



Impact Report 2023-24

**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 Life After Prison podcast, we offer opportunities and support for people 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.

“The work of the Prison Radio Association is genuinely transformative. Your radio and podcasts give people hope.”

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

80% say listening to National Prison Radio makes them more aware of services in prison.

82% say listening to National Prison Radio helps them feel more motivated to change.

“If it wasn't for National Prison Radio, I wouldn't be alive today.”

National Prison Radio listener.

“When I've had a difficult day, I turn your radio station on and it's like coming home.”

National Prison Radio listener.

88% of our addressable audience in prisons listen to National Prison Radio.

76% say listening to National Prison Radio helps them to stay positive in prison.

77% say listening to National Prison Radio has increased their confidence to successfully return to life in the community.

49,585

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

4.38m

'on demand' views of National Prison Radio content via Launchpad.

328

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

500

people serving sentences in 37 prisons in England and Wales recorded for broadcast on National Prison Radio.



PROVIDING SKILLS FOR EMPLOYMENT

Last year, we offered radio production training to 28 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 empowers people to find their voices, build confidence and unlock new passions.

“While working at National Prison Radio, I developed new skills I couldn't have gained anywhere else. It helped me start believing in myself.”

Prisoner Producer at HMP Brixton



“The radio training made me feel safe. I could be myself and express myself. Talking to people who are in the same situation as you makes it easy — you're not being judged for once. At National Prison Radio, everyone understands you.”

Prisoner Producer at HMP Styal

OUR IMPACT AFTER RELEASE

TALENT DEVELOPMENT

We nurture production and presenting talent within prisons, giving people the opportunity to develop valuable skills. We are committed to supporting those who have worked with us on National Prison Radio after their release, providing opportunities for further professional development and paid traineeships through our talent development programme.

Last year, we offered **205 days of paid employment in production and presenting roles to eight 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

205 days of paid production and presenting training offered.

117 hours of National Prison Radio and podcast content produced by our trainees.

“I started my radio production training with the Prison Radio Association, and now I’m part of the production team, continuing to develop my skills alongside experienced producers.

The opportunity I’ve had here has been life-changing — I’ve gained the confidence and experience to produce my own shows and to see a future in the industry. A job at the BBC once felt out of reach, but now it feels achievable, thanks to everything I’ve learned through this experience.”

Richie, Assistant Producer



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.**



7M views of *Life After Prison* content across all channels over the last 12 months.

“Thank you to Zak and Jules. You give me hope and inspiration that I’ll never forget.”

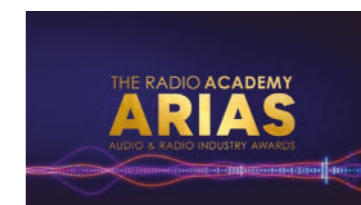
Life After Prison listener

92% of listeners report that the podcast **increases their awareness of available support services.**

86% of listeners say the podcast makes them feel **motivated to make positive changes** in their lives.

77% of listeners have **taken positive action** after being inspired by something they heard on *Life After Prison*.

In 2023, Zak and Jules won the **Gold Award** in the **Best New Presenter** category at the **Radio Academy ARIAS** — the ‘Oscars’ of the radio industry. *Life After Prison* was also highly commended at the **British Podcast Awards**.



“Life After Prison is vital. The conversations aren’t just ideas; they’re tangible. Imagine how many people will be helped by your podcast in the future.”

Life After Prison listener

BUILDING OUR INFLUENCE

PUBLIC-FACING PODCASTS AND RADIO SERIES

We produce podcasts and programmes that engage wider audiences, helping listeners understand the experience of imprisonment.

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.



267,580

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

“Through your podcast, we hear about the reality of prison from those who understand it best, and also what we need to do to make things better.”

The Secret Life of Prisons podcast listener



Weekly podcast telling the hidden stories of imprisonment. We help listeners who have no first-hand knowledge of prison to better understand how our justice system works.

🎧 Listen wherever you get your podcasts



Hosted by **forensic psychologists who work in prisons** this podcast shares good practice with colleagues and those interested in joining the profession. In partnership with HM Prison and Probation Service.

🎧 Listen wherever you get your podcasts



A returning series for BBC Radio 4, featuring **interviews with people who have been to prison**. Hosts Sally and Kerensa are prison forensic psychologists, aiming to understand the underlying causes of harmful behaviour.

🎧 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.

56

radio projects in Prison Radio International's community network.

24

countries represented within the global 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

7 production awards won in 2023/24

2023: Audio & Radio Industry Awards (ARIAS)

- 🏆 Best New Presenters — Zak and Jules (Gold)
- 🏆 Best Commercial Partnership (Silver)
- 🏆 The Grassroots Award (Silver)
- 🏆 Best Specialist Music Show (Bronze)

2023: Audio Production Awards

- 🏆 Best New Voice — Ali Ali (Silver)
- 🏆 Production Company of the Year (Silver)

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.



To support our work please visit:
www.prison.radio/donate

Prison Radio Association

Prison Radio International

National Prison Radio

LIFE AFTER PRISON

Prison Radio Association
www.prison.radio
info@prison.radio
Registered Charity in England & Wales 1114760

