

Premier.

Life has changed...

Premier Annual Review 2017-18



Premier Annual Review 2017-18

Life has changed...

Premier.

Life has changed...

In the past 12 months

1.2 million listeners

A ComRes survey of over 8,000 adults in 2018 revealed 1.2 million listeners to Premier Christian Radio every week

3 million views

The Big Conversation video debate series from Unbelievable? which launched in 2018 has had over 3 million views on YouTube

10,000 minutes

Over 10,000 minutes of Bible readings broadcasted on Premier Praise, with a scripture portion every hour around the clock

8.2 million visits

There were over 8,250,000 visits to Premier websites

600,000 magazines

600,000 copies of Premier Christianity magazine, Voice of Hope and Premier Youth and Children's Work were published

6 million views

There were 6 million views of Premier videos on YouTube

765,000 listeners

A ComRes survey of over 8,000 adults in 2018 revealed 765,000 listeners every week to Premier Gospel

750 leaders

Over 750 church leaders, charity workers and politicians were interviewed live on our News Hour radio programme

3,000 stories

More than 3,000 stories with a Christian perspective were posted on our news website premier.org.uk/news

950,000 listeners

A ComRes survey of over 8,000 adults in 2018 revealed nearly one million (950,000) listeners to Premier Praise every week – only two years after its launch

Contents

Life has changed...

Introduction	4
for the UK and the Church	6
for Julie forever	8
we read scripture less	10
for Ken and Lucy	12
in this digital age	14
for our digital users	16
in our 24-hour news culture	18
Premier is reaching more people	20
for the lonely and isolated	22
financial review	24
your support impacts lives	26

Life has changed...

Premier exists to enable people to put their faith at the heart of daily life and to bring Christ to their communities. Much has changed in the last year, so achieving that mission statement has not been easy. However, with God's help, more lives have been touched with the gospel message than ever before: the following pages unpack the ways in which that has happened.

New technology, uncertainties over Brexit and a squeeze on services that support the more vulnerable members of our society caused life to change for most of us during 2018. Like other Christian charities and organisations, Premier had to navigate through changes in the law regarding data (GDPR) and tougher trading conditions. At the same time we have celebrated

the results of a survey* which revealed that the audiences to all three of our radio stations have grown; Premier Christian Radio now has over a million listeners each week.

Hearing from people whose lives have changed for good because of the ways God uses Premier never ceases to amaze and encourage me. I am grateful

beyond words for the thousands that pray and give to keep this ministry going and growing during such changing and challenging days.

One individual whose life has changed is Julie, who bought a car, started a long journey, turned on the radio and was annoyed to realise it was tuned into a Christian radio station. Not a Christian and not remotely interested in listening to worship songs on Premier Praise, Julie's journey took an amazing turn, which you can read about on page 8.

As you read of the ways our radio stations, magazines, events, digital platforms and telephone helplines have touched millions of lives, you will learn of the new opportunities that Premier is using to share the good news of Jesus. The methods to share the gospel may change but the message does not, as: "Jesus Christ is the same yesterday and today and for ever" (Hebrews 13:8).

I hope you will feel able to stand with us as we enter our 24th year of communicating the unchanging truth of the gospel of Jesus to a culture and people going through massive change.



Peter Kerridge, CEO



*Statistical source: ComRes survey of over 8,000 adults, January 2018, Premier Christian Radio has 1.2m listeners each week.

Life has changed...

for the UK and the church

As the UK approaches all of the uncertainties of leaving the EU, whether we live in England, Scotland, Wales or Northern Ireland, British people are generally more uncertain and apprehensive about what the future holds than probably at any other time since the end of World War II.

Leaders in business and politics are divided over the best way the UK can bring economic renewal and heal the fault lines in our urban and rural communities. While some crime has fallen, others (including knife crime, cyber fraud and child pornography) have escalated alarmingly. Rising demands have stretched the NHS close to breaking point in A&E and mental health departments, while social care of the oldest and frailest has been pared back to the bone. Prison officers, school teachers and police officers, to name just three professions, are in turmoil over tight budgets and rising workloads. New threats from Russia simply add to the rise in terrorist attacks that our security services are struggling to neutralise.

As Christians we believe that faith in Christ changes everything, bringing hope to the bleakest situation. However the numbers of people attending a church in the UK continue to decline. Even those Christians who do attend church services do so less regularly than before. Despite some encouraging hot spots of growth in London and elsewhere, and despite the hard work and commitment of church leaders, year on year fewer people are committed to a local church. In the UK, the numbers who die or leave church continue to outstrip biological or conversion growth.

Listener figures in a typical week

Premier ChristianRadio
where faith comes to life
1.2 million

Premier Praise!
950,000

Premier Gospel
Music for life
765,000

On a typical week, more people listen to Premier Christian Radio than attend a Church of England service, in all of the Church of England churches put together.



Amid the sad and bad news, Premier has had some real encouragement. A 2018 ComRes survey of a cross section of 8,000 people in the UK revealed that the numbers listening to a Premier radio station have grown. In fact, more people listen to Premier Christian Radio or Premier Praise on a typical week than attend a Church of England church service. (Less than 1 million people attend the Church of England for a service during a typical week*. However, during a typical week 1.2 million people listen to Premier Christian Radio, 950,000 listen to Premier Praise (which was only launched in 2016) and 765,000 listen to Premier Gospel.) At a time of uncertainty for our country, and amid ongoing church decline, growing numbers of Christians and people on the fringes of faith are listening to a Premier radio station.

Premier seeks to serve and compliment the Church in many and various ways. One example is Premier *Youth and Children's work magazine*, which offers a monthly diet of ideas, resources and guidance for those passionate about raising the next generation in the Christian faith. A range of meeting plans and curriculum to use with toddlers to teens is free to download from youthandchildrens.work

Get resources for your church and find out how you can help Premier support more church based ministries.

Contact: Claire Southall,
Key Relationships & Sales Manager
Call: 0207 316 1390
Email: claire.southall@premier.org.uk



Life has changed...

for Julie forever

When Julie bought a car, she turned on the radio and was annoyed to realise it was tuned into Premier Praise. Not a Christian, and not remotely interested in listening to worship songs, this was the start of an amazing journey for Julie.

For many years I was an organist and choir director in a church, but I had no faith at all. Then 20 years ago I walked away from the church, determined never to return.

In April this year I changed my car and, as I set off to work on my first long journey in it, I turned on the radio. It seemed to be stuck on a station called Premier Praise. As I left the driveway, I said to my husband Pete: "This radio's stuck on some sort of Christian music station. I can't think of anything worse." Trying to change the station didn't work; I just couldn't get rid of it. I ended up listening to the music, prayers and Bible readings all the way from home to Lincolnshire and then later on to Birmingham.

Even though, over the following weeks, I reluctantly admitted that some of the songs weren't too bad I was certainly not going to be drawn into any sort of 'religious stuff'. I told myself I didn't need it and definitely didn't want it. Even though I resisted, I began to find myself wondering what it would be like to be a Christian.

I remembered that I had been given a Bible back in 1979 – a 'Good News Special Edition'. I'd never read it but I remembered that it had some nice photos and maps in it. I searched the house high and low but couldn't find it. Then I realised: four years ago when my daughter was a student, she'd asked if I had any old books she could sell to raise some funds. I gave her a box of books; the Bible was in that box so was gone forever.

I decided that I wanted another Good News Special Edition. Pete did some research and told me that it had been discontinued many years ago; there were a few secondhand copies for sale in the United States and just one copy from a book dealer in Lowestoft, which I bought. When it arrived I recognised it immediately as the exact same Bible I'd given away four years earlier. It had come home!

Some weeks later I was driving, listening to Premier as usual, but I was feeling scared of commitment and determined to resist Christ when the hymn 'Oh love that will not let me go' came on the

radio and it took my breath away. I pulled over into the layby and wept. I realised that Jesus wasn't going to let me go. By the beginning of June 2018 I opened the door to Christ and I knew things would never be the same again.

So many remarkable things have happened this year: I have joined a church, been baptised and am genuinely part of a family. I am truly blessed that Pete made the decision to join me on this journey. Also, after 40 years of suffering from clinical depression, I have experienced true healing. In the past, even when I felt relatively happy, I was never far from the edge; every day I was fearful that I might break down. Now, for the first time, I am able to live my life without the cloud of depression over my head and no longer have that awful sense of fear in my life.

And the car radio is permanently tuned to Premier!

Photo right: Julie visited our radio studios in the autumn of 2018. Here she is with her Bible that had 'come home'!

I realised that Jesus wasn't going to let me go.



Life has changed...

we read scripture less

Where can you read about the birth of Jesus? A generation ago almost every child and adult in Britain would have known. But three in ten secondary school children don't know the Nativity is a Bible story. What's more 43% of children have yet to hear, see or read about the Crucifixion. There has been a decline in Bible reading in school and the home*.

A UK society-wide decline in biblical literacy is also present among Christians. A 2017 ComRes survey revealed that even among 'practising' Christians (those who say they read the Bible and pray at least weekly and attend a church service at least monthly), almost half (44%) only read the Bible once a week.

Because life has changed and the vast majority of people read scripture less, Premier has put more time and resources into broadcasting and printing the Bible. The apostle Paul writes; 'All Scripture is inspired by God and is useful to teach us what is true and to make us realize what is wrong in our lives. It corrects us when we are wrong and teaches us to do what is right.' (2 Timothy 3:16 NLT)

Because we believe that the Bible is so important, and reading or listening to the word of God can transform lives and our wider society, the amount of scripture read out on Premier stations has increased significantly over the past two years. On Premier Christian Radio and on Premier Gospel we broadcasted over 5,000 minutes of scripture readings in the past 12 months. While on Premier Praise, which celebrated its second birthday in 2018, we broadcasted over 10,000 minutes of Bible readings, with a scripture portion every hour 24/7. This does not include the scriptures that are read out during Premier Christian Radio's Bible teaching programmes.

Premier ChristianRadio
where faith comes to life

Premier Gospel
Music for life

5,000
minutes of scripture readings broadcast

Premier Praise!

10,000
minutes of Bible readings broadcast



Increased amounts of scripture read out on air and a Premier New Living Translation Anglicised Bible published in 2018.

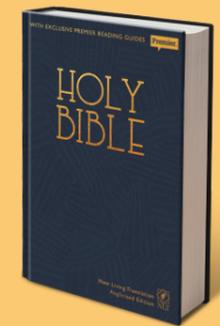
The 'Be Still & Know' devotionals which Premier broadcasts, publishes quarterly in *Voice of Hope* magazine, and distributes to tens of thousands in e-sends is another Bible-based resource which we continue to resource to encourage scripture reading and a growing relationship with Jesus Christ.

A new regular series on 'decoding scripture' by British Bible translator Dr David Instone Brewer began in **Premier Christianity** magazine during 2018. These articles aim to help readers better understand what scripture says about vital issues like; 'Why God allows good people to suffer?'

Also in September 2018 our first Premier-branded Bible was published. In a partnership with Tyndale and SPCK, Premier's Anglicised edition of the New Living Translation (NLT) features 32 pages of additional Bible-based helps to explain why the Bible is the inspired word of God, how to develop a healthy Bible reading habit, why the source manuscripts Bible translators use are reliable, and how to read the whole Bible in a year.

"For the word of God is alive and powerful. It is sharper than the sharpest two-edged sword, cutting between soul and spirit, between joint and marrow. It exposes our innermost thoughts and desires."

Hebrews 4:12



Get resources for your church and find out how you can help Premier support more church based ministries.

Contact: Sylvia Walters,
Regional Director
Call: 0207 316 1390
Email: sylvia.walters@premier.org.uk



*79% of people aged 55 or over say they read, listened to or watched Bible stories in school when they were children. This percentage is halved (39%) among 18-24-year-olds. Statistical sources: YouGov / Bible Society 2014, ComRes / Talking Jesus, Mapping Practising Christians 2017

Life has changed...

for Ken and Lucy

Life has changed for two Premier listeners; Lucy and Ken. Lucy had a tough year coming to terms with losing a baby. Meanwhile, Ken who listens to Premier as he drives in Northern Ireland, has come to appreciate the news and teaching programmes. As they each explain below, Premier Christian Radio played a helpful part in the process.



I've been a Christian for most of my life, but over the past year Premier Christian Radio has become a consistent part of my life. I believe that God has used Premier to reach out to my husband and me in the most challenging times.

In February last year my husband and I lost our baby through miscarriage. This was a shock, and the pain was excruciating. For a while I was really angry and disappointed with God. This loss impacted us both, but in different ways. My husband struggled with anxiety, and disconnected from the world. I felt very low and hopeless at times. This inevitably impacted our relationship. Through these times God reached out to me when I couldn't reach out to him. God has used Premier Christian Radio to speak to me. God has spoken hope, trust, faith and restoration of relationships with him at the centre. This has been such an integral part of maintaining my relationship with Jesus and not letting go.

There have been times when I've been driving and I know it's an area with no signal and yet Premier Christian Radio has miraculously remained audible. It's in these times when I feel so connected with God and I've heard some of the most important messages. It's really amazing to have Christian radio available to help us and others reconnect with God. It's something God can use to reach out to people, especially when we feel like we are weak and not able to reach out to him.

Lucy, Kent

There have been times when I've been driving and I know it's an area with no signal and yet **Premier Christian Radio has miraculously remained audible.**



I'm a new listener to Premier Christian Radio since I got a new vehicle, which includes a digital radio. It's been a real pleasure listening to the news with a Christian dimension to it in the morning and at other times of the day. I also enjoy the teaching programme Grace to You with John MacArthur.

With so much opposition to all things Christian, it's important that Christians are encouraged in every way possible. And where there is an opportunity to have a national station such as Premier bringing a Christian message of hope it needs to be supported. Clearly the opportunity is there for those who want to encourage such a work, to give – even in a small way; which can make a big difference if many contribute.

Ken, Northern Ireland

Life has changed...

in this digital age

The smartphone has, in recent years, become the most used digital device. Catch a train, sit in a café, walk down a street and you will see people of all ages emailing, texting, posting on social media, surfing the web or talking to a friend.

A fifth of British adults now spend over 40 hours a week online, and smartphones are checked every 12 minutes according to Ofcom. A decade of technological revolution has transformed the way most Britons shop, read, work, listen to music and interact with family, friends and work colleagues. Is this change more of a threat or an opportunity for our society and the Christian faith?

Premier has been at the forefront of helping churches, charities and Christian individuals to learn about and use the opportunities to build and share Christian faith in this digital age. The annual Premier Digital Conference and Awards have, since 2007, offered inspiration, advice and practical support to the Christian community.

Premier was an early adopter of mobile technology; the Premier app has been making it possible for smartphone users to listen to Premier radio stations on the move since 2011. And since 1999 Premier's suite of websites has provided a range of resources to listen to, read, watch and download. Here are some of our digital highlights from the past year...

64% of British adults describe a constant internet connection as an essential part of their life.

Following the Premier Lecture: Rebuilding Community after Grenfell, which was delivered by Bishop Graham Tomlin in June 2018 (one year after the terrible Grenfell Tower fire), Premier not only broadcast the lecture, but also made it and other community resources available to download.

In the past 12 months Premier has sent over 100,000 prayers and Bible verses by text message.

The Big Conversation video debate series created out of Premier Christian Radio's *Unbelievable?* show has had over 3 million views on YouTube since May 2018.

That said, Premier recognises that digital and mobile technology can damage and harm. All commentators seem to agree that cyber bullying is increasing and has a negative impact on most children and young people.

Premier is committed to communicate across digital platforms in innovative ways while offering resources and help to churches, youth and children's workers and individuals to mitigate against the digital downside. With over three quarters of all 55 to 75-year-olds using a smartphone in 2018 (up from 40 per cent in 2013), we recognise that life has changed: Britain is well and truly living in a digital age. Premier plans to continue to innovate using digital devices for good through apps, texts, podcasts, websites and any other opportunities that appear.

 **100,000**
prayers and Bible verses by text message

 **3,000,000**
YouTube views for *The Big Conversation* video debate series

Get resources for your church and find out how you can help Premier support more church based ministries.

Contact: Claire Southall,
Key Relationships & Sales Manager
Call: 0207 316 1390
Email: claire.southall@premier.org.uk



Life has changed...

for our digital users

A selection of comments from the 500+ that attended the 2017 Premier Digital Awards and Conference...

“ Thought provoking, affirming, challenging, like being in another world for a day...in a good way. ”

“ Inspiring, equipping, relevant and essential for churches and organisations that are developing digital communities and online outreach. ”

“ A window into the future, whether we like it or not! ”

“ An excellent day for church leaders and online creators to come and find out how digital, with a heavy emphasis on social media, could enhance the impact of what they do. ”

“ I listed 15 fairly easy-to-achieve action points, which is a record for any day conference I've been to! ”

A selection of comments from the 8,500-plus who received ten days of Bible verses sent by text messaging direct to their mobiles...

“ My husband, who has not been saved long, has found these a huge help in his walk with the Lord. ”

“ The Bible verses were often very appropriate for what was happening in my day. I forwarded some to bless others. Premier is so well named. This strengthened my faith ever closer to our Saviour. ”

“ I found the scriptures uplifting; just what I needed. Hope you do this again. ”

“ Each day as I paused to read the scripture, my heart slowed and I was focused on God in that moment. The rest of my day has been easier as I've been topped up with the grace of God. ”

“ I forwarded one to a friend in dire straits. It spoke right into her circumstances. ”



Life has changed...

in our 24-hour news culture

Not so long ago if you wanted to know the news you had to wait for the daily newspaper to land through your letter box, or for the next news bulletin on TV or radio. Now, thanks to digital technology, our mobile phones ping as notification arrives of a breaking news story, while TV and radio channels offer rolling news programmes 24 hours a day. In the UK today the problem isn't getting news; rather it is discerning what is 'fake' news, avoiding information overload or compassion fatigue, and, in a secular post-Christian culture, finding stories of faith and hope.



On a typical day Premier journalists release a host of new stories across our media formats.

Premier releases a host of news stories on a typical day from across the UK and the world. Our journalists sift through mountains of reports to create the stories they believe Christians want and need to know about. They then distribute these through radio, print and digital formats. Premier exists for all Christians, including those on the fringes of faith and across denominations and theological streams. As well as informing, we aim to equip people to pray into the real needs and opportunities of a wide range of situations.

Premier also employs regional reporters to reflect what churches and Christians are doing across the UK. In the past year we added a new Midlands and Wales regional reporter to our staff. Rachel Matthews joins our Scotland and northern England reporter Ian Britton (photo right); both travel extensively across their local regions to gather stories for Premier.

Premier is aware that news media is constantly changing and, with so much competition around, it's more important than ever to stay ahead of the curve. That is why in the year ahead we'll be making changes in our digital offerings to make news more accessible and varied.



Will you help Premier fund its regional reporting growth into Northern Ireland and other areas in the future? Caroline Greer, who comes from Northern Ireland herself, is our head of fundraising and would love to hear from you.



Contact: Caroline Greer, Director of Fundraising
Call: 020 7316 1411
Email: caroline.greer@premier.org.uk

Life has changed...

Premier is reaching more people across the UK

Premier began as a medium wave Christian radio station broadcasting to London. Over two decades later, Premier broadcasts throughout the UK on multiple platforms, publishes magazines, runs events and conferences, takes phone calls from across Scotland, Wales, Northern Ireland and England to its Lifeline ministry, employs two regional radio producers with ambitions to hire more, and, through its digital platforms (websites, apps and podcasts), has a growing worldwide reach.



“Premier has my full backing. I know a number of young Christians in Cornwall who listen to Premier all the time. Premier is a wonderful tool for discipleship in the 21st Century. May the Lord richly bless all the excellent work you do.”

Rev Steven Wild,
District Chair, Cornwall
Methodist District,
past president of the
Methodist Conference

“I’m very grateful for Premier Christian Radio’s coverage both of specifically Christian stories but also the wider news from a Christian perspective. It’s the only radio station where I sometimes get to talk about an issue and then lead a prayer on it as well.”

Rt Rev David Walker,
Bishop of Manchester

“Premier is able to bring the gospel to frontline officers and staff who cannot attend church and worship on a Sunday due to shift work and the demands of their role. Premier is an essential and valued partner of the Christian Police Association and we are grateful for its support to officers and staff who are protecting and serving our communities 24/7.”

Lee Russell,
Executive Director of the
Christian Police Association

“I love how Premier keeps people in touch with both national issues and local events. It’s great to hear and read reports of what our local churches are doing and the impact they are having in our communities.”

Rev Joanne Thorns,
Regional officer, North East
England Churches
Acting Together

“I commend Premier as a unique force of new evangelisation, bringing together Christians from across the spectrum of belief in the Lord Jesus into one great effort of mission. I am honoured to be a friend of Premier and have been profoundly encouraged by the faith and daring of those at its heart.”

Bishop John Keenan,
Roman Catholic Bishop
of Paisley

“The daily email update prompts me to pray for current issues and connects me with what God is doing through his people – such an encouragement! It keeps issues on my radar causing me to reflect theologically on how I should engage and respond.”

John Hawsworth,
Senior Manager of Youth
For Christ Scotland &
North England

“The National Prayer Breakfast for Scotland really appreciated the support and presence of Premier Christian Radio at the 2018 event. Premier is a great way for people from many backgrounds to hear the message of all that is going on in Scotland.”

Andy Witty,
Chairman of The National
Prayer Breakfast for Scotland

“One of the things I love about Premier is its commitment to all things digital and equipping people in a whole host of ways for the digital world as a mission field.”

Hannah Barr,
Winner of Young Blogger of
the Year at PremDac 2017

“Thanks Premier for all you do; I particularly appreciate Premier Praise as I spend a lot of time driving and it’s great to tune in, join in worship and share fellowship with Christians from around the country.”

Rt Revd Mark Tanner,
Bishop of Berwick

Life has changed...

for the lonely and isolated

Over 9 million people in the UK say they are always or often lonely*. That's almost a fifth of the entire population. With over half of all people aged 75+ living alone, you might assume that most of the callers to Premier Lifeline ministry are retired. But you would be wrong.

73,000

calls answered by Premier Lifeline telephone volunteers

>50%

of all calls come from people aged under 50

The Mental Health Foundation found loneliness to be a greater concern among young people than the elderly. The 18 to 34-year-olds they surveyed were more likely than over-55s to feel lonely often, to worry about feeling alone and to feel depressed because of loneliness. This chimes with anecdotal evidence from our trained Lifeline telephone volunteers, who answered over 73,000 calls in the past 12 months. Callers to Premier Lifeline are guaranteed anonymity so we don't ask their age; however based on

the problems they raise and the sound of their voices, we believe that over half of the calls we receive come from people aged under 50.

Calls to Premier Lifeline can be about a wide range of issues, although loneliness and social isolation is a common theme. Research shows that loneliness increases the likelihood of mortality by 26 per cent and is as comparable a risk factor for early death as smoking 15 cigarettes a day.

Premier Lifeline volunteers spent over 1 million minutes listening to callers to our helpline in the past year.

In June 2018 we made a special financial appeal to support the vital ministry of Premier Lifeline. The response to that has released funds to recruit, train and then support new volunteers to help us with the increased call levels to our helpline, which is open from 9am to midnight on every day of the year.

In the 12 months leading up to 30th September 2018, Lifeline volunteers spent a staggering 1 million minutes listening to, and, if requested, praying with callers who called our National Christian Helpline on 0300 111 0101.

Despite, and sometimes because of, digital connectivity, it seems more and more people feel isolated and lonely in the UK today. With pastoral support networks in many churches already stretched, trained volunteers at Premier Lifeline are providing vital help and support.

Would you like to volunteer to be trained as a Premier Lifeline volunteer, or could you give a gift to help us train even more Lifeliners?



Contact: Jonathan Clark, Director of Lifeline
Email: lifeline@premier.org.uk

Life has changed...

financial review

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

Reflections on a challenging year

May 2018 was a key month for Premier, as changes to data protection legislation came into effect. Thanks to careful preparation in advance of the deadline, we safe guarded our supporter base.

Our supporters have told us how and when they would prefer to hear from us. We were so encouraged by their response.

Life has changed:

- We have to be smarter and more impactful in our fundraising communications to supporters as we are not able to communicate in the same way we once could.
- We need to continue to get to know our audience. Over 1.2m now listen to Premier Christian Radio alone. Although our audiences have almost doubled, the number of donors is not keeping pace with this exciting growth. We need to understand better how to encourage financial support from this new and larger audience.
- Digital transformation is a priority, as giving moves increasingly in the digital sphere. We must communicate our need for support effectively online.

We remain committed to delivering the best possible experience for our supporters. We believe that our excellence in supporter care has been a significant factor in coming through the data protection process as well as we did. We have listened, taken on board feedback and actioned ideas for improvement.

In January 2018 Premier joined the Fundraising Regulator and is proud to stand with the charitable sector in making a commitment to practise responsible fundraising.

We have continued to develop our four established income streams: donations, committed giving, commercial revenue and legacies.

This spreads the risk of being negatively impacted by external influences.

Donations

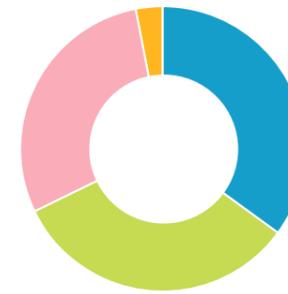
Around two thirds of income in 2017/18 came from one-off gifts and committed giving. Currently we have 16,200 'Partners' who make regular gifts, equating to just over 40 per cent of our core supporters. Retention through 2017/18 has been excellent.

Our three-year pledge programme continues to fuel many of our income streams. A small Major Donor Team continues to work with individuals and families who have the desire and capacity to make gifts that will have a significant impact on the work of the ministry.

Life has changed:

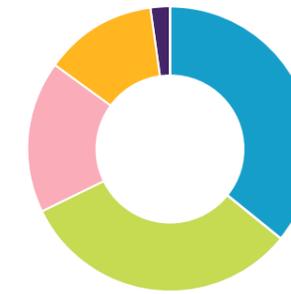
- Premier has a core support base of almost 40,000 donors. While we have seen an increase in the size of the supporter base, the value of giving was down across the year culminating in a dry period over the summer months.
- Premier experienced a phenomenal response to our end of financial year appeal in September 2018.
- In 2018 and in the years to come we will focus on creating a stable financial foundation for the ministry by encouraging donors to convert their cash giving to a regular gift.
- Online donations have generated £1.1 million this year; this is an area of potential growth.
- Premier submits applications to charitable trusts and foundations. A significant grant received from the John Templeton Foundation this past year has enabled Premier to reach new audiences internationally. We are excited to see signs of potential for a US supporter base.

TOTAL INCOME 2017-18: £8,964,000



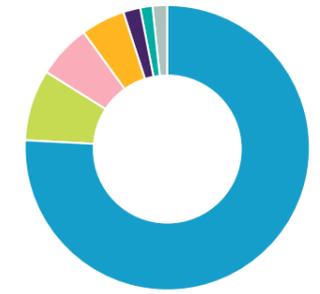
Commercial Income	35%
General Donations	33%
Regular Giving	29%
Legacies & Trusts	3%

DONOR INCOME: £6,028,000



Monthly Donations	36%
Appeals & One off Donations	32%
Major Donors/ Trusts	17%
Gift Aid	13%
Legacies	2%

EXPENDITURE: £8,860,000



Broadcasting & Digital	76%
Fundraising	8%
Premises & Maintenance	6%
Magazines	5%
Other	2%
Events & Conferences	1.5%
Staff support costs	1.5%

Commercial revenue

The remaining 35 per cent of income came from commercial sources including advertising, sponsorship, magazine subscriptions, event tickets and ministry sales.

Subscriptions to Premier's two monthly magazines achieved £518,000 in subscriptions income and *Premier Christianity* magazine remains the biggest-selling monthly Christian publication in the UK.

Premier continues to generate revenue from ticket sales for our events programme, although ticket prices are subsidised to ensure maximum accessibility and affordability for all.

Life has changed:

- It's been a challenging year for Sales with a nine per cent decrease in income year on year, primarily due to a loss of economic confidence and the Brexit-effect.
- We experienced success in the following areas: delivering another highly successful Charity Of The Year partnership; growing the numbers of national advertisers; and retaining a steady print advertising income to Premier despite the challenges from digital advertising options.

Legacies

Premier continues to be blessed with a number of legacy gifts, which have often been incredibly timely – arriving just when we needed a financial boost. All legacy gifts are received into our *Inspiration fund* from where we ensure these gifts are used to maximise their impact for the ministry.

Expenditure

Premier had significant extra one-off costs as we prepared for GDPR. We contacted everyone on our database by phone, letter or email. These significant but necessary extra costs ensured that we maintained a large database of contacts who have told us that they wish to continue hearing from us.

The cost of national transmission on DAB radio is significant. It costs over £1.2 million to ensure we continue broadcasting to our growing national audience.

The effects of the falling pound against the dollar, and a worldwide trend of increasing demands for paper has led to increased costs in magazine-grade paper. Increasing postage costs also negatively affected the costs of posting magazines and other printed matter.

We have endeavoured to be as cost effective and focused as possible across all activities this year, which has resulted in a smaller but more targeted events programme, a streamlined mailing programme and a more selective programme of campaigns.

Premier is wholly owned by the Premier Christian Media Trust and is not for profit; therefore every pound received by this ministry is used to sustain and expand our reach across every area of our ministry.

Despite a challenging year for income generation, we trust in God's timing. Thank you for standing with us.

Life has changed...

your support impacts lives

God has blessed Premier with the prayerful and financial support of so many from across the Christian community, from every part of the UK. This commitment has made it possible for Premier to grow and reach more people than ever before with the life-saving message of Jesus.

Some of the storms Premier has weathered over the years have been financial, and it is true that a growing ministry has not always sat comfortably with our limited finances, as we have stretched to meet a growing spiritual need across the UK in these challenging and increasingly secular times.

That is why **committed giving programmes** are a powerful way to help Premier plan its activities and finances currently we have 16,000 *Premier Partners* who give regularly either monthly or quarterly, something Premier can rely on.

Knowing what's coming to the ministry each month enables us to make good decisions on how we can best use the support.

In addition to this, Premier's **Three Year Pledge Programme** ensures we have income we can rely on. So far 1,750 Christian men and women have pledged to support Premier for three years at various levels. The pledge programme now accounts for £1.4m of essential funding every year. This generous support is steadily helping to transform Premier's finances and ensure a stable financial foundation for the future.

"I have a friend who gets up early; the first thing to go on is Premier Christian Radio, which is always there no matter what day or time. I like to think my support will help Premier reach into more lives like my friend. That is why I am a Premier Partner."

Margaret



All legacy gifts are received into our Inspiration fund from where we ensure these special gifts are used in the most effective way possible to maximise the work of this ministry.

As we look back to 1995, God made possible what many thought was impossible... the licencing of the first Christian radio station in the UK. It is the commitment and generosity of the Christian community that helped bring this ministry into being and which continues to sustain it to this day.

Because of God's grace to me, I have laid the foundation like an expert builder. Now others are building on it.

(1 Corinthians 3:10a, NLT)

Leave your legacy for the future

Join 350 Christian men and women who have made a very special commitment to ensure a strong Christian voice is heard in the UK for generations to come, and have let us know they are including a gift in their will to Premier. One of the things every generation considers is the legacy they will leave for their children and grandchildren, knowing that the decisions we make today will impact our children and their stories.

"By leaving a legacy to Premier we believe, along with other like-minded Christians, we can help ensure this vital ministry continues to bless people into the future."

Peter and Joy

We would like to thank all of our supporters for your commitment to pray and give. It is only through the grace of God that we are here today. But we would not be able to do it without you.

A special thank you to those supporters who have left a legacy gift to Premier in the year that has gone by. We are deeply grateful for every one of these special gifts. Many came at a time when we needed them the most: God's timing is perfect.

If you would like to join Peter and Joy:

Contact: Claire Southall, Key Relationships and Sales Manager.

Call: 0300 777 1221

Email: legacy@premier.org.uk



