



# Impact Report 2024–25

Prison  
Radio  
Association





# WE ARE THE PRISON RADIO ASSOCIATION

We believe in the power of audio to change lives. Our mission is to produce high-quality, solutions-focused radio and podcasts that amplify the voices of people with prison experience. These voices can support and inspire all those impacted by crime and the criminal justice system.

National Prison Radio and our radio production training programmes empower **people in prison** to develop skills, while sharing vital information and inspiration with the whole prison community.

Through our talent development programme and the *Life After Prison* podcast, we provide practical support and opportunities for **people building a life after release**.

We **inform societal perceptions** of the criminal justice system through our public-facing podcasts and our radio productions for the BBC.

Through Prison Radio International, we're building a **global community**, raising standards, and amplifying the voices of people in prison worldwide.

**"Thank you to the Prison Radio Association for working to make our prisons places of hope and rehabilitation, as they should be."**

Prison Radio Association supporter

## OUR IMPACT IN PRISON

### National Prison Radio

We run National Prison Radio, the world's first national radio station for people in prison. National Prison Radio reaches up to 80,000 people behind bars across England and Wales, 24 hours a day, seven days a week.

**National Prison Radio**

**"National Prison Radio is a constant reminder that I'm not in this alone."**

National Prison Radio listener.

**"When you have nothing else, you still have National Prison Radio."**

National Prison Radio listener.

**89%**

of people in prison who have access listen to National Prison Radio.

**85%**

say listening to National Prison Radio makes them more aware of support services in prison.

**77%**

say listening to National Prison Radio helps them to stay positive in prison.

**91%**

say listening to National Prison Radio helps them feel more motivated to change.

**80%**

say listening to National Prison Radio has increased their confidence to successfully return to life in the community.

**42,333**

communications from people in prison over the last 12 months, including messages of support to others and feedback that helps us improve the service.

**5.1m**

'on demand' listens to National Prison Radio content via in-cell technology.

**315**

support services featured on National Prison Radio over the last 12 months, across its 24-hour, seven-day-a-week schedule.

**400**

people in **26 prisons** in England and Wales recorded for broadcast on National Prison Radio.



## PROVIDING SKILLS FOR EMPLOYMENT

Last year, we offered radio production training to **30 people** serving sentences at HMP Brixton and HMP Styal.

Our training enables individuals in prison to develop valuable **skills** that extend across the **creative industries**. It helps people find their voice, grow in **confidence** and unlock new **passions**.



**"Working at National Prison Radio has a positive impact on your mental health as it's kept me focused and I know what I'm doing with my day. I have developed skills in editing, interviewing, production and script writing. I'm learning skills at National Prison Radio that I can use in the future."**

National Prison Radio Producer at HMP Brixton

**"Working at National Prison Radio has been enlightening, I've found my calling."**

National Prison Radio Producer at HMP Styal



# OUR IMPACT AFTER RELEASE

## TALENT DEVELOPMENT

We nurture production and presenting talent within prisons, equipping people with **valuable skills that open doors** beyond their sentence. We are committed to supporting those who have worked with us on National Prison Radio after release, providing **paid traineeships** and opportunities for ongoing professional development through our **talent development programme**.

## SPOTLIGHT ON SUCCESS

We're proud to support talented people during and after their time in prison. Here are two of their stories.



**Nico – supported, skilled, employed**  
Nico began developing his production skills while working on National Prison Radio during his sentence at HMP Brixton. After release, he joined our talent development programme – and now works as Content Assistant at **BBC Radio 1**.

**“A little over a year has passed since my release and I’ve accomplished so much. I’ve worked on podcasts, secured a spot on the ‘Where It Begins’ scheme at BBC 1Xtra and I now work across multiple departments at the BBC as an Assistant Producer.**

**The Prison Radio Association helped give me all the relevant training and preparation from accepting me on to the traineeship all the way through to my start date with the BBC.”**

Last year, we offered training in production and presenting to **seven people** who had recently left prison.

Our trainees produce a podcast called *Outside In*, showcasing their skills to potential employers while also inspiring our listeners.



**“It gave me something to focus on when I came out of prison.”**

**Luke, Trainee Producer**



**Scout – creative, determined, celebrated**  
Scout developed their skills as a presenter and producer while working on National Prison Radio at HMP Styal. Since release, Scout has continued to work with the station as the presenter of *The Rock Show*, and their story was the focus of a **BBC Radio 4 documentary**, *The Ballad of Scout and the Alcohol Tag*. This work led to two **Gold Audio & Radio Industry Awards** – including Best New Presenter.

**“National Prison Radio gave me the chance to get something amazing from my prison experience. Prison could have been the worst time in my life, but somehow it turned into something transformative. Opportunities have opened up for me in broadcasting. I’ve discovered a passion and a talent I never knew I had – and would never have explored without National Prison Radio.”**

## LIFE AFTER PRISON

*Life After Prison* is an **award-winning podcast** for people affected by the criminal justice system. Presenters Zak and Jules have both experienced imprisonment. They use this experience and their dynamic chemistry to conduct illuminating interviews with guests who understand life in prison. *Life After Prison* **inspires and supports its listeners after release from prison.**



HM Prison & Probation Service



# 10M

views of *Life After Prison* content across all channels over the last 12 months.

## IMPACT

# 87%

of listeners say *Life After Prison* **increases their awareness of support services.**

# 87%

of listeners say *Life After Prison* **motivates them to make positive changes** in their lives.

# 55%

of listeners have **taken positive action** after listening to *Life After Prison*.

**“Life After Prison is still the best podcast out there. Keep on changing minds and changing lives.”**

*Life After Prison* listener

## AWARDS



In 2024, *Life After Prison* won five industry awards:

- 🏆 **Gold** for Zak & Jules in the **Best Ensemble Cast** category at the **Audio Production Awards**
- 🏆 **Silver** for Zak & Jules in the **Best Speech Presenter(s)** category at the **Radio Academy ARIAS** – the ‘Oscars’ of the radio industry
- 🏆 **Bronze** in the **Grassroots Award** category at the **Radio Academy ARIAS**
- 🏆 **Bronze** in the **Best Interview Podcast** category at the **British Podcast Awards**
- 🏆 **Bronze** in **Best Lifestyle and Society Producer** at the **Audio Production Awards**

**“You get told you can’t do anything with your life but Life After Prison is proof that you can.”**

*Life After Prison* listener



# BUILDING OUR INFLUENCE

## PUBLIC-FACING PODCASTS AND RADIO SERIES

We create powerful audio that engages wider audiences and deepens public understanding of imprisonment and its consequences.

By **shining an honest light on the criminal justice system**, we foster a deeper understanding of the challenges and potential solutions within it.

Our **creative, ethical storytelling** encourages meaningful discussion and debate about how society responds to crime, with a focus on restorative solutions.

Some of our podcasts offer continued support to people leaving prison – covering topics like gambling harm and financial literacy – while others aim to deepen public understanding of life behind bars.

**“There’s so much talk of the value and power of lived experience, but until I listened to this podcast I hadn’t grasped the impact it can have.”**

*The Secret Life of Prisons* podcast listener

# 404,286

listens to Prison Radio Association podcasts over the last 12 months.



A weekly podcast uncovering the hidden stories of prison life – helping listeners without direct experience understand how the justice system works.

Listen wherever you get your podcasts



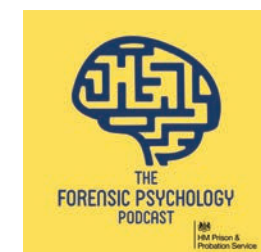
A podcast offering **financial guidance to people with prison experience** – with practical tips on money management and easy-to-understand advice on financial products.

Listen wherever you get your podcasts



Hosted by Ben and Steve – both of whom have **been to prison as a result of gambling harm** – this podcast explores addiction and recovery through honest conversations with those affected.

Listen wherever you get your podcasts



Hosted by **prison-based forensic psychologists**, this podcast shares best practice and insights for professionals and those entering the field. In partnership with HM Prison & Probation Service.

Listen wherever you get your podcasts



A BBC Radio 4 series featuring **interviews with people who’ve been to prison**, exploring the root causes of harmful behaviour. Hosted by forensic psychologists Sally and Kerensa.

Listen on BBC Sounds

# OUR IMPACT GLOBALLY

Prison Radio International

## PRISON RADIO INTERNATIONAL

Prison Radio International has been established to **develop support for radio and audio projects around the world** that work with people who are, or have been, in prison.

We aim to **help governments to see the value in supporting prison radio** and we aim to **help power-holders see the value in putting people in prison at the heart of prison radio development**.

# 76

radio projects in Prison Radio International’s community network.

# 27

27 countries represented within the global prison radio community network

**“The Prison Radio Association’s powerful presentation to the Minister for Justice convinced him to proceed with funding and implementing a radio station inside the maximum-security prison in Arouca, Trinidad and Tobago.”**

Garth St Clair, RISE Maximum Radio, Trinidad and Tobago



# AWARDS

12 production awards won in 2024/25

**2024: Audio & Radio Industry Awards (ARIAS)**

- Best Specialist Music Show (Gold)
- Best Music Entertainment Show (Silver)
- Best Speech Presenter – Zak & Jules (Silver)
- Best New Presenter – Ali Ali (Bronze)

Best New Radio Show (Bronze)

The Grassroots Award (Bronze)

**2024: Audio Production Awards**

- Best Arts and Culture Producer – Arthur Hagues (Gold)
- Best Ensemble Cast – Zak & Jules (Gold)

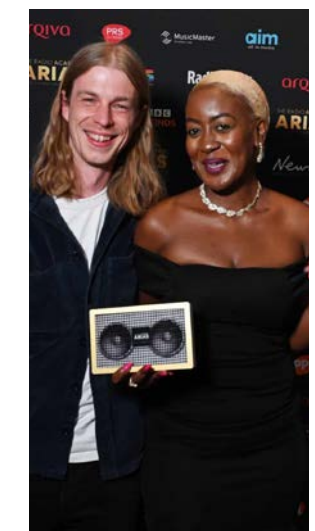
Best Lifestyle and Society Producer – Beth Madden (Bronze)

**2024: British Podcast Awards**

- Interview – *Life After Prison* (Bronze)
- Specialist Award – *Life After Prison* (Highly Commended)

**2024: True Crime Awards**

- Highly Commended – *Behind the Crime*



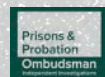
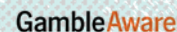


# THANKS

Thank you to all our donors and partners who have supported the work of the Prison Radio Association over the past 12 months.



The Balcombe Charitable Trust



To support our work please visit:  
[www.prison.radio/donate](http://www.prison.radio/donate)



Prison Radio Association  
[www.prison.radio](http://www.prison.radio)  
[info@prison.radio](mailto:info@prison.radio)  
Registered Charity in England & Wales 1114760

