

Impact Snapshot

January 2016



**Prison
Radio
Association**

99%

of prisoners know about National Prison Radio

76%

of prisoners listen to National Prison Radio

37%

of prisoners listen
EVERY DAY

79,769 potential listeners (compared to 73,000 in 2014) **10.4** average weekly listening hours (9.2 in 2014, 8.1 in 2013)

Campaigns prisoners heard on National Prison Radio in 2015



The **Prison Radio Association (PRA)** is an award-winning charity that has revolutionised prisoner communications. It developed, launched and runs **National Prison Radio (NPR)**, the world's only national radio station for prisoners.

National Prison Radio aims to reduce reoffending by supporting prisoners through their sentences.

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



National Prison Radio on-air campaign highlights

National Offender Management Service
April 2015

A campaign highlighting the dangers of synthetic drugs (so-called 'legal highs').

63% of listeners heard the campaign.

28% reported taking action after hearing it.

5% of the prisoners surveyed said they had stopped or were considering stopping taking synthetic drugs after hearing the campaign.

*"I contacted the healthcare team and got help."
"I stopped taking Spice."*

National Offender Management Service
& Employers Forum for Reducing
Reoffending **January to April 2015**

***Job Junction*, a campaign to give prisoners confidence about job prospects on release.**

55% of listeners heard *Job Junction*.

Those who heard it were almost **three times** more likely to think an employer would hire someone with a criminal record.

"National Prison Radio is an effective way of connecting listeners to employers who are actively looking to give former prisoners a chance in the employment market."

**Rachael Reynolds, Head of Employment
National Offender Management Service**

National Literacy Trust &
Booker Prize Foundation
March to August 2015

A campaign to improve literacy through sponsorship of National Prison Radio's daily book club programme, *Books Unlocked*.

88% of NPR listeners heard *Books Unlocked*.

39% reported that listening to *Books Unlocked* encouraged them to read or write more.

National Prison Radio sent more than **400** books to listeners in **79** different prisons.

"Our life-changing partnership with the PRA helps us improve literacy by encouraging more people to read for enjoyment, to read more frequently and to read a wider range of titles."

**Jonathan Douglas, Director
National Literacy Trust**

**The Prison Phoenix Trust
Launched April 2015**

National Prison Radio's first ever yoga and mindfulness programme, *Freedom Inside*.

75% of National Prison Radio listeners tune in to *Freedom Inside* with **59%** saying it makes them feel more positive.

"I suffer with panic attacks. Listening to Freedom Inside really helps me breathe."



85% “National Prison Radio helped me to think about making a positive change to my life.”

75% “I have been inspired by something I heard on National Prison Radio.”

“ This is my first time in prison. Your shows have helped pull me out of my sorrow and will form an important part of my recovery process as I reflect, learn and then come back a stronger man. – Aamir, HMP Highdown ”

National Prison Radio: a lifeline for prisoners



In 2015...

6,403 Letters received by
National Prison Radio
from prisoners.
Up from 5813 in 2014.

3,159 Requests / messages of
support from prisoners'
friends and loved ones.
Up from 1,834 in 2014.

Prisoners in **111** different prisons
contacted NPR by telephone or letter.
Up from 99 in 2014.

In 2015...

992 Prisoners contributed to
programmes and campaigns
on NPR. Up from 475 in 2014.

86 Prisoners worked as producers
in 3 PRA prison radio production
centres alongside PRA staff.

PRA staff visited prisons across the country
to produce **89** hours of original content.



77% “I trust what I hear on
National Prison Radio.”

83% “NPR has made me aware of
support available in prison.”

63% “NPR provides information
I can't get elsewhere.”

49% “I have taken action after
hearing something on NPR.”

“ My husband is currently serving time. My son has donated his pocket money to National Prison Radio as his dad always tells us he listens. Thank you for the service you provide. It means a lot to the families as well as the prisoners. ”

Prison Radio International: a global impact

During 2015 the PRA provided support in developing prison radio projects to organisations around the world.

"The PRA provided the initial inspiration for our work and have been continuously supportive ever since."

Judit Hajdú, BARS FM, **Hungary**

"Working with PRA has informed our successful £1m bid to the Big Lottery in Scotland. Our five-year project uses radio as a tool to motivate, inspire and engage prisoners."

Murray Dawson, Station House Media Unit, **Scotland**

"National Prison Radio is a world model and the PRA has set the standard for prison radio internationally."

Kate Pinnock, Jailbreak, **Australia**



"PRA has been a great source of inspiration and support in our work producing radio with young offenders in Sweden."

Samuel Sjöblom, Radio Fri, **Sweden**

"The PRA has helped me in every way possible. I can't thank them enough. Our success is their success."

Karine Obadia, Radio Focus, **Israel**

"The PRA's powerful presentation to the Minister convinced him to proceed with implementing a prison radio station at the Maximum Security Prison in Arouca."

Garth St. Clair, RISE Maximum Radio, **Trinidad and Tobago**

Drama on National Prison Radio

In September 2015 National Prison Radio broadcast *Bound* - its first ever radio drama.

It was produced with BBC Drama North as part of our partnership with BBC Outreach, and supported by TiPP (Theatre in Prisons and Probation).

Bound, set in a fictional prison, was recorded in the BBC's drama studios in Manchester and on location at HMP Styal. It tells the emotional story of a custody battle between a 19 year-old prisoner – pregnant and a recovering heroin user – and her ex-boyfriend's family.

The drama was inspired by a series of conversations between award-winning drama writer Cat Jones and women serving sentences in Styal.

The cast included serving prisoners and professional actors, including John Henshaw from *Early Doors*, Sally Carman from *Shameless*, and BAFTA and Royal Television Society award-winner Matthew McNulty.



"Wow, NPR! What a fab drama! Bound made me cry – it took me back to when my daughter was born, both of the grandparents were arguing, they both wanted full custody. It was a nightmare. The drama gave me a better understanding of what mums go through when they are pregnant. It must be so hard to make the right choice. The drama has had a big impact on me. Thank you, you all did an outstanding job. – Leon, HMYOI Deerbolt"