

Our mission

**To enable people to
put their faith at the
heart of daily life and
to bring Christ to their
communities**

Contents

Introduction	3
Chairman and CEO's report	4
Did you know?	10
Premier's year at a glance	12
This year Premier has... Responded	16
This year Premier has... Influenced	20
This year Premier has... Resourced	24
Finances at a glance	26
Closing note	28

Introduction

We take our position as leaders in Christian communications seriously, and as such are devoting time and resource to innovation and looking at how using all media and communications can ensure the Good News of Jesus Christ reaches people across the generations and the nation.

As we consider the magnitude of Christian communications in a digital world, it can be easy sometimes to forget the impact our work can have on individual lives.

Lives like Margaret from Brentwood, who isn't physically able to attend church, so relies on Premier Christian Radio for teachings and prayer, or Lesley from London who says of Premier Lifeline, "It is so wonderful to be able to speak to someone when you need it".

In these pages you'll read about our achievements and plans to protect and grow the next generation of the Church, from equipping and enabling leaders to appealing to the House of Commons, to protecting our children from online threats.

This year, you'll notice a new look and feel to our website and digital offerings. This reflects new innovation we've set in place to remain at the forefront of Christian communications. This important work can only continue with your support – we have you to thank you for that.

Together, we can create a nation where Christ can be found in every community, where everyone has access to the gospel and can openly declare their faith without persecution or fear.

We'll continue our work, to enable Christians to put their faith at the heart of daily life for as long as you'll support us.

Our Values

Inspiring

people to put faith at the heart of their daily life

Chairman and CEO's report



The man hadn't visited Premier before. He was fresh off a plane and had arrived straight from the airport. He was tired, in need of refreshment and quite desperate to tell his story. He had obviously seen nothing quite like it. When I had sat with him awhile, watched him drink his coffee, and waited a little till some of the exhaustion lifted, I asked if he would like a tour. His wide eyes got wider and a smile came over his face. "There is NOTHING I would like more" he said. "That's why I just flew 3000 miles."

The wonder of this modern digital age is that news travels far ... and fast. He had heard of all that Premier is doing and wanted to see us for himself. As I introduced him to some of our 70 plus workforce, guided him around our multi-media studios, showed him our publications and websites, pointed out our key presenters and explained what our editorial and news teams were working on, his grin just got wider. "This is just so impressive" he said "and you do all this for God!"

Premier's mission is very clear. We exist to enable people to put their faith at the heart of everyday life and bring Christ to their communities. However you slice us, whatever we do, that is our aim. Our desire is to communicate the gospel with warmth, passion and clarity and encourage men and women, boys and girls, that the Christian faith can make their best idea of life, a real possibility. And we do this, in so many ways, every day.

In the pages that follow you will see a snapshot of all that has recently been achieved. We are coming into our 20th year and our work and influence keeps growing. You'll hear of some of the tens of thousands of people whose

Our Values

Enabling

people to bring Christ to their community

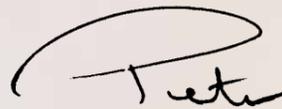
lives have been transformed and destinies altered because somehow God has used us to help them.

None of this would be possible if it wasn't for the generous support of our Premier partners. It is through their faithful and continued financial commitment that we can plan ahead with conviction. Knowing that there is a huge job to do is one thing, knowing you have the resource to accomplish it is quite another. Steadily, month by month, we are moving forward into an ever greater degree of stability. At Premier Christian Media Trust we are building a strong financial base so we can face the future with confidence. We have emerged from the recession of the past five years with all of our key activities intact and a heart of optimism in all that has been achieved. Our donors have proven to be loyal, often to the point of sacrificial, in their support. It is a real blessing to work with them to accomplish the work God has laid on our hearts.

There is much still to do as 21st Century Britain seems to consistently turn its back on the church. In so many ways Premier reaches beyond its walls and touches the hearts and lives of people in their kitchens, cars and living rooms. In partnership with those of vision we can resource, equip and inspire people right across the UK and indeed around the world.

So, as we leave our teenage years behind, what next? Well, our vision is to equip many more thousands of people with the resources they need in the most appropriate way possible. Around us we see a church that is struggling to make an impact. People are disengaged, detached and disillusioned. The Christian message is as relevant as ever, it's travelled around the globe and across the ages changing lives, one by one.

Think of someone you know, just now, who is weary of life, burdened by some care, and then picture yourself sitting alongside and somehow revealing all that God wants to give to them. Imagine them realising it and a smile emerging and lighting up their face. Premier can help you to accomplish that, today and every day. That's our promise.



Peter Kerridge
Premier
Chief Executive

Our Values

Encouraging
them on their
spiritual journey



“Our vision is to equip many more thousands of people with the resources they need in the most appropriate way possible”

A close-up photograph of an elderly Black woman with short, dark, curly hair. She is wearing a white cervical collar (neck brace) and a light-colored blouse with a dark floral pattern. She has a joyful expression, with her eyes closed and a wide smile showing her teeth. The background is a softly blurred indoor space, likely a home, with a framed picture on the wall and a window with curtains. A white geometric graphic element, consisting of a line forming a partial square, is overlaid on the image, framing the woman's face and the text on the right.

“I can’t go to church, but Premier is my church. To me, I’m not a listener, I’m one of the family. Premier Christian Radio lifts me up and uplifts my spirit”

Premier.
ChristianRadio
where faith comes to life

Did you know?

This year, Premier reached...

500,000

regular listeners
that's enough to fill five
Olympic stadiums



340,000

magazine readers
that's nearly

1,000

people a day

2,151,174

visits to Premier websites



Premier Lifeline Volunteers have
listened to and prayed with

58,000

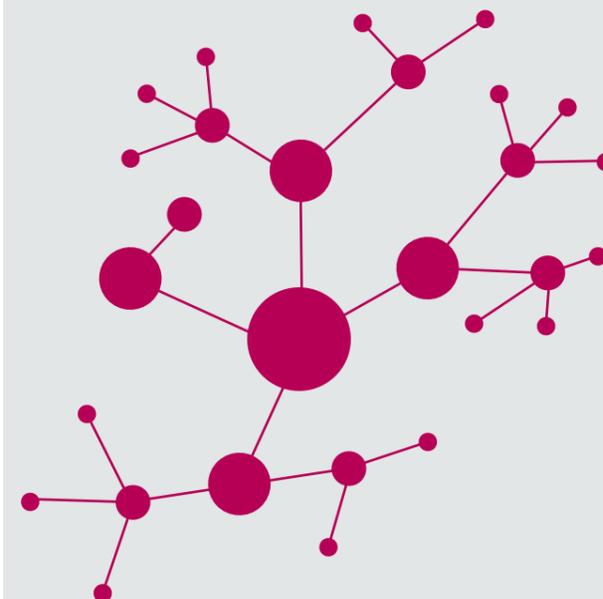
callers in their time of need



Premier videos were watched

2.5 million times

all as part of our mission to reach
the nation with the Good News of
Jesus Christ



This includes more than

1,000

prayer partners
regularly praying for our
mission, our staff, our
supporters and our nation

Source: www.bbc.co.uk/news/uk-17905304
www.birmingham.gov.uk/cs/Satellite?c=Page&childpagename=Planning-and-Regeneration%2FPagelayout&cid=1223096353755&pagename=BCC%2FCommon%2FWrapper%2FWrapper

Premier's year at a glance

AUTUMN 2012

...as you thank us for volunteering [for events] we too are blessed. I know part of my ministry in life is to help others



We connected with nearly five thousand Christian women at our Woman to Woman conference with host Maria Rodrigues – a record breaking number.

We helped hundreds of Christians and churches jump into the digital world at our Christian New Media Awards and Conference.

Dr Michael Youssef shared his remarkable testimony to more than a thousand people, calling on us all to “Do everything we can to tell the world about Christ before he returns.”



WINTER 2012/13

We celebrated the success of our Safeynet campaign, urging internet providers to ensure children cannot access pornography online, protecting the next generation.

We called on Christian men from around the UK to gather at our men's conference and tackle big issues in the Church head-on.

We broadcast something for everyone at Christmas – from traditional services to contemporary and gospel performances, welcoming all denominations in the name of Peace.

As part of Premier's Inspiration Team, I am making a positive impact and strengthening faith in my community



SPRING 2013

We launched our Inspiration Team, a group of committed volunteers in London who call and inspire our followers. All our members volunteer a few hours a week and share a warm telephone manner and a smile!

Youth workers travelled from around the world for talks, workshops and readings from Christian youth leaders including Jon Jolly, Jenny Baker and Ali Campbell at the Youthwork Summit in the West Midlands.

Premier Christian Radio has been my lifeline and blessing for 18 years. You've brought me to faith and kept me in faith through hard times

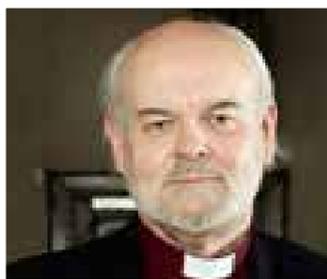
Unsigned Live, with Loretta Andrews launched, giving a platform to emerging Christian musical talent, encouraging a new generation of artists to share the gospel through music.



SUMMER 2013

I pray the Lord will continue to bless Premier especially Premier Lifeline

Summer began with The Rt Revd & Rt Hon Richard Chartres DD KCVO who led the Premier Lecture in London. The 132nd Bishop of London shared his vision for a compassionate, confident and creative nation of Christians.



In June, we turned 18. Listeners and supporters from around the globe shared testimony of how Premier has touched their lives, strengthened their spirit and enriched their faith.

In July, Premier's confidential helpline, Premier Lifeline, took its millionth call and continues to grow from strength to strength with the establishment of a team of volunteers in the North East.

On July 26th, we were able for the first time to extend our reach into Northern Ireland through the extension of DAB Radio. Our *Inspirational Breakfast* Show broadcast live from Belfast.

I would like to say a big thank you to Premier Christian Radio for how God has used you in my life since I started listening to you several weeks ago over here in Northern Ireland. I had gone stale in my walk with Christ. Through your ministry I have re-committed my life to God.



“[The New Media conference] was an eye opener on the active and flourishing online community and the danger of becoming an ignorant spectator instead of a meaningful participator”

Premier.
digital
inspire.equip.connect



This year Premier has... Responded



THE GAY MARRIAGE VOTE

Newspaper headlines were filled with the possibility of Parliament voting on a law to introduce gay marriage. The controversial topic was discussed in a lively but respectful way across our social media platforms and in *Christianity magazine* with many readers and listeners praising the balanced coverage.

Premier was the only media organisation to offer an in-depth balanced debate from a Christian perspective.



RELIGIOUS UNREST AND TERRORISM IN THE UK AND BEYOND

It was a turbulent year for many Christians around the world, with international unrest in the Middle East. Closer to home we prayed for the family and friends of 25-year-old Lee Rigby, who was killed in a religiously motivated attack in Woolwich.

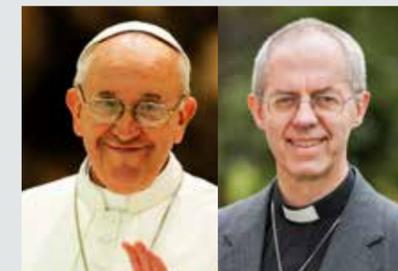
We prayed also for those who felt anger about this attack, calling on the Lord to help them to know His love and peace, and help us all to love our neighbours.



ONGOING FINANCIAL CRISIS

Many families were hit hard by ongoing financial crisis and the reductions in benefits hitting many of the most vulnerable. Premier Lifeline was a vital ministry providing a listening ear, emotional and spiritual support and prayer to more than 58,000 callers.

The number of calls Premier Lifeline was able to take was increased with the recruitment of additional volunteers. Premier responded in one of the most economically and socially challenged areas of the country by offering a regional volunteer training programme in the North East of England.



CHANGES IN THE CHURCH

As part of our mission to encourage greater mutual understanding and co-operation between members of the different churches and denominations, Premier covered both the resignation of Pope Benedict XVI and the election of Pope Francis.

Premier Christian Radio provided live coverage of the unveiling of the new Pontiff with a feed directly from St Peter's Square and expert commentary on the new Pope back in the studio.

Also when Justin Welby was enthroned as the 105th Archbishop of Canterbury, Premier Christian Radio was live at Canterbury Cathedral – bringing full coverage of the historic event to Christians across the UK and the world.



PRINCE GEORGE'S CHRISTENING

We joined the nation in celebrating the safe arrival and Christening of Prince George of Cambridge, broadcasting well wishes from Christian leaders around the world and calling on listeners to join us in prayer for the new arrival.

A core part of our mission is to express the perspective of Christian belief in relation to current issues and events, and to make Christian values and beliefs accessible to non-church-goers. This year, we looked to provide hope and comfort during a complex and often difficult year.



“As a Christian mum, it’s really important to me that my teenage daughter is listening to positive vibes. I praise God for Premier Gospel. You should see me and my daughter dancing to the tunes! Music is for everyone – age doesn’t matter!”

Premier.
Gospel
Music for life

Influenced

This year Premier has...

As religious freedoms continue to be threatened, we look back on our focus to grow, strengthen and mobilise the Church in the UK and beyond, including touching Northern Ireland for the first time through DAB radio.



PROTECTING OUR CHILDREN'S INNOCENCE

Our national Safetynet campaign, to protect and preserve our children's innocence, created debate throughout the country and even in the Houses of Parliament.

We appealed to the Prime Minister, David Cameron to urge internet service providers to block all forms of pornography at network level, while giving adults a choice to opt-in to accessing this content online.



NURTURING OUR CHILDREN'S PLACE IN THE CHURCH

We launched *Childrenswork Magazine*, a monthly print and digital publication for Christian children's workers, offering ideas, resources and guidance for all denominations of the Church. Richard Chartres, Bishop of London commented, "This new magazine is a long-overdue resource."



BRINGING CHRIST INTO COMMUNITIES OF THE UK

Premier reached out to major supporters and donors across the country, travelling to their communities to hear how we can help with challenges of declining faith and how we can bring Christ into new communities on a local level.

Premier Christian Radio broadcast to Northern Ireland for the very first time through the extension of DAB Radio, with a message of cross-denominational support and love from our *Inspirational Breakfast Show* as they broadcast live from Belfast.

Our Values

Sharing
the teachings of the Christian gospel and Christian opinions on real world issues

“I use the Youthwork resource section regularly for a variety of activities and about 20–30 young people each week benefit from material adapted from the magazine. It is my first port of call.”

Premier.
YOUTHWORK



This year Premier has... Resourced

Premier is like no other Christian organisation in its broad reach, touching Christians of all ages, races and denominations often reaching communities and individuals on a daily basis. We take our responsibility seriously, and continue to strive to touch more lives and hold the high standards we've set.

REACHING OUT, THANKS TO YOU

This year we've been able to grow and begin a number of initiatives directly because of your financial support and funding. On Premier Christian Radio, we've launched new shows specifically focusing on faith, devotion and testimony.

Faith Explored is designed to get listeners thinking about their faith at a deeper level.

Friday Night Live features engaging discussion hosted by the only father and son pairing on British radio!

We redesigned our *Voice of Hope* newsletter into a new style with a more accessible format and are encouraging readers to share the newsletter with Christian and non-Christian friends.

We launched the Official Christian and Gospel Album charts, compiled weekly in partnership with Compassion UK.

Premier Gospel continued to grow its listenership, reaching a younger generation and also those on the fringes of faith, sharing the gospel through music.

We launched the pilot of our Re-Connect programme in the North East, re-connecting isolated and elderly Christians with their local church. The project introduces people to Premier Christian Radio and its vast range of Christian teaching and worship and also offers information about Premier Lifeline: the national Christian helpline, which can offer a listening ear and support from 9am until midnight every day.

DIGITAL LEADERS

We are passionate about sharing the gospel in a digital age and investing time in retaining our status as digital pioneers.

More and more people are accessing the internet from their tablets and mobile phones. This year, we have made *Christianity Magazine* available on the iPad and our Premier Christian Radio and Premier Gospel iPhone app was downloaded by around 10,000 people in a year alone.

Both our iPhone app and our online platforms for Premier Christian Radio and Premier Gospel allow us to reach Christians around the world, often in countries where radio may be their only connection to the Church. In the UK, DAB radio continues to grow and more people are discovering Premier Christian Radio every day.

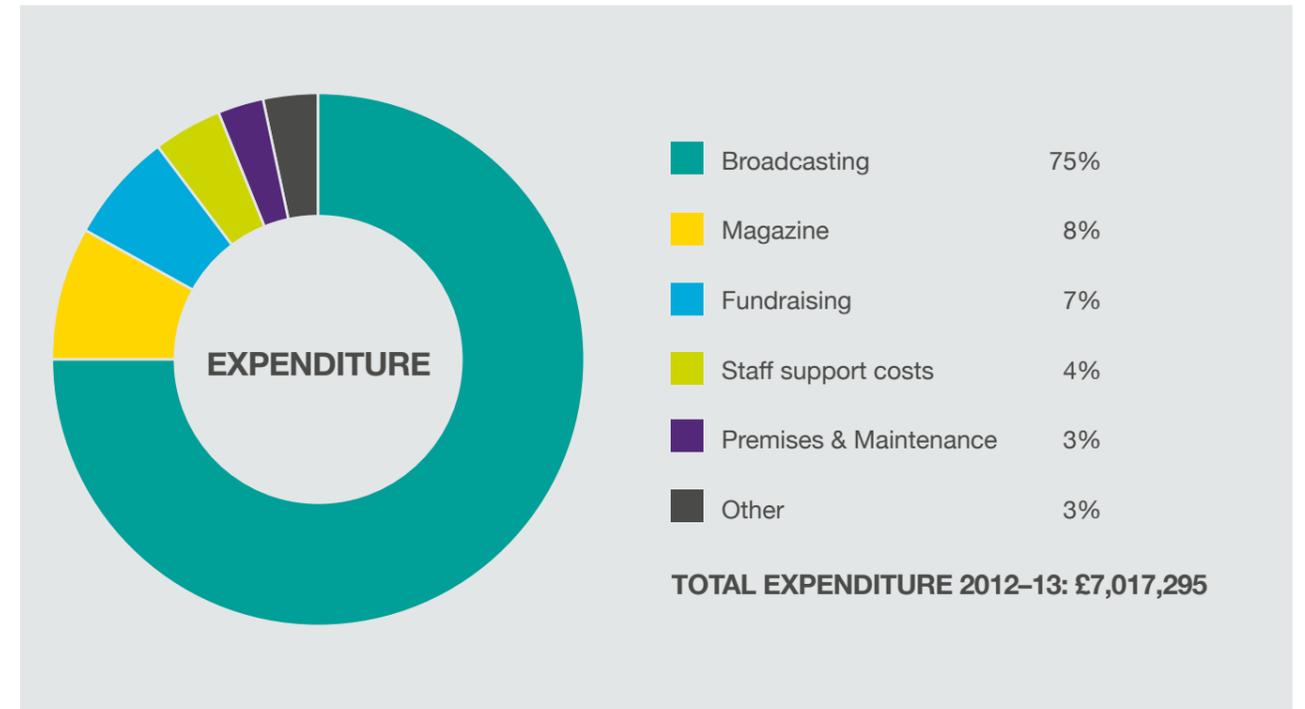
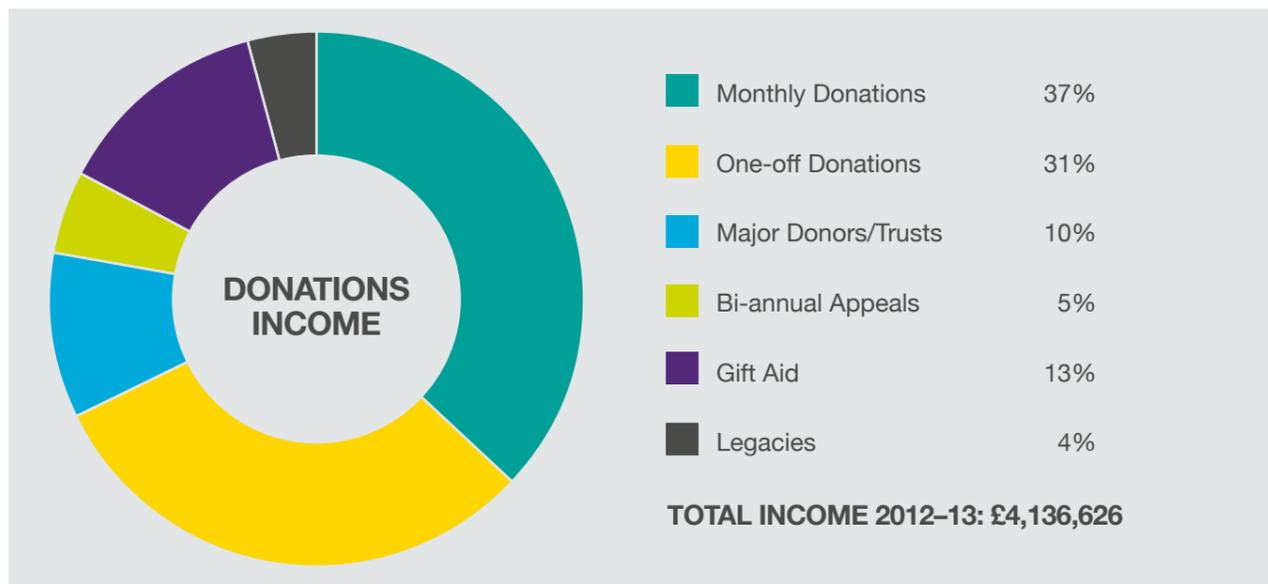
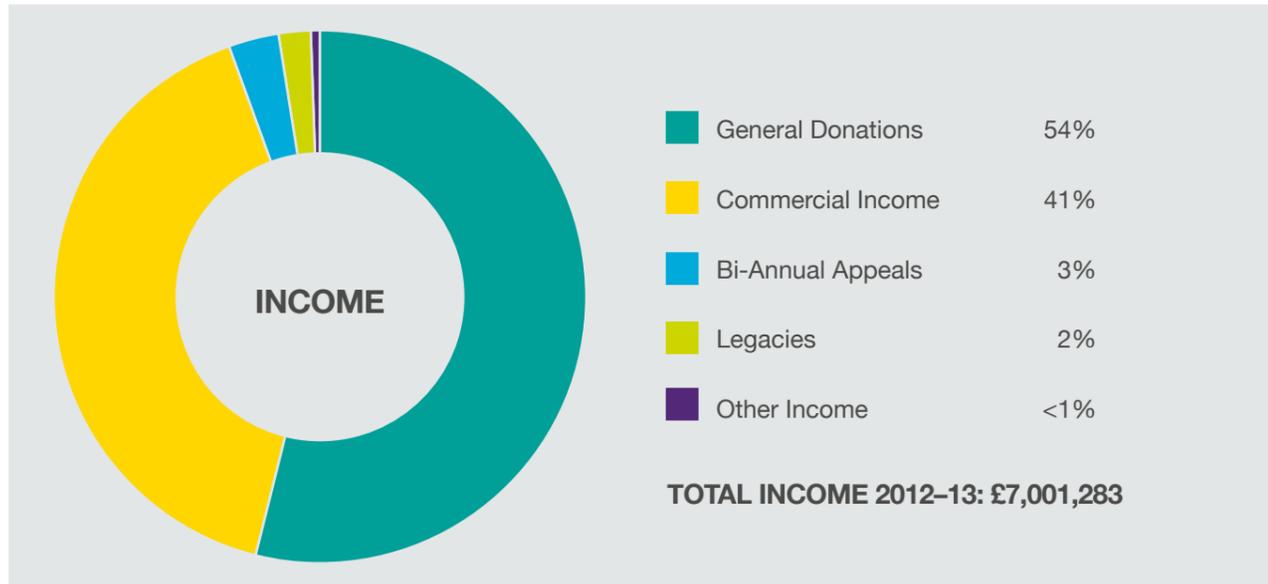


Our Values

Supporting
people in a
Christian context

Finances at a glance

Despite continuing difficult economic circumstances, Premier has had a positive year. Finances have improved during the year helped by cost cutting whilst keeping income stable.



INCOME

Premier has weathered a series of difficult financial years since the start of the recession. The first half of 2012/13 was no exception, however the group finished strongly with successful fundraising campaigns in the second half of the year. Overall income increased by 3% but within this, donations have increased by 8%, commercial income by 14% but magazines have dropped by 32%. However about a quarter of the decline in magazine income relates to one-off changes in accounting treatment.

Fundraising activity now constitutes 59% of group income (up from 57%). Donations consists of regular donations in the form of direct debits and standing orders (37% of donations) as well as a number of initiatives undertaken throughout the year from mailing campaigns and the twice annual Radiothon appeals. Legacies are an important but intermittent part of our income mix and made up 4% of donation income (up from 3%).

In the next financial year we are budgeting to increase income by 2% overall, with a higher increase from donations than from sales.

Premier exists thanks to the generous charitable support of many thousands of people across the UK who make regular gifts and special pledges. We are especially thankful to our Angels (£5000 per year), Champions (£2000 per year), Patrons (£1000 per year), Friends (£500 per year) and Associates (£365 per year) whose commitment over multiple years enables us to plan more effectively for the future.

Our annual audited statutory accounts for the year ended 30 September 2013 available from 30 June 2014 on the Charity Commission's website.

EXPENDITURE

The group has reduced expenditure significantly through restructuring activities, reducing overhead whilst investing in fundraising. Overall expenditure was reduced by 3%, which is a good result with inflation running at around 3%. The expenditure categories include the payroll cost of employees working in those areas and are taken from the audited accounts. Our broadcast costs, which take up three-quarters of our expenditure, have increased by 5% but our magazine costs have reduced significantly. Overhead costs have decreased by 2% in the year.

We do not hold large reserves and are dependent on the ongoing support of our many donors who have given generously in the past and we pray will continue to do so.

Our annual audited statutory accounts for the year ended 30 September 2013 will be available by 30 June 2014 on the Charity Commission's website.
6 May 2014

Closing note

A closing note from the Archbishop of Canterbury, Justin Welby.

We are called to proclaim Jesus Christ as Saviour and Lord and to worship him with adoration and passion. Those are our great tasks. How we carry that out involves being a symbol and a sign to the world of peace, of reconciliation, of hope, of optimism, of love,

of showing the fruit of the Spirit in the bond of peace. We all need to communicate these wonderful truths as well and as often as we can.

Speaking to Patrick Forbes, during an Easter *Traveller's Tale* on Premier Christian Radio.

Being confident
of this, that he who
began a good work
in you will carry it on
to completion until the
day of Christ Jesus

Philippians 1 v 6

Our Values

Valuing
every individual as unique
and loved by God

Premier.
Gospel

Premier.
YOUTHWORK

Premier.
CHILDRENSWORK

Premier.
CHRISTIANITY

Premier.
Jobsearch

Premier.
digital

Premier.
mind&soul

Premier.
lifeline

Premier.
ChristianRadio

Premier.

Premier, PO Box 13000,
London SW1P 4XP

Tel: 020 7316 1300

Fax: 020 7233 6706

Email: premier@premier.org.uk

www.premier.org.uk

Premier is the trading name of Premier
Christian Communications Ltd registered
in England, No. 02816074 which is fully
owned by Premier Christian Media

Trust, a company limited by guarantee,
No. 03422292 and a registered charity
No. 287610.

© Premier. Published May 2014