

Impact Snapshot, January 2015

'I came to prison, lost and down, and I thought I had lost it all, but National Prison Radio started putting things in my head – like where to go for help and that other people were in the same boat. I started to think that my life wasn't over. Now I'm on the best wing in this prison, I'm enhanced, and I know what to do when I get out – that's all thanks to you.

Thank you for helping me during my darkest days. I will never forget what you did for me'

John - HMP Chelmsford

The Prison Radio Association is a charity that has **revolutionised prisoner communication**. The multi award-winning organisation, established in 2006, promotes and supports the development of prison radio projects across the country. It also developed, launched and runs the ground-breaking radio station, **National Prison Radio**. Launched in 2009, National Prison Radio is the world's first and only national radio station for prisoners. It is a by prisoner, for prisoner service, with programming inspired, developed, produced and presented by prisoners working alongside a small team of committed professional radio producers.

National Prison Radio supports prisoners through their sentences and aims to **reduce reoffending**. It helps prisoners face up to the effects their actions have had on themselves, their families, their victims and society as a whole. National Prison Radio provides vital information and support to help its listeners turn their backs on crime, and rebuild their lives in preparation for release.

The Prison Radio Association works in **partnership** with a range of statutory and voluntary bodies to create life-changing programming for National Prison Radio. Programmes alert listeners to services that support rehabilitation and resettlement. National Prison Radio takes the messages of other organisations and literally amplifies them; providing prisoners with crucial information and driving up referral rates to essential services.

2014 Awareness of National Prison Radio

2011	2012	2013	2014	
94%	96%	99%	97%	of prisoners have heard of National Prison Radio
77%	82%	84%	84%	of prisoners listen to National Prison Radio
73,000 potential listeners			104	listening prisons in England and Wales



2014 listening habits

Listeners tune in for an average of **9.2 hours per week** (8.1 in 2013)

60% of prisoners listen at least weekly

34% of prisoners listen every day

The most popular programmes on National Prison Radio are *Porridge* (breakfast show) *The Request Show*, and *The Urban Show*

Highlights from National Prison Radio's campaign calendar

"The success of NPR continues to amaze. The quality of the work remains excellent and the benefits huge. We are lucky to have such professional and committed partners doing such a great job."

Michael Spurr - Chief Executive Officer, National Offender Management Service

The Reading Agency & National Offender Management Service

November to December 2014

A campaign to encourage prisoners to take part in the *Six Book Challenge* to improve literacy skills across prisons

An impressive **68% of National Prison Radio listeners** heard the campaign

28% of those who heard it took action

'I completed the Six Book Challenge'

'It encouraged me to visit the library'

Prison Reform Trust

March to December 2014

A campaign to raise awareness of the rights of prisoners on remand

More than **three-quarters** (76%) of prisoners heard the campaign, with **60%** of prisoners agreeing that adverts contained information of which they were previously unaware

20% of those who heard it took action

'I wrote to the Prison Reform Trust'

'I informed my cellmate who is on remand'

National Careers Service

January to March 2014

A campaign to raise awareness of support provided by the *National Careers Service*

Fewer than 4 in 10 prisoners were aware of the National Careers Service before the campaign. **This increased to almost 9 in 10** after the campaign

1 in 10 prisoners had spoken to a National Careers Service Adviser before campaign, **rising to 3 in 10** after

'I put in an application to see a National Careers Service Adviser'

Most respondents viewed the radio advertising as **'informative'** and **'helpful'**

The Butler Trust

May 2014

A campaign to encourage prisoners to nominate prison staff for a *Butler Trust Award*

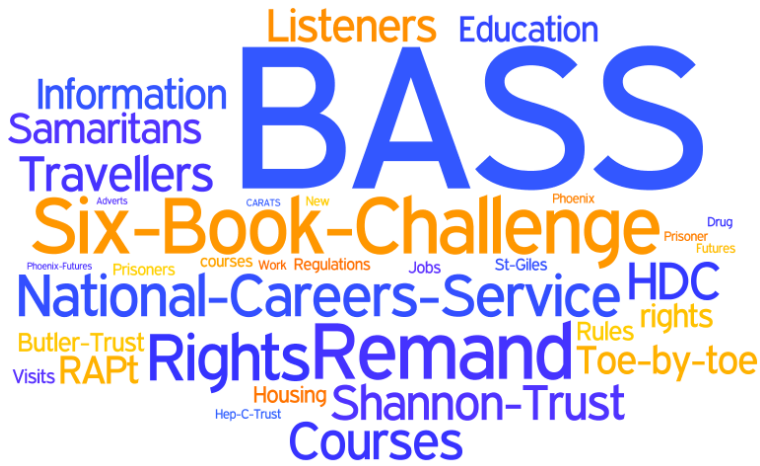
The response was **unprecedented**, with a **600% increase** in nominations from prisoners compared to previous years.

'She's been there every single time I've needed her. I'd just like her to get an award to show that the lads do care and that she does make a big difference'

'When we told people we were going to try to get prisoners to nominate staff for the Butler Trust Awards there was real scepticism about the likely response. We needn't have worried. National Prison Radio helped us reach our target audience and explain what we wanted and why. The response was overwhelming, with well over 200 prisoners answering our call!'

Simon Shepherd - Director, the Butler Trust

Services prisoners heard about on-air



'Big thanks to National Prison Radio for giving us AMBITION'
Steve - HMP Pentonville

'You're doing a great service to us in the jails, loving it! Listening to you on the radio has given me so much information I didn't know'

Chris - HMP Winchester

Listeners' impressions of National Prison Radio

2013	2014	
60%	79%	<i>'I have been <u>inspired</u> by something I heard on National Prison Radio'</i>
57%	67%	<i>'National Prison Radio provides information <u>I can't get anywhere else'</u></i>
73%	80%	<i>'I <u>trust</u> what I hear on National Prison Radio'</i>
85%	89%	<i>'National Prison Radio has <u>made me aware of support services</u> available'</i>
38%	46%	<i>'I have <u>taken action</u> after hearing something on NPR'</i>
69%	87%	<i>'NPR made me think about making a <u>positive change</u> to my life'</i>

Actions prisoners took after listening to NPR



'NPR - keep up the good work because you haven't just helped me, you've helped thousands of inmates. 100% credit to you!'
Danny - HMP Northumberland

2014 Prisoner Communications

- **5,813:** letters sent from prisoners to National Prison Radio in 2014 (up from 5,288 in 2013)
- **1,834:** requests and messages of support from prisoners' friends and loved ones (up from 1,337 in 2013)
- Prisoners in **99 different prisons** contacted National Prison Radio by telephone or letter (up from 74 in 2013)



2014 On Air

- 475:** prisoners contributed to programmes and campaigns on NPR (up from 441 in 2013)
- 113:** hours of original content featured on National Prison Radio, that was recorded in prisons without a Prison Radio Association studio (up from 92 in 2013)
- 92:** prisoners worked as radio producers alongside Prison Radio Association staff
- 41:** former prisoners featured on National Prison Radio's *Outside In* programme in partnership with BBC Outreach
- 12:** BBC radio producers volunteered with the Prison Radio Association to produce the *Outside In* programme alongside former prisoners as part of the charity's partnership with BBC Outreach



'I have parole next month, so this might be my last chance to let you know how significant a part NPR has played in getting me through the tough weeks and appreciating the good ones. I'll never forget when you said on-air that I was part of something – that we all belong to something beyond the cells we are in. I wanted to give up but you stopped me from doing something stupid and for that I can't thank you all enough. Music and collectivism can be the greatest gifts to give someone and have really saved me. When I get released I am going to help people, I'm going to be a good person and I want you to know you have had a bigger hand in this than you can imagine'

Jason - HMP Grendon

Increasing Impact in 2014

- 85:** prison radio practitioners and colleagues attended the Prison Radio Association's Annual Conference, including 10 former prisoner producers
- 54:** organisations recalled by prisoners as having featured on National Prison Radio in 2014
- 24:** prisons running radio projects in England and Wales with support from the Prison Radio Association



- 6:** awards presented at the 2014 National Prison Radio Awards
- 4:** prisons with Prison Radio Association staff producing programmes for National Prison Radio, including establishments holding male, female and young prisoners
- 2:** interviews with the Prisons Minister on National Prison Radio
- 1:** new National Prison Radio project launched in HMP Coldingley

- 1:** Radio Production Award 'Indie of the Year' (Silver) for PRA Productions
- 1:** Third Sector Excellence Award in the Enterprise category
- 1:** international prison radio project launched with advice from the PRA - in Hungary