-based pastoral care teams faced new barriers in 'being there' for hurting individuals.**



On Friday 21 February we took our 1.5 millionth call to *Premier Lifeline* since its launch on 10 June 1995.

Over the last twelve months, 22 new Lifeline volunteers completed training, with 18 having started taking calls so far. They have joined the ranks of Lifeliners who take calls from their homes. Unlike other centralised, office-based helplines, which have struggled to maintain levels of support due to the lockdown and social distancing, our Lifeliners have continued to take calls from their homes, offering additional shifts, as some have been furloughed by their employers, while others following government guidelines to 'stay at home and protect the NHS' have generously offered extra shifts. In addition, five retired Lifeliners have returned to take calls. As a consequence, despite increased numbers of calls to Lifeline, we have been able to respond.

Lifeline had the busiest April on record in its 25 years of operation. As concern regarding the virus developed, the nature of calls changed with an increased number of people asking for prayer for protection, with concern about symptoms, for healing and sadly needing comfort following the death of loved ones.

In addition, calls about the consequence of the virus have included isolation, loneliness, fear, anxiety, sleeplessness, depression, redundancy, financial issues, parenting, relationships and problems with neighbours. A number of people have called wanting to get right with God, some have come to faith for the first time, while others have come back to God.

In the first four months of 2020, Lifeline volunteers spent a staggering 357,131 minutes listening to and, if requested, praying on 24,119 calls to our National Christian Helpline on 0300 111 0101.



Premier Lifeline took its millionth call

# 2013

Premier opens its second regional centre of activity in the Midlands



Premier Christian Radio begins broadcasting to Northern Ireland on DAB

## Comments about Lifeline calls...

- ▶ **Thankful that her partner has been through counselling and rehabilitation and has now accepted the Lord as his saviour**
- ▶ **He wants to give testimony that after prayer he has had a breakthrough at work**
- ▶ **Wanted to give thanks and praise for answered prayers. Lifeline prayed for her friend and daughter last week who were homeless. This week the council reopened their case and gave them a flat**
- ▶ **Hadn't known where to turn, it was so good to be able to speak openly about this problem**
- ▶ **Two years ago the caller experienced a broken marriage and was on medication. With prayer, God has restored their marriage and she is no longer on medication and is back to health. Praise and thank you, God**
- ▶ **The caller had been bedridden for the past five years. During this time she has been calling for prayer for healing. Today she has been able to walk to the shops and carry shopping. For this she wants to thank God for healing**
- ▶ **He was so grateful to the Lord for giving him a miracle unexpectedly**

Would you like to be trained as a *Premier Lifeline* volunteer, or could you give a gift to help us train even more Lifeliners?



Contact: Jonathan Clark, Director of Lifeline  
Email: [lifeline@premier.org.uk](mailto:lifeline@premier.org.uk)



Voice of Hope devotional launched

# 2014

Premier Gospel organises the first Gospel Week festival in London



# A strong Christian voice

**From small beginnings 25 years ago with one radio station transmitting on low power across the medium wave to Greater London, to two radio stations across England, Scotland, Wales and Northern Ireland, plus a third across London, an app and the web, Premier continues to provide a strong Christian voice to its large, growing and diverse audience.**

Our radio content and the way we presented it had to adapt fast when the coronavirus lockdown hit, but thanks to adaptable staff, our radio broadcasts continued with presenters and producers mostly broadcasting from their homes and just a skeleton staff based in our central London studios.



**Premier Christian Radio** made significant changes to content and schedules to ensure our radio output offered timely and relevant coronavirus lock-in analysis, comment, biblical reflection, news and resources to help our many listeners to respond well to the huge range of challenges this pandemic has created.

Increasing the quantity of high-quality stories produced by our radio and magazine journalists, we heard from politicians and church leaders from across the denominations as well as local Christians such as Joe and Mary Snooks, a couple in their 80s, who told us what life is like for them in lockdown. They spoke about how important staying connected was for their spiritual wellbeing and what the challenges are for them, without access to the internet. A range of grass-roots stories illustrating the ways Christians from throughout the UK are working hard to connect the elderly, support the young, and provide resources for overburdened families have struck a chord and helped to deepen our connectedness with you and others.

Some welcome afternoon cheer was introduced to afternoons at 1pm every Monday to Saturday afternoon in *All Together Now*. Presented by Pam Rhodes, this show is a light-hearted 'sing-a-long' for the whole family with songs for all ages. This is followed by a mini-version of *All Souls in Praise* with Noël Tredinnick offering some cheerful classics.

Meanwhile, in our 25th year we have dug deep into the audio vault to find and rebroadcast some gems from the past including Billy Graham, Dr Adrian Rogers, Joyce Meyer and Chuck Swindoll. The breadth and quality of great sermons and teaching which Premier has broadcast over the past quarter century, to help us in our daily walk with Christ, is remarkable.

Premier Christian Radio has national DAB license extended to 2028



# 2015



Premier's 20th Birthday event at St Paul's Cathedral

Selene C Jordan presents Daytime on Premier Praise



**Premier Praise** continues to grow in popularity with its commitment to playing the songs sung in our churches today and with music that sparks hope every day. Many listeners comment positively about the inspiring prayers broadcast at the start of each hour, which give them the chance to 'reset' their day and focus on God.

Since the pandemic and lockdown, Premier Praise has introduced more topical content with additional prayers and short features from leaders and Church representatives. These will relate to our frontline workers, prayers for busy mums and our elderly. Premier Praise continues to be a station for all the family. Premier's CEO, Peter Kerridge, describes Premier Praise as "the station for Christians who want more music than speech".

Yinka presents The Weekday Breakfast Show on Premier Gospel



**Premier Gospel** has also adapted during the lockdown to connect with its audience in a deeper way. The weekday breakfast show with Yinka has been extended by a full 60 minutes, which has been well-received, with an increase in the number of people engaging with Take it to the Throne, the prayer section each Monday morning.

The specialist shows on Premier Gospel remain a very strong part of our offering, with two new additions to the regular line-up. Prince Mydas, who has enjoyed success with hit songs in the reggae and pop genres, has joined as a presenter of the Reggae Vibes show, while producer and presenter from CNN Hannah Lovejoy has joined to present the Latin show. Ibe Giantkiller has also rejoined the PG team on Drive Time, which has further strengthened the line-up.

Our annual Premier Gospel Awards night has been postponed to 2021, but we are encouraged that of the 500 tickets sold before the lockdown, less than ten people have requested refunds, demonstrating an affection for and commitment to the event and Premier Gospel.

Society Sunday launched



Love Britain & Ireland Awards launched



# Lives saved

**Roger Sammons from Newcastle told Premier's northern correspondent Ian Britton in 2019 why a plumber stayed much longer than expected to fix a shower in his flat.**

I recently moved into a flat in Newcastle upon Tyne. A guy came to do some work in the bathroom. I had *Premier Christian Radio* on at the time, as I always do. I turned it up to listen to a particularly catchy song when the plumber came into the lounge to ask me about the music.

**“I’ve never heard that song before,” he said. “What is it, what’s it called?” I told him it was a Hillsong Worship song, and told him about Christian music and how much I am blessed by it.**

Then he asked me questions about the Christian faith. Well, I’ve been a Christian for more than 45 years and so the faith has been tried and tested in my life through many different situations and circumstances. I was able to answer his questions and the conversation went on. I’m sure he was here much longer than he was supposed to be! Eventually he asked me to pray with him and he gave his life to the Lord Jesus Christ, using the prayer of repentance.

I think this situation reminds me that when an opportunity arises, we need to take it. I didn’t know this man; I didn’t know who would come to do this work. But God used this instance to bring this man to faith. I would say to all Premier listeners that when we get a chance to share our faith, you never know where it will lead to.

Roger Sammons is a regular listener to *Premier Christian Radio*. Premier receives testimonies weekly with thrilling stories of how Premier has impacted them.

Roger Sammons is a regular listener to Premier Christian Radio.



**STOP THE GENOCIDE**  
Stop the Genocide campaign  
**2016**

Premier Praise launched  
**Premier. Praise!**

Premier Lectures launched



**When Heather heard about a man sharing his faith with others on Premier, she asked God for a chance to lead someone to Jesus. God answered quickly!**

One day Heather from Devon was listening to *Premier Christian Radio* when she heard a man speaking about leading people to Christ. Heather realised she would love to lead someone to Christ. So she asked God if he would use her in a similar way to the man she had been listening to, that God would help her to be bold and share the gospel.

Later that very same day Heather went to the hairdresser's and sat in the chair for a trim. The hairdresser asked her a question. Heather explains what happened next...

“I answered her and she suddenly went away crying! I didn’t understand. She came back and explained that my answer had matched the words she felt God had spoken to her in the middle of the previous night. She wasn’t a Christian but had been praying to God and asking him a question. Our answers matched and this astonished her. She couldn’t believe that God would do this!”

On subsequent visits to the hairdresser, I spoke more to her about Jesus. Each time she asked me questions about God, Jesus and the Bible. Then one week she asked me, “How can I become a Christian?”

I told her she simply needed to ask God to forgive her for her sins, thank Jesus for dying on the cross for her and invite him into her heart and life. She made a commitment there and then. A couple of weeks later she told me she was ready to go to church.

As I think back, I realise that this has all happened because of my response to listening to Premier [and hearing] about a man who led someone else to Christ. I really thank God for Premier Christian Radio and for the opportunity to share my faith and lead someone to Jesus Christ!



State of the Faith report

Ordinary Christian campaign



**2017**

London Bible Week launched

**LONDON BIBLE WEEK**  
17-22 JULY

# Information and inspiration

Through the print and online pages, blogs and esends of its magazines, Premier has continued to inform and inspire its readers.



**Premier Christianity** attracted a record number of visitors to its website in April 2020 as voices across the UK Church responded to what God might be saying during the coronavirus crisis.

Published in late April, the May print magazine was a special coronavirus edition. Church

leader and author Phil Moore contributed an article and later tweeted "I thought that @Christianitymag produced a fantastic issue this month... big moment for them to take such a clear lead."

Within 24 hours of 'The UK Blessing' song being released and gaining close to 1 million views online, Premier Christianity editor Sam Hailes interviewed Tim Hughes about the song. This timely response in turn generated hundreds of thousands of views across the video interview and written interview on the magazine blog.

Our new 'pay monthly by direct debit offer' (£4.95 for both print and online access) has led to a spike in new subscribers who visited [premierchristianity.com/subscribe](http://premierchristianity.com/subscribe)

A wide range of features have appeared in the past year including: Where is the Ark of the Covenant?, Human trafficking, a preaching master class from Rob Parsons, revival in China, and the real life story of Natasha Ednan-Laperouse, who had an allergic reaction to an airport sandwich and the previously untold story of how angels appeared by her side witnessed by her father Nadim, which helped lead him to faith.

Two new columnists have joined in the past year: Chris Llewellyn the lead singer of Rend Collective and Lois Tverberg, an expert on the Hebraic background to the Bible.

**Premier Woman Alive**, the leading monthly Christian women's magazine in the UK, joined Premier's growing multimedia range of resources in autumn 2019. With a wealth of experience working on publications and recently employed by Mother's Union, Tola-Doll Fisher (photo right) has become editor.



Photo: Dimitra Sardi



Premier Woman Alive has retained much-loved regulars while adding new contributors to reflect and speak into the vital and diverse roles women play in the UK today. Our April and May 2020 editions on Health and Silence spoke into the ongoing Coronavirus narrative and helped support readers in this turbulent time.

The Woman to Woman radio team have collaborated to include interviews in print with worship leaders Lou Fellingham, Nancy Goudie and Noel Robinson, while securing features with respected leaders Katia Adams and Jen Baker.

In keeping with Woman Alive readers' preference for real life, relatable stories, we have moved towards tackling difficult topics such as chronic illness, and infidelity. Our valuable team of contributors use their theological knowledge to help readers navigate Bible passages and their application in our daily lives.



**Premier Youth and Children's Work Magazine** is a resource for those passionate about working with the next generation, providing ideas and guidance for youth leaders, children's workers and parents in a variety of settings. Through this magazine and their additional blogs, podcasts, social media posts, radio slots and video interviews, Premier

continues to resource ministry to children and

young people. It's 'Faith at Home' supplement offers parents and carers inspiration and ideas with craft activities, stories and games to help faith grown at home.

Since the start of 2020, Youth and Children's Work has featured interviews with notable guests including; American pastor and author John Mark Comer, award-winning rapper Guvna B, Kim Phuc Phan Thi, known as the 'Napalm Girl', who was badly burnt in a napalm bomb attack during the Vietnam War, and the first editorial appearance of Alex Ednan-Laperouse, the brother of Natasha, who tragically died after eating an airport sandwich, describing how discovering Jesus at a youth festival turned his life around.

In June 2020 this title is moving from print to a digital magazine to make it even more accessible and relevant in this digital age, also granting easier and more timely access to UK and overseas subscribers. For more information visit: [youthandchildrens.work](http://youthandchildrens.work)

**Voice of Hope** magazine is sent to more than 35,000 Premier supporters each quarter. This 96-page periodical includes the inspirational 'Be Still and Know' scripture-based devotional readings and prayers which are also broadcast every weekday on Premier Christian Radio and Premier Praise.



**Voice of Hope** magazine also contains news about Premier, interviews with Premier presenters and editors, testimonies from listeners and readers on what Premier means to them, plus detailed listings on what programmes air when, across our three radio stations. To receive a complimentary copy visit [premier.org.uk/voiceofhope](http://premier.org.uk/voiceofhope) or phone 020 7316 1487 during weekday office hours.

# 2018

Premier Bible launched



Peace on our Streets campaign launched

## The Big Conversation

Unbelievable? The Big Conversation launched



Premier ChristianRadio where faith comes to life

# 1.23 million Listeners

Premier Christian Radio is now the biggest Christian radio station in the world

# Leap of Faith - Helping the Church cross the digital divide

Premier has been at the forefront of new technology since its launch 25 years ago. We have always understood that to fulfil our mission to “enable people to put faith at the heart of daily life and to bring Christ to their communities” we need to embrace innovation and new opportunities to engage with new generations of seekers.

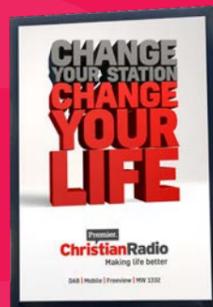
We are living in a digital culture. The invention of the smartphone has radically changed our habits. Everything can now be done online! However, the digital world can often seem superficial...it can be hard to tell fact from fake news. Perhaps because of this, or simply down to a lack of expertise and experience, the Church, up to this point, had not yet fully embraced this new reality.

But now the coronavirus has changed all our lives. At rapid speed, digital transformation accelerated, touching all areas of life. Everyone is affected – including the Church and even those without a smartphone or internet access.

How we – as Christians, leaders, communities and churches – respond to this situation and the reality that unfolds will shape public perception and impact Christianity in the UK for generations to come.



On page 4 of this report, Peter Kerridge, our CEO, highlights that Premier was made “for just such a time as this” (Esther 4:14, NLT). We will respond to this challenge by accelerating our efforts even further to equip, connect and inspire the UK Church to embrace new media and make the most effective and appropriate use of technology for God’s kingdom at this time.



# 2019

Christophobia campaign



Unbelievable? Conference LA

New Listener Campaign

We are committing to groundbreaking digital initiatives for the UK Church.

The Leap of Faith campaign will seek to better serve and equip Christians in the area of digital ministry, mission and outreach. We will aim to:

**Inspire** and change attitudes towards digital through research, education and communications through establishing a unique Digital Hub for Digital Theology, providing church ministers and lay leaders with a biblically sound model for adopting digital technology in church life

**Empower** and equip local churches, big and small, through online training and practical support such as a series of ‘plug and play’ packages and a dedicated helpdesk, enabling the easy adoption of new technology

**Create** a unique eco-system of innovative tools and content, including podcasts that will work for any church resourced by trusted contributors and benefiting all Christian denominations. In close collaboration with a range of other agencies from across the breadth of Church life, these innovative plans will profoundly change the way digital evangelism is perceived and used, now and in the future.

Our plans will enable every church, Christian or community to reach beyond their walls, and help them to attract a younger, connected audience and demonstrate that the gospel values remain relevant, alive and accessible in our modern age, as well as rethinking traditional church life, and how areas such as pastoral care, youth and childrens’ work and even theological training can be done online.

Today, Christian communities must deliver a practical response to Church relevance in a coronavirus-impacted world.

Now is the time to join efforts: we must embrace today’s digital revolution to enhance all aspects of church life and bring the hope and love of Jesus to a nation and generation in deep need. The task was always urgent; it is now existential.

Premier’s Leap of Faith strategy has never been more relevant, urgent and meaningful than right now. At this unprecedented time and well beyond, church life as we knew it is no more... digital is no longer a choice but a necessity.

Keep an eye out for more exciting developments from Premier on the Leap of Faith initiative.

We are committed to equipping churches in every part of the UK (and beyond!) to minister well in a digital age.

We are so thankful to you for enabling Premier to respond well at this time. Your support today will transform ministry for generations to come.

Will you help Premier’s Leap of Faith initiative?



Contact: Caroline Greer, Director of Fundraising  
Call: 020 7316 1411  
Email: caroline.greer@premier.org.uk



Purchase of Woman Alive magazine



Leap of Faith campaign

Premier News launched



# 2020

Premier’s 25th Birthday



# Funds to make it happen

**Premier is a supporter-enabled charity with two thirds of our funding from donations, regular giving and legacies. We continue to rely on Christians from across the UK to stand with us in this God-given mission. As our nation is rocked by the Coronavirus pandemic, Premier continues to be a voice of hope to the UK.**

## Reflections on challenging times

Our fundraising has grown significantly over the years from the small network of relationships who stood with us to fund *Premier Christian Radio* into existence, back in 1995. A quarter of a century on, Premier is much more than most people imagine. With three radio stations, a suite of over 10 websites, four magazines, a national events programme, as well as *Premier Lifeline: the National Christian Helpline* Premier's ministry has grown considerably over its 25 years.

Premier's audiences for its media content, events and phone helpline ministry have also grown rapidly. We should be seeing the supporter base keeping pace; however, this is not always the case, with new radio listeners and web visitors assuming that as these services are free, it doesn't cost a lot to create and transmit good quality content. We

continue to attempt to communicate the need for funding, while making the vast majority of our content free to access.

Premier has three well-established income streams. In addition to donations and committed giving, we also generate commercial revenue from advertising, sponsorship and magazine subscriptions. This helps the charity spread the risk of external influences which could negatively impact funding and so helps build stronger financial viability for the organisation.

Commercial income has been challenging in recent years, largely due to Brexit uncertainty. As a consequence, Premier chose to extend its twelve-month financial period for 2018/2019 to 18-months, ending on 31 March 2020. The financial information above right is for this full period.

## Donations

Premier is blessed with 24,000 active supporters who have given to the charity in the past 18 months. Of these donors, over two thirds are supporting the ministry through a Regular Gift (usually on a monthly basis). This number has remained steady and donor retention of these Partners remains a priority.

Encouraging more supporters to switch to committed giving is important to help us budget well and make financially prudent spending plans. This will become even more crucial as we move further into 2020 given the negative economic shock of the Coronavirus crisis, which is impacting income to charities. Commentators have estimated a 37% drop in charity income from voluntary sources over the course of 2020.

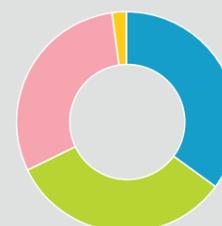
We are encouraged to have passed the 3,000-mark of committed supporters to our three-year Major Gift pledge programme. Meanwhile online donations are significant representing 8% of total donation income.

Radiothon on-air appeals continue to be a vital fundraising activity for the charity, as they present the most significant opportunity to engage with as many of our audiences as possible. While Premier has different and distinct audiences across all of our media platforms, *Premier Christian Radio* alone has an audience of 1.2 million people regularly listening, many of whom have never given to Premier.

We are so very grateful for the support of every Christian who stands with us in prayer and through their financial support, whatever the amount.

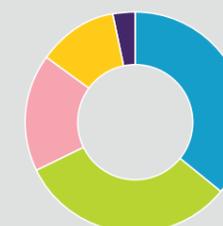
The Coronavirus pandemic has impacted every charity in the UK making the financial support of our audiences even more vital. Because of the prayerful and financial support Premier receives, we can continue to be a voice of hope to the UK, during these momentous times.

**TOTAL INCOME**  
Oct 2018 – Mar 2020: £13,897,500



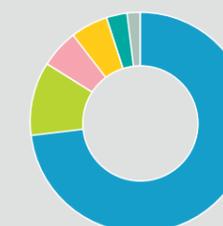
- General Donations 37%
- Commercial Income 33%
- Regular Giving 28%
- Legacies 2%

**DONOR INCOME:**  
£9,261,711



- Monthly Donations 42%
- Appeals & One off Donations 23%
- Major Donors/ Trusts 17%
- Gift Aid 14%
- Legacies 4%

**EXPENDITURE:**  
£13,907,445



- Broadcasting 72%
- Fundraising & Events 13%
- Magazine 5%
- Premises & Maintenance 5%
- Staff support costs 3%
- Other 2%

## Commercial Income

Commercial sources of revenue for Premier include advertising, sponsorship, magazine subscriptions, event tickets and ministry sales.

Premier attracts a wide range of advertisers from businesses, charities, churches and ministries who consider raising the profile of Christian ministries, ethical businesses and services as core to its ministry objectives or who simply recognise the potential impact of marketing their brand to the massive audiences that Premier attracts.

Digital sponsorship for Premier's suite of websites remains an area of potential for the ministry and currently accounts for just under 20% of total sales income.

Income from ticket sales and sponsorship to our events will fall due to the impact of Coronavirus which means our 2020 events programme is cancelled. We have also seen economic influences negatively impact our sales revenue across radio, magazines and online in March and April 2020 as the lockdown bit.

### Legacies

Premier is so grateful for every legacy gift it receives. These special gifts help to underpin Premier's annual income and ensure we can reach out further to an ever-growing audience. All legacy gifts are received directly into our *Inspiration fund* from where we ensure they are used to maximise their impact for the ministry.

### Trusts

Premier is thankful to receive support from charitable trusts and foundations. A special thank you to the Rank Foundation and Jerusalem Foundation, who funded the creation of a Premier digital archive. Premier has

amassed a significant collection of print, audio and visual content dating back to the 1960s. The creation of a digital archive for this, means we can tell the Premier story to new audiences for years to come.

We are delighted to continue working with the Templeton Religion Trust on the Unbelievable: Big Questions series. This has enabled Premier to encourage more thought and conversation around why as Christians we believe what we believe. We have been encouraged by the over 4 million+ views to date of our Big Conversation series on Youtube and over 6 million engagements in total across all platforms (radio, print, digital, podcast, video etc).

### Expenditure

A decision to prioritise digital developments within our Digital First strategy has resulted in funds spent on a dedicated Premier Christian News website in order to offer a truthful Christian perspective on world events. Since launch this site has seen strong growth and it is clearly meeting an important need in the Christian community.

Uncertainty over Brexit, a weak pound against the dollar and corresponding increases in paper, postage, alongside the substantial and challenging costs of national and local radio transmission costs have impacted our expenditure.

Premier always strains to be as efficient and to achieve the best value for money that we can. A review of costs and budgets going forward have taken place recently as we prayerfully consider the negative economic impact of the Coronavirus crisis.

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 sustain and expand outreach across every area of our ministry. These figures are unaudited. Our statutory accounts for the period ended 30th March 2020 will be available on the Charity Commission's website by 31st January 2021.

# Leaving a legacy of hope

**Whatever may be happening in the world, we take comfort from our hope and faith in God. Every hour of every day, Premier is reaching out with that hope so that everyone can know that they can rely on God's promises for today and the future, no matter how difficult or challenging these days may be.**

*For no one can lay any foundation other than the one we already have – Jesus Christ.*  
1 Corinthians 3:11 (NLT)

It was through the vision, prayers and generosity of the Christian community 25 years ago that this ministry of radio, digital, magazines, events and telephone helpline was born. A quarter of a century on, this same bedrock of vision, prayer and generosity continues to sustain this ministry in 2020.

Throughout our lives we all take time to reflect on the people and causes we care about, and the kind of future we want for them. Thank you for caring about Premier's future and if you have made your Will, or intend to do this, we hope you might consider a gift to Premier to ensure this ministry will have a lasting impact for generations to come.

We know that providing for family and loved ones comes first, but having done that, a gift of whatever size to Premier will ensure you are helping to build God's kingdom long into the future.

Only around half of people in the UK have made a Will. Sadly, less than 10 per cent of Wills include a gift to a charity. Legacy gifts are crucial to Premier, with these special gifts (which are received into our *Inspiration fund*) often enabling us to reach out and impact lives above and beyond what our regular donation income would allow.



So please consider joining the nearly 400 men and women like Charles and Janet and Cathy and James who have already made the special commitment to include a gift to Premier in their Will, so we can ensure that **no one misses out on hearing the life-changing message of Jesus.**

We want to continue to do just that for the next 25 years and beyond, knowing that God will do more than we can even imagine through Premier, so please be part of ensuring a lasting legacy of hope for future generations by considering a gift in your Will.

# 2020 and beyond



Over 500 people sign-up for Premier's first on-line Church webinars

2.7m Premier emails read



## Leave your legacy for the future

So, if you have yet to make your Will and this is something you are considering, you may be interested to know that Premier has partnered with *Bequeathed*, an online Will service which enables you to make a Will at no cost to you. In addition, should you need help from a solicitor, they can put you in touch with one, [premier.org.uk/legacy](http://premier.org.uk/legacy)

Often when we receive a legacy gift, we hear from a member of the family about how important Premier was to their loved one and how Premier supported and encouraged them in their journey of faith, so we are especially grateful for these special gifts which help to ensure others can be blessed by Premier too.

### Cathy and James told us:

**"We support Premier with a gift in our Wills because we've supported Premier from the start and want the work to go on after we're with Jesus."**

### Charles and Janet told us:

**"We support Premier with a gift in our Will because its inspiring ministry embraces the whole of the country with biblical truth in a relevant way accessible to all."**

If you would like to join Charles and Janet and Cathy and James in supporting Premier



Contact: **Claire Southall, Key Relationships Director**  
Call: 0300 777 1221  
Email: [legacy@premier.org.uk](mailto:legacy@premier.org.uk)  
Visit: [premier.org.uk/legacy](http://premier.org.uk/legacy)

Sunday Night Live



Leap of Faith - Helping the Church cross the digital divide



Premier Gospel Living Room Concerts

