


Organisation Name: Prison Radio Association	
<p>Grant Details: Total Grant: £77,156 Amount funded to date: £77,156 Amount remaining: £0 Start date: 19/10/20 End date: 18/10/23 Date of Report: 31/10/23</p>	
<p>Grant Summary</p> <p>The grant will be spent on developing the evaluation processes and approach of the Prison Radio Association (PRA). Our evaluation is overseen by two members of staff: the Director of Development, and the Research Assistant. We are seeking support over the next three years to upskill these two staff members and develop a new evaluation approach for the organisation's impact monitoring.</p> <p>We want to engage an external evaluation consultancy to carry out an independent piece of evaluation on our impact in prisons. In year two of funding, we will focus on Straightline. Straightline is a new initiative for PRA, soft-launched in late 2018. Straightline is an online digital media channel - a hub for people leaving prison to access podcasts, short films, blogs and radio programmes on demand. With the support of evaluation experts, we want to develop a model for measuring the impact of Straightline. This is a unique evaluation challenge – nothing like Straightline exists anywhere in the world.</p> <p>Finally, in year three, we will focus on completing the training for our internal evaluation team, to ensure that they are properly equipped to sustain the things that they have learnt across the funding period.</p>	
<p>Grant Performance</p> <p>This is an interesting project that has been hugely impacted by the pandemic and the lack of access to the prison estate for much of the grant period. Despite this the team at PRA have managed to stay true to the remit of the project and did not let the project diverge from the intended aim. Understanding the impact of a service like prison radio was always going to be a challenge but the grant has clearly enabled PRA to bring in a set of experts around evaluation and merge this with their own expertise around reaching the wide prison population. The report shows the benefits that this has gone on to have for the organisation which have undoubtedly contributed to making PRA and National Prison Radio more sustainable.</p> <p>The challenge of understanding the impact of an intervention on someone who is difficult to track is a common one amongst grantees and already PRA have engaged with some of our current grantees to help them think about the challenges and solutions to keep track of people who have been worked with in prison and tracking them post release. Therefore the value of this grant has the potential to reach beyond the direct work that PRA have been doing around understanding their own impact.</p>	

Please complete all sections of this form ensuring it is no more than four sides of A4 paper.

In your application you told us what you expected the three key achievements of your grant to be and the income you expected to obtain from other sources each year. The delivery of those achievements should form the basis of your report to us, however, in this final report please take the opportunity to reflect on what was achieved over the whole grant period as well as in the final year.

Feel free to add evidence to demonstrate your achievements e.g. statistics, opinions of beneficiaries, case studies, independent feedback, press coverage or reviews. Include whatever evidence you have that you feel may help tell the story of the grant. If target numbers were included in your expected key achievements, please include these in your report.

We understand that goals change and need to be refined and you may find better ways to secure positive outcomes. As well as the expected results we are also interested in hearing about the unexpected and finding out about why things may not have worked as well as you planned.

Organisation Name	Grant Reference (see grant letter)
Prison Radio Association	2019-10-R022
1. Was the first Expected Key Achievement delivered?	
<u>Develop a revised evaluation strategy for National Prison Radio.</u>	
<p>Over the course of the funding period, the Prison Radio Association (PRA) has worked with an independent evaluation consultancy, Art of Regeneration (AoR) to develop a new Theory of Change and Evaluation Framework.</p> <p>AoR worked closely with PRA over the course of the funding period, reviewing all existing evaluation processes and documents, interviewing PRA staff and trustees, interviewing key stakeholders and partners, including our Ministry of Justice partners.</p> <p>They have spent extensive periods of time in our prison studios, and on the road visiting prisons around the country, to understand first hand from the people that work with and broadcast to/in prison what the experience of engaging with PRA's work is like. As part of this work, AoR immersed themselves in our ongoing evaluation work – face-to-face surveys in prison, written surveys, digital surveying, and focus groups.</p>	

Finally, they ran group sessions with the entire PRA staff team, to ensure that everyone has contributed to the work of developing our new Theory of Change and Evaluation Framework.

This work has led to the development of a 65-page report: Sound Changes Lives: A report on action research and an evaluative review of the Prison Radio Association. The full document is in the final stages of completion. We anticipate the document being finished in mid-November, after which we want to have a designer make it presentable, before sharing publicly. As soon as the content is complete, we will share with Triangle.

2. Was the second Expected Key Achievement delivered?

Complete independent evaluation of National Prison Radio with specialist consultancy.

As detailed above, AoR forensically looked at all PRA's existing work, and our evaluation processes, to independently assess our impact. Their extensive report breaks down how they have been able to identify and test the deeper impact of National Prison Radio (NPR) on those who listen.

This process consisted of a complete review of how we monitor our impact, how this approach can be strengthened through the development of new evaluation techniques and the improvement of existing processes. These methods have then been tested, and where applicable, implemented, based on the new Evaluation Framework.

Some excerpts from their forthcoming report into their findings:

- NPR is a crucial platform for other organisations and activities. For many organisations, PRA's station NPR is the only platform through which they can reach the populations they seek to reach.
- NPR has a positive impact on the lives of the prison population and prison-experienced people.
- NPR programming balances information and entertainment to keep listeners tuned in. NPR offers enjoyable things to listen to when enjoyment is hard to come by (for example request shows and shout outs offer a fun element) and these are combined with very useful advice and information. This approach increases the likelihood of prisoners taking up support opportunities, thereby increasing impact.
- PRA's impact is made possible through NPR programming that encourages the active engagement of the listenership. The channel's impact comes not merely from providing entertainment and conveying information to a receptive listenership, but also from encouraging action, developing skills, and generating creative energy. Relevant programming provides a shared source for conversation and a valuable way of connecting people across the custodial estate.
- The act of listening to the radio station results from the exercise of agency and choice in the prison media landscape (that is itself variable in choice) and the act of listening in cells prompts active engagement, from writing to creative expression, from physical exercise to dancing. NPR gives a voice to people in prison, their families, former prisoners, radio producers, artists, and institutions devoted to rehabilitation, health, and education in prison, as well as to the official messages of HMPPS and the Criminal Justice Sector (CJS).
- Radio is a particularly intimate medium that creates a close relationship between listener and presenter, allowing close forms of connection between NPR and its listenership. But the conditions of prisons make the experience of listening eminently social.

- NPR's programming is extensive and engaging. The entertainment programming (talk, music) is interspersed with regular relevant information campaigns delivered through prisoner's voices.

3. Was the third Expected Key Achievement delivered?

Complete a trial and assessment of longer-term longitudinal studies of changes in National Prison Radio listener behaviour.

With AoR, we have worked to develop new ways of understanding the longer-term benefits of National Prison Radio. Most significantly, we have created a way of analysing the comments submitted by people in prison to PRA, either by letter or by phone call. We receive around 42,000 of these annually. We now have an ongoing process for transcribing, analysing and coding the messages we receive each day into themes that relate to the intermediate outcomes which contribute to the desistance of reoffending behaviour.

We have also developed methods of surveying people post-release who engage with our follow-on service to National Prison Radio, Life After Prison. Life After Prison is a podcast and online community for prison leavers, their families and people affected by prison more widely, to gain inspiration and support as they work to build positive, crime-free lives. These include online surveys, social media surveys, analysis of engagement data, and focus groups.

4. If you specified in your Expected Key Achievements document that there would be additional income generated as a result of the grant please include the final income figures (including all income sources e.g. trading, contract grants etc.)

	Start date of year	Total additional income		
		Expected at start of grant	Reforecast	Received
Year 1		£	£	£
Year 2		£	£	£
Year 3		£	£	£
Year 4 (if required)		£	£	£

5. Did any aspect of the grant delivery not progress as expected and were any subsequent changes made?

As mentioned in previous reports, we had to overcome the challenges presented by the Covid-19 pandemic. This hugely affected the start of our work with AoR – we didn't meet in person until well into the project. It also meant that access to people in prison was, for a long time, impossible. Even when it was possible, we were limited in the scope of in-prison activities that we could carry out.

To overcome these challenges, the AoR team focussed on the engagement of former prisoners and key stakeholders from our partner organisation, as well as interviewing PRA staff. They used this time to review our existing processes and evaluation findings. And we trialled various remote survey techniques, with varied results.

Ultimately, access to prisons and people in prison returned to relative normality for us to then work with AoR to implement the new methods of evaluation.

6. Has the grant achieved the expected results overall or did anything need to change?

It has had huge unexpected benefits, helping us to establish new methods of evaluating our impact outside of prison, and with our prisoner producers. It has also established a link to London Southbank University, where PRA staff have given a lecture, and we hope to take some students on as research assistants as part of their Criminology course.

7. What are the future plans for the development funded by this grant? (include details of any further funds secured to continue the work)

Over the course of the grant period, our ability to better communicate our impact to partners and funders has enabled us to secure the funds to expand the scope of our evaluation work. We have a dedicated Audiences Coordinator, to evaluate our prisoner correspondence log. We are seeking funds to grow our evaluation team so that we can dedicate time and resources to the evaluation of all of our projects.

8. Is there anything you have not included elsewhere in the report that you feel we should know? E.g. you might have some wider reflections about the impact of the grant overall both within your organisation and beyond.

The grant has had a transformational effect on the work of the PRA. It has opened our eyes to the impact that we are having, whilst equipping us with the evidence to secure the partnerships required to grow our work in a sustainable way.

We are very grateful to Triangle for your support on this project.

I look forward to sharing the completed version of AoR's report with you in the coming weeks.

9. Please email us a copy of your latest annual report and full accounts independently examined by a qualified accountant covering the last 12 months (if you have not already sent them).

Name	Position
Tim Colman	Director of Development
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Date	
30/10/2023	