

Impact Snapshot 2017

Prison Radio Association

The Prison Radio Association is a charity that runs National Prison Radio, the world's only national radio station for prisoners. Available across England and Wales via in-cell television, it has revolutionised the way we communicate in prisons.



Charity of the Year



"It's been a fantastic year for the PRA, celebrating their 10th anniversary, winning 'Charity of the Year' and taking National Prison Radio to the next level. The quality and impact of NPR's programmes makes a difference to thousands of prisoners every day. We have the most comprehensive, high quality prison radio coverage anywhere in the world – and I just want to say 'thank you' to the PRA for all their support."

Michael Spurr, Chief Executive Officer
HM Prison and Probation Service

Our listeners...

97% of prisoners know about National Prison Radio

81,341 potential National Prison Radio listeners

72% of prisoners listen to National Prison Radio

Average weekly listening hours

2014: 9.2

2015: 10.4

2016: 11.4

37% of prisoners listen every day

In the last 12 months...

6,641 letters sent by prisoners to National Prison Radio

3,878 requests/messages of support received from prisoners' friends and loved ones

147 The PRA partnered with 147 different organisations

"I listen to you 24/7. Since I have been listening to NPR, I have stopped hurting myself. You know how we're feeling when the last call for bang up echoes round the landings each night. We know we're safe in your hands."

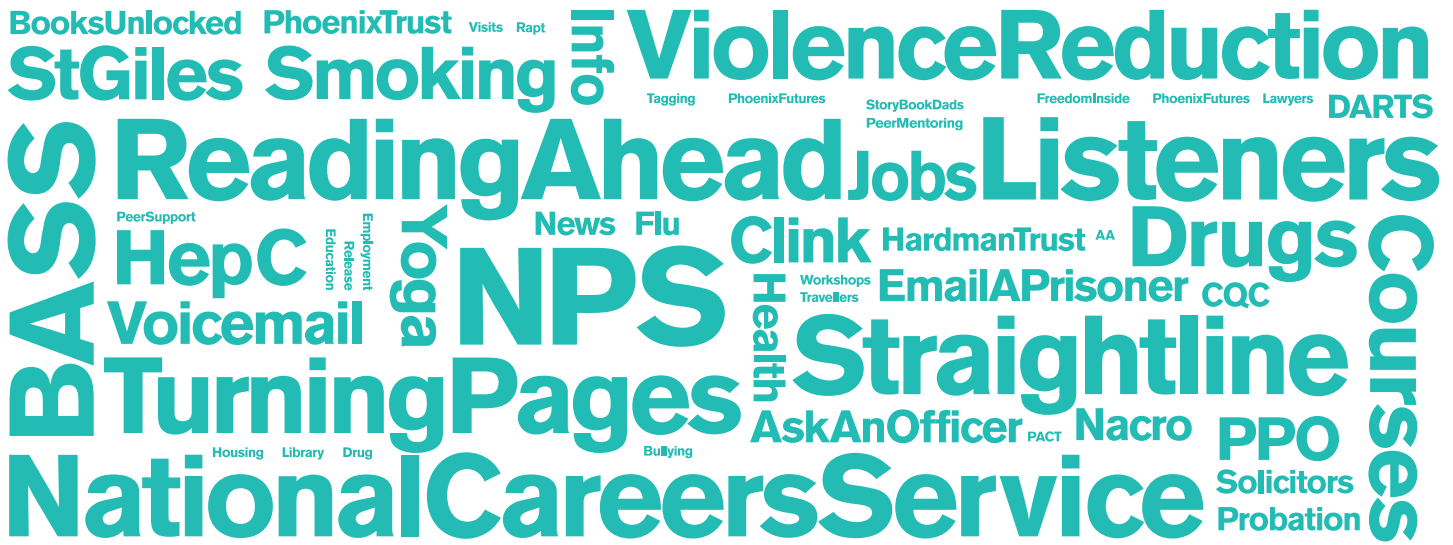
NPR listener, HMP Frankland

"Our prisons are full of people who have a real need for information. Information helps people through their sentences, so they can return to society as changed people. What better way of reaching them than with radio? It's powerful, personal, compelling, and people act on what they hear."

Phil Maguire, Chief Executive, Prison Radio Association

National Prison Radio: on-air campaign highlights

Campaigns prisoners heard on National Prison Radio in the last 12 months



Books Unlocked

Serialised book readings, broadcast every night of the week.

In partnership with the National Literacy Trust & Booker Prize Foundation

As many as 60% of prisoners have difficulty with basic literacy skills. Books Unlocked encourages people to read by giving them access to award-winning literature, on the radio.

77%

of NPR listeners heard Books Unlocked...

91%

...for 18-21 year olds, this figure was 91%

44%

said listening to Books Unlocked encouraged them to read or write more.

1,016

In the two years since this partnership began, NPR has given away 1,016 books.

That's more than a book a day going to people in prison who are eager to read.

“The programmes broadcast by the Prison Radio Association have a huge reach and support learning through campaigns and initiatives such as the daily book club programme, Books Unlocked.”

Dame Sally Coates
Unlocking Potential: a review of education in prison, 2016

Freedom Inside

A weekly mindfulness programme, presented by Jeremy Irons.

In partnership with The Prison Phoenix Trust

It's estimated that 36% of the prison population suffer from anxiety and depression compared to 16% of the general UK population. Freedom Inside is a programme about yoga and mindfulness, reducing violence and anxiety.

68%

of National Prison Radio listeners tune in to Freedom Inside...

55%

...with 55% saying it makes them feel more positive.

Safer Custody for Everyone

A series of short features about the impact of violence in prison.

In partnership with HM Prison and Probation Service

In the 12 months to June 2016, assaults in prison were up 34%, with over 23,000 reported across the prison estate. Safer Custody for Everyone aimed to reduce violence in prisons by offering listeners practical advice about coping with stress and aggression.

62%

of listeners heard this campaign on National Prison Radio. They praised the content for “helping them see the bigger picture”, with support presented in an “easy-to-understand” format.

Celebrating 10 years of the Prison Radio Association

Charity of the Year 2016

PRA is named Charity of the Year at the Third Sector Awards.

“Hands down winner. What these guys are achieving on a very small budget is phenomenal and benefiting not just their target population but potentially society as a whole.”

Third Sector Awards Judges



‘Letters from the Inside’ in partnership with Letters Live



PRA teams up with Letters Live to put on a show from the chapel inside HMP Brixton. Russell Brand, Kate Tempest, Benedict Cumberbatch, Olivia Colman, Clarke Peters and other prominent performers, alongside prisoners and former prisoners, read out letters on the theme of ‘Letters from the Inside’, including letters sent to NPR by its listeners. The show was broadcast live into prison cells across the nation on National Prison Radio.

“I listened to Letters Live last night. It made me smile, laugh and cry. It was inspirational.” NPR listener, HMP Leicester

Scott Mills

BBC Radio 1’s Scott Mills appointed PRA’s first Ambassador.

“I believe radio has the power to change lives. I’ve seen first-hand what an amazing job the Prison Radio Association does and I’m excited to be joining them.”

New Year’s Honours

Roma Hooper, PRA co-founder and Chair, receives an OBE in the Queen’s New Year’s Honours List 2017.

“Prison radio makes such a real and lasting difference. I’m incredibly proud of the PRA and look forward to building on what we’ve already achieved over the next 10 years.”

International documentary award-winners

PRA Productions wins a Gold Award at the New York Festival and is awarded the prestigious Audio Stories Rose d’Or in Berlin for its landmark documentary *The Abuse Trial*, produced for BBC Radio 4.



Royalty on NPR

HRH the Duchess of Cornwall visits National Prison Radio’s headquarters at HM Prison Brixton. The Duchess took part in a special recording of *Books Unlocked*, a book discussion programme produced in partnership with the National Literacy Trust and the Booker Prize Foundation.

2016 was the PRA’s 10th anniversary year, and it was nothing short of exceptional!




In a decade we’ve revolutionised how we communicate in prisons. Prisoners are physically isolated from society, with no internet access or mobile phones. Even newspapers are in scarce supply. And around 50% of prisoners have the reading skills expected of 11-year-olds.

Our solution is National Prison Radio, the world’s first national radio station for prisoners. It provides practical advice, support and inspirational content to people in prison, turning prison into a place of positive change. Our audience is bigger than ever, and they’re tuning in for longer – 11.4 hours every week on average. National Prison Radio is now firmly established as the go-to place for organisations that need to communicate with prisoners in order to meet their objectives.

“National Prison Radio is loved by its listeners, who tune in devotedly. ... Radio is about giving people a voice. It helps prisoners to say what they think. To speak when they used to be silent.”

Miranda Sawyer, *Inside Tracks: Life at the UK’s prison radio station*, *The Observer* 2017

2017/2018 National Prison Radio schedule

Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Eve	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
07:00	Porridge The world's first national breakfast show made by and for prisoners. Includes the quiz, 7:40 Shout Out and the Work Out Song. <i>Listen out for...</i> Friday – the famous Porridge Music Special					All Request Saturday The week's Request Shows back to back through the day. Write to us at: National Prison Radio, HMP Brixton, London SW2 5XF					Freedom Inside In-cell yoga with Prison Phoenix Trust					
08:00 (or local shows made in your prison)	NPR Specials See the orange box below for details of shows.	Love Bug Write to the ones you love  ShannonTrust	Igloo Handpicked dance music from NPR's finest presenters.	The Urban Show Hip-Hop, R&B and dancehall.	NPR Friday Sport, chat and ents. Your start to the weekend.	Bob and Beyond A solid hour of reggae classics.					Freedom Inside In-cell yoga with Prison Phoenix Trust					
09:00	Hot 20 The famous UK chart rundown.	Dance music and upbeat sounds. Repeat from Friday night. straightline	THE SELECTOR RADIO Two hours of new British music from DJ Goldie-rocks.	The straightline Request Show Shout out your loved-ones on the outside!	The Rock Show The very best in loud guitar music from our expert presenters	The Gospel Show Uplifting sounds. Deja Vu Classic tracks.					Bob and Beyond A solid hour of reggae classics.					
10:00	Desi Drop	Porridge Another chance to hear this morning's show					Past Present & Future See 18:00 for details					Past Present & Future See below for details.				
11:00	Porridge Another chance to hear this morning's show					Prime Time See 18:00 for details					Prime Time See below for details.					
12:00 (or local shows)	Past Present & Future See 18:00 for details	THE SELECTOR RADIO Two hours of brand new British music.	The Urban Show Hip-Hop and R&B.	Desi Drop An hour of Asian music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.					THE SELECTOR RADIO Two hours of new British music.					
13:00	The Request Show Requests and shout-outs from prisons across England and Wales. Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at National Prison Radio, HMP Brixton, London SW2 5XF					Prime Time See 18:00 for details					Prime Time See below for details.					
14:00	The Request Show Requests and shout-outs from prisons across England and Wales. Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at National Prison Radio, HMP Brixton, London SW2 5XF					Sound Women					Sound Women					
15:00	THE SELECTOR RADIO New British music with DJ Goldie-rocks.	All Music Daytime Music and information designed to help you make the most of your time inside.					Books Unlocked A repeat of the week's book readings					Books Unlocked A repeat of the week's book readings				
16:00	THE SELECTOR RADIO New British music with DJ Goldie-rocks.	All Music Daytime Music and information designed to help you make the most of your time inside.					Hot 20 UK chart rundown.					Hot 20 UK chart rundown.				
17:00 (or local shows)	Bob and Beyond Reggae classics.	 Red Bull Music Academy Mixes, Interviews, hot artists.	Brixton Calling News and requests from HMP Brixton.	NPR Specials See orange box below for details of shows.	Deja Vu From the 60s, 70s and 80s.	The Gospel Show Uplifting music for a Sunday evening.					Bob and Beyond Reggae classics.					
18:00	NPR Talk Making the most of your time					Past Present & Future Inspiring stories from inspirational people.	NPR Takeover Real voices from jails around the country.	Prime Time Information to help you make the most of your time.	Sound Women Must-listen radio for women in jail. Issues that matter.	Love Bug Write to the ones you love  ShannonTrust	Inside Music The real stories behind the music you love.	Freedom Inside In-cell yoga with the Prison Phoenix Trust				
19:00	The Request Show Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com					NPR Specials See below for details.					Hot 20 The famous UK chart rundown.					
20:00	The Request Show Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com					THE SELECTOR RADIO Two hours of new British music.					THE SELECTOR RADIO Two hours of new British music.					
21:00	The Request Show Want to hear your favourite song on National Prison Radio? To hear your song, message or poem on the radio, write to us at: National Prison Radio, HMP Brixton, London SW2 5XF Get your loved-ones to request tracks for Thursday's show at: www.nationalprisonradio.com					THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.					
22:00	Hot 20 The famous UK chart rundown.	The straightline Request Show Shout out your loved-ones on the outside!	Desi Drop An hour of Asian music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.	THE SELECTOR RADIO Two hours of new British music.					THE SELECTOR RADIO Two hours of new British music.					
23:00	Books Unlocked cloud Atlas by David Mitchell Write to National Prison Radio, HMP Brixton, London SW2 5XF for a free copy.					Books Unlocked A repeat of the week's book readings					Books Unlocked A repeat of the week's book readings					
23:30 – 07:00	Dream Time Music and advice to help you sleep safe and sound through the night.					NPR Specials: Real talk from across England and Wales. Tune in throughout the month for one-off shows like this: Outside In: former prisoners look at how you can prepare for life on the out. Know Your Mind: learn how to think smart, train smart and talk smart. The Vault: author Alan Bennett passes on his wisdom in an exclusive interview. YO Takeover: direct from the leads at HMYOI Isis.					NPR Specials: Real talk from across England and Wales. Tune in throughout the month for one-off shows like this: Outside In: former prisoners look at how you can prepare for life on the out. Know Your Mind: learn how to think smart, train smart and talk smart. The Vault: author Alan Bennett passes on his wisdom in an exclusive interview. YO Takeover: direct from the leads at HMYOI Isis.					