



# PREMIER IN NUMBERS



million

listeners weekly across the three Premier radio stations

13,000

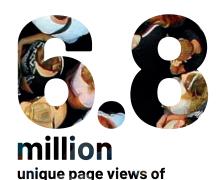
magazine subscribers

46,830 calls to Lifeline,

6,683 prayer requests on air, text, email

33,000

active donors, all of whom receive *Voice* of *Hope* magazine



**Premier Christian News** 

million

Premier Christianity website users

490
Premier prayer partners



MIIIION
downloads of
Ask NT Wright Anything







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**KEVIN BENNETT** 





# FAITHFUL SERVANTS

When you meet with God, he never leaves you unchanged. We see that in scripture and we also see that in our own lives. Perhaps you will be able to recall a moment that God spoke to you through a Bible verse, a song, nature, another believer... God is always longing to meet with us. Through radio, publishing and digital channels, Premier enables millions of people to encounter God through media every year. That is a tremendous privilege and the stories you will read in this short review testify to wonderful things God is doing because of the support of people like you.



A key part of Premier's calling is to help people live out and engage with their faith in the messy realities of everyday life. Increasingly people are seeking out our resources in the digital world. This was a year in which Premier's digital transformation continued to accelerate; we saw an 32% increase in podcast downloads and 15.6 million visits to our websites.

This impact is especially remarkable as it was not a straightforward year for Premier. After 19 years, due to sale and redevelopment, Premier had to leave its studios in Westminster and occupy small temporary facilities elsewhere. As we seek to secure a suitable long-term home for Premier, much like the Israelites in the wilderness, we look to God's provision and guidance as he leads us to the place he has in store for us.

In all of this I am reminded of the Parable of the Sower in Matthew 13. The word 'broadcasting' literally comes from the agricultural practice of broad-casting seed by throwing handfuls liberally onto the soil.

What you will see in this review is just how much seed fell on good soil and the remarkable fruit that has increased as a result. It never ceases to amaze me just how much God is able to achieve through Premier's ministry.

As we look outward, the brokenness of the world around us is painfully evident; war, financial need and a turning away from God's word in many places. Jesus said: "In this world you will have trouble. But take heart! I have overcome the world" (John 16:33). Thank you for your partnership in enabling God's kingdom to bring healing to the brokenness we see around us and enabling millions to encounter God through Premier.

God bless,

Kevin Bennett Acting CEO

# **FAITH IGNITED**

## **BROADCASTING HOPE AND TRUTH** WITH THE NATION

Premier's three radio stations brought the gospel of hope to homes, cars and workplaces across the UK, offering companionship and a strong Christian voice in times of sorrow and joy. In 2022 the nation united in celebration of Oueen Elizabeth's Platinum Jubilee celebration - but also in grief at her death and funeral in September of the same year.

"Premier has been a godsend for me. A comfort, a constant dependable Christian companion."

Premier reacted swiftly to the news and merged broadcasting on all three stations to deliver uniform coverage, speaking to a wide range of Christians and church leaders from many denominations, representatives of the many charities which the Queen had served as patron, as well as our worldwide audience, to celebrate the life of the late Oueen as a Christian monarch.

Programming included live coverage of the Queen's lying in state, funeral and some of the countless, heartwarming tributes from people in the UK and from around the world. Premier marked the main seasons in the church calendar, Lent, Easter, Pentecost and Christmas with a host of special programmes, including guest show hosts, celebrations with the stars of gospel, carol services, concerts, drama and devotionals.

To ensure that all the UK's four nations were reflected in our broadcasts, and to share stories that represent listeners everywhere, 2022 saw special 'Nations Days' on **Premier Christian Radio.** spotlighting stories of God at work across Scotland and Northern Ireland. Features and interviews celebrated the work of God's people to transform their communities with the voices, news and issues that matter.

For a number of years, Premier Christian Radio has broadcast the National Parliamentary Prayer Breakfast June and now also works with Scotland's National Prayer Breakfast in June and St David's Parliamentary Prayer Breakfast in Cardiff in March. As the Christian Voice for the UK, this brings us to the heart of political leadership and creates conversations with Christians in the corridors of power.





# "PREMIER HAS RICHED AND INSPIRED MY LIFE"

#### **REACHING NEW AUDIENCES**

Thanks to a generous partner, we were able to secure the use of cost-free digital billboards across Belfast proclaiming "Make a Joyful Noise" and advertising Premier Praise to a new audience.

Premier Gospel reached thousands of young people at live events including a Christmas concert with rapper Stormzy, a 10,000 strong event for young people at Wembley Arena with the Catholic Church and a further 15,000 in Manchester Arena.

Premier Christian Radio agreed a media partnership with New Horizon, the biggest Christian teaching festival in Northern Ireland, broadcasting interviews from the pop-up studio and interacting with hundreds of people.

**Premier Gospel** was named the official curator of Apple Music's gospel playlists, and played a lead role in the grand reopening of the renovated Westfield London shopping centre in White City.

**The Premier Gospel Awards** returned with a sell-out show at the London Hilton, with a line-up of both established and up-and-coming gospel artists.

EVABLE? RESENTED **ITH A SHOW** HERE PEOPLE **ON OPPOSITE ENDS OF THE SPECTRU** RE HAVING

"I am a 14-year-old Christian listener from the United States, and have recently discovered your podcast. The topics are thought-provoking and encouraging, and have challenged me to dive headfirst into the hard questions about Christianity, only to be struck with awe about how great our God really is. I find myself listening, and occasionally a nonbeliever asks a question that I try to answer from 5,000 miles away. Thank you for being a neutral moderator that asks honest questions. This show has been so encouraging to me and has strengthened my walk with Christ. Thank you!"



## **POWERFUL CONVERSATIONS OPEN A DOOR TO FAITH**

Premier's first and most popular podcast took a step forward in this year, bringing more good conversations about faith to an enthusiastic and loyal audience. Premier Unbelievable? was officially launched (premierunbelievable.com) as one of the leading centres for Christian apologetics across the UK and the world, enriching the depth and diversity of discussions around Christian faith.

"It's essential for each of us to continue to examine our beliefs about Christianity, who God is and what our faith means. As the world around us changes, our beliefs are also going to evolve, and so I think it's crucial that we look at our beliefs from different angles and in a lot of ways. I think that's what strengthens our faith the most; when we put it to the test in that sense."

During the same twelve months, The Big **Conversation** continued to invite some of the most prominent atheists together with Christians and experts in other faiths to discuss the most important and enduring questions of science, faith, philosophy and the meaning of life. Alan Alda, star of The West Wing and M\*A\*S\*H and celebrity host of the Clear+Vivid podcast, encouraged his listeners to download The Big Conversation during a recent interview with Francis Collins, one of our popular guests.

A half a million people viewed The Big **Conversation** Series 4, which also delved into:

- · the nature of the human mind and the cosmos
- whether Christian belief is intellectually rational
- · what the future holds for us in a world of robots and Al
- whether young people are ready to find meaning in religion again.

In May 2022 the **Unbelievable?** conference welcomed attendees to the British Library and became a hybrid event, attracting and connecting delegates from across the world.

#### THE YEAR IN NUMBERS

- Unbelievable? shows have reached nearly 6 million downloads.
- Ask NT Wright Anything has been downloaded a staggering 4.7 million times.
- Nearly a million shows have been downloaded of the C.S. Lewis Podcast.
- Together, **Matters of Life and Death** and **Unapologetic** have been downloaded more than 200,000 times.

"As a person who's also taught some apologetics to high school students, I think it's really important for them to have conversations modelled for them where people are showing mutual respect, because it challenges them to think more deeply about these issues."



# FAITH IN FOCUS

## REFLECTING THE WORLD WITH AN EYE OF FAITH

**Premier Christianity** magazine, across the print title, website and associated podcast The Profile, addressed topics relevant to Christians across denominations and backgrounds. We covered the Ukraine war, the revival of Christian summer festivals post-pandemic, and one of the last insightful interviews with the late theologian and writer, Tim Keller.

We tackled the tough topics head-on, including what Christians should make of claims that psychedelic drugs open up users to spiritual realities, a special issue on the topic of mental health, and an in-depth analysis of the challenges and opportunities afforded to us by artificial intelligence (AI).

Alongside this, the magazine also included testimonies of people coming to faith, and real-life stories of how God is present and at work in even the toughest circumstances.

**Premier Woman Alive reflected the** lives of our readers by having a balanced representation of age, ethnicity, relationship status and career stage. We brought new female Christian voices to the readership, enhancing the diversity of features and interviewees, who included diet and fitness expert Rosemary Conley, actress Rhoda Efori-Attah, Grammy Award winner Mandisa Lynn Hundley, and fashion influencer Tina Rose Lawless, as well as a new series on the black Church by Marcia Dixon, a leading PR consultant in the black community and editor of **Keep the Faith** magazine.

Online, our sex and relationship series, Great Sexpectations, ranked among the most read articles, with the Premier Woman Alive panel offering helpful and insightful responses to questions on matters of sex and relationships.

**Premier Christian News** offered a unique perspective on world events and equipped Christians around globe to pray. 1.8 million people visited the site over the twelve-month period, which saw three prime ministers in office, the death of our late Queen and the devastating war in Ukraine.

Earlier in 2022 we shed light on a situation in India where Christians were under attack. While the rest of the media remained silent on the violence in Manipur, Premier's reporting was highlighted in reports to the UK Parliament and US Congress.

Our regular weekly podcast A Mucky **Business** with Tim Farron continued to thrive, and a new podcast Premier Christian **Newscast** was launched, taking a deeper look into the stories impacting Christians around the world.

In response to the death of Her Majesty Queen Elizabeth II, Premier Christianity and **Premier Woman Alive** updated their websites with reflections and tributes emphasising her strong Christian faith. Both also crafted special print editions, garnering praise for capturing the sentiments of the Christian community, covering angles and insights that other media missed, and together produced a commemorative publication.



# **FAITH IN ACTION**

### **SERVING, PRAYING AND PARTNERING**

Premier Lifeline answered 46,830 calls in the year and prayed through 6,683 prayer requests. Lifeliners generously gave, on average, 161 hours of their time on our telephone lines.

Our 132 volunteer Lifeliners have been trained and are constantly supported as they offer a Christian listening ear, emotional and spiritual support, prayer and guidance to help people through life's challenges.

"I want to thank this ministry for Lifeline. **God used the Lifeliner this morning to restore** my faith. I'm humbled and deeply grateful to Jesus for God's mercy through your work, thank vou."

Outside this service, **Premier Lifeline** works in partnership to provide expertise and support to organisations:

- In May 2022 we again co-hosted the Annual Healing Conference with the Healing Team at Methodist Central Hall in Westminster.
- · We continued to encourage and facilitate groups and organisations who are providing services to people in need.
- We provide crucial, regular updates to the wider team which enable the whole of Premier to pray for our callers, bring before God the needs of our audience and respond to the concerns of our listeners in every broadcast and outreach.

**Premier Lifeline** is open 9am to 5pm Monday to Friday (excluding public holidays) on 0300 111 0101.

"Thank you, when I went through a rough patch, Lifeline was very helpful. Looking back now I see how it helped me. I just wanted to call to say thank you."

"Lifeliners are God's firefighters, consuming what is not of him by the fire of God. **Deuteronomy 9:3."** 

#### PREMIER PRAYER PARTNERS

**Premier Prayer Partners** pray into the vision, funding and growth of the entire organisation. This consistent prayer support underpins all that we do, including praying towards the move to Premier's future home.

- 490 Prayer Partners have felt God's call to pray regularly for Premier. They pray daily for every Premier department and a host of special events.
- Through the year they have also supported our Charity of the Year and International Mission partners in prayer, together with the Eternal Wall of Answered Prayer.
- Time and again we have been delighted to write testimonies of the Lord's gracious answers to prayer in our weekly prayer updates.

The prayer team always welcomes new Prayer Partners, so if you are interested in getting involved please contact them on prayerteam@premier.org.uk



# CELEBRATE PREMIER'S CHARITY OF THE YEAR

In early 2023 we designated Christians Against Poverty as the Premier Christian Radio Charity of the Year. This is a significant collaboration that includes twelve months of campaigning with and for CAP's life-changing work.

- Helping one in five people who live in poverty in the UK.
- 1,942 people became debt-free in the last year through CAP's transformational work and with Premier's support.
- 200+ people respond to Jesus every year through their local connection with CAP.

"Imagine being in a room that's pitch black. The doors are shut. The curtains are closed. Then someone opens the door and there's a light. There's a way out of that darkness. That was Christians Against Poverty."

### **World Vision**

# SUPPORT PREMIER'S INTERNATIONAL MISSION PARTNER

Premier was delighted to name World Vision International as our first-ever International Mission Partner. Through the support of our audience of readers and listeners, Premier has delivered vital help to World Vision, touching the lives of the most vulnerable children in some of the world's most difficult-to-reach places.

Collaborating with World Vision through our bespoke campaign **Childhood Rescue**, we are:

- telling the stories of children and their families
- supporting World Vision to help each family overcome poverty
- giving them the opportunity to experience the fullness of life in Jesus Christ.

Thanks to the support of listeners and readers, Premier also helped World Vision respond quickly to the DEC appeal that delivered emergency aid to Ukrainian children and families.



# **FAITH UNFOLDED**

## **EXPLORING GOD'S WORD**

Premier uses the power of media to help people encounter God. Prayer, devotion and Bible reading are key to the faith journey, which is why every Premier outlet brings God's word directly into people's lives.

Throughout 2022 we offered daily opportunities to spend time reading and contemplating the scriptures. These included Bible in a Year podcast, daily bite-sized Bible readings, and Be Still and Know, our daily devotional series written and voiced by Rev Jonathan Edwards. This is offered in multiple formats on the radio, as a daily email and printed in Voice of Hope magazine sent quarterly to our supporters.

As a response to world events, we offered short daily prayers and scripture by text message.

"I just want to write to say what an encouragement the letter was that arrived with *Voice of Hope* - especially the verse **Deuteronomy 31:7-8: "Be strong and** courageous. Do not be afraid and discouraged for the Lord will personally go ahead of you. He will be with you, he will neither fail you nor abandon you." These words are the ones I needed at this time. I have breast cancer and am having an operation on Tuesday 3 October. I know my Lord will be with me and this verse will be the encouragement I need. God bless you all and carry on the good work."

One exciting new Premier initiative is **Immerse**, which invites people into a new way of reading the Bible, connecting with God, building a Christian community and growing in faith. We've already seen an encouraging and enthusiastic response from both individuals and churches. The pilot programme has proved very successful, with nearly 50 churches across the country using **Immerse** and around 10,000 copies in circulation with a specific focus in Northern Ireland. On-air readings from the **Immerse** Bible on **Premier Christian Radio** have been appreciated by our audience.

"The Immerse programme has given me a whole new insight into God's word."

The now annual prayer initiatives during the Advent and Lent seasons were again popular, resourcing individuals and families with ideas and challenges to centre Jesus in their daily lives. Let's Do Lent and Advent Moments offered bite-sized activities, prayers and readings on an interactive platform.

"I have enjoyed spending the 5 minutes meditating, praying, drawing nearer to God. Thank you for the time put into this daily activity."





THE BIBLE, IT'S COME ALIVE AGAIN"

"IT IS GREAT **SITES SEEM** TO AVOID!"





# FAITH IN THE NEXT GENERATION

## **GUIDING PARENTS AND YOUTH WORKERS** AS THE NEXT GENERATION GROWS

Since the launch of **Premier NexGen** in May 2022, the platform has racked up over 665,000 page views and 100,000 unique visitors - clearly demonstrating that we're already making a huge impact on the lives of Christian parents, children and youth workers across the UK.

A larger audience is drawn to a new type of content on a spectrum of topics from addressing school transitions and bullying to sharing faith naturally and answering the tough questions. A team of contributors including parents from a range of backgrounds, ages and locations share their experiences and thoughts to encourage others. A particular hit has been a series of film reviews from a Christian perspective.

The approach **Premier NexGen** takes is collaborative, nurturing and supportive - an 'arm around the shoulder,' recognising the challenges faced by Christians bringing up children in their faith in the real world.

"I love being able to watch films with my kids and talk about them from a faith perspective - Premier NexGen helps me make the most of this time."

NexGenPro, our specialised section for those working with children and young people in churches and Christian organisations, delivers tailored content crafted by a diverse team of dedicated Christian workers, including ready-to-use resources for even the most time-poor of the army of volunteers who support this ministry. It also hosts the archive of resources built up over many years through Youth and Children's Work magazine, bringing the good news to a new generation.

# **FAITH FOR THE FUTURE**

### PLANNING FOR A NEW ERA

After 30 years in Westminster, London, Premier was forced to relocate to temporary studios. This year, due to circumstances beyond our control Premier had to take our relocation plans in a new direction.

During all this time and in God's goodness we've continued to operate, but limited space and significant restrictions make the current situation unsustainable.

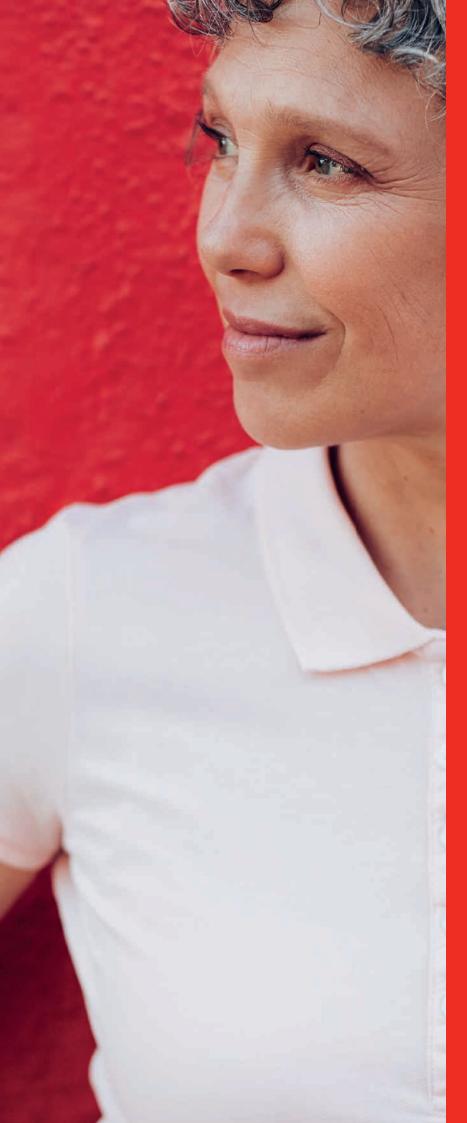
Our prime focus remains on delivering on Premier's key mission. We look forward to sharing plans as they develop.

As we look ahead, our vision is to create a state-of-the-art Christian media centre in the heart of London. Premier's new home will be a place that will serve and enable our mission across the UK to help millions more people encounter God through the media; and catalyse faith renewal by addressing strategic areas including:

- Introducing faith to the next generation Helping young people find their identity in Christ through native content on their smartphones.
- · Building confidence in the gospel Equipping Christians to persuasively and winsomely make the case for Christ.
- Plugging people into their faith day by day Offering an eco-system of content built around 21st-century life and culture delivered direct to a device.
- Creating an informed and engaged community Equipping Christians to understand the world around them through the eyes of faith and allowing readers to respond in a positive way through prayers.
- Influencing government legislation and regulation Building on our long history of involvement in public affairs to accelerate high-level engagement and lobbying for change.

As we navigate this transitional time and continue to trust God to help us find a new home, your prayerful and financial support of Premier will again be crucial.





"WE BELIEVE **CONSUME**"

"YOUR LEGACY FOR GENERATIONS TO COME..."





## **INVITING VISIONARY SUPPORTERS** TO PARTNER WITH US

Proverbs 11:25 says "Be generous, and you will be prosperous. Help others, and you will be helped." If your life has been blessed particularly when you were young - could you help us to open doors for others by including a gift in your will to Premier?

There is so much to be done at a time when people desperately need to hear God's hope-filled truth spoken over the airways, delivered directly to the phones and tablets in their hands.

Premier's legacy will never be fulfilled until every person has had the opportunity to hear why Premier is looking for visionary people Please consider leaving a legacy for all God

As we open the door to anyone who seeks hope and light in their lives, we will continue to engage with more and more people in this

"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."

Before Premier even came into being and women across and faith for the future. As they trusted in God's goodness to guide and build a bold new ministry, no one amazing journey he would take this ministry on.

Through the years, God has continued to guide our way and as we reflect on this year - and despite live through - we have seen God at work in incredible ways, opening the door for so

"I know all the things you do, and I have opened a door for you that no one can close."

**Revelation 3:8** 

In Premier's nearly 30 years of ministry, a whole generation has grown up that is the UK invested in this ministry many years ago and have stood with us since. We are so grateful for this amazing and powerful legacy,

More than ever, we need to have faith in the future God desires for us, and play our

### **BOLDLY PROCLAIMING THE TRUTH AND PROMISES OF GOD**

- To those who want a strong Christian voice for the UK – and to be equipped to communicate their faith with confidence.
- To those on the fringes of faith providing a gateway to the life of hope only found in Jesus.
- To those who are isolated, sick or vulnerable - providing a listening ear, prayer, inspiring content and uplifting testimonies.
- To families who need encouragement and support in their journey of faith - by being relevant in a 21st-century context and by helping to uphold biblical truths in an increasingly secular setting.
- To those who want to be a force for positive change and impact in the world - by inspiring, resourcing and equipping people to put Christ at the centre of their lives and communities and to raise their voices on important issues.

### **ENCOURAGING MORE PEOPLE TO MAKE** A BOLD COMMITMENT TO PREMIER

Legacy gifts play such an important role in fuelling the work of this ministry and often arrive just when they are needed most. All legacy gifts are received directly into our **Inspiration Fund** from where we can ensure they maximise their impact. These special gifts will play an increasingly important role in Premier's future, especially at times like this when a bold leap is needed.

Including a gift in your will won't cost you anything now, but will empower people to enter into a life lived in Christ – long into the future. A gift of just 1% of your estate could help us to be there in the moment of decision, and as new believers grow in their faith.

If you would like to leave a lasting legacy but you have yet to make your will, you may be interested to know that Premier partners with **Bequeathed** an online will service which enables you to make a will at no cost to you. The service includes a free 30-minute appointment with a solicitor to ensure you have peace of mind that your completed will meets vou needs.

#### premier.org.uk/legacy

If you have already made your will it's easy to include a gift to Premier and the details to include are:

Registered Charity name:

#### **Premier Christian Media Trust**

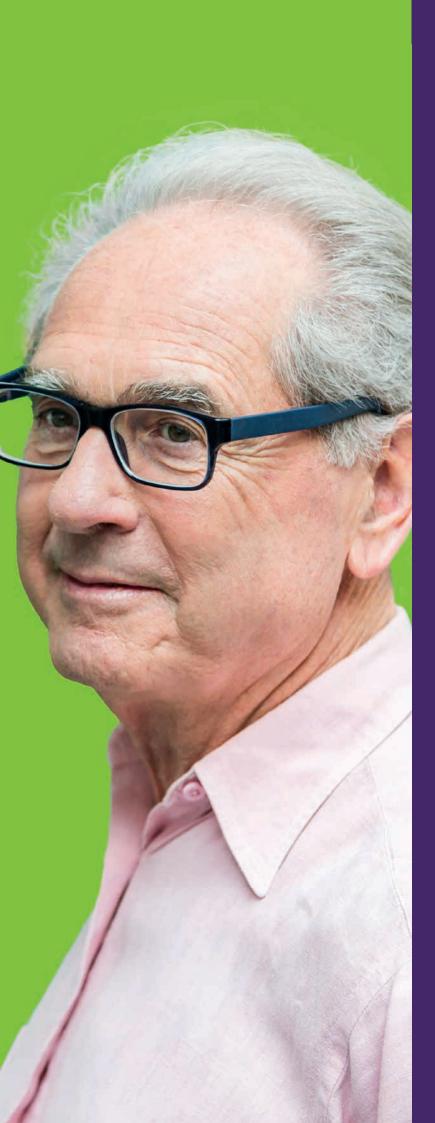
Registered Charity number: 287610

If you would like to discuss leaving a legacy, contact Anne Brown on 0300 777 1221 or

anne.brown@premier.org.uk

Or send an email to: legacy@premier.org.uk





# FAITHFUL CONTRIBUTIONS

## **SECURING LONG-TERM GROWTH** FOR THE FUTURE

#### **MAJOR GIFTS**

All you have read about the diverse work of Premier is made possible by the generosity of people who have sown into the ministry to promote a strong Christian voice in the UK.

Throughout Premier's history, we have been blessed by the support of people able to make significant and transformational gifts, often making a financial commitment for several years.

We are truly grateful for these generous supporters who have joined Premier's vision and work with us to amplify the reach and impact of the ministry.

Major gifts are more than just financial contributions; they allow us to plan strategically for the future, securing longterm growth and stability, and ensuring that our mission endures for years to come.

This generosity allows us to invest in highquality programming and cutting-edge technology. It ensures that our content remains relevant, compelling and accessible, enhancing our ability to reach audiences from different age groups, cultural backgrounds and Christian traditions.

In response to Premier's need to find a new home, as well as our unwavering commitment to enabling more people to engage with their faith, a significant number of people have made considerable financial commitments to Premier. Some have pledged support for up to three years, giving us the vital opportunity to plan strategically for the future.

We are grateful to God for each individual and for their unwavering generosity and commitment to the gospel, as together, we continue to make a profound difference in the lives of Christians in the UK and further afield.

In 22/23, we received over £1,500,000 in major gifts, with pledges in place for 23/24 and beyond. Each individual who has contributed in this way recognised Premier's vital place in the lives of so many Christians as well as how it is an evangelistic tool to reach out to the lost.

"I recognise Premier's unique position to be able to reach out to millions of Christians with a broad range of materials and contributors to bring vital knowledge and perspectives to enhance their daily walk with God, and I want to contribute to that mission."

Mr S, who gave £40,000

#### TRUSTS AND FOUNDATIONS

The impact of funding from trusts and foundations plays a vital role for Premier in supporting our mission, vision and operational sustainability.

By offering grants and project-specific funding, funders support Premier in planning strategically, developing robust fundraising strategies and building ongoing relationships in order to create a sustainable financial framework for the future.







# "I WANT TO CONTRIBUTE TO TNAT MISSION"

In addition, some trusts and foundations cover essential expenses, such as technological advancements and day-to-day operational costs, enabling Premier to continue to engage with a broader range of people seeking spiritual guidance, support and uplifting Christian content.

Multi-year collaborations and partnerships with trusts and foundations allow us to work more strategically, planning new projects and developments, for example in digital technology, which will have a significant impact right across Premier's ministry.

In 22/23, we received donations from over 40 trusts and foundations, including two significant grants. We received £264,710 from the John Templeton Foundation, the final tranche of a total of £844,000 to fund **The Big Conversation** Series 3–5, which explored a variety of important questions and engaged prominent sceptics, Christians and those of other worldviews on the intersection between science, faith and philosophy.

In addition, Benefact Trust pledged a transformational gift of £375,000 over three years to support Premier's 'Leap of Faith' project, which will take the ministry on the next step of its journey, including to a new permanent home.

We greatly appreciate these funders who have supported our commitment to amplifying the Christian voice in the UK.

# FAITHFUL SUPPORT

## STAYING STEADY FINANCIALLY **IN UNCERTAIN TIMES**

Premier is a supporter-enabled charity, and three quarters of our funding continues to come from donations, Gift Aid and legacies. We rely on Christians across the UK to stand with us in this God-given mission.

#### A YEAR OF CHALLENGE AND GROWTH

Many changes marked the year to March 2023. In June 2022, Premier was required to move from its studios of 20 years in Westminster to occupy much smaller temporary studios. Transferring the broadcast of radio stations from one location to another, the creation of new studios and the establishment of transmission uplinks was both complex and costly.

Throughout our history and especially today, Premier would not continue to exist if it were not for its loyal donors. Many have stood with us over many years, even as in daily life the pressures of the pandemic gave way to concerns about the cost of living. This support led to total fundraising income increasing by 12% to £8,286,315. This represents a good recovery from the challenges of the previous year with growth across a wide base of donors, from our regular donors, the major radiothon appeals and with significant individual donations through grants from trusts.

Income from trading activities provides valuable resources for our charitable work. Trading income increased by 27%, with advertising revenues increasing by 20%. Sales from our expanded online shop grew by 50%; the area of e-commerce holds

considerable opportunities for Premier to explore in the years ahead. As we look ahead, we will grow our trading and fundraising revenues, to resource our ministry, invest in new digital capabilities and to enable Premier to secure our new long-term home.

#### **DONATIONS**

Almost two thirds of income in the past year came from one-off gifts and committed giving. A small key relationships team continues to work with individuals and families who have the desire and capacity to make gifts that will have a significant impact on the work of the ministry.

#### **COMMERCIAL INCOME**

The remaining quarter of income came from Gift Aid and commercial sources which include advertising, sponsorship, magazine subscriptions, online sales, 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 their ministry objectives or who simply recognise the potential impact of marketing their brand to the massive audiences that Premier attracts.

We are pleased that trading income increased by 27% on the previous year, with strong growth in advertising revenues. Digital revenues from Premier's suite of websites grew by 20%.



# "WE RELY ON CHRISTIANS ACROSS THE UK TO STAND WITH US IN THIS GOD-

**Premier Christianity** magazine remains the biggest-selling monthly Christian publication in the UK.

#### **LEGACIES**

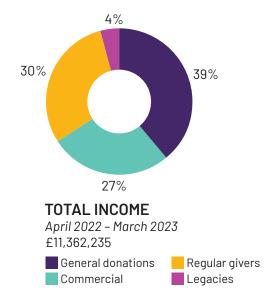
Premier continues to be blessed with a number of legacy gifts, which have often been incredibly timely - arriving just when we needed a financial boost. We are pleased that revenue from legacies increased by 266% in the year.

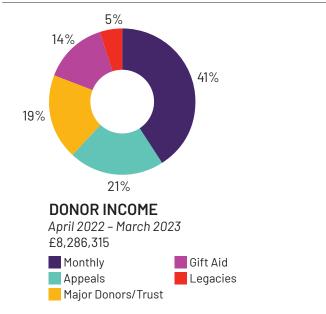
#### **EXPENDITURE**

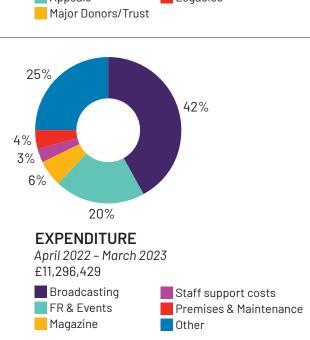
We continue to prioritise digital developments within our Digital First strategy and with most staff working mainly from home, investment in our digital infrastructure has and will continue.

Premier always strives to be as efficient as possible, and to achieve the best value for money that we can. However we faced unavoidable inflationary increases in production costs resulting in an increase in total costs of 6%. As a result of strong cost controls, operating overheads only increased by 1%.

We are pleased the year saw a return to surplus, with a consolidated surplus of £65,805. This is an improvement on the prior year deficit of £225,699. The surplus on our core operations improved by 200%.







Margaret LONDON • Frances LONDON • Harry EAST GRINSTEAD • Robert ENFIELD • Anthony ROCHESTER • Robert FALMOUTH • Lauraine LONDON • Peneloge LONDON • Betty LONDON • Thomas LONDON • Jean LEICESTER • Malcolm BANSTEAD • Alan BARNET • Joyce BUCKHURST HILL • THORTORY CONTROL OF THE CONTROL OF T The state of the s



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