

The Premier. logo is displayed in white text on a maroon speech bubble background. The background of the entire page is a collage of three images: two women in yellow Premier. t-shirts on the left, a man in a leather jacket singing into a microphone in the center, and a woman in a black patterned top holding a tablet on the right. The page is divided by diagonal lines into white and maroon sections.

Premier.

Leaders in Christian Communications

A YEAR TO CELEBRATE

ANNUAL REVIEW 2014-15

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OUR MISSION TO ENABLE PEOPLE TO PUT THEIR FAITH AT THE HEART OF DAILY LIFE AND BRING CHRIST TO THEIR COMMUNITIES.

A YEAR TO CELEBRATE

DESPITE THE NORMAL UPS AND DOWNS OF WORLD AFFAIRS, 2014-15 HAD MANY FEATURES TO CELEBRATE...

From the Pakistani education activist Malala Yousafzai getting the Nobel Peace Prize, to the 25th anniversary of the fall of the Berlin Wall and all that it represented; from the celebration of Queen Elizabeth II as the longest-reigning monarch in British history, to the birth of Charlotte Elizabeth Diana to the Duke and Duchess of Cambridge... the year also saw the first female bishop being named, and the 800th anniversary of the sealing of the Magna Carta by King John of England.

These and many more good and true stories were featured on Premier as we pursued our role as a leader in Christian communications.

But while all these things were happening, Premier was also celebrating its 20th Anniversary Year with our Annual Lecture on 10th June, our 20th birthday, and the magnificent Service of Thanksgiving at St Paul's Cathedral in July.

Throughout the pages that follow you will be able to read just a small sample of what Premier has been doing in this year of Celebration.

**WE HOPE IT WILL INSPIRE YOU,
AS IT INSPIRED US.**



WOMAN TO WOMAN CONFERENCE 2014
"...WITH GOD ALL THINGS ARE POSSIBLE"



PREMIER GOSPEL AT THE NOTTING HILL CARNIVAL



PREMIER DIGITAL AWARDS 2014

CEO REPORT:

CELEBRATING TOGETHER

THIS YEAR HAS INDEED BEEN A YEAR
OF CELEBRATION IN SO MANY WAYS...

FROM REGAINING OUR NATIONAL DIGITAL LICENCE, TAKING US THROUGH TO 2028, TO THE HUGE 20TH ANNIVERSARY CELEBRATION SERVICE IN ST PAUL'S CATHEDRAL IN JULY. THROUGH IT ALL WE HAVE BEEN CONSCIOUS OF THE GRACE OF GOD THAT HAS BEEN WITH US EVERY STEP OF THE WAY.

The past 20 years have been a tremendous journey for us. It all began in earnest with the launch of Premier Christian Radio in Battersea Park on 10th June 1995. But since that time, life has been full of challenges and opportunities as we have sought in every way possible to enable people to put their faith at the heart of their everyday life and bring Christ to their communities.

As you read through this "Celebration" edition of our Annual Review, I hope you will be as encouraged as I am about all we have achieved through radio, print, online and as a result of the many events we have hosted both in London and around the country.

I believe Premier stands on the brink of another amazing 20 years. The advances in technology, and the ability to reach people literally wherever they are, speaks right into the heart of some of the challenges we face in the 21st century as we see the changing shape of Church and the new ways people are engaging with the Christian faith.



LOOKING FORWARD

In the next five years we want to continue to impact the lives of families up and down the country by:

- Bringing hope to the aged, isolated, lonely and those who would never darken the door of a church, through our national broadcast
- Being prepared to take the calls from as many as 500,000 people in their moment of need by expanding the ministry of Premier Lifeline and making sure no call goes unanswered
- Strengthening families across the UK through specific programmes to enable 500,000 men to begin a journey of faith
- Helping 800,000 young people gain godly wisdom and direction in their lives by equipping 80,000 children's and youth leaders
- Encouraging daily Bible reading and bringing spiritual nourishment to 250,000 people each month through our Voice of Hope devotional

However, I could not let this occasion pass without expressing my thanks to all those who have served Premier so well over the last 20 years – directors, trustees, members of staff, prayer intercessors and volunteers. Without such dedicated people, Premier would have never been able to fulfil the vision we believe that God has given to us.

Equally, we are so grateful for those who have prayed for us and supported us financially, sometimes sacrificially, to ensure that Premier can remain a strong Christian voice here in the UK.

This year we celebrate together a God who is faithful yesterday, today and forever. It is my heartfelt wish that others will join in supporting our mission so that thousands more can know the love of Jesus...

Peter Kerridge
Chief Executive

Premier.
Gospel

Premier.
YOUTHWORK

Premier.
CHILDRENSWORK

Premier.
CHRISTIANITY

Premier.
Jobsearch

Premier.
digital

Premier.
mind&soul

Premier.
lifeline

Premier.
ChristianRadio



ANNA FROM LONDON

I was brought up in a Catholic home. We were always encouraged to pray. After I got married, I came to live in London. Although I prayed, I felt that I needed more.

WHEN I FOUND PREMIER CHRISTIAN RADIO, IT JUST ENCOURAGED ME SO MUCH.

My husband died when my twins were very young. I needed that back-up, and I found that listening to Premier every single day was such a blessing and it helped me and my family. It helped me to cope, listening to Premier.

I think it's been the greatest blessing that this country has. I thank God for Premier, and I pray that many will come to know the Lord through Premier.

PREMIER'S YEAR AT A GLANCE

4,910,324
PEOPLE VISITED PREMIER'S
WEBSITES

650,000+

PEOPLE LISTENED TO PREMIER
CHRISTIAN RADIO ON AVERAGE OVER
11 HOURS PER WEEK (APPROX)

540,000

PEOPLE LOVE
READING PREMIER
MAGAZINES

344,000

COPIES OF VOICE OF HOPE
ARE BEING READ

515

PRAYER PARTNERS
REGULARLY PRAYED FOR
PREMIER STAFF AND LISTENERS

09

145,000

PEOPLE LISTEN TO PREMIER GOSPEL EACH WEEK, AND
PREMIER GOSPEL WEEK 2014 WAS THE BIGGEST YET,
WITH OVER 3,000 PEOPLE ATTENDING OUR EVENT

2,419,862

PREMIER VIDEOS WERE WATCHED
AS PART OF OUR MINISTRY TO
THE NATION

78,000

PEOPLE IN NEED WERE LISTENED TO
AND PRAYED FOR BY PREMIER LIFELINE
VOLUNTEERS – OUR HIGHEST EVER

CELEBRATING THE CHRISTIAN VOICE THROUGH RADIO

CHRISTMAS AND EASTER

Christmas and Easter broadcasts were exceptional this year. Christmas – services from all four corners of the UK again, plus exclusive specials with Tim Vine and Susan Boyle. Easter saw an award-nominated new documentary on The Choice of Judas, and Easter Sunday's broadcasts came live from Guildford Cathedral.

REGIONAL HUBS

Regional producers in place in the North of England, Scotland, Northern Ireland and the Midlands provided broadcast and online coverage on what churches were doing across the UK and Ireland.

LORD LESLIE MEETS

Lord Leslie Meets series with Lord Leslie Griffiths, with guests including former Archbishop of Canterbury, Rowan Williams, former Lord Mayor of London, Sir Roger Gifford, and Chris Bryant MP, recorded live at Wesley's Chapel.

MOTHER OF THE YEAR

Mother of the Year on Mothering Sunday, celebrating motherhood by asking listeners to nominate the incredible achievements of a mother over the past year.

GENERAL ELECTION 2015

During the 2015 election we heard from the leaders of the three biggest parties. Ed Miliband visited the studio; we interviewed Nick Clegg at his Whitehall office; and David Cameron wrote an article for Premier Christianity magazine.

In addition, we did a series of debates on different policy areas at Methodist Central Hall Westminster in the lead-up to the election, with award-winning journalist Roger Bolton and a panel of MPs and Christian leaders.

SOCIETY SUNDAY

Society Sunday, a project to get churches across the UK to pray for the Queen, the Royal Family and her elected representatives was launched, and a service broadcast from Methodist Central Hall Westminster.



TIM VINE



PREMIER GOSPEL



ELECTION HUSTINGS

NOVENA

The nine days of prayer with Premier was covered on Premier Christian Radio. This prayer initiative focussed on different people groups, and we prayed for them and learned about them.

7/7

On the tenth anniversary of 7/7, The News Hour came live from a church next to the bomb site in Tavistock Square.

20TH BIRTHDAY CELEBRATIONS

Premier's 20th Birthday Celebrations on air – with the original launch presenters back with the current line-up and audio from our first day. Live broadcast of our 20th Anniversary Celebration at St Paul's Cathedral.

PREMIER GOSPEL WEEK

This year's Premier Gospel Week was bigger than last year, with over 3,000 people in attendance over a number of events. Audio Monitor showed that 830,000 people listen to Premier Gospel each week.

NEWS ONLINE

Visits to the news pages of our website grew by around 4,000%. We're now seeing approximately four million visits for news stories alone every year.

NEWS HOUR ON THE ROAD

We've taken News Hour on the road. This has included live broadcasts from the European Parliament in Strasbourg.

DAILY NEWS EMAIL

The launch of the Daily News email – tens of thousands receiving our top news stories every day.

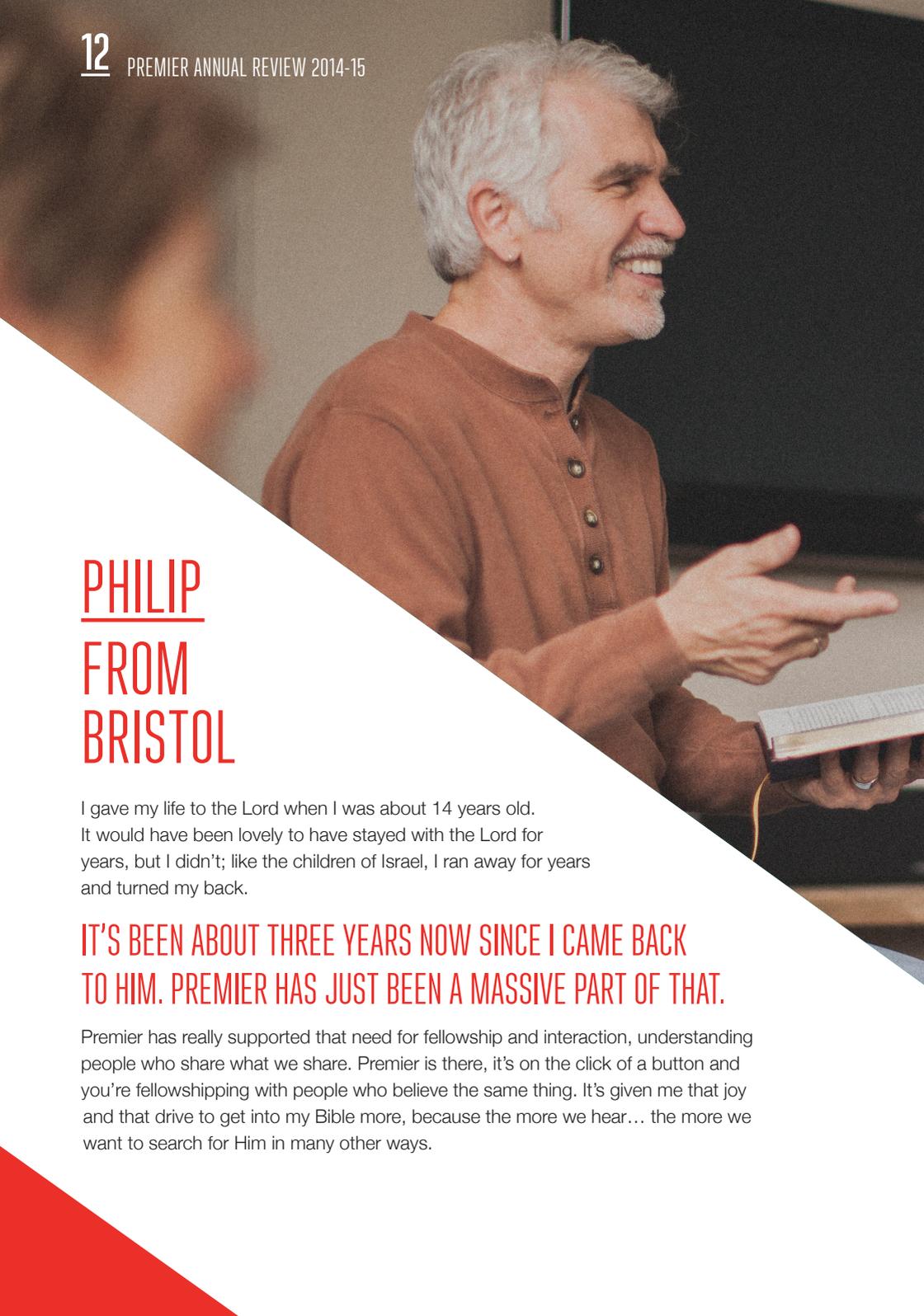
WAYS TO LISTEN

Premier Christian Radio

DAB Digital Radio, Freeview 725,
Download the App, 1305 1332 1413 1566
MW across Greater London and Surrey,
premierchristianradio.com

Premier Gospel

DAB Digital Radio in London
premiergospel.org.uk



PHILIP FROM BRISTOL

I gave my life to the Lord when I was about 14 years old. It would have been lovely to have stayed with the Lord for years, but I didn't; like the children of Israel, I ran away for years and turned my back.

IT'S BEEN ABOUT THREE YEARS NOW SINCE I CAME BACK TO HIM. PREMIER HAS JUST BEEN A MASSIVE PART OF THAT.

Premier has really supported that need for fellowship and interaction, understanding people who share what we share. Premier is there, it's on the click of a button and you're fellowshiping with people who believe the same thing. It's given me that joy and that drive to get into my Bible more, because the more we hear... the more we want to search for Him in many other ways.



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PREMIER ANNUAL REVIEW 2014-15

OUR PORTFOLIO OF WEBSITES
HAVE SEEN VISITS GO UP BY

162%



4,910,324

PEOPLE VISITED PREMIER'S WEBSITES

CELEBRATING OUR REACH ONLINE

DURING THE YEAR, PREMIER CONTINUED TO INCREASE ITS COMMITMENT AND EMPHASIS ON DIGITAL TRANSFORMATION WITH THE RELAUNCH OF OUR FLAGSHIP WEBSITE PREMIER.ORG.UK

During the 2014-15 financial year, growth was seen across our portfolio of websites, with monthly visits increasing to 600,000 – a year-on-year increase of 162%.

We also expanded our selection of email newsletters with the addition of a Daily News email and a daily devotional called Be Still and Know.

Premier Christianity also developed its online presence during the year with a five-fold increase in its online-only content. This has contributed to significant growth in visitor numbers receiving Premier Christianity's unique perspective on theology, culture and current events.

This year also saw the relaunch of the Premier Jobsearch and Christian Holidayguide websites. Offering both a new look and enhanced functionality for users and advertisers, these sites provide a valuable gateway for Christians to find employment and holidays that match their values.

PREMIER.ORG.UK

ONLINE

Premier Digital was the final site to be redeveloped in the year, offering resources for Christians who wish to use digital opportunities to promote the Christian faith.

Our ambition over coming years is to continue our transition to being a digitally-focused ministry. With that in mind, we have reorganised and put extra resources into our digital content team. We believe that digital offers a great opportunity to proclaim the christian message and bring people closer to God. Our hope is to be good stewards of these opportunities.



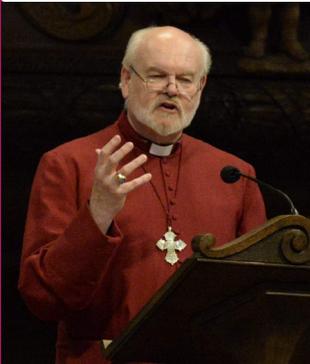
CELEBRATING AT ST PAUL'S

PART OF OUR 20TH ANNIVERSARY CELEBRATIONS WAS
A SPECIAL SERVICE OF THANKSGIVING AT ST PAUL'S
CATHEDRAL ON WEDNESDAY 22ND JULY.

Over 2,000 people joined with us to help us look back with grateful hearts at Premier's story over the last 20 years and to hear of Premier's vision going forward.

It was a very special occasion in what our host Pam Rhodes described as "Britain's Parish Church!"

Musically we were especially delighted to have with us Noel Tredinnick and the All Souls Orchestra, joined by Graham Kendrick leading some of our most well-known hymns and songs of worship; solos by our own John Pantry and Muyiwa; and the magnificent support of the St Paul's organist, Peter Holder.



The opening welcome by Canon Tricia Hillas from St Paul's led into a wonderful opportunity to hear from Peter Meadows, the founder of Premier; David Heron, our former chair; many of our current presenters; prayers and testimonies from our listeners; Peter Kerridge, our Chief Executive; as well as a special message brought by the Rt Rev and Rt Hon Richard Chartres, the Bishop of London, who encouraged us all to use every avenue of modern communications.

Holding the whole evening together were the amazing Riding Lights Theatre Company, who through drama and humour were able to reflect Premier's journey so far and hint at some of the challenges and opportunities we have for the future.

The event was broadcast live on air, and video streamed online throughout the world. Since then, we have received thousands of messages of appreciation for hosting the event and for the general ministry of Premier.

If you have not had the opportunity to see this special Celebration online, visit

premier.org.uk/celebration



CELEBRATING THE POWER OF PRINT

OVER 540,000 PEOPLE READ OUR MAGAZINES AND
344,000 RECEIVE OUR VOICE OF HOPE DAILY DEVOTIONAL

PREMIER YOUTHWORK AND CHILDRENSWORK

This year's hot news was that at Premier's recent 20th Anniversary Celebration at St Paul's Cathedral we announced that from now on, all of our resources will be available to download for free on our website!

Anyone who registers on the site will get free access to all of the resources from the magazines (meeting guides, games, schools' work, etc) as downloadable PDFs.

PREMIER CHRISTIANITY

This year celebrated its 50th anniversary. It's hard to summarise what is a half-century of journalism, spanning 600 editions of a publication that has had at least five different names!

Despite predictions of the death of print, Premier Christianity has seen its circulation grow in the past few years.

VOICE OF HOPE

Premier's bi-monthly weekday devotional, which is now read by nearly 350,000 people. It encourages a devotional life with God. As 90% of Church attendees in the UK (attending on average once every three weeks) are not reading their Bibles between visits, we believe it is vital that we help people re-engage with the Bible and enrich their everyday lives and spiritual journey. It is written by Dr Micha Jazz and is matched by a weekday broadcast on Premier. The e-send version 'Be Still & Know' is received by 47,500 individuals, also attracting a younger demographic of reader.



CELEBRATING OUR CONNECTIONS IN THE COMMUNITY



YOUTHWORK SUMMIT

Five hundred youth workers gathered in Tonbridge in June for the sixth annual Youthwork Summit. The event, featuring headline speakers Jarrod McKenna and Andrew Root, had over 20 speakers on topics as diverse as poetry, fan fiction and pornography, while worship was led by the team from Worship Central.

PREMIER LIFELINE

Celebrated 20 years of operation on 10th June 2015 – having taken more than 1,125,000 calls during its first 20 years. In the year 2014-5, we answered 78,000 calls – our highest ever.

We trained and inducted 65 new Lifeliners, bringing our total team of volunteers to 180. We currently have 750 people who have also expressed interest in becoming Lifeliners.

We have at the end of the year 515 Prayer Partners praying for Premier on a regular basis, and have held monthly Prayer Intercessor Meetings in London, Newcastle and Birmingham during the year – meeting on the same day and time each month so that the prayer rises simultaneously from the three locations.

FEED THE HUNGRY

We campaigned for Feed the Hungry, a person-to-person, church-to-church charity caring for the poor, strengthening the Church and reaching the lost. Since 1987 Feed the Hungry has delivered more than £125m of relief supplies to more than 92 nations worldwide. Because of our work together, to date they have supplied 21 million meals since April 2011.

PREMIER MIND & SOUL CONFERENCE

Held in October 2014 on the Christian Response to Mental Health and Emotions at St Mary's, London. In January 2015, Premier Mind & Soul, in collaboration with Livability, launched a new online resource – the Mental Health Access Pack – with a brief introduction to a range of mental-health-related subjects for use in Church and community settings – mentalhealthaccesspack.org.uk

PREMIER GOSPEL WEEK

Premier Gospel is the UK's leading gospel music station. Premier Gospel Week 2015 ran from 26th until 31st May and was our second Gospel Music Festival in London. The concerts took place in six different venues across London, and each night was dedicated to a specific music genre, such as jazz, reggae, African and more. Some of the UK's biggest gospel artists performed during the special week, such as award winners Faith Child, Guvna B and Diana Hamilton. More than 3,000 people attended the events, making the festival a huge success!

PREMIER WOMAN TO WOMAN

In November 2014, the Woman to Woman conference was held across two central London venues – Methodist Central Hall and City Temple. The event brought together six of the world's leading Christian speakers and evangelists for an inspiring day of testimony, teaching and prayer.

The Conference was led by Premier Christian Radio presenter Maria Rodrigues, host of the popular morning show Woman to Woman.

PREMIER DIGITAL CONFERENCE

Nearly 500 delegates attended the fifth Premier Digital Conference and were inspired, envisioned and challenged by the 35 expert speakers on the day. The theme was Transformation and the key role that digital is playing in changing the way we do Church and proclaim the Christian message.

This was followed by the eighth Premier Digital Awards. With over 850 entries received, this was testimony to the immense skill and creativity present within the Church. From these entries, the shortlisters and judges arrived at 33 winners and runners-up who were announced at our ceremony at The Brewery in the City of London on Saturday 1st November 2014.

PREMIER LECTURE

The Premier Lecture is an annual event to stimulate Christians to address the challenging issues in the Church and society. The 2015 Lecture was delivered by Professor John Lennox, Professor of Mathematics and the Philosophy of Science in the University of Oxford. His title was "Against the Flow", an apologetic commentary on the book of Daniel. Daniel was the top man in two world empires. He was able to remain faithful to his Jewish faith in these hostile cultures. Professor Lennox challenged us to see the relevance to today as our own culture becomes increasingly hostile to religious faith.

"I WAS LOOKING EVERYWHERE,
AND THEN IT WAS SOMETHING ON
PREMIER...SOMETHING JUST SPOKE
TO ME, INTO MY HEART JUST AS I
NEEDED IT, AND THE ANSWER WAS THERE."

FRAN FROM SCOTLAND

I've had lots of difficulties in my life. I've actually had depression from the age of 10 when I was in the London Blitz. Life has been tough for many years. Not long ago I was told I was bipolar. I just felt I couldn't make contact with God. Here's me, an 84-year-old who has lived with the Lord for all these years, and yet it doesn't feel as if he's beside me at all.

I was looking everywhere, and then it was something on Premier...something just spoke to me, into my heart just as I needed it, and the answer was there. We sometimes tend to forget the spiritual part of life. When we think about God, he's in a different dimension, he's living in eternity, and if we find him then we have a new life, a new outlook on this life. I have discovered that God is always there, and he's within me, and I can trust him.



CELEBRATING OUR PRESENCE ACROSS THE UK AND NORTHERN IRELAND

PREMIER MIDLANDS/WALES

Our Midlands and Wales director, Andy Haynes, has been leading activity across his region for the last two years.

Based in Birmingham, our Midlands and Wales operations are at the heart of the country and, along with our newly appointed regional producer, we are able to feature the amazing kingdom work that is taking place across the region, and bring it to the attention of our national Christian audience.

Earlier in the year, Dave Rose, Premier Christian Radio, Programme Director, visited the region and helped Andy host “An Informal Evening with Premier”, which gave people the opportunity to hear about how Premier decides what is broadcast, and to ask any questions.

We were also really pleased this year to host an evening in Birmingham with Dr Micha Jazz, the author and voice behind the devotional Voice of Hope.

We have established an office in Birmingham that will have broadcast facilities so we can connect to our London studio.

We will be recruiting another member of staff to join the team, and we will be growing the volunteer base in the region.



PREMIER NORTH OF ENGLAND/SCOTLAND

The beginning of the year saw the expansion of the area beyond the North East and Cumbria to serve the whole of the north of the UK, from the southern boundary of Cheshire up to the top of Scotland.

We now have three staff, and in the North East support in the form of gifts went up by an amazing 74%. The picture across the whole of the north of England mirrors that, too, with gifts increasing by 62%, with 622 new supporters in the last year. We serve 3,927 Church communities and have publicised an inspirational 198 stories from the north of England.

Not content with that, we also held 12 receptions, including one in Chester, one in York and three in the North East and Cumbria. In the coming months we plan to hold many more receptions, including a number with our Voice of Hope author, Dr Micha Jazz.

Finally, in July 2014 we started developing Premier's presence in Scotland, firstly listening to understand the character of Scotland and the hopes, aspirations and needs of communities there.



RE-CONNECT

One of our success stories in the north of England has been the development of our Re-Connect project, where we worked with churches that nominated people who were housebound and disconnected in some way from the Christian community and fellowship. We provided them with a digital radio to listen to Premier, a copy of our Voice of Hope devotional, and the contact number for our helpline, Lifeline.

One of the joys of Premier Re-Connect is the way it changes one life at a time.

A church minister recently shared how a Christian lady in her fellowship with advanced Alzheimer's disease received a radio through the Premier Re-Connect project.

This lovely lady, who has been a Christian for many years, is often a handful in the family home, wandering about and getting distressed. Her husband, who also cares for her full-time, has now discovered when he tunes the DAB radio to Premier Christian Radio, it calms his wife down, and she will sit in her favourite chair singing along to the worship songs.



CATHIE FROM ESSEX

I love Premier Gospel! It's a station that I tend to tap into especially when I haven't been to church or I feel quite low in spirit. It keeps me connected to God because I think sometimes I get distracted.

I've got it on my phone, I've got it all tuned in and I tend to just be able to pick it up and tap into it whenever. I could do it in work, when I'm walking the street, whatever I'm doing. It's really good that new technology has enabled me personally to just tap into the Word when I need it.

FROM MY EXPERIENCE, IT JUST GIVES YOU THAT SENSE THAT YOU'RE NOT ALONE AND IF YOU FEEL THAT YOU NEED PRAYER YOU CAN SPEAK TO SOMEBODY. I THINK REALLY AND TRULY IT'S A STATION THAT IS VERY MUCH NEEDED.



CELEBRATING THE IMPACT OF YOUR SUPPORT

AS WE LOOK BACK OVER BOTH THE LAST YEAR, AND THE PAST 20 YEARS, WE ARE EXTREMELY GRATEFUL FOR THE SUPPORT OF MANY PEOPLE WHO HAVE GIVEN, SOMETIMES SACRIFICIALLY. THIS HAS ENABLED US TO FULFIL THE VISION WE BELIEVE GOD HAS GIVEN US OF USING EVERY AVENUE OF MEDIA TO REACH OUT WITH A STRONG CHRISTIAN VOICE TO THE NATIONS.

This support includes an incredible 3,000 people who had the vision to see Christian radio come into being, and who have been supporting Premier since its launch in 1995.

Over the years, many thousands have joined them along the journey, ensuring that together, we can continue to reach out wherever there is need.

The impact of this support is transforming lives right across the UK & Ireland. Everything from helping young people to gain godly wisdom and direction in their lives, to supporting thousands of people in their devotional life and nourishing them spiritually.

We are dependent on the generosity and ongoing support of our listeners, readers, viewers and donors. Yet despite the huge encouragement of growing financial support, the reality is that less than 6% of our audience financially support Premier's ministry.

That is why we are deeply grateful to the few who ensure so many are able to receive Premier Christian Radio free of charge, and our hope is that many more will join us to ensure we can continue to invest in finding new and innovative ways to impact even more lives and meet people at their point of need.

Premier continues to be ambitious for the growth of the Kingdom and to seize the opportunities God has set before us, and we will always ensure that every gift we receive is used wisely and effectively to richly bless those who most need it.

Thank you for standing with us so that we can continue to play a crucial role in the everyday lives of Christians and be a loud Christian voice in an often soulless and increasingly secular society.

Hope for the Future fund

Your support for Premier can continue by leaving a legacy and helping to spread the Good News to hundreds of thousands of people across the UK. By leaving as little as 1% of your estate to Premier you can make a huge difference to this mission.

To find out more how to include Premier in your will, email claire.southall@premier.org.uk or call her on 0300 777 1221

WAYS TO SUPPORT

premier.org.uk/donate

WAYS TO FIND OUT MORE AND ACCESS RESOURCES

premier.org.uk/impact

WAYS TO CONTACT US

tel: 020 7316 1300 email: premier@premier.org.uk

FINANCES AT A GLANCE

PREMIER IS A SUPPORTER ENABLED CHARITY –
66% OF OUR FUNDING COMES FROM OUR
EXTENSIVE NETWORK OF INDIVIDUAL
RELATIONSHIPS ACROSS THE UK & IRELAND.



General Donations	45%
Commercial Income	32%
Regular Giving	21%
Legacies	1%
Other Income	1%

TOTAL INCOME 2014-15:
£9,583,367



Broadcasting	76%
Magazine	5%
Fundraising & Events	9%
Staff Support Costs	3%
Premises & Maintenance	5%
Other	2%

TOTAL EXPENDITURE 2014-15:
£9,229,501



Monthly Donations	32%
Appeals & One-off Donations	34%
Major Donors/ Trusts	18%
Gift Aid	15%
Legacies	1%

TOTAL DONOR INCOME 2014-15:
£6,438,366

The figures shown are subject to audit adjustments. Our annual audited statutory accounts for the year ended 30 September 2015 will be available by 30 June 2016 on the Charity Commission's website.

PREMIER IS BLESSED WITH A STRONG FUNDING MODEL, FOR THESE CHALLENGING ECONOMIC TIMES.

We are encouraged to see our financial year to September 2015 showing good improvement from a very difficult previous year and we are ever committed to achieving longer-term viability and sustainability.

INCOME

Premier is a supporter-enabled charity – 66% of our funding comes from our extensive network of individual relationships across the UK & Northern Ireland.

A defining period for Premier was in late 2014 and early 2015 when we faced an uncertain future, during the difficult period of negotiation for the renewal of our national licence. In response to this, donations increased by 34% from the previous year, which really is testimony to our supporters' belief in Premier's vision.

Our Major Donor programme continues to flourish, with over 1,200 donors giving through the Circle of Support, and we have also seen the expansion of regular committed giving through direct debit, which has increased by 18%.

The wider funding model incorporates commercial activities from sponsorship, advertising and ministry sales income and it too has also grown by a healthy 12% with increases in all streams, in particular digital advertising. Magazine subscriptions have also grown in, reversing the previous decline.

EXPENDITURE

Premier is reliant on voluntary income and we use this to fund our core ministry. We do not borrow money from the bank and are entirely reliant on our supporters' resources to invest in growth. For this reason Premier usually hovers over the break-even point and we do not have a large reserve. Hence, making improvements or developing what we do is a real challenge.

As leaders and innovators in our sector, it is essential that we continue to develop and expand the ways in which we are communicating the Gospel, especially as more and more supporters choose to engage online with Premier. In 2014-15 we have invested in Voice of Hope, our daily devotional and on our digital communications and websites. Both of these have resulted in an increase in expenditure and also a significant increase in our reach.

Whilst our expenditure has increased, we are encouraged to finish the financial year with a small but positive reserve. As you can see, there is a real sense that God has raised and sustained Premier to minister well, and we pray that it continues to do so in 2015/2016.

The figures shown are subject to audit adjustments. Our annual audited statutory accounts for the year ended 30 September 2015 will be available by 30 June 2016 on the Charity Commission's website.



CELEBRATING GOD'S GIFTS

THE OLD HARVEST HYMN, "WE PLOUGH THE FIELDS AND SCATTER", SAYS, "ALL GOOD GIFTS AROUND US ARE SENT FROM HEAVEN ABOVE".

Scripture reminds us that God gives to His people not only the fruits of His spirit, but gifts from His spirit – wisdom, knowledge, faith, miracles, prophecy, etc. – so that the Church can be equipped for the ministry of evangelism and the building up of God's people.

We no longer live in the first century when these things first happened; we now live in a digital age, with all the challenges and opportunities that brings.

But it is inescapable that the Church still needs the gifts of the Spirit to bring Christ to a modern-day world.

As you have read through the pages of this Annual Review, one cannot but recognise that for the last 20 years, Premier has indeed been one of God's gifts to the Church, enabling people to put faith at the heart of their daily lives, and bringing Christ to their communities.

We give thanks for all that has been achieved through Premier, and pray God's blessing on them for the years ahead.

Rev Steven Wild

President of the Methodist
Conference



REV STEVEN WILD
PRESIDENT OF METHODIST CONFERENCE

THANK YOU.

We are GRATEFUL to all our supporters and to those who have pledged their support for three years.

PCMT Premier Christian Media Trust

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