

Premier

For the world.
For you.

Proclaiming Jesus: A Review Of Our Impact Story 2025/26

A New Chapter. A Renewed Voice.

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50%
increase in page views of Premier Christian News

7.5m
online radio streams

72k
registered users of Premier Plus

15m
visits across Premier's websites

6.3m
podcast downloads

9.6m
online listening hours

1.2m
online radio listeners

2.5m unique users to Christianity magazine and **4.4m** page views

1.78
million calls to Lifeline since its inception

Welcome from Kevin Bennett CEO



Dear Friend,

If I had to pick one word to describe the past year, it would be 'renewal'.

A world that is increasingly hopeless, lost and disconnected has begun to realise the secular humanist promise to deliver purpose, hope, prosperity and meaning is utterly hollow. People are looking for deeper answers to life's challenges, answers firm enough to build a life on. Over the past year Premier has published countless articles from across the nation and across denominations all telling the same story, something has shifted in the spiritual atmosphere, God is on the move and people are coming to faith in ways and in numbers we've not seen before.

At Premier, we've received so many stories over the past year of people 'randomly' finding us on the radio dial or online; people in prisons, at work, in hospital, in taxis, on YouTube, people sitting alone at home... For one lady, she accidentally dropped her radio and when she picked it up it had retuned itself to Premier Praise! People are finding faith in Jesus through our broadcasts and digital content. It's truly humbling and we give God all the glory!

This last year has also been a time of renewal for Premier. Having not had access to proper studio facilities since before the pandemic, by the Grace of God, we moved into the brand-new purpose built Premier Christian Media Centre just before Christmas 2025. I am so grateful to everyone that prayed for and gave so generously to make this possible. These facilities are enabling Premier to reach more people in more ways than ever before, and more than that, they are providing a platform for other Christian ministries to share their stories and advance their mission too!

The new Premier Christian Media Centre, London



We live in the most media saturated age in history, people live through screens, are discipled by algorithms and fill their minds through their headphones. In this spiritually open, media saturated age, what a time to be proclaiming the Gospel through Christian media!

My sense is that there is an urgent opportunity to be grasped at this time. Premier is ready, the need is great, and with your support many more lives will be transformed by the hope and truth found only in Jesus in the year ahead!

With thanks for your partnership in the Gospel,

Kevin

A personal welcome from Kevin Bennett

Audio

Radio

Premier Christian Radio

Premier Praise!



Listen to Premier Christian Radio live on Premier Plus

Renewal Through Broadcast

Each day, it is an absolute privilege to be able to encourage and build up believers, and to spread the Gospel of the Lord Jesus across the nation.

Helping people encounter God through our broadcasts has been front and foremost for the radio teams this year, witnessing God at work in so many ways... to Him we give all the glory!

In a year in which we moved into our amazing new studios in London we did so celebrating our 30th anniversary, determined to grow our reach and presence across the country. From Creation Fest in Cornwall to Spring Harvest in Minehead and from New Horizon in Coleraine to the Keswick Convention in Cumbria, our team have been broadcasting Premier Christian Radio live across the nation.

Impact stories continue to encourage with many moving accounts of how the broadcast message deeply resonates. One listener told us how she proudly played Premier Christian Radio out loud when in hospital, leading to conversations with other patients about Jesus and resulting with her being able to pray with many of them.



© Keswick Ministries



Stories abound of lives changed, including a listener who said they felt they were carrying 'the weight of the world' through family difficulties but feel greatly encouraged and 'not alone' through listening to Premier each day.

Partnering with *Church Army* and *Christians Against Poverty*, our platform helped provide support and hope to many people struggling with life issues such as crippling debt, broken relationships, drug misuse and the many challenges of modern-day life.

And the impact has not been limited to the UK. Our on-air team also played a role in mobilising listeners to transform the lives of children in Uganda through child sponsorship. Partnerships with *Compassion UK* and *World Vision*, have contributed to hundreds of children now having access to food, clean water, education and the Gospel.

Each day, it is an absolute privilege to be able to encourage and build-up believers, and to spread the Gospel of the Lord Jesus across the nation. Our prayer, as the seed and good news of the Gospel is broadcast daily, is that listeners will encounter Jesus in a life changing way.

"I wanted to take a moment to share just how much Premier Christian Radio has meant to me over the past few years. Having faced cancer twice within the last four years,

there have been many moments when I experienced fear, uncertainty and exhaustion during some of my darkest days,

and your broadcast became a studied source of comfort, hope and strength. The music, the messages and the voices I heard each day reminded me that I was not alone. I was part of the Premier family, and this helped me to hold on to my faith when it felt so difficult.

Your ministry has been more than just a radio station. It has literally been my lifeline.

It has brought encouragement when I needed it most and has played a meaningful role in helping me to stay grounded. I'm so deeply grateful for the work Premier does and the lives you continue to touch, including mine."

One of our listeners

Renewal Through Culture

Listen to Premier Gospel

Over the past year, we have witnessed God moving powerfully, opening doors to new audiences and drawing people into meaningful encounters with Him. In a time when trust in mainstream media is low and spiritual curiosity continues to rise, our work has helped position Premier within this 'moment'—particularly among younger and digitally engaged audiences searching for truth and purpose.





Innovation has been key in a year that saw the launch of our new gospel rap YouTube series, *Fire and Flows*, designed to engage younger audiences and those beyond traditional church spaces.

Alongside audience growth and innovation, we have seen deep personal transformation. One particularly powerful story is of a woman who began engaging with our content while in prison. Through consistent exposure to the Gospel message, she encountered God in a profound way. Since her release, she has come to faith and is now living as a Christian, her journey rooted in what she first discovered through our platforms.

A key highlight of the year was the *Premier Gospel Awards*–our flagship annual event celebrating excellence and impact within Christian culture.

Supported by Mercy Ships, the awards brought together nearly 2,000 attendees for a powerful evening of celebration, worship and recognition.

The event honoured influential Christian cultural voices including Angie Le Mar and DC3 and was hosted by acclaimed actor, David Gyasi. More than an awards ceremony, this gathering served as a visible expression of a thriving and influential Christian creative community, inspiring those present and amplifying voices that are shaping faith in today's culture.

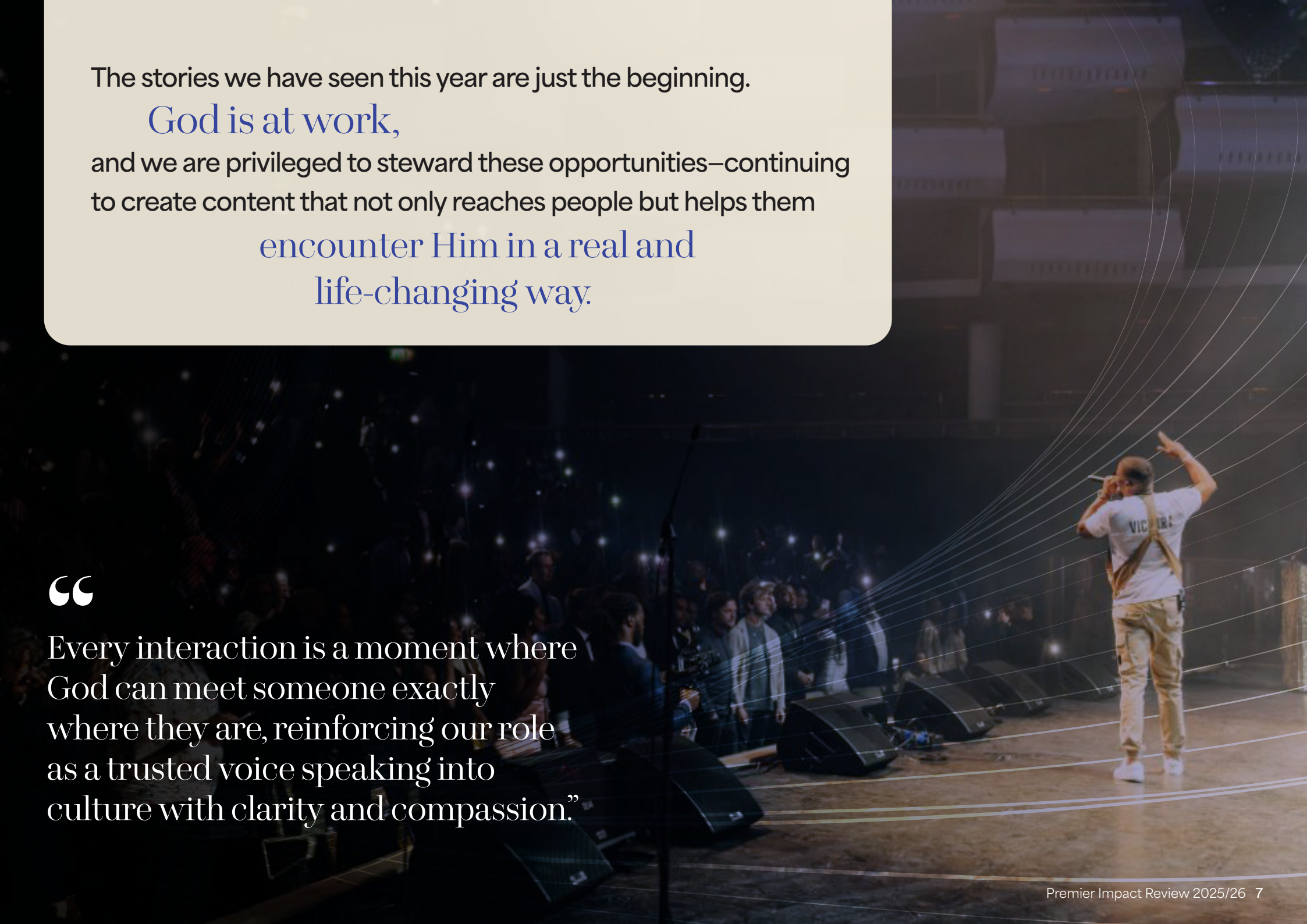
Together, these moments reflect a year of both breadth and depth; growing reach, expanding creativity, with real lives being transformed. They also position us strongly for the future. By continuing to innovate, collaborate and step into new spaces, we are helping Premier expand its influence and effectiveness as a Christian Media Mission Agency.

The stories we have seen this year are just the beginning.

God is at work,

and we are privileged to steward these opportunities—continuing to create content that not only reaches people but helps them

encounter Him in a real and life-changing way.



“Every interaction is a moment where God can meet someone exactly where they are, reinforcing our role as a trusted voice speaking into culture with clarity and compassion.”



Renewal Through Truth

Premier CHRISTIAN NEWS



Pope Leo XIV, the first American pope, © Edgar Beltrán, The Pillar



Charlie Kirk assassinated September 10, 2025. Cropped by Gage Skidmore, CC BY-SA 4.0

> “It’s been a joy to report on many positive and encouraging stories of faith throughout the year with Bible sales reaching record highs and with YouVersion reaching the milestone of one billion downloads worldwide.”

Premier Christian News continues to serve listeners both on-air and online with daily bulletins bringing the latest news from a Christian perspective. Helping to inform and encourage listeners to pray for current events plays an ever-important part of the news output.



It’s been a joy to report on many positive and encouraging stories of faith throughout the year with, for example, Bible sales hitting record high numbers and with YouVersion reaching the milestone of one billion downloads worldwide.

Steadfast reporting has brought to light the persecution of Christians worldwide–whether in Nigeria, where Islamic extremists continue kidnappings and murders, or in China, where surveillance of Christians has intensified.

An exclusive investigation into safeguarding failures in the Church of England also held those in leadership to account and gave a voice to survivors who felt stonewalled and ignored. As the world continued to grapple with the war in Ukraine and the Israel-Hamas war, the news team highlighted the resilience of churches that refused to let violent conflict stop regular services.

Our reporting on the assassination of Charlie Kirk brought the intersection of faith and politics to the forefront. While Christian nationalism has long been a bone of contention across the pond, this past year it started to make ripples in the UK. At the historic Unite the Kingdom rally, around 150,000 people took part in prayers, worship songs, and marches carrying crosses.

This past year also saw historic milestones. Pope Leo XIV became the first American pope, appointed following the death of Pope Francis. Meanwhile, Dame Sarah Mullally was elected the first female archbishop in the Church of England, with the Most Rev Cherry Vann becoming the first for the Church in Wales.

Many high-profile guests were interviewed across the year such as Rev Franklin Graham, *The Great British Bake Off* winner, Jasmine Mitchell and the Prime Minister, Sir Keir Starmer, in which he highlighted the Church as the backbone of Britain and praised Christian values.

Visit Premier Christian News



Visit Premier Lifeline

Premier lifeline

Renewal Through Listening

This has been another busy and exciting year for the ministry of Premier Lifeline.

Having successfully trained over 50 new Lifeliners in preparation for this year, they have been inducted and supported as they've taken their first calls and responded to people in need of a listening ear and someone to talk to. This significant increase in the number of volunteers has greatly increased the number of calls answered compared to the previous year.

Premier Lifeline

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

From a caller -

“I am writing to share my heartfelt thanks for the intercession and support you have provided me throughout this year. There were moments when I felt I had no words of my own to pray and knowing that your team was standing in the gap for me provided a peace that truly sustained me”.



From a Lifeliner -

“I recognise that listening for Lifeline has transformed me and shaped me into a more effective vessel for the Lord. Listening is a vital role which benefits the callers and the listeners. God is so gracious to bless us as he uses us to be a blessing to others.”



Annual Healing Conference

And of course, Premier Lifeline aims to offer emotional and spiritual support to all who call, with prayer, if wanted, and signposting, if appropriate. It is open to all who call whatever their background, age or faith.

In addition to the telephone line, Premier Lifeline also receives written prayer requests from Premier’s radio studios, fundraising and supporter services which are sent out to a selected team to be prayed for. This year, almost 10,000 individual prayer requests were received and prayed through.

Premier Lifeline works in partnership with like-minded Christian organisations to provide ongoing training for our volunteers, and this has continued throughout the year. The highlight of these activities is always the Annual Healing Conference held in partnership with Methodist Central Hall, Westminster in May each year. In 2025, Roy Godwin spoke on ‘The Transforming Power of Spoken Blessing’ with Dave and Pat Bilbrough leading worship.

The summer saw the launch of Premier Lifeline’s new website **www.premierlifeline.org.uk** providing information as well as resources and prayers and a directory of organisations.

In December a Christmas gathering for the Lifeline volunteers was held at Premier’s new Media Centre in Tudor Street to show appreciation for all they do. January then saw the commencement of a further in-person and experiential Lifeline Volunteer Training course, consisting of six full days spread over thirteen weeks with around 30 people attending.

Prayer

Everything Premier does needs to be undergirded by the prayers of God's people, giving us buoyancy and direction.

"

To be on point and to be aware of what God is doing at this time is critical.

Calling upon Him in dependence and trust are key to Premier's core mission - to help people encounter God through media."



Renewal Through Listening

> “Premier has always relied on this foundation of prayer which has underpinned the ministry throughout the years.
>
> This year, with our new premises in central London, we’ve entered a new season and one where our Prayer Partners have interceded for all Premier’s many challenges and activities.”

At Premier, great encouragement continues to come from the faithful prayer support from audiences, partners, and friends alike. Particular appreciation is extended to the 500 Prayer Partners who receive regular Prayer Updates, enabling them to pray with greater insight for departments, initiatives, and campaigns throughout the year.

Prayer has also developed internally within Premier. While regular devotionals have always been held, specific times of prayer and worship have been added into the working week.

Supporting the work of God alongside our many external partners, this year a Prayer Campaign was initiated in response to a sense of revival and openness to faith. September saw the first online *United Prayer Gathering* - for the renewal of the United Kingdom, and these monthly online meetings are part of Premier’s commitment to what the Lord is doing, sparking prayer initiatives across the nation.

The Lord has indeed, in His mercy, opened a door of promise to an exciting new season. We pray for the new season just entered, acutely aware of what we have been gifted and our responsibility to faithfully amplify His mighty acts through all our various Christian media channels.

Looking forward, we are so grateful for our wonderful new centre that now includes a dedicated Prayer Room for staff to draw close to God in prayer. May God bless you and thank you for all you have done to partner us in mission over the years.

If you would like to join our growing Premier Prayer Team, please email **prayerteam@premier.org.uk**

If you would like to join us at United - Prayer for the renewal of the United Kingdom, you can register at **www.premier.org.uk/united**

Visit Premier United

Journa® by Premier

Designed to encourage users to pause three times a day to pray, reflect and engage with the Bible, Journa represents a significant step forward in creating intentional spiritual rhythms through technology.

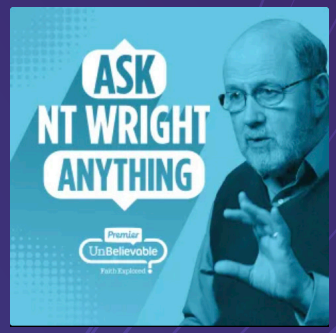


Ask NT Wright Anything remains our flagship podcast, and currently it reaches approximately 250,000 downloads each month. This consistent engagement reflects a deep hunger for thoughtful, accessible theology.

Renewal Through Innovation

Watch Ask NT Anything





Premier's digital output over the past year has continued to grow in both reach and depth, but more importantly, in its spiritual impact. Across websites, video channels, podcasts, and new platforms, the focus has remained clear: to help people encounter Jesus in meaningful, everyday ways–and the results are increasingly evident.

A major highlight has been the launch of the *Journa* app in December 2025. Designed to encourage users to pause three times a day to pray, reflect and engage with the Bible, Journa represents a significant step forward in creating intentional spiritual rhythms through technology.

In just a few months, the app has been downloaded over 6,000 times, demonstrating a strong appetite for accessible, guided devotionals in daily life. More significantly, early testimonies point to real transformation. One user shared that Journa is ***"really strengthening my faith and prayer discipline,"*** while another described it as helping to ***"kick start my non-existent prayer life"***.

Alongside this, the continued development of the Premier Plus app and website has seen even greater use and engagement. With 75,000 active monthly users, the platform remains a central hub for Christian content, offering teaching, worship, and discussion to a growing audience. This year, it also hosted two pop-up radio stations - *'Premier Christmas Radio'* once again appearing over the festive season along with the exciting launch of *'Premier Peace'*, a new online station offering calming music, Bible readings and prayer.

Podcasting continues to be one of Premier's most impactful digital channels. Our partnership with the Evangelical Alliance to launch *Good News People*, hosted by Gavin Calver and Phil Knox, has already seen close to 100,000 streams across podcast platforms, YouTube, and social media.

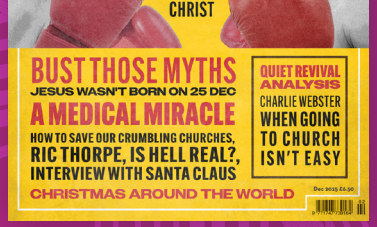
The podcast's message–encouraging Christians to live out their faith in everyday contexts–is clearly resonating. Listener feedback highlights this impact, with one audience member sharing: ***"I've been so encouraged by this podcast and the incredible guests. Excited for season 2!".***

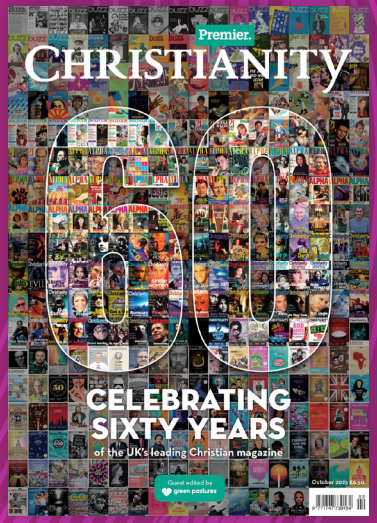
Our wider podcast portfolio is also experiencing sustained growth. *Ask NT Wright Anything* remains our flagship podcast, and currently it reaches approximately 250,000 downloads each month. This consistent engagement reflects a deep hunger for thoughtful, accessible theology.

Finally, the move to the Premier Christian Media Centre marks a transformative moment, most notably for digital innovation. With the launch of new podcast and video studios in early 2026, we are now equipped to produce high-quality, visually engaging content at much greater speed and scale.

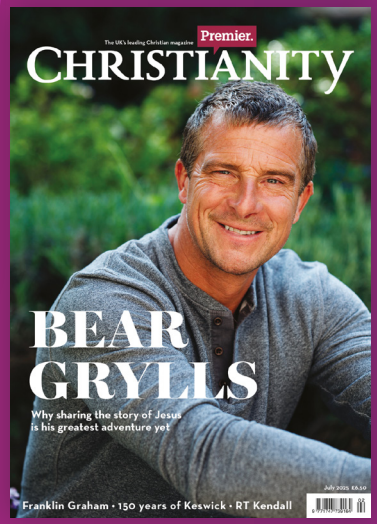
Premier CHRISTIANITY











Renewal Through Perspectives

There is an obvious appetite for quality and trusted Christian journalism with millions of people in the UK and beyond engaging with our print and online editions.

Visit Premier Christianity

Download the Premier Christianity App

While Premier Christian Radio honoured 30 years of impact, Premier Christianity magazine raised the bar significantly, celebrating a landmark 60th birthday.

To mark the occasion, leaders from across the denominations gathered in February this year at Premier's state-of-the-art Christian Media Centre, giving thanks for the magazine's rich history, its faithful staff and its influence down through the decades.

Key figures from across the nation, including Cliff Richard, Nicky Gumbel and Bear Grylls sent messages of support, with the Evangelical Alliance's CEO Gavin Calver reflecting on the title as ***"a real gift to the UK Church...I love it when it arrives each month and find it to be essential reading for my role as well as my heart."***

With most UK print magazines in continuous decline, *Premier Christianity* is bucking the trend and enjoying growth with new readers joining our community of subscribers. There is an obvious appetite for quality and trusted Christian journalism with millions of people in the UK and beyond engaging with our print and online editions.

Readers continue to relay how articles have shaped their faith, encouraged and challenged them. Ruth Ballatyne said of a recent issue,

"I had to write and thank you for such a riveting edition. The article on AI was fascinating. As Christians we don't want to be 100 years behind the secular world, as one of the contributors said; we need to be relevant to people in this day and age. The article gave me food for thought...Thank you also for covering church abuse - you didn't shy away from it. Let's hope and pray that victims who read your article seek help. Thank you again, and please do continue to be bold."

That boldness was on display when the magazine covered the ministry of Flint, who offered a free and non-judgemental path to recovery for men who purchased sex. In the article, Flint's Ben Scott said (contrary to what many assume) that 1 in 10 Christian men have paid for sex - meaning the problem is just as prevalent inside the Church as outside.

Since publishing this article, Flint say they have had more people get in touch with the ministry and are now able to expand their counselling to help more people. It's just one small example of the magazine's power to signpost readers to inspirational Christian ministries - through both editorial and advertorial partnerships.

Every issue of the magazine has been packed full of stories of lives transformed and renewed. Recently we featured the story of Caroline Chalkley.



Caroline was addicted to drugs and stuck in an abusive relationship. She told us, ***"I went into the kitchen and turned on the radio. The knob broke in my hand, it was stuck on Premier Christian Radio! I had never heard it before, but I sat there listening to the preacher. I felt like he was describing my life. I got on my knees and received Jesus as my Lord and Saviour right there in my kitchen."*** This is just one of many testimonies we have published to encourage our readers.

On top of being sent to 9,000 subscribers every month, the magazine also found new audiences at both Spring Harvest and Big Church Festival, where thousands of additional readers engaged with the title. Time and again, readers, advertisers and church leaders relay just how much they appreciate the content, from the look and feel, to the quality of the design and the variety of articles published. But *Christianity* is so much more than a print magazine - our new Instagram account is already reaching 10k followers and *The Profile* Podcast continues to bless audiences with fascinating interviews. We've even welcomed paying digital subscribers from territories as far flung as the USA, Canada, South Africa and Europe.

> "...a real gift to the UK Church...I love it when it arrives each month and find it to be essential reading for my role as well as my heart."
>
> Gavin Calver, CEO Evangelical Alliance



Renewal Through Perspectives

> “It’s a magazine that listens and responds to the real journey of faith.”

Watch the Woman Alive podcast

Throughout 2025 and into early 2026, Premier’s Woman Alive continued to fulfil its mission of inspiring, encouraging and resourcing Christian women across the UK and beyond. In a season of growth and connection, the voices and experiences of Christian women have been shared and championed in print, online and through new video content.

Tackling some of the most relevant and challenging issues facing Christian women today, features have ranged from candid reflections on ageing to deep dives into faith and resilience. One reader wrote in response to our series on prayer and motherhood:

“Thank you for reminding me that my simple prayers matter. Woman Alive gives me faith for every season of life.”

A wide range of real-life stories and reflections deeply resonated with readers with powerful testimonies such as Ciara Dierking (a near-death survivor) who shared the faith, courage and gratitude that sustained her through a life-changing illness and the amputation of all four limbs. Such human-centred stories don’t just inform – they connect readers to one another through shared journeys of struggle, resilience, and spiritual growth.

The Woman Alive podcast, hosted by Tola Doll Fisher, addressed topics that matter to Christian women, helping listeners engage with contemporary issues through a biblical lens.

And a real standout moment this year was the *International Women’s Day podcast special*, recorded with a live audience and later shared on YouTube. This episode celebrated women’s stories of empowerment and faith – offering authentic reflections on sisterhood, vulnerability and spiritual community.

A regular contributor summed up the impact:

“Woman Alive doesn’t shy away from hard questions. It’s a magazine that listens and responds to the real journey of faith.”

Readers and listeners continued to share how *Woman Alive* shaped their personal journeys. From forming women’s groups, rooted in shared articles, to deepening their conversations with God, testimonies from within the community underscored the tangible difference the platform makes in women’s faith and daily lives.



My first place in the morning, there for me on the bus, at lunch, on my coffee table - my extra church; where I meet God; the trusted place I go to find out who He is; the caring, hopeful place that reminds me of his love and truth. My last place at night... a trusted, faithful friend. Challenges my assumptions. Extraordinary in my ordinary.

Premier... With me. For me.
I encounter God,
I am renewed.

We are the UK's Christian Media Mission Agency.

Premier. For the world. For you.

Renewal Through Mission

Premier NexGen

Premier NexGenPro

Renewal Through Families



“I find the NexGen pages cover a wide range of relevant subjects. Very useful for checking out films and trends, for advice on phone/tech usage, and ideas for family discipleship.”





In a fast-changing world and in a culture shaped by shifting values, digital influence and constant noise, families need clear, biblically rooted guidance. Our online magazine, Premier NexGen, exists for this purpose, helping Christian parents, grandparents and carers raise faith-filled youth and children through practical advice, cultural insights and biblical wisdom for everyday family life.

Through the recruitment of a Commissioning Editor in early 2025, **average monthly website views rose from 8,000 in December 2024 to a high of 42,000 later in 2025**. Growing numbers and engagement with content provided have been a great source of encouragement. A parent gave colour to these statistics when he wrote to say that:

"NexGen has given me practical guidance for raising my two children in today's world. I really like how it combines biblical truth with helpful and practical parenting advice, helping me feel better equipped, encouraged and grounded as I support my children to grow in faith and overcome challenges."

Over the year, articles that touched on issues in contemporary culture were consistently most popular with the highest read article of the year on the film K-Pop Demon Hunters. A plethora of cultural phenomena were also covered including: the 6-7 meme, Aura farming, nicotine pouches and the 'Gen Z stare'.

Articles on yearly celebrations such as Christmas also proved popular. A particularly encouraging comment from a mother read:

"I want to thank you for your ever balanced output at Premier NexGen....your thoughtfulness is appreciated. Keep on, for the glory of God."

Another parent commented on the issues that affect families in their everyday lives:

"I find the NexGen pages cover a wide range of relevant subjects. Very useful for checking out films and trends, for advice on phone/tech usage, and ideas for family discipleship."

Part of the 2025 journey was a renewed focus on supporting parents through carefully chosen authors, meaningful content and resources designed to encourage confidence in raising children with strong Christian values.

This commitment was further reinforced through the introduction of the strapline: ***"Helping you raise Christian youth and children."*** – a clear reflection of the heart behind the brand and its desire to serve parents in one of life's most important roles.

And with the support of Premier's generous donors, our prayer is that many more families will be strengthened and supported to help the next generation grow in confidence and faith.

Discover NexGen's resources



Rod Dreher and John Nelson in an Unbelievable? podcast special

Renewal Through Apologetics

Over the past year, the Unbelievable? YouTube channel generated 6.5 million views, 1.1 million hours of watch time and 16,700 new subscribers.



Luke Martin



NT Wright

At a time when public conversation about faith is often polarised, dismissive, or superficial, Premier Unbelievable? continues to create a rare space where the deepest questions about life, meaning, and belief can be explored with honesty and respect.

The impact of this work is seen not only in the millions reached each year, but in the many individuals who write to say that these conversations have helped them encounter God. ***"Your podcast inspired me to study theology formally, which has been a blessing,"*** is a response that captures something essential about the ministry of Premier's apologetics and debate platforms.

Over the past financial year, the Premier Unbelievable? podcast network has continued to grow significantly in both reach and influence. Across our core podcast titles we have seen particularly strong audience engagement with *'Ask NT Wright Anything', 'The C.S. Lewis Podcast' and 'Matters of Life and Death'*. Together these programmes form a global ecosystem of thoughtful Christian conversation reaching listeners in more than 100 countries.

Our flagship debate programme *Premier Unbelievable?* continues to demonstrate remarkable reach across both podcast and video platforms. Over the past year, the Unbelievable? YouTube channel generated 6.5 million views, 1.1 million hours of watch time and 16,700 new subscribers.

Alongside its established programmes, Premier has also invested in new voices and formats. In March 2026, *Unbelievable?: The Interview*, was launched, hosted by Luke Martin. This new format aims to broaden the reach of the Unbelievable? brand by exploring deeper philosophical and cultural questions with leading public intellectuals.

Beyond digital media, the Unbelievable? team continues to engage younger audiences directly through schools' debates and live events. Our short form video strategy, distributing accessible clips across YouTube Shorts, Instagram, and TikTok, has introduced Christian perspectives to younger audiences in formats that are native to today's digital culture.

"In a fragmented cultural moment, this ministry continues to offer something rare: a place where faith can be examined honestly, disagreements handled graciously, and the search for truth taken seriously. And in that space, many are encountering God."

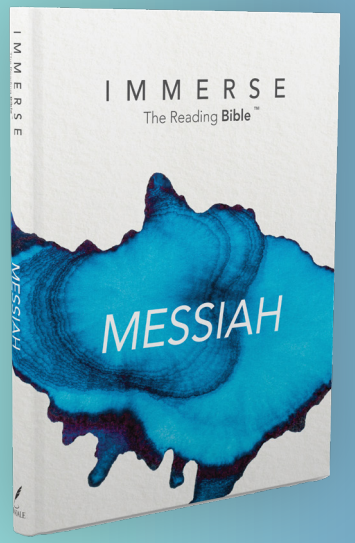
Watch Premier Unbelievable?

Renewal Through Reach

Premier continues to extend its reach and strengthen its impact across the UK through the work of the Nations and Regions team. Over the past year, the team has sought to further increase visibility and awareness of Premier through engagement within regional ministries and local Christian communities.



John Lennox interviewed by Josh Carter at New Horizon



Event partnerships, large and small, have helped to spread the good news of the Gospel. Through such events, amazing stories have emerged of how God has brought people to a personal faith in Jesus Christ.



Getty's Christmas Concert at The Royal Albert Hall, London

Event partnerships, large and small, have helped to spread the good news of the Gospel. Through such events, amazing stories have emerged of how God has brought people to a personal faith in Jesus Christ.

In Northern Ireland, Premier renewed ministry with New Horizon, the province's largest annual Christian conference. Investing both time and resource, Premier Christian Radio helped bring New Horizon to a UK-wide audience with live broadcasts during the week. Thousands flocked to hear the rich teaching of John Lennox and others, plus a special appearance of Bear Grylls added to audience numbers.

Partnerships with international artists and ministries also featured across Scotland, England and Northern Ireland. American based, In Touch Ministries (perhaps better known for the ministry of the late Dr Charles Stanley) partnered with Premier Praise in November in both London and Belfast. The event took the form of a 'Hymn Sing' bringing together a wide range of American artists for an evening of traditional hymn singing and at this event, we were approached and greatly encouraged by a young man named Glen who relayed the life-changing impact Premier Christian Radio had on his life (see story).

Another musical highlight involved a partnership with international artists, Keith and Kristyn Getty for their three 'Home for Christmas' concerts. Choosing *Premier Praise* as their *'Official Media Partner'* for concerts in London, Glasgow and Belfast, this festive series celebrated the Christmas story with carols and Celtic-inspired tunes alongside contributions from guest speakers, John Lennox and Alastair Begg.

In Scotland, for the third consecutive year, Premier Christian Radio partnered with the organisers of the annual Scottish Prayer Breakfast in Edinburgh. Attended by over 400 participants, including national leaders, MSPs and representatives from government, law, medicine, the church and academia, the event is a key fixture in the national calendar.

As the exclusive direct to church partner for *'Immerse: The Bible Reading Experience'*, the Nations and Regions team continued to promote this initiative across the year. Encouraging deeper engagement with scripture, it has been a tremendous source of encouragement to hear how this initiative has changed lives.

"As a pastor, I've found the Immerse series immensely helpful as a discipleship tool. Recently a young man came to faith and having walked through 'Messiah' with me, he has went on to read the entire Bible. The change in his life has been remarkable," (Baptist Pastor, Belfast).

"

My name is Glen and where I found Premier Christian Radio was in a place I could only describe as a definition of hell in Northern Ireland, which was a maximum security prison where I gave my life to Christ.

I came across this radio station when I had had enough of listening to the world's lies and what it sells over tv and the radio. I started listening to Premier Christian Radio when I was isolated in my cell surrounded by evil and chaos. I found peace in the speakers and the worship music. It also helped me understand scripture and taught me where to find the right answers and where to look for them.

I lay in my bed and closed my eyes and took in the scripture being read and explained and listened to worship, so I just want to say big 'thank you' to your radio station and the team there that helped in my hours of distress."

Listen to Glen's story on Premier Plus



In 2021 I was listening to Premier Christian Radio and an advert came on for the Nazarene College to do a degree in theology. It lit a light in my heart that I couldn't put out, so I decided to pursue it. And now I am in my third year as a theological student, and it's all thanks to the advert on Premier Christian Radio. I've actually now met some of the preachers that I was listening to. Some of them are my fellow students, and also some of them are my teachers. It's the best thing that I've ever done in my life, and I've also got a job through it. So, I thank you Premier Christian Radio for the advertisements and the teachings that you put on your show, because people like me have truly been blessed by it. I never would have had the confidence to reply had I not heard it on your radio station, and had the light lit in my heart to pursue it. And I thank you dearly from the bottom of my heart for everything that you do for our community and thank you for encouraging me to apply to do a degree."

Alex McMahon



Renewal Through Collaboration

Premier is not just the sum of broadcasts, campaigns or platforms. It is about people. It is about lives changed, communities strengthened, hope shared, faith renewed and the gospel carried further than any one organisation could manage alone.

As a media mission agency, Premier's impact goes far and wide, offering a strategic platform for the whole Christian community and enabling ministries, partners and Christian businesses to grow their own impact and reach through Premier.

Those partners range from long-established international ministries, like Compassion UK to emerging ministries and even national organisations like NHS Blood Transplant, and the Royal Albert Hall whose work aligns with our Christian values of community, service, and the common good.

One of the joys this year has been the return of much-loved partners, such as the Samaritan's Purse with their 'Shoebox Appeal'. For many, this campaign is more than a seasonal tradition; it is a tangible way of sharing God's love with children around the world.

At the same time, it has been our privilege to walk alongside smaller and newer ministries as they take courageous steps of faith. One such example is 'Worship.Works', a developing ministry with a heart to equip and train the next generation for their mission and calling in their workplace.

As Mel Lewis, Head of School at 'Worship.Works', shared with us;

"The opportunity to partner with Premier came at just the right time. We were looking to launch a new training programme, but our



Premier's trip to The Global Mercy



Samaritan's Purse Operation Christmas Child

> "The results were deeply encouraging.
>
> From the very first day the campaign went live, Worship.Works saw new newsletter sign-ups, increased website traffic, and growing engagement across social media".
>
> **Mel Lewis, Head of School at Worship.Works**

team was small and our networks were not yet big enough to help us reach a broad target audience. The team at Premier brought their knowledge and experience in communications and put together a comprehensive proposal for us. We had the opportunity to collaborate and input at every step along the way, ensuring that our unique voice was carried throughout the ads and campaign messaging."

The results were deeply encouraging. From the very first day the campaign went live, Worship. Works saw new newsletter sign-ups, increased website traffic, and growing engagement across social media.

Our team also worked closely with Kingdom Bank to shape a campaign that was not just effective, but authentic, ensuring their distinctive voice and ethical approach to finance were clearly reflected across every channel. The partnership delivered impressive reach, growing engagement, and tangible commercial outcomes, alongside a measurable uplift in brand awareness and trust.

As we look ahead, it is with gratitude that God is still opening doors, still bringing partners together, and still using Premier as a platform for His purposes. Thank you to every partner, sponsor, and advertiser, who has been part of this story.

Mercy Ships

Compassion in Jesus' name

WORSHIP.WORKS

Royal Albert Hall

NHS

Kingdom Bank

Samaritan's Purse
INTERNATIONAL RELIEF | UNITED KINGDOM

Visit Grow With Premier

...it is imperative that we recognise that life is a sacred gift from God.

The Slippery Slope campaign co-opted Premier's supporters and subscribers with letters to MPs in May which made it clear that laws to allow for assisted suicide are unacceptable.



Renewal Through Witness



Faith at Work panellists at PwC, London

> “I’ve been listening to Premier Christian Radio for a couple of years since being baptised. I’ve learned so much from the teachings that are shared, and I find the approach to Current Affairs refreshingly different compared to mainstream media channels.”



Kevin Bennett and Mal Fletcher at the Faith and AI event, EY London

Playing a vital role within Premier, our commitment to Public Affairs ensures Christian values are communicated clearly and responsibly in the world of policy discussions, social issues and community engagement. By maintaining strong relationships with policymakers, regulators, and community leaders, Premier’s strong Christian voice helps live out our mission publicly.

This year a strong Christian voice was needed to be heard more than ever. When a Private Member’s Bill allowing for doctor-assisted deaths of terminally ill patients topped a parliamentary ballot, Premier was quick to respond with concerns, launching the ‘Slippery Slope’ campaign. This set out why Christians believe it is so important to protect the sanctity of life and why politicians must understand that in a Christian country, it is imperative that we recognise that life is a sacred gift from God.

The Slippery Slope campaign co-opted Premier’s supporters and subscribers with letters to MPs in May which made it clear that laws to allow for assisted suicide are unacceptable, highlighting that vulnerable people could be subject to coercive control. When judicial safeguards were removed from the original Bill, Premier launched a petition, this time targeted towards members of the House of Lords, calling on them to drop the legislation given the fact the draft legislation had become even less safe.

Our Public Affairs programme on protecting Faith at Work saw further thought-leadership from Premier with an event co-hosted by city firm EY on how AI might impact faith with futurologist, Mal Fletcher. AI was also the theme of Premier’s seminar at the City Prayer Breakfast last year which itself was very well received by participants.

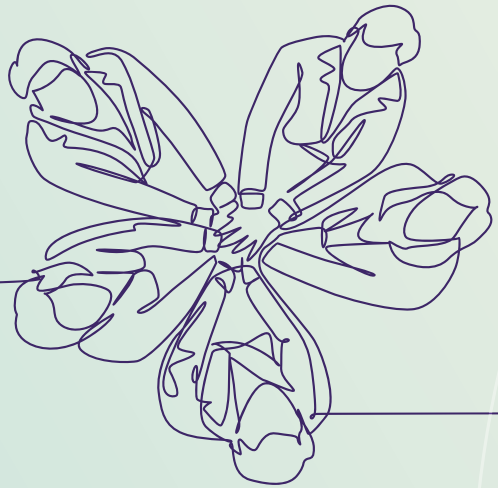
A similar Premier event at PwC heard from Pastor Tom Nelson on bridging the gap between Sunday and Monday, bringing our whole Christian-selves to our work. Participants gave encouraging feedback and expressed an appetite to work with us in driving forward a positive agenda on Christian-inclusive workplaces. As one commented,

“Our workplace is our primary place of subtle worship…and that Christ spent the majority of his time on earth in regular work was a helpful reflection for me. It was also great to hold the event at PWC…a workplace faith event in a workplace!”

As part of the National Week of Prayer, Premier held a *Pray for our Parliamentarians* event in Parliament. It was also encouraging to be well represented at the Parliamentary Prayer Breakfasts in Westminster, Edinburgh and Cardiff Bay.

Premier continues to build on recent successes of our Safety Net campaign which saw age verification regulations being included in the new Online Safety Act. Our advocacy is now focused on measures designed to protect children from over-exposure to smartphones.

Renewal Through Stewardship



In a year when Premier officially moved into new premises in London's Tudor Street, we give God the glory for His wonderful provision and guidance as a new chapter in the life of Premier graciously unfolded.

Now working out of a new Media Centre, God has richly blessed the ministry, thanks to the remarkable kindness and generosity of the many listeners and readers who share our vision to spread the Gospel across the UK and beyond, enabling people to encounter the God we faithfully serve.

As the UK's media mission agency, there is a recognition of the responsibility that comes with stewarding the resources entrusted to us. We face this challenge at a point in time when the need has never been greater, but with these God-given new facilities there is even greater potential to spread the Gospel and help people encounter God and find renewal in Him. The investment in Tudor Street will act as a catalyst to further develop content, grow reach, develop new audiences and help secure the future of the ministry for years to come.

While it's been a year of blessing through the generosity of His people, we are acutely aware of the ongoing need to continually raise funds to cover rising costs in our new building. The office move itself to a new address came with a £2.7m capital cost, £2.1m of which was funded by donations and grants, £0.3m from financing and £0.3m from Premier's own reserves.

Yet again, incredible support from our donors came in, and deep gratitude goes to Richard Morriss, The Vardy Foundation, The Maurice and Hilda Laing Charitable Trust, The Benefact Trust, The House of Vic-Ryn Trust and the TBF and KL Thompson Trust, both of whom have supported our work in Northern Ireland. General grants of £150,000 have also been received which provided flexibility to fund projects throughout the year. While an amazing achievement, gratitude is tempered with the knowledge of higher running costs for the new offices and studios, investment in digital and from higher depreciation charges arising from the capital works.

Although income grew by 3%, which was boosted with donations to help fund the new offices and studios alongside an exceptional legacy gift, general donations fell slightly, as did our revenue from sales. Costs will continue to be monitored carefully, given the 4% increase from inflation and new office higher costs.

> "As the UK's leading media mission agency, we fully recognise the challenge that comes with stewarding the resources entrusted to us."

Legacies

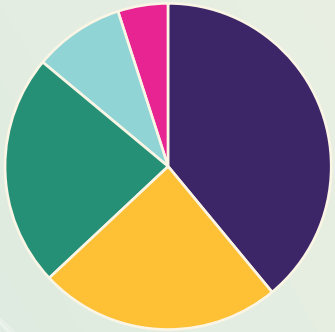
“With our God-given new facilities we believe we are uniquely placed to fulfil our mission to spread the Gospel and help people encounter God and find renewal through Him.”

Legacy gifts have been such a blessing to Premier as many have kindly sought to support the work and help secure the ministry into the future. In total, 48 gifts were received, ranging from £15 to £860,000 and we are just so grateful for the generosity of supporters who remember Premier in their Will. Our Inspiration Fund is where these gifts find a home, a fund largely used to aid ministry development and one that provides agility in financing opportunities as they arise.

Premier’s legacy campaign ran this year in February, when over 10,000 people were contacted by letter encouraging supporters to consider leaving a legacy gift to help secure and perpetuate the work.

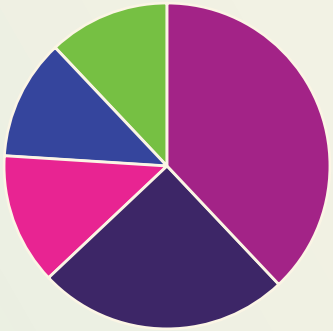
- Premier Family and Donors. Once again, the generosity of many people who continue to support us faithfully across the year was evident through various appeals. With a total of £1.1m, this constitutes 12% of overall income, boosted this year with a significant one-off exceptional legacy gift
- Premier Partners. We are indebted to those who support the ministry through monthly giving and these regular contributions greatly help to provide financial assurance and a level of stability
- Strategic giving. Multi-year gifts and pledges have once again been such a blessing, facilitating and enabling the financing of major projects that otherwise would not be possible, not least Premier’s new premises in the centre of London

Total Income



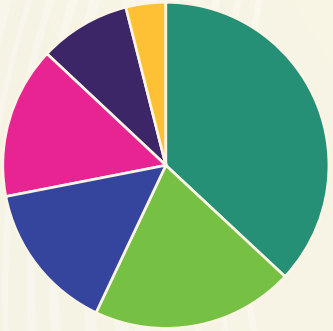
- Regular givers 39%
- Commercial (and others) 24%
- General donations 23%
- Legacies 9%
- Capital donations 5%

Donor Income



- Monthly 38%
- Appeals and one offs 25%
- Gift aid 13%
- Major donors/trusts 12%
- Legacies 12%

Expenditure



- Broadcasting 37%
- Content 20%
- Fundraising 15%
- Operating costs 15%
- Commercial 9%
- Premises 4%

Executive Team



Kevin Bennett
Chief Executive Officer



Ann Bellenie
Chief Operating Officer



Jonathan Clark
Director of Premier Lifeline



Annette Clowes
Commercial Director



Kevin Doran
Director of Public Affairs



Nancy Gifford
Director of Group Apologetics and Premier Unbelievable?



Paul Graves
Director of Brand Development



Sam Hailes
Editorial Director



Cathy Harris
Director of HR



Marcus Jones
Chief Digital Officer



Mark Mahaffy
Audience Development Consultant



Charmaine Noble-McLean
Director of Content



Rufus Olaniyan
Director of Technology



Muyiwa Olarewaju
Director of Premier Gospel and Music



Maurice O'Shea
Director of Finance

Trustees

Alastair (Sandy) Muirhead
Dave Knight
Emmanuel Mbakwe
Graeme Potts
Rt Rev'd Dr Jill Duff
Jonathan Templeman
Lady Lenzie
Mark Spelman
Nick Myers

We are grateful to all our supporters and to all those who continue to pray for the work of this ministry. To donate: visit premier.org/donate or call 08000 74 77 77

Visit Premier

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