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RD

# ENCOUNTER COUNTS

Premier.

A REVIEW OF OUR IMPACT STORY - 2023/24

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**6M+**  
ONLINE  
RADIO  
STREAMS

REGISTERED USERS  
OF PREMIER PLUS  
**30,000**

**32,000** ACTIVE DONORS, ALL OF  
WHOM RECEIVE VOICE  
OF HOPE MAGAZINE

**1.8M** LISTENERS WEEKLY  
ACROSS PREMIER'S  
3 RADIO STATIONS

**1.5M** VIEWS ON YOUTUBE OF BEN  
SHAPIRO VS ALEX O'CONNOR  
ON PREMIER UNBELIEVABLE?

**1,726,859**  
LIFELINE CALLS SINCE LAUNCH IN 1995

**7M** PODCAST DOWNLOADS

**2M** UNIQUE VISITORS TO  
PREMIERCHRISTIANITY.COM

**6,009** PRAYER REQUESTS BY  
EMAIL/TEXT/STUDIO IN  
THE YEAR

**£7.9M** RAISED FROM  
APPEALS  
AND DONORS

**14M+**  
WEBSITE  
VIEWS

# WELCOME



**This financial year April 2023–March 2024 will be remembered as one of **unprecedented challenge** for Premier, but also **unprecedented ministry**. In April 2023, Peter Kerridge, Premier's CEO of 27-years, was diagnosed with acute leukaemia and sent for urgent treatment.\***

Peter always led Premier with vision, energy and determination, and to be without him at the helm was an unprecedented shock. However, Peter would be the first to say that Premier is more than any one individual, and through Peter's foresight an experienced and talented leadership team had been developed; a team that has enabled Premier not just to survive but continue to grow in Kingdom impact during his absence.

As we continue to operate from temporary, unsatisfactory studios, in the last year Premier has reported record listening figures, with research showing Premier reaching over two million people every week across our platforms. We've pushed back technological boundaries, with the launch of the new Premier Plus website and app, putting a world of Christian audio in the palm of your hand.

All this in addition to Premier Lifeline taking thousands of calls from people in need, Premier Unbelievable?, reaching record numbers with accessible apologetics content via YouTube, Premier Gospel taking the lifechanging power of gospel music into even more places, even the Palace of Westminster! Do take a moment to read through this report to hear about this and much more.

In all of this I am reminded of John 16:33 "I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world."

None of this would have been possible without the faithful and committed support of people like you. We've seen unprecedented generosity and support during this difficult time, and that support will be vital in the journey ahead.

As together we contend for the spiritual health of the church and the nation, it's imperative that Premier secures permanent, well-equipped studios so that we can reach even more people, especially the younger generation, with God's hope and truth.

Thank you for your partnership in the Gospel, and be assured it is having an impact on millions of lives across the country!

**Kevin Bennett**  
CEO, Premier



\*Peter Kerridge went to be with the Lord on 8th June 2024



# GOD

## ENCOUNTER

### CHANGE EVERYTHING, EVERYWHERE

“ I just want to let you know just how vital Premier Christian Radio is to me as a single mother of three children, and now in my mid 70s on my own Premier has just supported me, carried me through the worst and the best times. If I'm home, it's on almost 24 hours a day. And in my low times, it has really blessed me and in my good times, it has blessed me.

Anne, Enfield, Middlesex.

Premier exists to help people encounter God through media. When Jesus met with his disciples in the Upper Room, he told them 'apart from me you can do nothing' (John 15:4b).

Premier is aware on a daily basis of His grace that enables us to be overcomers in the battle as we create media that helps people meet God. Premier was set up in 1995 to share the good news of the Gospel and build up believers in their faith via the medium of radio. Fast forward nearly 30 years and we use **many other media to help people encounter God.**

Throughout the financial year we became aware of more people finding and tuning in to our radio stations, Premier Christian Radio, Premier Praise or Premier Gospel; or accessing the ministry through Premier Lifeline, via the web, via podcasts or one of our magazines; Premier Christianity, Premier Woman Alive, Premier NexGen online, or other printed publications: Voice of Hope and Immerse Bible reading experience.

Our prayer is that by all these means people encounter the wonderful, sweet and lifechanging presence of God.

“ While I was there in hospital, the radio was on and Premier Christian Radio was such a comfort to me and a lot of other patients on the ward.

Jane

One newcomer to Premier said this:

**“ I’ve been impressed with the intelligence and compassion of all Premier’s communications from articles to videos to podcasts.**

# GOD

## ENCOUNTER AS WE REACH NEW AUDIENCES

The two million people per week who connect with Premier is seen against the backdrop of 654,000 attending Church of England churches<sup>1</sup> per week, and maybe two million attending all churches in the UK<sup>2</sup>.

We are aware of the privilege and responsibility of serving such a 'congregation' at a time of declining attendance in some local churches. We give thanks that we have such a solid foundation and loyal audience and look to continue to advance at a time when online radio listening figures nationally are at an all-time high<sup>3</sup>. However, we are acutely aware there are many more millions who need to meet with God.

### PREMIER PLUS

Our audience expansion has been enhanced by launching Premier Plus website in May 2023, with the app version going live in December 2023. This gives listeners access to the three radio stations, on demand past content, and the regular stream of innovative Premier podcasts whenever you like, wherever you like. We were thrilled to have just under 30,000 registered users by the end of the financial year and 200,000 page views per month.

### PREMIER PODCASTS

The app has aided the successful launch of new podcasts developed during the year



**Spurgeon's Sermons** – the text of the sermons of CH Spurgeon brought to life



**The Woman Alive podcast** – conversation on topics connected with Premier Woman Alive magazine



**Soul Survivors** – looking at what the Church can learn from the inside story of the Festival and church that have been under investigation



**Babel Undone** – helping Christians learn from each other across racial and ethnic divides



**Life and the Uni-verse** – a look at life at university from a Christian perspective

These podcasts, added to existing ones meant downloads reached a staggering seven million. The **Soul Survivors** podcast was shortlisted for the PPA Awards for best podcast (up against 'Gardeners World and the Economist – big hitters in the magazine world!') It was also shortlisted for the Press Gazette Awards for specialist/regional podcasts and was 'highly commended' by the judges.

**“ I discovered Premier Praise so now I blast it out as I sing along. People look at me weirdly, at junctions and at traffic lights, and I don't care, because I am just singing praise and glory to the Lord as Saviour. Sharon**

### PREMIER CHRISTMAS RADIO

In addition we found a new seasonal audience, as we launched our first ever Premier Christmas Radio in November 2023 with fantastic results, attracting 103,000 streams, an average listening time 28 minutes and over 33,000 listening hours in total.

<sup>1</sup>According to The Church of England's Statistics for Mission Report <sup>2</sup>This is an estimate based on attendance trends in all churches. <sup>3</sup><https://www.radiocentre.org/uk>

# GOOD

## ENCOUNTER AS WE TELL OF HIS WORK IN THE UK AND WORLDWIDE

### PREMIER CHRISTIAN NEWS

Premier Christian News continues to be the 'go to' place for news from a Christian perspective: covering the Christian angle to national and international news and breaking its own stories. In February 2023, students in Asbury College, a Christian College in Kentucky, were moved to extended times of praise and repentance, which lasted a number of weeks. We had first hand reports of the events there and in other campuses in the US, leading to reflection on other moves of God worldwide. Each person's faith story is unique and the stories – written and audio – have provided wonderful testimony to 'God encounters' that are out of the ordinary. The aftermath was covered within this year.

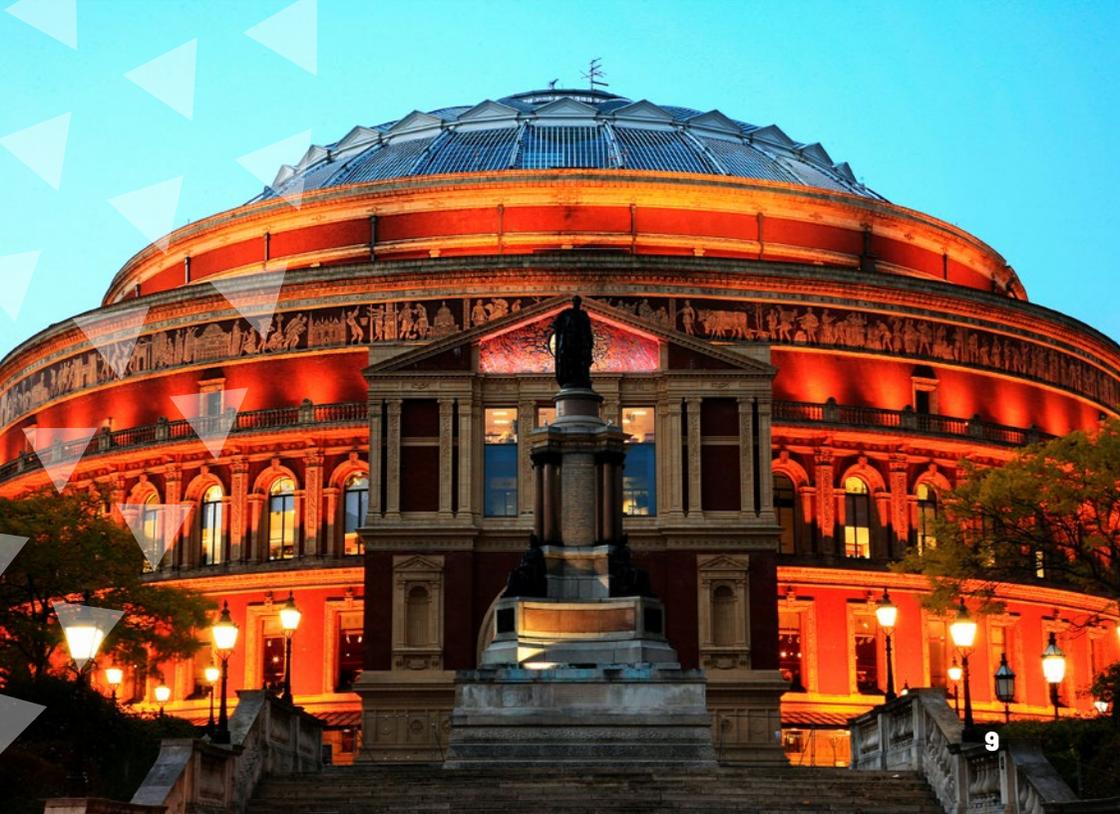
Premier.

**CHRISTIAN  
NEWS**

We have of course covered the major national news topics, too. Our coverage of the King's Coronation was another of our standout moments with live coverage of the event, hosted by Michael Fanstone and guest commentators including Rev Canon Ann, former chaplain to HM Queen Elizabeth II, Rev Dr David George Coulter, CB, OStJ, QHC, Church of Scotland minister and former military chaplain and Lord Leslie Griffiths, Baron Griffiths of Burry Port, former President of the Methodist Conference and former superintendent minister of Wesley's Chapel. We shared the stories behind the music, hymns and songs of previous coronations in a special series presented by conductor Simon Lole and on the evening of the Coronation, rounded things off with an exclusive live broadcast of the Coronation Prom from the Royal Albert Hall, led by the Choir and Orchestra of All Souls Langham Place.

“It's constantly glued on my radio station at home and in the car or headphones wherever I am. It just get filled with the Holy Spirit. It feels like I am worshipping with hundreds of 1000s of others.

Tawa, Kent





 I've got my Alexa.  
I just simply said,  
'Premier Christian Radio',  
and I basically haven't  
stopped listening!

Sue, Chingford

# GOOD

## ENCOUNTER

### AS WE BROADCAST FROM NEW LOCATIONS

**This year is the second year in temporary studios after 20 years in the Westminster area. We remain committed to finding better suited accommodation. Premier has always been committed to outside broadcasts as we expand our connections and make new friends.**

We broadcasted live from the **Holy Land** during Easter 2023 in partnership with Special Pilgrimages, a travel agency who have had long established links with Premier. Our coverage enabled presenters Simon Ward and Donna Birrell to take our listeners to the sites where Jesus walked including the Garden of Gethsemane, the Mount of Olives and more. On Easter Sunday morning we broadcast a special service led by Alpha's Nicky Gumbel live from the Garden Tomb.

A new partnership with New Horizons in **Northern Ireland**, saw Premier Christian Radio's Daytime with Josh Carter broadcasting live from the Coleraine based conference for the first time in August 2023. Josh was alongside 25,000 in attendance across the week and able to speak to representatives from a wide range of Northern Ireland based ministries. With a spotlight on this part of the UK, we heard incredible stories of faith to encourage Christians from across the whole of the UK.

Premier Gospel engaged in what is believed to be the first ever mainstream Gospel music festival in the UK. **Liverpool** Gospel Festival, held at Anfield on the grounds of Liverpool FC. It is believed that maybe 70% of those attending were not Christians.

Further north, Inspirational breakfast was broadcast from a coffee shop run by St James' church in **Carlisle**, sharing some of the challenges being faced, as well as news of people who had come to faith..

Premier Gospel also had an international reach, broadcasting from **Virginia Beach** in the USA and twice from **Ghana**, reflecting the Gospel music from those nations to the keen audience engaging with the station worldwide.



Premier Gospel in Liverpool



Edinburgh prayer breakfast



New Horizons Conference, Coleraine, Northern Ireland



The trip to the Holy Land



Houses of Parliament



Inspirational Breakfast Show, Carlisle

# ENCOUNTER

## AS WE DEVELOP NEW CONNECTIONS

**Our headquarters may be in London, but Premier's team is spread across the nations of the UK. We work hard to reflect God's work in all the regions and nations of the UK. This has continued unabated this year with a small but dedicated team in both Northern Ireland and Scotland.**

Scotland has, in fact, been a key focus this year, with the appointment of a National Director for Scotland. Iain joins both Mark Mahaffy and Richard McChesney in the Nations and Regions team. Both work within a Northern Ireland context and are regularly in contact with church leaders and ministries, along with leading funding agencies in the province.

In Scotland, both Iain and Keith Danby represented Premier at a number of events and conferences, sponsoring the National Scottish Prayer Breakfast in Edinburgh. With over 400 delegates, Premier Christian Radio were part sponsor and maximised the occasion, distributing Premier packs on exit with copies of our magazines and Immerse. In addition, Premier also participated at **the Logos Conference** at Stirling University, entitled 'Faith in the Public Square' attended by several leading MSPs Councillors and business leaders.

The Immerse Bible Experience continues to be a key element and focus for the team, working with over 50 local churches across NI, Scotland and North England, distributing over 5,000 copies across the year.

A series of successful events have taken place again this year providing amazing opportunities for Premier to help bring together thoughtful leaders, supporters and Christians from all walks of life to engage with and nurture each other – ultimately supporting and enabling God's work in our nation.

### **THE FUTURE OF THE CHURCH, HOUSE OF LORDS, MAY 2023**

Following the launch by Premier of a survey on the challenges facing the UK church, an event was hosted by Lord Leslie Griffiths at the House of Lords to present the results of this consultation and further research as well as engage a small group of leaders in discussions. Leadership, confidence and spiritual practices were seen as the most important issues affecting the UK Church today. In response to these challenges, Kevin Bennett, acting Premier CEO presented key areas of focus to enable the Church to thrive now and in the future.



London



Newport



Belfast



Edinburgh



Premier.

# Gospel Awards

**JUNE 2023,  
CADOGAN HALL, KENSINGTON**

Launched in 2016, the Premier Gospel Awards event showcases the range of genres that make up gospel music and features performances by leading artists.

The event featured Hip Hop Cypher with some of the best rappers from the last three decades and The Global Mic Toss, featuring Grammy Award winners Israel Houghton & Travis Greene, the Nigerian musical Phenom Dunsin Oyekan and the multi award-winning choir ZimPraise amongst others.

Other guest performances included a spectacular line-up of renowned artists: , the youngest ever winner of The Voice UK: Annatoria, Tim Bowman Jr, three times Mobo award winner Guvna B and Chevelle Franklin from Jamaica.

Premier Gospel was able to also partner with Apple Music. Tofunmi Adorna, the winner of the award for the best newcomer was given well over £5000 worth of recording time with Platoon Music (the recording arm of Apple Music).





### FAITH AT WORK, MARCH 2024

Premier brought together business thought-leaders at an exclusive roundtable hosted by PwC in Central London to discuss issues facing Christians in the workplace. A group of experts, including lawyers, entrepreneurs, civil servants, professionals and pollsters explored the challenges of faith inclusion for Christian employees and the opportunities for developing resources for faith-friendly workplaces. We were very grateful to PwC for hosting this vital conversation.



### PREMIER TRADITIONAL CAROL SERVICE, DECEMBER 2023

Premier's Annual Carol Service took place at Westminster Central Hall. Thousands gathered again this year with the Premier Family to hear the Christmas story come alive through readings and carols, with a full orchestra.

# ENCOUNTER AS WE DEVELOP NEW CONNECTIONS

### FAITH & FOOTBALL, WEMBLEY STADIUM, DECEMBER 2023

Premier partnered with the Football Association alongside Christians in Sport, Sports Chaplaincy UK and key UK churches for a celebration of Christianity and Football. The event featured special football panels, discussion with esteemed guests including Adrian Chiles, Simon Thomas, Cardinal Nichols, Pastor Agu and Bishop Libby and worship.



### SHE LEADS, OCTOBER 2023

Premier inaugurated a new women of influence event series with 'She Leads' hosted by Premier Trustee, The Lady Lenzie. The event explored the theme of 'how to translate social media into social ministry' - a vital topic in today's digital age and was hosted by Nancy Gifford, Director of Group Apologetics at Premier with guest speaker Nona Jones, Chief Content and Partnerships Officer at YouVersion.

# ENCOUNTER

# GO

# THROUGH PRINT AND ONLINE

## PREMIER CHRISTIANITY



Premier Christianity is the best subscribed Christian monthly magazine in the UK and throughout the year continued to expand its reach, with hundreds of thousands of visits to the website from all over the world.

It was the Premier Christianity team, working in conjunction with other departments including radio and news, that produced and released the aforementioned Soul Survivors podcast. This was the first investigative journalism project of its kind that Premier has ever undertaken. It required us to ask hard questions of the Church and prominent Christian leaders; however we were able to conduct ourselves in a different way to mainstream media outlets, some of whom failed to understand the Christian world on which they were reporting. The podcast series was scripted and produced in a way that was sensitive to victims, and which was bold in shining a light on difficult topics. We have been overwhelmed with positive feedback, including from some influential journalists outside of the Christian space, as well as prominent people in the church world, including the Archbishop of Canterbury.

As a result of producing this series, we have been approached to follow up on other stories. While we take no pleasure in reporting on scandals in the Church world, this is clearly an important aspect of Premier's journalism – that we help the church to understand what has gone wrong and to learn the lessons.

During the year, we worked with the Christian rapper Guvna B to shine a light on racism 30 years on from the murder of Stephen Lawrence, we covered the Christian aspects of King Charles' coronation, we ran a special 'Windrush 75' edition in conjunction with guest editor Richard Reddie which remembered the struggle and celebrated the success of the Windrush generation and their contribution to the UK Church. We also ran cover stories on UFOs, life after death, Boyzone's Shane Lynch, Jesus House's Pastor Agu, Christians in Nepal and freedom of speech in the UK.

**A massive 2 million users visited premierchristianity.com.** Around 800k of these came from the US, and 800k came from the UK. We also are reaching people in Australia, Canada, South Africa, India, Philippines and many more nations.

Premier Christianity reach expanded through sponsoring The Profile podcast, with interviewees including Rick Warren, Peter Hitchens, Neil T Anderson, Bethel's Jen Johnson, Lucy Grimble, Francis Spufford and Russell Watson.

## PREMIER WOMAN ALIVE



The year has included a major change in our ministry to women. Working in conjunction with our designer, **we overhauled most aspects of the magazine design and existing templates.** This was the first time this

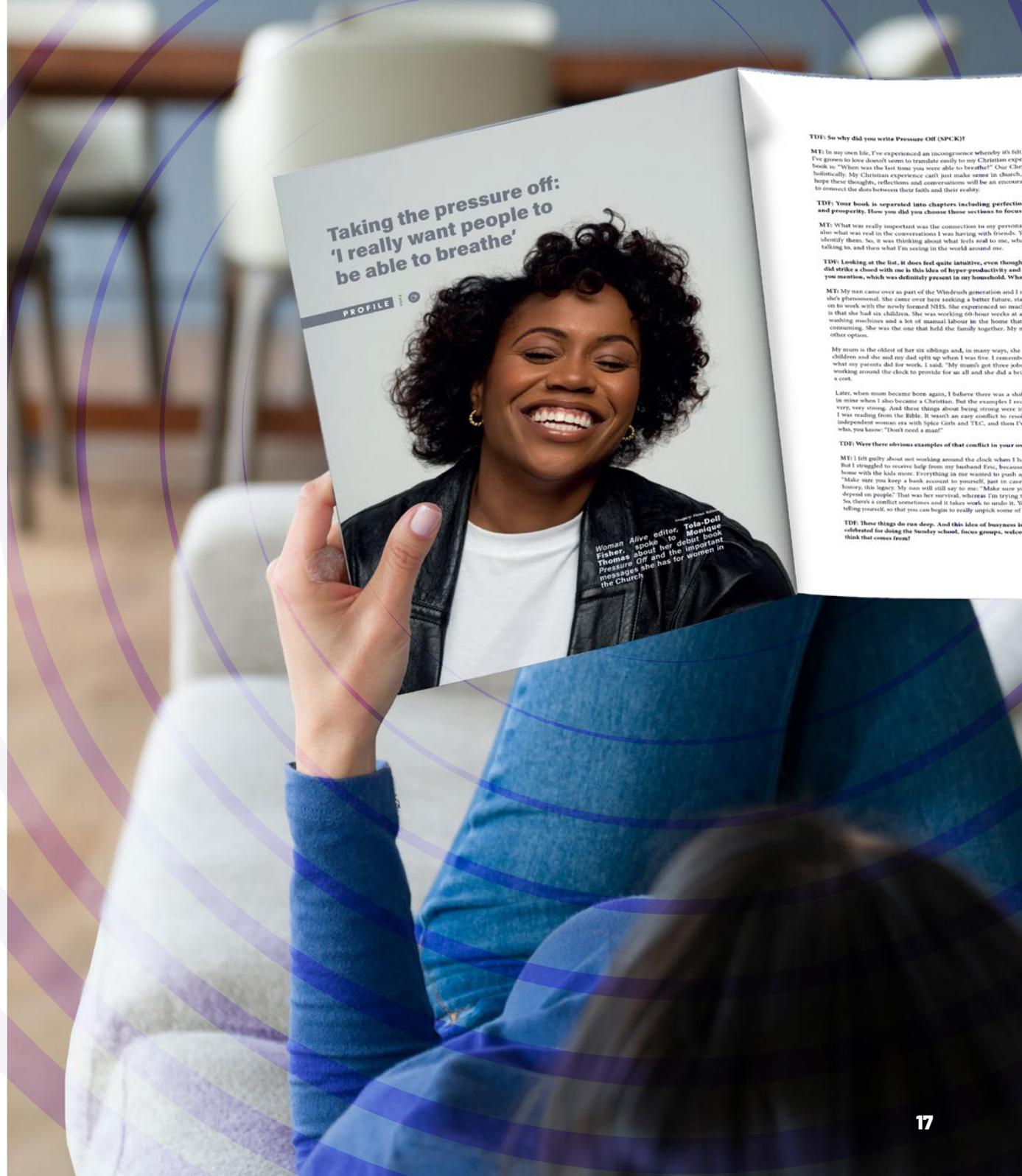
kind of work had been done in at least a decade, and so far the audience feedback has been very positive. We have ended up with a more modern, vibrant design, and some new sections (The Big Picture, Downtime) too. The redesign signals to our readership that we are pioneering, forward thinking and willing to make changes rather than get stuck in our ways.

Alongside a new design we have introduced a new section called WA Plus, a long-read article delving deep into a topic of interest. This has included sexism in Church, therapy, domestic abuse and scripture. Future content includes why women do better in school, but men do better in the workplace; the Slave Bible; and choosing to be child-free.

We have received positive feedback on The Great Sexpectations series in which the Woman Alive panel responds to reader questions on sex, faith and intimacy This has introduced a community aspect by inviting our followers on social media to respond with their own thoughts.

The Great Sexpectations series has also been included with the Woman Alive podcast, mentioned earlier, which had 18,000 downloads within the year.

The reader testimonies from the Signs & Wonders section of the magazine have been compiled into an eBook which the marketing team will use to help promote the brand and increase engagement through new subs or registrations.





# ENCOUNTER GOD THROUGH ENGAGING IN QUESTIONS

**It can be through tough and puzzling times that we encounter God afresh or for the first time. The Unbelievable? brand, with its focus on a range of apologetic topics, has continued to grow and expand in the 12 month period with a number of innovations to also attract and reach a younger audience.**

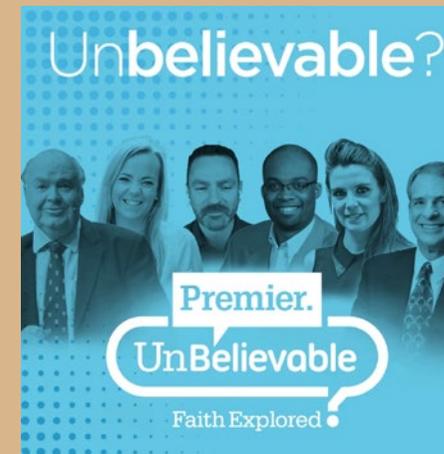
As well as retaining a loyal podcast audience, we added 36,000 new subscribers to our YouTube channel within the year. Our videos were viewed over half a million times every month representing 1.6m watch hours. **These are staggering numbers and many watching will be on a journey to faith.**

The very top downloaded show was one featuring Ben Shapiro and Alex O'Connor with 1.5million views on YouTube debating the topic, 'Is religion good for society?'

Themes across the Unbelievable? show included: science, mental health, interfaith, philosophy, theology, personal testimony, apologetics, history, politics, ethics, suffering, technology, evil, magic, sexuality and identity.

There has also been growth in other podcasts: Matters of Life and Death with Tim and John Wyatt, The CS Lewis podcast and Unapologetic where Ruth Jackson interviews leading apologists, theologians and evangelists in order to help Christians understand, defend and share their faith with confidence... 'unapologetically'.

We covered the death of Tim Keller (in May 2023) with a series of shows reflecting on his work as a pastor, church planter, author and apologist, and later followed this up by interviewing his widow, Kathy Keller.



# ENCOUNTER

# GOD

## AS WE SEE HIM WORK WITH YOUNG PEOPLE

**One of Premier's key aims is to serve the next generation of the church. Premier Unbelievable? launched the first of a series of schools debates in March 2024, enabling school children to see how faith questions can be handled thoughtfully and courteously – with no question off limits.**

Commenting on an Unbelievable? debate one parent wrote:

“ My 12 year old daughter attended the event at Aylesbury High School. I was a bit worried how it would go and wondered if I'd made a mistake exposing her to something like that at such a young age. But she came home in such a positive mood about how it had gone and seemed strengthened in her faith. Thanks for putting it on.

Anyone serious about young people's ministry has to be on social media and so in addition to its presence on YouTube Unbelievable? launched new TikTok and Instagram accounts just at the end of the year.

The website Premier NexGen, launched in May 2022, had 500,000 page views last year; it continues to equip both parents and youth and children's workers and is a library to an extensive archive of material that has appeared in Youth and Children's Work magazine.





“ Our daughters loved listening to Premier Praise with Craig Wakeling on their way to school. Last August our daughter died very suddenly aged 14. This has obviously been a very difficult time for us, but we do not grieve as those without hope and know that she is now with her Lord Jesus. She had a firm faith and we are grateful for the role Premier Praise had in that.

# GOOD

## ENCOUNTER THROUGH HIS WORD

“ Our small-but growing ecumenical men’s group meet weekly to discuss the week’s entry from *Be Still & Know*, in *Voice of Hope*, which produces much discussion during our hour-long meetings – so on behalf of our group – thank you!

Jeremy West Horsley, Surrey

### THE PREACHED WORD

Every week Premier is privileged to broadcast **over 40 hours of Bible teaching ministry**, bringing some of the very best preachers in the world to our audience, listening in all corners of the globe, and providing a healthy diet of content to equip the church for action.

### THE WRITTEN WORD

Furthermore, listeners have a regular diet of scripture readings via the Bible in a Year podcasts, daily bite-sized Bible readings and *Be Still and Know* – the daily devotional series written and spoken by Rev Jonathan Edwards: This comes via radio, as a daily email and printed in *Voice of Hope* magazine sent quarterly to Premier’s supporters. Others are meeting God afresh through The Immerse Bible Experience.



Chuck Swindoll



John MacArthur



Rick Warren



Dr. Creflo Dolla



Dr. Michael Youssef



Rev Jonathan Edwards



DAB 1204  
DAB Radio

**“ I think the country  
would be a really sad  
place not to have Premier  
Christian radio where people  
can listen to the words of God.**

**Andrea Orpington**



# ENCOUNTER

## IN THE PUBLIC SQUARE

# GOD

**In June 2023, Premier sponsored the Parliamentary Prayer Breakfast at Westminster Hall. The event, organised by Christians in Parliament, was attended by hundreds of Christians including dozens of MPs and peers. Premier's acting CEO Kevin Bennett held a talk in a parliamentary committee room after breakfast on Christianity and the media.**

Premier also took part and sponsored the Scottish National Prayer Breakfast, in Edinburgh.

Premier was also proud to sponsor the City Prayer Breakfast which takes place every year in the City of London. John Lennox, Christian author and Emeritus Professor of Mathematics, University of Oxford, was the Guest Speaker at the City Prayer Breakfast

in October 2023 and Kevin Bennett delivered a talk on the impact of media on faith and belief after the breakfast.

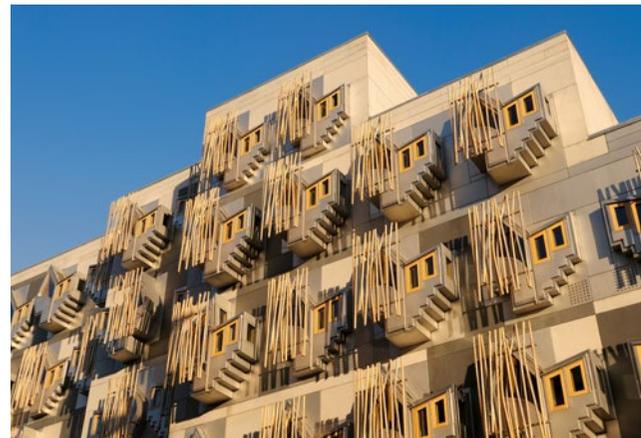
In September 2023, Premier Gospel also visited the Houses of Parliament where they held a reception for Gospel Heritage month. The #Gospel4All campaign aims at uplifting, inspiring, uniting, and educating people through Gospel music. It seeks to celebrate Gospel Heritage Month and **bring Gospel music to the forefront of British culture and education.** The aim is through collaboration with charities and organisations that marginalised communities can be uplifted and young people supported through music, events, and mentorship programs, as well as including Gospel music in school curriculums and educational initiatives.



John Lennox

**Listening to Premier Praise gets me closer to God and helps me keep my relationship with Him**

**Patience from Ashford, Kent**



# ENCOUNTER

# GOOD

## IN PARTNERSHIP WITH OTHER MINISTRIES

Throughout Premier's history it has been the unseen but crucial partner to many initiatives that have been birthed or catalysed through Premier's involvement and these 12 months have been no exception to that.

We have been thrilled to see children and adults find permanent homes, those in financial difficulties receive financial support and some of the poorest in our nations receive the help they need.

"Chosen" is an innovative initiative that transforms the traditional model of child sponsorship by **World Vision**. Unlike the conventional approach where a sponsor selects a child to support, "Chosen" empowers the children to take the lead in choosing their sponsors.

Continuing with the child sponsorship theme, Premier forged a strategic two-year partnership with **Compassion UK**, proudly designating them as our brand sponsor for Premier Christianity magazine.

Closer to the UK, Premier joined forces with **Green Pastures**, a faith-based organisation committed to eliminating homelessness through ethical investing in property. By supporting Green Pastures, we are not only advocating for ethical investment practices but also contributing directly to providing safe, stable homes for those in need, embodying the Christian call to care for the vulnerable in our society.

The financial theme continues with Premier's collaborating with **Kingdom Bank**, renowned for its commitment to ethical banking and investments that support church growth and community projects. Their dedication to using financial resources as a force for good aligns perfectly with Premier's mission and values, making this partnership profoundly meaningful.

Equally significant was our collaboration with **Christians Against Poverty (CAP)**, an organisation dedicated to releasing people from the grip of poverty through debt counselling, financial education, and practical support. As Premier Christian Radio designated Charity of the Year, CAP's mission of providing hope and a solution to those in financial distress has been a beacon of light. Their work not only embodies Christ's teachings about caring for the least among us but also inspires action within our community. Together, we have raised awareness, mobilised support, and witnessed transformative stories of individuals reclaiming their lives from debt and despair.

“Whether you're elderly or vulnerable, have mental health problems or disability, you can feel very marginalised in our society today. But I feel with Premier Christian Radio, you reach out and touch the hearts of so many people.”

Rose, Nottingham



# GOOD

## ENCOUNTER AS HE ANSWERS PRAYER

Every day people meet with God as various church and charity leaders pray on air.

Throughout Premier's history, every part of the operation has been soaked in prayer and through Lifeline, callers are prayed for. In the 12 months to March 2024, Lifeline volunteers have answered over 23,000 calls. That's over 400,000 minutes, which is nearly 7,000 hours. Or to put it another way, Lifeliners listened, cared and where requested, prayed for an incredible 278 days!



This commitment to prayer meant that Premier is delighted to be partners in a project that aims to tell the 'deeds of the Lord' to the nation. **The Eternal Wall of Answered Prayer** is a 20 year dream finally close to being realised, and Premier is thrilled to be playing its part in helping with developing its database at [EternalWall.org.uk](http://EternalWall.org.uk).

The wall will have one million bricks and each a story of Jesus answering someone's prayer. By documenting these testimonies, we help strengthen the faith of our community and offer hope as we invite people to encounter God for themselves.

“ I lost my husband a couple of years ago, and the house was awfully quiet. I couldn't stand the silence so I put the radio on to all the usual stations I used to listen to. It was just too brash, too loud, too everything! So I sort of retuned and found Premier Radio and it just fitted everything I needed.

Carole



# ENCOUNTER

# GOOD

## THROUGH HIS FINANCIAL PROVISION

**'And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work' (2 Cor. 9:8).**

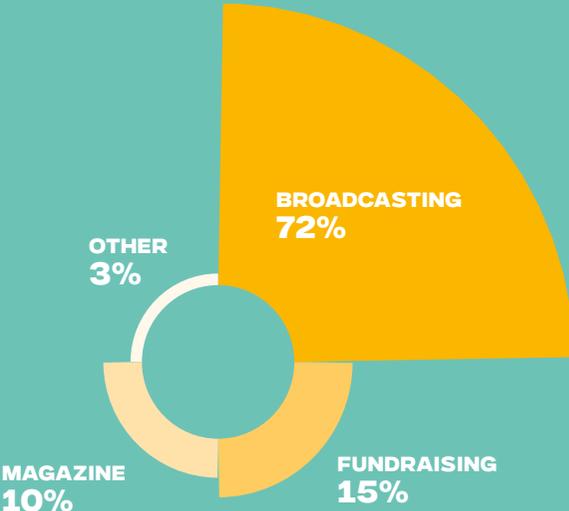
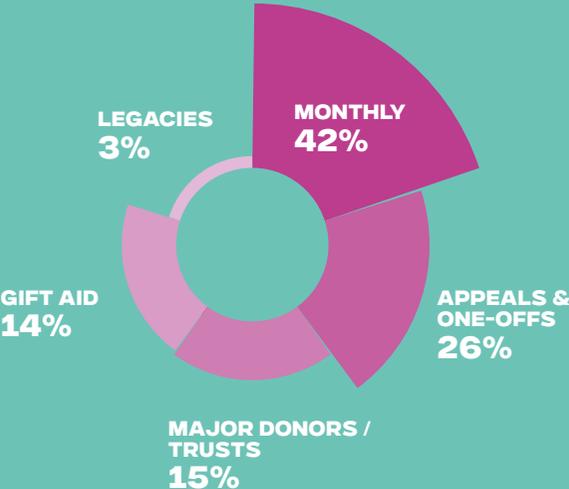
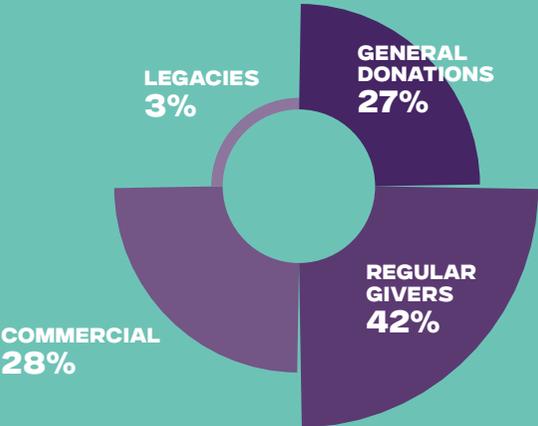
The charts at the end of the Report give a breakdown of the amazing way that God has been partnering with Christians like you to ensure that The Gospel is heard by as many as possible.

However, we are acutely aware that transmission costs have risen by 9%, and these alone represent 16% of our total costs. Just to transmit our stations annually, we need £1.8m. Despite rising costs, we praise God that we continue to keep pace at a time of financial challenge.

### **INCOME SOURCES INCLUDE:**

- **Trusts & Foundations** – The support from Trusts & Foundations is vital to Premier and we are so grateful for the lead support of key funders this year including The Jerusalem Trust and Benefact Trust, and equally thankful for the generosity of a growing number of Christian family trusts.
- **Legacies** – We are delighted to see a growing interest amongst our Premier Family – this year 21 people enquired about leaving a gift in their Will to Premier. We received legacy gifts from 31 people, for which we are very grateful. A gift to Premier in your Will helps to reach out to many people with the good news of the Gospel, even after your lifetime.
- **Strategic Giving** – We continue to engage with those who share our vision and are passionate about enabling Premier to achieve a step change in Kingdom impact, especially by supporting Premier through significant, multi-year gifts and pledges.
- **Premier Partners** – We are grateful for all those supporting Premier's ministry for the long-term through their regular monthly giving and prayers.
- **Premier Family and Donors** – Throughout the year and various appeals, We have received £7,900,000 representing nearly three quarters of our income. Every gift, however small, is a blessing to us and so gratefully appreciated.

**GOD HAS BEEN PARTNERING WITH CHRISTIANS LIKE YOU TO ENSURE THAT THE GOSPEL IS HEARD BY AS MANY AS POSSIBLE. NEARLY 70% OF OUR INCOME COMES FROM DONATIONS AND REGULAR GIVING.**



**TOTAL INCOME**

- General donations 27%
- Regular givers 42%
- Commercial 28%
- Legacies 3%

**DONOR INCOME**

- Monthly 42%
- Appeals & one-offs 26%
- Major donors / trusts 15%
- Gift aid 14%
- Legacies 3%

**EXPENDITURE**

- Broadcasting 72%
- Fundraising 15%
- Magazine 10%
- Other 3%

# MEET THE TEAM

## THE EXECUTIVE TEAM



**Kevin Bennett**  
Chief Executive  
Officer



**Ann Bellenie**  
Chief Operating  
Officer



**Jonathan Clark**  
Director of  
Premier Lifeline



**Annette Clowes**  
Commercial  
Director



**Keith Danby**  
Director of  
Strategic  
Partnerships



**Kevin Doran**  
Director of  
External Affairs



**Paul Graves**  
Director of Brand  
Development



**Nancy Gifford**  
Director of Group  
Apologetics and  
Premier Unbelievable?



**Suze Gurmeseva**  
Director of HR



**Sam Hailes**  
Editorial Director



**Marcus Jones**  
Chief Digital  
Officer



**Mark Mahaffy**  
Director of  
Audience  
Development



**Charmaine  
Noble-McLean**  
Director of  
Content



**Rufus Olaniyan**  
Director of  
Technology



**Muiwa  
Olawaju**  
Director of  
Premier Gospel  
and Music



**Maurice O'Shea**  
Director of  
Finance

## THE TRUSTEES

**Anthony  
Coombs**

**Rt Revd  
Dr Jill Duff**

**Emmanuel  
Mbakwe**

**Alastair (Sandy)  
Muirhead**  
Chair

**Graeme  
Potts**

**Dominic  
Schofield**

**Mark  
Spelman**

**Jonathan  
Templeton**

**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.UK/DONATE](https://premier.org.uk/donate) OR CALL **08000 74 77 77****

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