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ENCOUNTER RENEWS



Premier.

**A REVIEW OF OUR
IMPACT STORY
2024/25**

CONTENTS

Welcome	3
Encounter Renews through the ages	5
Encounter Renews any time day or night	6
Encounter Renews through gospel power	8
Encounter Renews through conversations by phone	10
Encounter Renews as we learn what God is doing	12
Encounter Renews as people know God's welcome	14
Encounter Renews through podcasts	16
Encounter Renews through the printed word	18
Encounter Renews for the younger generation	20
Encounter Renews as we face challenging questions	22
Encounter Renews across the UK	24
Encounter Renews in partnership	26
Encounter Renews because you have made it possible	28
Encounter Renews with impact through financial provision	30

14M

WEBSITE VISITS ACROSS
PREMIER'S WEBSITES

7M

ONLINE RADIO STREAMS

LIFELINE TOOK ITS
1.75

MILLIONTH CALL

53K

REGISTERED USERS
OF PREMIER PLUS

9M

ONLINE
LISTENING
HOURS

7M+

VIEWED OUR BILLBOARD
CAMPAIGN FOR PREMIER
PRAISE, PREMIER
GOSPEL AND PREMIER
CHRISTIAN RADIO

PREMIER CHRISTIAN
NEWS HAS SEEN A
50%

INCREASE IN PAGE VIEWS

6.7M

PODCAST
DOWNLOADS

1.1M

LISTENERS OF PREMIER
CHRISTIAN RADIO

2M

UNIQUE USERS TO
PREMIERCHRISTIANITY.COM

934K

LISTENERS OF
PREMIER GOSPEL

1.2M

UNIQUE ONLINE RADIO LISTENERS

963K

LISTENERS OF
PREMIER PRAISE

WELCOME FROM KEVIN BENNETT

A YEAR OF PROFOUND IMPACT



2024 will be remembered as the year in which Peter Kerridge, Premier's CEO, went to be with the Lord after a long battle with Acute myeloid leukemia. Throughout his illness Peter was an inspiration to those that knew him, full of faith, never complaining, and knowing that whatever happened he was safe in God's hands.

When he was nearing the end, Peter called me and said, 'you know what Kevin, God is so, so good', and he reflected on how God had been at work throughout his time of trial. He was a man that embodied 1 Corinthians 15:55 where it says "Where, O death, is your victory? Where, O death, is your sting?". Of course, the sting of death is not for Peter, but it is for those that are left behind, who grapple with the impact of real loss daily. We therefore particularly remember Peter's family as they walk the road of grief.

Peter was right, God is 'so, so good', and we have seen that in Premier's ministry writ large this year. Through people like you, He has provided all that Premier needed. He led us to find a new wonderful long-term home. He brought incredible new partnerships and people to Premier to help take the ministry forward. He truly has been so good to us.

Despite not having a permanent home, despite losing Peter, what this Annual Review shows is the incredible impact, vision and growth of Premier as it builds on 30 years of helping people encounter God through media. It reminds me of scripture and the number of times that things looked a certain way, then we read '...but God...'. This year has been full of '...but God...' moments, for which we are hugely thankful.

All this is so important, as Premier's ministry has never been more needed. The average UK adult spends over 8-hours a day consuming media, our young people are almost permanently online. All this consumption is influencing how people think and what they believe. Premier is a strong Christian voice in the media landscape, spanning broadcast and digital media, bringing hope and truth to nations filled with anxiety and fear.



As ever, my joy through the year is hearing from those for whom your support of Premier has enabled them to meet with God in a powerful and personal way.

The shaking that the world has experienced this decade – pandemic, financial challenges, social changes, war and political instability – has caused many to look beyond the assumed atheism and humanism of our age. They look for meaning, purpose, hope, truth and peace. The good news is that people are more open to faith in the UK than they have been in a generation, and younger people are the most open of all. The challenge is that as they explore spirituality, many are also exploring areas like the occult in their search. As Christians we must be bold, urgent and persuasive in making the case for Christ to this 'open generation'. Premier is committed, with your support, to make that case on the platforms and devices that people today live their lives through.

As ever, my joy through the year is hearing from those for whom your support of Premier has enabled them to meet with God in a powerful and personal way. You'll read some of those stories in this review. God is at work through the ministry of Premier, and it is truly humbling to have the privilege of being a part of that story.

Kevin

Kevin Bennett
Chief Executive Officer
Premier Christian Radio





ENCOUNTER RENEWS THROUGH THE AGES

For nearly 30 years, Premier has been a pioneer in Christian media – inspiring, mobilising and supporting with many gospel-centred partners – boldly blending faith and innovation to reach hearts and minds across the UK and beyond. As a media mission agency, everything we do is shaped by one core purpose:

To help people encounter God through media—and be renewed by that encounter.

Premier Christian Radio first broadcast on 10th June 1995 to share the good news of the Gospel and build up believers in their faith via the medium of radio – initially in London and the home counties. Fast forward nearly 30 years and we use many other media to help people encounter God.

In this last financial year up to 31st March 2025, we have once again been encouraged by the many who are engaging with Premier: through finding and tuning in to our radio stations, Premier Christian Radio, Premier Praise or Premier Gospel; or accessing the ministry through Premier Unbelievable? YouTube channel and podcast channel; Premier Lifeline; via the web, via podcasts or one of our magazines: Premier Christianity, Premier Woman Alive, Premier NexGen online, or other printed publications: Voice of Hope and Immerse Bible reading experience. Our prayer is that by all these means people encounter the wonderful, sweet and lifechanging presence of God. We hope you will rejoice with us as we reflect on God's faithfulness in the last 12 months.



ENCOUNTER RENEWS

ANY TIME, DAY OR NIGHT

From the very first broadcast, Premier Christian Radio has been on air every hour of the day and night. Along with one of its sister stations Premier Gospel and Premier Praise, people can encounter God any time. This may be through the 40 hours of Bible teaching, the prayer times, readings from the Bible, ancient and contemporary worship as well as news from a Christian perspective and the magazine style shows that investigate the news and culture of the day with uplifting and inspiring guests.

In this year Premier was especially moved by the prayers and support for Peter Kerridge who had been diagnosed with Acute myeloid leukemia – a particularly aggressive cancer in April 2023. After treatment had seemed to be successful, it was a bitter blow to lose him on Saturday June 8th 2024. However, Peter knew where he was going and faced the end of his time on earth with incredible faith. Throughout his illness Peter was an inspiration to all who knew him.

The period of going to our audience for their prayers of support for Peter was an encouraging time – Peter certainly valued every one of them. Reporting on his passing was incredibly difficult for the team and Premier was overwhelmed with the outpouring of love and tribute to a great leader. The online book of condolence had 1,600 messages including from the Archbishop of Canterbury, parliamentarians, organisations around the world, and those who knew him. The messages were ones of gratitude for him and the Premier he served so faithfully since he began on October 1st 1996. They were also a source of comfort to his wife, two sons and wider family.





EXPANDING REACH

Premier has been pleased to expand its reach throughout the 12 months in a variety of ways. This included broadcasting from the Keswick Convention in Cumbria for the first time in many years. We also travelled to the Isle of Wight and the Lionheart Festival to witness how the church is working so well together.

The summer months continued with a look at the Christian influence and engagement in some of the biggest sporting events including the Euros, Wimbledon and Olympics with our own 'man on the ground' talking to Christian athletes in Paris.

With so many non-believers open to the Christian message at Christmas, we also revisited our seasonal pop-up station, Christmas Radio, again, and saw engagement increase by 42% year on year.



We are of course delighted to hear news of times when people experience the touch of God through our broadcasts. A 44-year-old man wrote in to tell us of how he served a 10-month prison sentence for using false documents and 'randomly' came across Premier Christian Radio and Premier Praise, which took him back to his childhood faith in Ghana which he had drifted away from. His regular listening to Premier Praise in his prison cell, led to a newfound faith. On his release he has connected with a local church and wrote in to give thanks for the transformation God had brought through Premier Praise.

This is one of many testimonies of people who get in touch: those unable to get to church because of frailty or illness, those unable to sleep who tune in during the night, those suffering bereavement, those living alone who appreciate the uplifting messages and music to keep them company and nurture faith; as well, of course, as the many who value the faith building support of the ministry as they go about their day. Our stations are literally a lifeline of faith to so many and it's humbling to hear how God uses the broadcasts.

ENCOUNTER RENEWS

THROUGH GOSPEL POWER

PREMIER GOSPEL AWARDS

One of the highlights of the year was the Premier Gospel Awards held in September 2024 with a ceremony at the Royal Festival Hall in London, delivering a night of celebration and recognition for the UK's vibrant gospel music scene. Gospel can reach places that other Christian music fails to reach. The Awards aim is to help to spread the message, celebrate artists and be an inspiration to young artists to engage in ministry.

Hosted by acclaimed actor David Gyasi, the evening was packed with high-energy performances, heartfelt tributes, and emotional speeches.

The evening's awards ceremony celebrated some of the leading figures in gospel music. Reblah emerged as a standout, winning both Best Male Artist and Best Album for *Holy Impact*.

We were grateful for our partnership with Compassion UK who made this event possible. Compassion UK is a Christian child development charity, releasing children from poverty in Jesus' name.



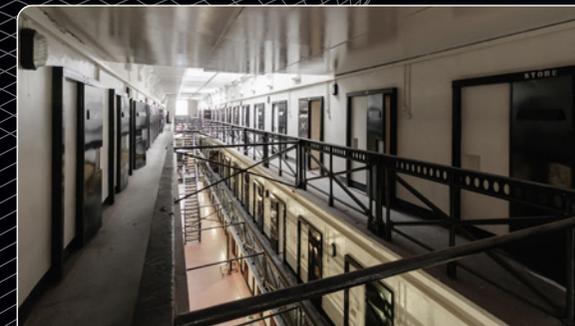
PROVIDING REHABILITATION THROUGH THE GOSPEL

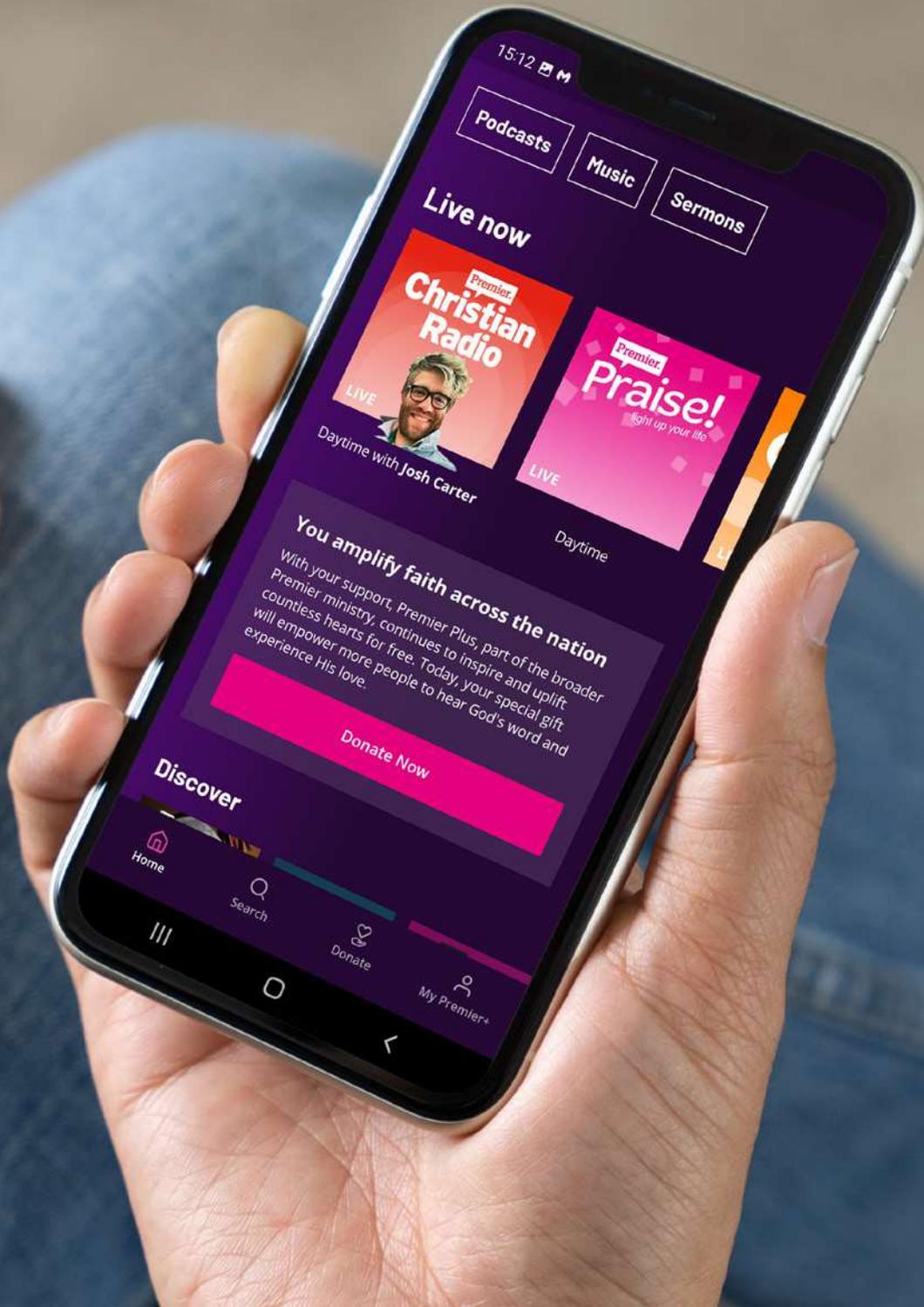
Premier Gospel was also involved in a groundbreaking project in prison. Aware that God encounters people as the message is heard through music and speech, Premier was able to facilitate the Gospel Inside Project which worked with 18 young men at HMP Isis in Greenwich, London over an eight-week period (June–September 2024), using gospel music to teach teamwork, self-expression, and personal growth. Each week focused on a different aspect of gospel music and its impact. By the end, inmates were able to create their own songs.

This was a pilot project and it is hoped that many more prisons will get involved.

Lauren, HMP Isis staff member commenting on the course said:

“Being able to help the prisoners was rewarding. The rehabilitation here wasn't enough. Courses like this went a long way. The guys got institutionalised very quickly, and gospel singing helped break the cycle.”





PREMIER PLUS BOOST

The output from the three radio stations has been boosted considerably by Premier Plus, the app and website which enables listeners to access live and archived content along with available podcasts.

There are amazing testimonies and reviews in the app store which encourage newcomers to listen for themselves, and we pray engage with the content and grow in faith. Many are now enjoying easy listening as they drive following the launch of Premier Plus on Apple Car Play. Indeed as well as radio sets, more people are choosing to listen to Premier's radio stations via smart speakers, phones and Premier Plus with 1.2m unique listeners across our radio streams.

One user wrote: "Superb! Crystal clear digital radio. I travel outside London often and lose radio frequency as soon as I'm on the motorways. I have since discovered the Premier Plus app. It plays through your car speakers via bluetooth or USB. It has three channels: Premier Radio, Premier Praise & Premier Gospel (and news). It has your favourite programs/podcasts all on demand so you can listen to them any time, any place. Brilliant!"

Another commented:

“ I highly recommend the Premier Plus app to catch up on a great Christian mix of music, praise, teachings, wisdom and Bible readings. I love the Unbelievable? debates bringing Christians and non-Christians together for intellectual and interesting discussions.”



ENCOUNTER RENEWS

THROUGH CONVERSATIONS BY PHONE

Premier's Lifeline service is as old as Premier, having been part of the vision of the founders when launching the station that initially served London and the surrounding counties before new technology enabled today's worldwide reach.

The confidential telephone helpline offers a listening ear, emotional and spiritual support from a Christian perspective, prayer and signposting. It has helped many become open to God as prayer ministry has brought healing and life. There were 21,558 calls answered in year to March 31st 2025. During the last week of February 2025, the 1.75 millionth call was taken, since lines were opened in June 1995. Premier Lifeline is open 9am to 5pm Monday to Friday (excluding public holidays).

A caller phoned in to thank God for our prayers

The lines are staffed by a team of just under 100 well-trained volunteers working on rotation. They do a sterling job bringing the blessing of God into the lives of callers, struggling with loneliness, mental health issues and facing crises of various kinds. Many have shared how they encountered God when they were at rock bottom.

In this last year Lifeline has been focusing on growth and the recruitment and training of new volunteers. To this end the role of volunteering with Lifeline has been promoted on air, online and through e-sends. We have run two training courses, one before and one after Christmas comprising six day in-person experiential trainings held at Methodist Central Hall Westminster to explore their calling and prepare them to be able to take calls. Three quarters of those who commence the training complete it and become volunteers with Lifeline. Those who do not become

Lifeliners may be offered alternative volunteering within Premier. We are always looking for new volunteers called by God.

Premier has an ongoing commitment to be God focused, Christ centred, Holy Spirit led and Bible based which means that this year we have introduced the role of Head of Prayer to encourage and facilitate our prayer life. We are very grateful for the prayer support we receive and have 500 prayer partners supporting the vision and activities of Premier. They receive regular updates sharing Premier's prayer needs.

The caller had a spirit of heaviness on her, after prayers she no longer had heaviness



21,558

CALLS TAKEN IN THE LAST YEAR

1.75M

TOTAL CALLS TAKEN BY END
FEBRUARY 2025

NEARLY

100

TRAINED VOLUNTEERS

500

PRAYER PARTNERS

ENCOUNTER RENEWS

AS WE LEARN WHAT GOD IS DOING

Premier Christian News has developed a reputation for trusted and robust reporting of stories from around the world: of churches and communities renewed by God and how the church responds to times of war, disaster and persecution. This is via hourly daytime news and the website with separate sites for the UK and US audiences.

Christian perspectives on news items are rarely picked up by mainstream media, whereas readers accessing Premier's content are encouraged to invite God to work in the situations concerned. In addition, they're given a host of faith-building news stories that they are unlikely to find anywhere else.

Premier Christian News has seen significant growth in page views on the news website. Prior to June 2024, the hits were averaging between 400,000 per month. Now we are regularly over 600,000.

A major focus was the UK General Election 2024, during which the team produced several weeks of dedicated election special programming. These broadcasts included daily roundtable discussions exploring key voter concerns through a Christian lens. Topics covered included religious freedom and life issues, the NHS, economic policy and poverty, climate change, education, and migration.

Throughout the year, the team also responded swiftly and comprehensively to a number of major breaking news events, including the unprecedented resignation of the Archbishop of Canterbury, Justin Welby and the election of Donald Trump for a second term in the White House as US President.

These developments required coordinated, multi-platform coverage across our website, regular news bulletins, and broadcast programming. Our reporting was timely, well-researched, and specifically tailored to the needs of our faith-based audience.

Premier's aim to be robust in its reporting includes news that is tougher for Christians to hear and to that end gave resources for in-depth reporting on the abuse case surrounding John Smyth, a story Premier had been tracking for several years. When the resignation of Justin Welby was announced, we were well-positioned to provide informed, contextual reporting that offered our audience a deeper understanding of the situation beyond mainstream headlines. This long-term commitment to investigative coverage was especially appreciated by our listeners. One wrote in to say:

“ I truly appreciate the way Premier Christian News sheds light on stories that not only inform but also deepen faith and inspire thoughtful reflection. Your updates have helped me stay connected to the broader Christian community, enriched my prayer life, and provided a lens through which I can better see God's hand in current events.”

It was also important to consider the Fiona Scolding KC Report on the Mike Pilavachi and Soul Survivor Abuse Investigation. This built upon our longstanding investigative work in this area, including extensive reporting through the Soul Survivors podcast series.

A white street sign with black and red text, mounted on a wall. The sign reads "DOWNING STREET SW1" in large, bold letters. Below it, in smaller red letters, it says "CITY OF WESTMINSTER".

**DOWNING
STREET SW1**

CITY OF WESTMINSTER

600K

**PAGE VIEWS ON THE NEWS
SINCE JUNE 2024**



In response to the progression of assisted dying legislation through Parliament, across our platforms on radio, podcast and our social media feeds, we aimed at unpacking the ethical, theological, and societal dimensions of the issue. We featured a broad range of perspectives from legal experts, theologians, medical professionals, and individuals with lived experience, fostering informed debate and reflection. Our coverage sought to deepen listener understanding of this sensitive and complex subject, offering clarity while maintaining respect for diverse viewpoints within the Christian community.

As one reader wrote: "Your news is very helpful informing me about Christians and churches and moral issues which go largely unreported in the main press. And the reports are not judgemental. Thank you for all your hard work reporting such a wide range of topics."

We also initiated a campaign to encourage supporters to write to their MP to express concern about this particular Bill, providing a template for the letter. As the Bill progressed through Parliament we were pleased that many of the issues we raised were discussed and we now await the outcome.



ENCOUNTER RENEWS

AS PEOPLE KNOW GOD'S WELCOME

Premier Christian Radio, Premier Gospel and Premier Praise have all been receiving new listeners following the most significant advertising campaign in Premier's history. Billboard ads were designed to raise awareness and connect with people in many parts of the UK.

The Premier Praise 'Raise Your Praise' campaign began in November 2024. It ran for almost three weeks, with digital large-scale billboards appearing in London, Leeds, Manchester, Glasgow, Cardiff and Belfast. Through the powerful words of some of Christianity's best-known hymns and songs, the goal was to proclaim an unapologetic and counter cultural message of hope.

Premier Gospel's 'Come Home' campaign followed, running for nearly a month from late January 2025 – 59 large and 18 small scale digital boards – this time focusing on London: With a strap line: 'The Music. The Message. The Culture.', the campaign's message reflected the power of gospel music to build community and enhance identity.

Premier Christian Radio's theme was 'Join the Conversation' with ads appearing from the end of March 2025, mostly in London but also in Manchester, Birmingham and Belfast. The aim was to present the main reasons our listeners love listening to the trusted voice of Premier – encouragement, community, companionship, powerful teaching and great insight on current affairs – from a Christian perspective.

One listener wrote in to say,

“ I am so encouraged and blessed to hear that earlier today you authorised Premier Christian Radio's Easter marketing campaign which will launch on April on key sites in London Birmingham and Manchester!”

Another said:

“ I look forward to sharing these images on my socials and advising my friends and colleagues.”

Our prayer is that God used the billboards to raise awareness and trigger life and hope in Christians who viewed them, and that many outside the faith will be prompted to investigate.

ENCOUNTER RENEWS THROUGH PODCASTS

Our growing selection of podcasts helps to engage people as we deliver content that connects meaningfully.

From April 2024 to March 2025 Premier Unbelievable? was consistently among the most popular religion podcasts globally and together with 'Ask NT Wright Anything' made the top 20 listened to religion podcasts and the 'Best Religious Podcasts You Must Follow in 2025'.

With many shocked by the revelations surrounding allegations of spiritual abuse against Mike Pilavachi, Premier Christianity's 'Soul Survivors' podcast sensitively investigated the story, hearing various perspectives to understand the nature of the allegations and how such a situation had arisen. It was nominated for 'Podcast of the Year' at the PPA Awards and commended for its excellence in reporting at the ceremony in central London. The podcast attracted a significant new audience and was regularly in the top 10 charts in the 'Religion' category on Apple Podcasts.

NEW PODCASTS



Bible Explored with Rico Tice – partnership with Christianity Explored



When We Prayed: Miracles of World War II – partnership with Eternal Wall of Answered Prayer



Step In: Bible stories for children – resource for children to engage with the Bible



66 Politics – engaging with the general election



**'ASK NT WRIGHT ANYTHING'
MADE THE**

TOP 20

**LISTENED TO RELIGION
PODCASTS AND THE 'BEST
RELIGIOUS PODCASTS YOU
MUST FOLLOW IN 2025'.**

ENCOUNTER RENEWS

THROUGH THE PRINTED WORD

Premier Christianity magazine continues to have more readers than ever! Nearly 2 million unique users to premierchristianity.com in this time period gave us a staggering 3.6m page views. Readers were especially interested in our unique Christian commentary on the war in Gaza, the Christian faith of Justin Bieber, quality reporting on allegations surrounding Mike Bickle and our review of the Bonhoeffer film.

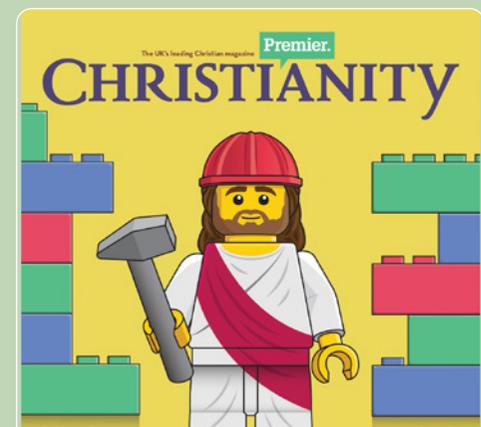
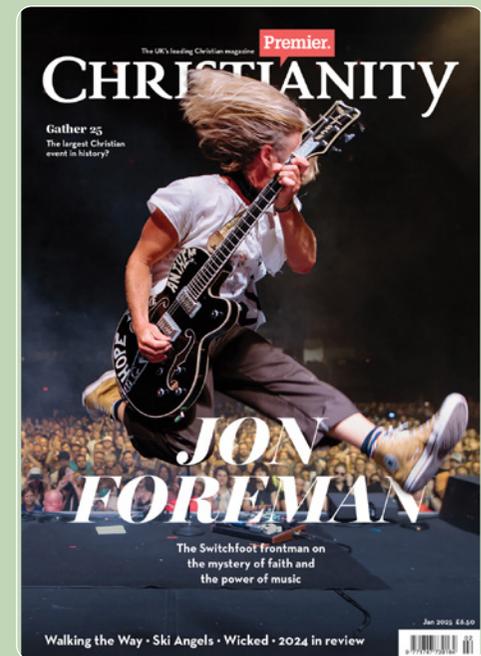
We distributed 6,000 magazines at Spring Harvest 2024 – engaging new audiences, as well as other Christian events around the length and breadth of the UK, including the Scottish Prayer Breakfast, and New Horizon in Northern Ireland.

We published bold cover stories dealing with the big questions including Islam, church attendance and the persecuted Church.

The magazine partnered with Agape UK to produce a themed issue (October 24) around the topic of Mission, which motivated and engaged our audience to 'give' toward mission or 'go' on mission themselves. This was also tied into Premier Christian Radio's Missions Week campaign.

In the run up to the General Election we published interviews with both Conservative leader Rishi Sunak and then Labour leader Keir Starmer. Starmer said 'I've seen the difference churches can make and I will support them.'

Premier Christianity is both pioneering and trustworthy and we pray that many are encountering God as they read. One man wrote in to say: "My wife Pauline and I are so grateful for Christianity Magazine, which keeps us informed of what God is doing in our nation and some other nations around the world. We look forward to every issue and usually read it through in the first few days of the month. Well done for keeping abreast with topical and cultural issues affecting our nation and our faith. We have been taking Christianity magazine and its forebears since the 1970s!"





One woman wrote:

“ I started a women’s group with ladies from church and took a copy of Woman Alive along (the September issue) as I thought there were so many inspiring articles in it and relevant for women of our age (we are all in our early 40s).”



woman alive Premier

PREMIER WOMAN ALIVE

Premier Woman Alive’s purpose is to inspire, encourage, and resource Christian women of all ages in their faith journey, providing practical advice and a biblical perspective on everyday issues, connecting women as they grow closer to God. The platform, including a magazine, website, and podcast, offers testimonies, interviews, and life lessons to help women navigate their faith and relationships.

Articles during the year covered a wide array of topics to give readers a Christian lens through which to view the many challenges in a difficult to navigate cultural landscape. Highlights included the March 2025 issue in which we celebrated International Women’s Day and Mothering Sunday, highlighting women as children of God and not because of their relationship status or children (or lack thereof).

We covered stories and testimonies that helped build faith including the woman who prayed faithfully for her 89-year-old father who had t-cell lymphoma and saw tumours completely removed from his body; a woman giving thanks a lost precious necklace was found when she re-traced her steps; a woman with a suicide tendency on prescribed medication was released from addiction after prayer for healing.

Such stories lift the spirits and build faith that God is powerful and can and will work in the multi-various situations of readers.

ENCOUNTER RENEWS

FOR THE YOUNGER GENERATION

Premier NexGen seeks to support Christian parents as they navigate the challenges of today's culture and nurture faith in their children. There is also an extensive archive of material for volunteer and full-time youth and children's workers. We were delighted that in January 2025 we demonstrated our commitment to raising faith in the next generation through the addition of Commissioning Editor (Young People) to the team. Since then, we have seen an increase of content on Premier NexGen with more of a focus on Christian parents and carers.

Articles that have received good engagement have often revolved around what's new in popular culture with a piece on the Netflix series *Adolescence* doing particularly well with good readership figures and online comments such as: 'This has been a great help to lots of people. Very encouraging'.

Other areas that have attracted good readership figures include 'Awkward questions' with topics such as: 'What's the point of praying?' and 'What does God look like? These have clearly resonated with the audience. Lastly, the very highest readership figure was reached through a niche article covering Pathological Demand Avoidance in children which demonstrated that it isn't always the big stories in the news that attract the biggest engagement.

This new role has also increased capacity for raising issues impacting youth, children and families across all Premier brands, including collaboration with Premier Christianity magazine and radio.

The Unbelievable? Team have been serving young people in various ways in the last year. This included a TikTok Channel Launch, strategically curated to resonate with the teenage demographic.

Also, with young people in mind we have seen Instagram Expansion launching a dynamic feed featuring engaging 1-minute reels and compelling stories. This initiative aims to attract a younger audience while spotlighting our extensive catalogue of thought-provoking debates and discussions. This year, we have received over 350,000 views on our short-form video.

Recognizing the burgeoning influence of YouTube shorts among younger demographics, we've intensified our efforts to reach this audience segment. Notably, over 40% of our YouTube viewership comprises individuals under 34 years old. We recently premiered 50-second shorts featuring Tom Wright's insights on the resurrection of Jesus, garnering many thousands of views since its release on March 28, 2024. Additionally, we're rolling out a series of shorts derived from our latest video series, "Ask NT Wright Anything," alongside a diverse array of reels from other notable Unbelievable shows.

It's been exciting to launch the "No Question Off Limits" Event: Premier Unbelievable captured the essence of youth apologetics by filming a captivating event at one of the UK's largest Christian festivals, Spring Harvest. Ruth Jackson, Premier Unbelievable presenter was joined by author, writer and theologians Dr. Amy Orr-Ewing, Christian apologist and medical trauma consultant Dr. Ben Thomas, and Christian youth influencer, podcaster and street evangelist Jesse Fellingham who took live questions for 90 minutes. The session in Skegness, UK entitled, 'No Question Off Limits' had over 100 questions posed by teenagers, their youth workers and parents.



THIS YEAR, WE HAVE RECEIVED OVER

350K

VIEWS ON OUR SHORT-FORM VIDEO

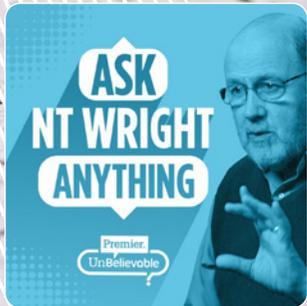
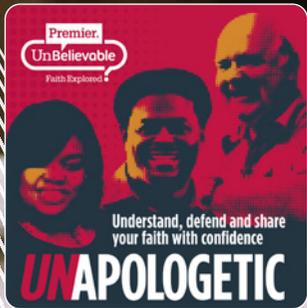
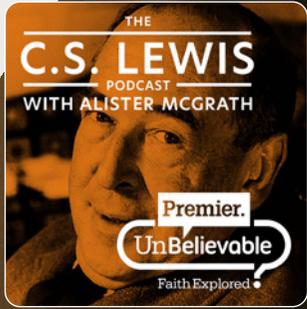
The top upvoted questions were: Does the Bible say same sex relationships are ok? What about the dinosaurs? If God doesn't make mistakes what about trans? And How do I know if a prayer has worked a miracle or if it is just coincidence?

Aware that many schools have no youthwork input, and that many of the issues facing young people require some serious thought, on April 5, 2024, Premier Unbelievable premiered a thought-provoking debate on the authenticity of the resurrection, featuring Dr. Joe Boot and Harry Amos. Filmed in a school setting, this event provided teenagers with a unique opportunity to interact directly with subject matter experts.



Jemimah and Josh pictured 3rd and 4th from left

Collaborating with Spring Harvest, Premier Unbelievable organised, delivered and sponsored a national preaching competition for young people aged 13–18. We were delighted to encourage and cheer on the next generation of young, upcoming preachers including the eventual winner, Josh (13) from Coventry who received a standing ovation following his talk delivered to an audience of 4,000 people. In Minehead, similar numbers were thrilled to listen to our other winner, Jemimah. With an increase in openness in today's youth, we pray many others will be persuasive in their communication of the gospel message.



433K

**DOWNLOADS OF
'ASK NT WRIGHT ANYTHING'
ACROSS ALL PODCAST
PLATFORMS SINCE THE
RELAUNCH**

ENCOUNTER RENEWS AS WE FACE CHALLENGING QUESTIONS

As well as focusing on youth, the Unbelievable? team has continued to develop its suite of offerings, aiming to reassure Christians and entice non-believers to learn more as they investigate life's toughest issues.

The 'original' Unbelievable? continues with the classic format: a debate with two interlocutors and a host. The new hosts are a team including Ruth Jackson, Vince Vitale, Andy Kind, Roger Bolton and Billy Hallowell. Reaction to the various hosts has been positive, with each bringing their unique tone and perspective to rich and varied debates.

There are some staggering statistics reflecting the reach of the show: **Unbelievable? YouTube channel – which includes 11% of the audience who only watch our shorts – has had collectively a staggering 96.9m views, with 78.6% of that from YouTube recommending our content.**

We were thrilled when scholar Mike Bird agreed to take on the hosting role for Ask NT Wright Anything. We began recording fresh content in November 2024, and the show is already going from strength to strength. With a loyal following and an increasing demand for biblically rooted content, we are pleased to report a steady rise in audience engagement.

Mike Bird is a renowned scholar and professor at Ridley College, NT (Tom) Wright, the show's founder, is regarded as UK's foremost New Testament scholar, now based in Oxford.

Since the new series launched, we've had an impressive 433,000 downloads across all podcast platforms.

One listener wrote: "I discovered Tom Wright about 10 years ago. He rocked my world of American, Evangelical theology. I've spent 10 years trying desperately to catch up on everything he's written, and much of what he's spoken. He is still outpacing me, but a great gratification for me is that my 14 year old granddaughter has become a huge fan of his. I am most grateful."

The top topics for Ask NT Wright Anything:

- Does Modern Israel play a role in the end times?
- What happens after death?
- Science, Evolution, and Genesis
- Heaven, Resurrection, and the Rapture – 122,000 views on YouTube alone
- What happens after death? – 121,000 views on YouTube alone

The CS Lewis Podcast has received some extra content in the year, in addition to Lewis expert Prof. Alister McGrath. Working with a CS Lewis conference in the US has enabled interviews with some of the world's foremost scholars on CS Lewis and his work.

In addition, interviews with key apologists are released every Tuesday on *Unapologetic* and the *Matters of Life and Death* hosted by John and Tim Wyatt (father and son) is available on Thursdays.

ENCOUNTER RENEWS

ACROSS THE UK

Across the nations and regions of the UK, Premier's reach and impact continues to grow, becoming ever more relevant within a growing population. Curating local content and honing strategic partnerships with ministries and events has helped once again to promote the Premier brand and bring rich resource and encouragement to the Christian community right across the nations of the UK.

In Northern Ireland, Premier partnered with several ministries, but the most impactful built on a growing partnership with New Horizon, the province's biggest Christian annual conference (with 20,000 attendances across the week), held on the north coast in the first week of August. Broadcasting 'live' from the week-long event, along with large scale distribution of our magazines and devotionals, this is an important, key date in Premier's diary. With thousands attending across the week, New Horizon greatly enhances our UK-wide footprint, providing an opportunity to create awareness of the full Premier portfolio. Research carried out at New Horizon during the week-long conference has revealed high awareness of the Premier brands in Northern Ireland.

In Scotland, Premier was involved in several high-profile events, the most significant of which was the annual Scottish Prayer Breakfast held at Prestonfield House Hotel in Edinburgh. A major key diary date, over 400 people attended including national leaders, MSPs and a wide range of representatives from various sectors embracing government, law, medicine, church and academia. It also incorporated the inaugural British-Irish Prayer Breakfast, with Premier's magazine brand given away to all attendees, plus stage branding in association with the event.

Key events across the year greatly enhance awareness of Premier's many brands, which in turn translates into many more listeners and readers.

In May, Premier partnered with Logos in Scotland, a Christian charity committed to help inform, influence and persuade those in positions of public influence to think critically and channel prevailing worldviews

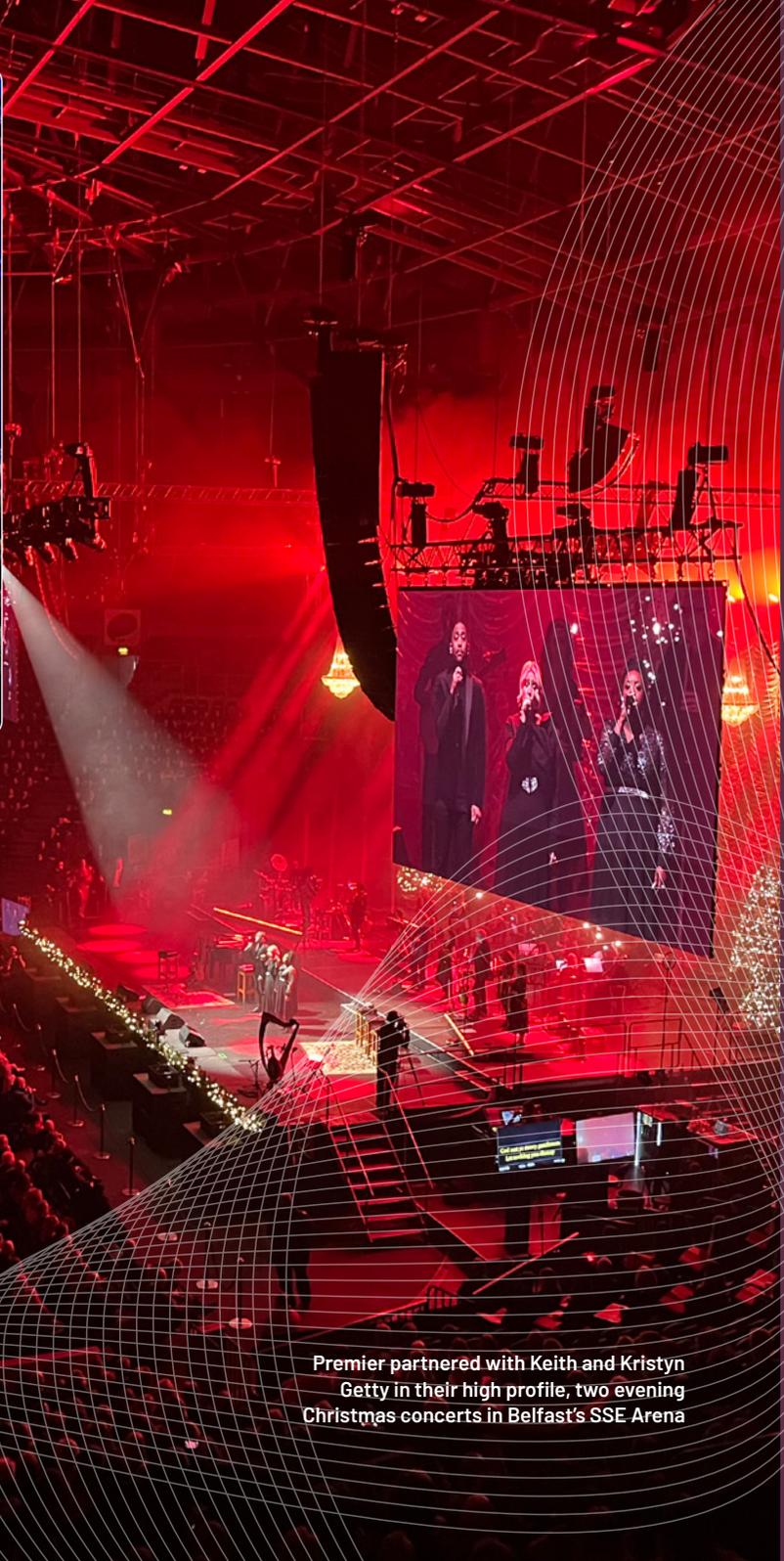
through the lens of the Christian faith. As part of this collaboration, Premier lent its presence and backing to a one-day conference, aimed at equipping and inspiring Christians working in the public square in Scotland. The event addressed the complex and challenging intersection of faith with politics, societal issues and public discourse. Premier's involvement underscored its broader mission and by supporting this initiative, Premier amplified its presence and important role in representing a Christian worldview of faith through media that reaches and impacts in the corridors of power and public life.

In December of 2024, Premier partnered with Keith and Kristyn Getty in their high profile, two evening Christmas concerts in Belfast's SSE Arena. With approximately 15,000 people attending over the two nights, Premier Christian Radio and Premier Praise brands were promoted along with an on-stage video to download and register for the Premier Plus app.

Although not a Christian event, the Balmoral Show is Northern Ireland's largest annual agri-food event. Held over four days during the second week of May, over 120,000 attend this friendly event, and this



Premier Christian Radio at New Horizon event, Coleraine, August 2024



Premier partnered with Keith and Kristyn Getty in their high profile, two evening Christmas concerts in Belfast's SSE Arena



Scottish Prayer Breakfast, Edinburgh

year Premier partnered with the Faith Mission in their evangelical outreach. With a custom-made articulated truck positioned in a high traffic area of the site, Premier's team in Ireland became part of the outreach, distributing free copies of Premier Christianity and Premier Woman Alive magazines, along with our devotional, Voice of Hope.

One gentleman approached the Premier stand at Balmoral and declared: "Premier 'got' me through Covid and has been my station ever since."

Ongoing presentations at local church level were also conducted throughout the year in both Northern Ireland and Scotland with the Nations and Regions team promoting the work of Premier in its many forms.

The ongoing regional work on the ground contributes to both increased reach and relevance for Premier, ensuring that the ministry resonates across the UK. One woman was happy to share: "My husband was confined to a care home after suffering a stroke and always wanted Premier Praise to be playing in his room when I left. It gave great comfort to him and was his constant companion."

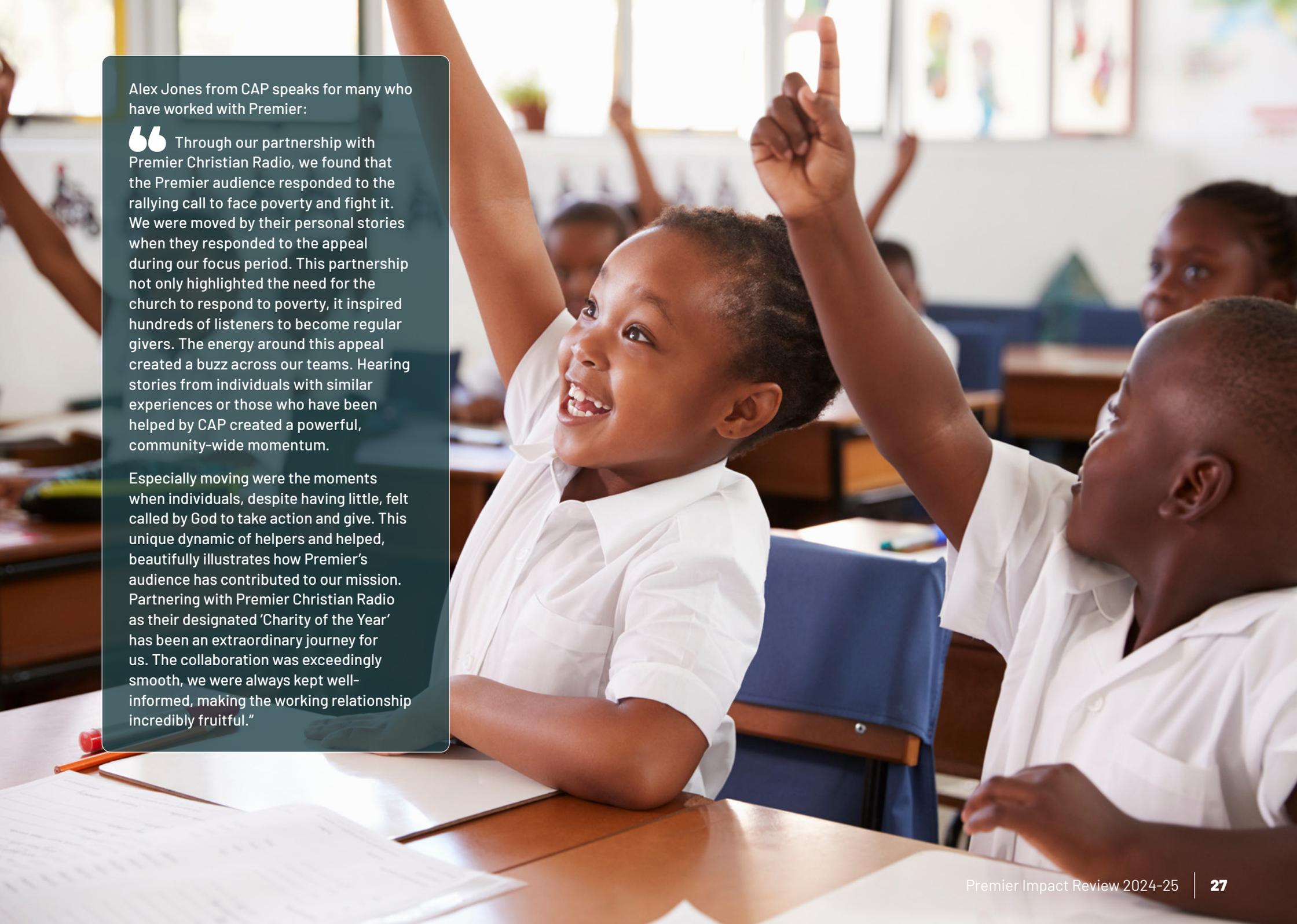
ENCOUNTER RENEWS IN PARTNERSHIP

At Premier, we are privileged to work alongside some of the world's largest and most impactful Christian aid organisations, including Mercy Ships, World Vision, Compassion UK and Christians Against Poverty (CAP). Our audiences are sympathetic to their cause – offering support, prayer, and practical action that make real-world change possible. We are pleased to be a trusted partner able to deliver tangible outcomes for our ministry partners.

We were delighted to support World Vision's 'Buy a Desk' appeal inviting individuals and churches alike to join in God's work, making a tangible difference in the world and showcasing faith in action that resonates both within and beyond the Christian community. Our initial goal was to raise funds for 150 school desks for children in Uganda, but thanks to the incredible generosity of the Premier audience, we exceeded all expectations – raising enough to provide 394 desks.

We partnered with Open Doors UK to bring our audiences the Premier Christmas Radio station, uniting in a shared mission to stand with persecuted Christians around the world. Every day, millions of Christians risk their lives to follow Jesus, and in more than 70 countries, Open Doors stands with them – supplying Bibles, providing emergency relief, and helping persecuted believers remain steadfast in their faith.





Alex Jones from CAP speaks for many who have worked with Premier:

“ Through our partnership with Premier Christian Radio, we found that the Premier audience responded to the rallying call to face poverty and fight it. We were moved by their personal stories when they responded to the appeal during our focus period. This partnership not only highlighted the need for the church to respond to poverty, it inspired hundreds of listeners to become regular givers. The energy around this appeal created a buzz across our teams. Hearing stories from individuals with similar experiences or those who have been helped by CAP created a powerful, community-wide momentum.

Especially moving were the moments when individuals, despite having little, felt called by God to take action and give. This unique dynamic of helpers and helped, beautifully illustrates how Premier's audience has contributed to our mission. Partnering with Premier Christian Radio as their designated 'Charity of the Year' has been an extraordinary journey for us. The collaboration was exceedingly smooth, we were always kept well-informed, making the working relationship incredibly fruitful.”



ENCOUNTER RENEWS

BECAUSE YOU HAVE MADE IT POSSIBLE!

Our mission continues to be sustained by the unwavering grace, goodness, and provision of God.

Once again, He has moved the hearts of His people to support the work entrusted to us. We have been profoundly blessed by the generosity of individuals passionate about spreading God's word and who have made extraordinary contributions – including gifts up to £300,000.

This year, we launched our most ambitious year-end fundraising campaign to date, setting a record-breaking target. We were greatly humbled that the target was not only reached but exceeded.

In addition to sustaining the significant ongoing costs of the ministry, this year marked a crucial focus on securing the future of Premier's new home and studios in Blackfriars, in the heart of the City of London – just a short distance from Carmelite House, where the plans for a Christian radio station in London were first imagined in 1992.

This new chapter represents both a major challenge and an extraordinary opportunity, and we remain profoundly grateful for those who have already stepped forward to support this pivotal milestone in Premier's journey.

Finally, to mark the beginning of our 30th anniversary celebrations, we were honoured to gather with donors and friends of Premier at a reception hosted by Lord Leslie Griffiths at the Speaker's Apartments in Westminster – an occasion of reflection, gratitude, and renewed vision for the future. This Review covers the period just before the celebration of 30 years on June 10th. God's provision thus far gives us confidence that He will provide going forward, especially as we look to create new studios in the Blackfriars area of the city of London. We look forward to you joining us as we see more people encountering God and being renewed as they do so, in the year ahead.



Reception hosted by Lord Leslie Griffiths at the Speaker's Apartments in Westminster

ENCOUNTER RENEWS

WITH IMPACT THROUGH FINANCIAL PROVISION

Income sources include:

TRUSTS & FOUNDATIONS

Funding from charitable trusts provides a wonderful opportunity to fund specific projects or aspects of Premier's ministry. We are grateful for financial support this year from The Benefact Trust; The House of Vic-Ryn Trust; The Jerusalem Trust; Maurice and Hilda Laing Charitable Trust; The Souter Charitable trust; The TBF and KL Thompson Trust and Westhill Endowment. Grants from charitable trusts have funded apologetics; youth apologetics; Premier's new home and the ministry in Scotland and Northern Ireland. In addition, we have gratefully received £25,860 in general grants which has been used to fund the ministry as the need arose.

LEGACIES

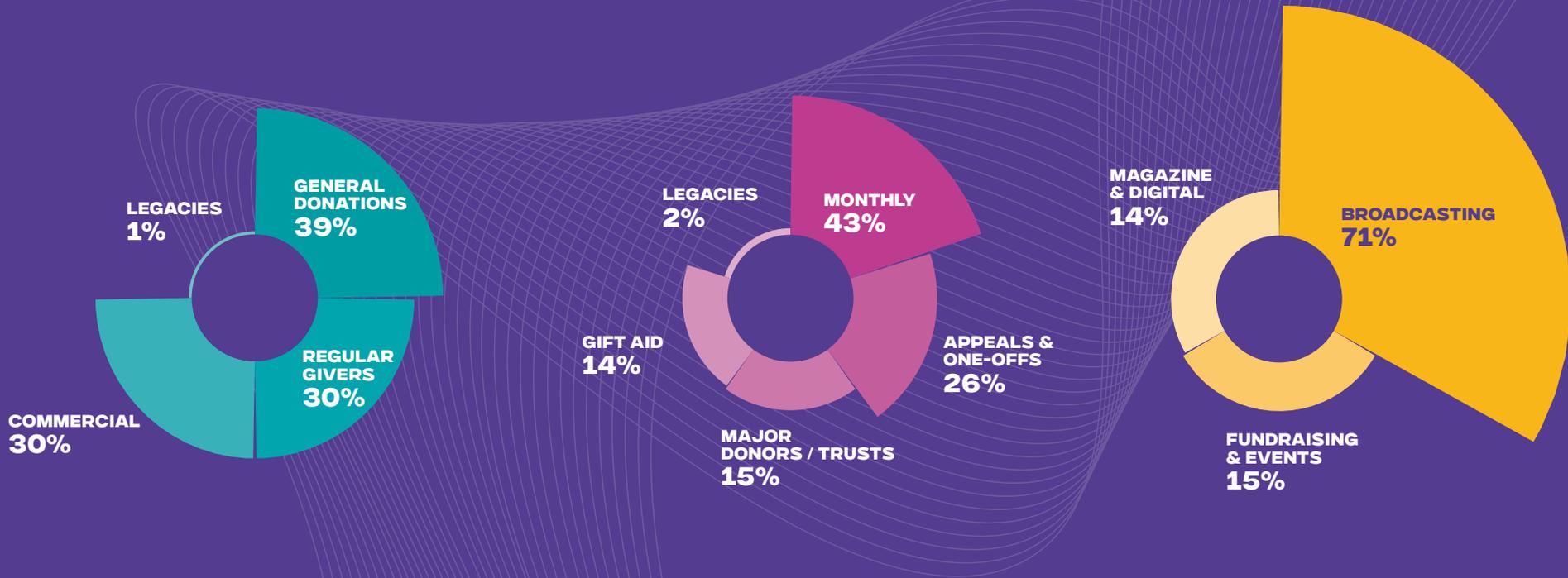
We have been blessed too in legacy gifts that have been left to Premier. Leaving a gift in your Will is a wonderful way to continue to support Premier's ministry after your lifetime. During the last year, we have received 22 legacy gifts, ranging from £500 to £72,000. We are grateful to each person who remembered Premier in their Will and thank God for their generosity. These legacy gifts were placed into our Inspiration Fund, which is used for ministry development and to allow us to take opportunities as they arise to share the Gospel far and wide,

Our legacy campaign was sent to over 10,000 people in February. The campaign letter was written by friend of Premier, Susan Busher, who wanted to encourage people to leave a legacy gift so that others can be blessed by the ministry, as she has been.

- Strategic Giving – We continue to engage with those who share our vision and are passionate about enabling Premier to achieve a step change in Kingdom impact, especially by supporting Premier through significant, multi-year gifts and pledges.
- Premier Partners – We are grateful for all those supporting Premier's ministry for the long-term through their regular monthly giving and prayers.
- Premier Family and Donors – Throughout the year and various appeals, we have received £8.3m representing 70% of our income and representing a 5% increase year on year. Every gift, however small, is a blessing to us and so gratefully appreciated.

“Give, and it will be given to you. A good measure, pressed down, shaken together, and running over, will be poured into your lap. For the measure you use, it will be measured back to you.” (Luke 6:38)

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



TOTAL INCOME

- General donations 39%
- Regular givers 30%
- Commercial 30%
- Legacies 1%

DONOR INCOME

- Monthly 43%
- Appeals & one-offs 26%
- Major donors / trusts 15%
- Gift aid 14%
- Legacies 2%

EXPENDITURE

- Broadcasting 71%
- Fundraising & Events 15%
- Magazine & Digital 14%

Please note that the financial figures stated are subject to audit

MEET THE TEAM

THE EXECUTIVE TEAM



Kevin Bennett
Chief Executive Officer



Ann Bellenie
Chief Operating Officer



Jonathan Clark
Director of Premier Lifeline



Annette Clowes
Commercial Director



Kevin Doran
Director of Public Affairs



Paul Graves
Director of Brand Development



Nancy Gifford
Director of Group Apologetics and Premier Unbelievable?



Sam Hailes
Editorial Director



Cathy Harris
Director of HR



Marcus Jones
Chief Digital Officer



Mark Mahaffy
Director of Audience Development



Charmaine Noble-McLean
Director of Content



Rufus Olaniyan
Director of Technology



Muyiwa Olarewaju
Director of Premier Gospel and Music



Maurice O'Shea
Director of Finance

THE TRUSTEES

Alastair (Sandy) Muirhead
Chair

Duncan Barclay

Anthony Coombs

Rt Revd Dr Jill Duff

The Lady Lenzie

Emmanuel Mbakwe

Graeme Potts

Dominic Schofield

Mark Spelman

Jonathan Templeton

WE ARE GRATEFUL TO ALL OUR SUPPORTERS AND TO ALL THOSE WHO CONTINUE TO PRAY FOR THE WORK OF THIS MINISTRY. TO DONATE: VISIT [PREMIER.ORG.UK/DONATE](https://premier.org.uk/donate) OR CALL 08000 74 77 77

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