



# Impact report 2024



# Foreword

2024 was another busy and productive year for PET as we supported people in prison to access distance learning, enhanced and developed what we offer, and advocated for improvements in prison education policy.

In a prison system that was struggling with a growing population, overcrowding and staffing shortages, we continued to provide access to distance learning courses – and related advice and support – for people in prison. We funded 1,540 courses in 2024, an increase of 15% on the previous year, and provided advice on 3,507 occasions. Our courses frequently provide a rare chink of light in a system that is otherwise largely failing to support people to achieve their goals for the future. As one learner said, “without your essential support I would struggle to find anything meaningful to do”.

None of this would have been possible without the incredible contribution made by our funders and other supporters. We are extremely grateful for the backing that we get from trusts and foundations and from people who support what we do. Our two successful fundraising campaigns during 2024 are a testament to this support. Thank you to everyone who donated and to all those who supported us in other ways.

Thank you also to all the people in prison whose views and experiences contributed to our work in 2024. Our learners are inspiring and everything we do is informed by what they tell us about PET and our work. The insight and expertise provided by people with lived experience of the prison system, including our Lived Experience Consultants, is also invaluable. We could not do all this without them.

We celebrated our 35th birthday during 2024. This was an opportunity to reflect on what we have achieved over the last three and half decades and look to the future with the organisation thriving and well placed to meet future challenges. PET provides people in prison with an opportunity to access education, to learn and to find hope for the future. I am proud of the work that we do and hope that you enjoy the snapshot contained in this report.



**Jon Collins**  
**Chief Executive**



# 2024: OUR YEAR IN NUMBERS

## Our journey of support for distance learners in prison:

**3,507**

Times we gave information, advice and guidance



**1,540**

Distance learning courses we funded



**119**

Prisons we funded courses in



## Our most popular courses:

1. NEBOSH HSE Award in Managing Risks and Risk Assessment - **213 learners**
2. NEBOSH National General Certificate in Occupational Health and Safety - **68 learners**
3. IOSH Managing Safely - **50 learners**
4. CMI Certificate in Principles of Management and Leadership - **49 learners**
5. Nutrition for Physical Activity - **47 learners**



**1,808**  
times digital courses accessed



**134** Number of courses offered in our prospectus



After completing a PET course  
**87%** of learners felt able to change their life and do something positive after release

## What did people do next in prison, as a result of taking a PET course?

- 66%** Further studies
- 35%** Applying for a job
- 57%** Volunteering



## What we do makes a difference. Our courses:

- reduce the chance of someone returning to prison by **over 20%**
- increase their chance of finding employment by **over 20%**



# Highlights of the year



## January

### New prospectus

We published our new prospectus, featuring over 130 distance learning courses for people in prison. [Take a look!](#)



## February

### Clinks Evidence Library Review

Our Chief Executive, Jon Collins, wrote an Evidence Library review for Clinks on the evidence on the impact of prison education. You can read it [here](#).



## March

### Received our first digital application

We were very excited to receive our first digital application for a PET course from a secure Chromebook after a long time of working with Coracle Inside and HMPPS!

## April

### PET's 35<sup>th</sup> birthday!

We celebrated 35 years of helping learners make a fresh start, having been founded in April 1989. Read our reflections on the last 35 years [here](#).



## May

### Radio 4 Appeal

Nazanin Zaghari-Ratcliffe presented our Radio 4 Appeal, sharing the story of Paul, a PET alumnus who, like her, found hope through learning while in prison. The appeal raised over £50,000 to support learners in prison. You can listen back [here](#).



## June

### Digital courses launched

We took a bold step forward by launching seven digital taster courses – giving people in prison a fresh way to explore and learn. Learners have accessed these courses 1,808 times across 108 prisons in England and Wales.





## July

### Young womens' education in prison

We published a report looking at how we can address system failures that are stopping young women accessing education in prison. We were invited to present its findings to the Ministry of Justice's Young Women's Forum. You can read the report [here](#).



## August

### 6,000th call on our Advice Line

Set up in 2020, our free advice line has provided information, support and guidance to many prospective and current learners. August marked the 6,000<sup>th</sup> time one of our friendly team has answered a call on the line from someone in prison.



## September

### Post-election briefing

We published a briefing with 10 recommendations to the new ministerial team at the Ministry of Justice to transform prison education. You can read it [here](#).



## October

### Royal Parks Half

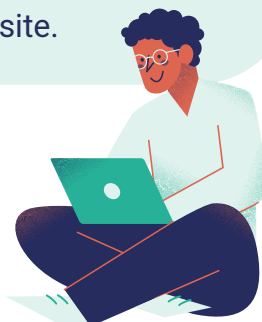
A team of dedicated runners fundraised for PET by running the Royal Parks Half Marathon, including our very own Digital Content Officer, Cameron!



## November

### Launched whitelisted website

We launched the whitelisted (secure) version of the PET website, available in all prisons in England and Wales. In the long-term we intend for people in prison to access distance learning courses via the website.



## December

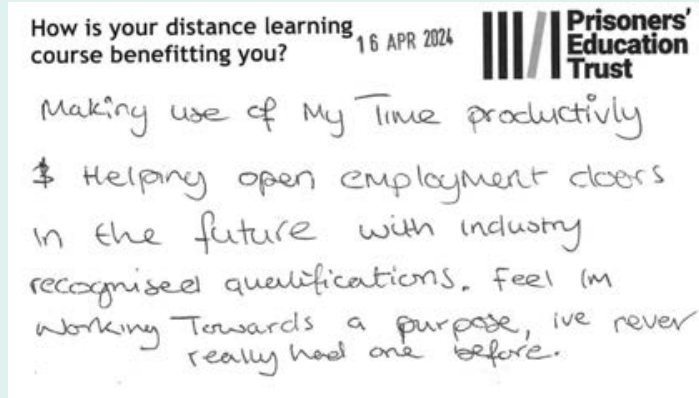
### Big Give Christmas Challenge

You helped us raise the most we've ever raised from our annual matched funding appeal, the Big Give Christmas Challenge, enabling us to fund 60 courses for people in prison.

# Immediate impact

Many learners tell us about the benefits that studying a PET course can have in prison and after release.

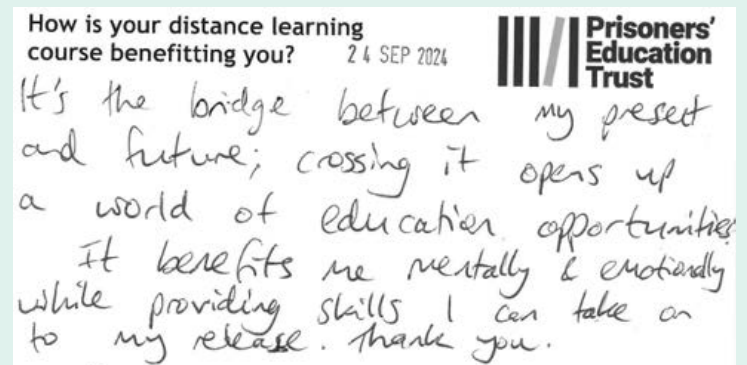
These include feeling a sense of purpose:



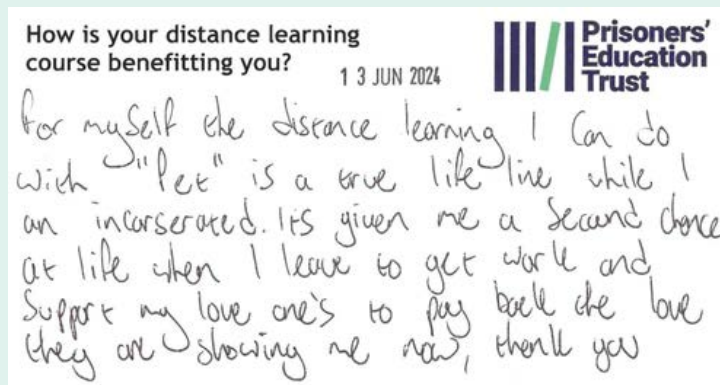
Matt studied our Certificate in Principles of Human Resource Practice course to work towards his future career aspirations.

Supporting mental health:

Graham studied our Learning to Draw course to improve his skills as an art mentor in prison, helping others to unlock their skills.



And hope for the future:



Brian studied our NEBOSH Health and Safety course to work towards his goal of becoming a Construction Manager upon release.



# Longer term impact

Last year we shared the stories of Joanna and Collins, who both told us how studying with PET helped them to achieve their education and employment goals.

Joanna studied PET's IOSH Managing Safely course in 2019 and our NEBOSH Level 3 National General Certificate in Occupational Health and Safety the following year. She now works at DHL on their Nisa contract, delivering to just over 500 stores in the North West. She started working with the logistics company on Release on Temporary Licence (ROTL) while she was in prison. You can read the full story on our website [here](#).

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When I went to HMP Drake Hall, I got the bug for continuous learning. I did every course and qualification that I possibly could, everything available through standard prison education. I'm one of these people: once I've done what I need to do, I can't sit still.

I flicked through and saw the health and safety courses. Before prison, I lived in a two-bedroom bungalow with my two kids. There was only one way in and one way out; there was no fire exit; no smoke alarm; none of the windows opened out enough to escape. That drove me to apply for the IOSH Managing Safely course. I thought, "Right, time to get my own back!" And I'm so glad I did.

I'll be eternally grateful to PET. I've still got my health and safety folder and books here, sitting on the TV stand. I thought it would always be the same: stuck in that revolving door – "I've been in prison too many times; I'm no good to no one; my life's never going to change." But there's hope. Look at where I am now – it's the polar opposite to where I used to be. I now look in the mirror and think, "Who are you? I actually like who you are today."

To all PET's sponsors, the people that donate – it's priceless what you do. None of what I've done would have been possible without PET. I've gone from rock bottom to being on top of the world.

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PET's Lived Experience Coordinator Collins Adesoji reflects on coming full circle – from studying for a degree in prison to joining the team. You can read his full story [here](#).



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Many things stand still for a person in prison, but one thing that doesn't is the mind. In fact, I would argue that in prison, the mind truly comes to life. It can either be your worst enemy or your greatest ally. Whether you want it to or not, it will absorb the environment around you – the only control you have is over what you use to feed or distract it.

With PET's support, I enrolled in an A-level course in Law. Thanks to my previous studies, I had the tools I needed to engage with the material, and PET provided course funding, materials, tutor contact and a range of other support services too numerous to list. Most importantly, I had access to their Advice Line, which helped me navigate the natural barriers that come with studying in prison – of which there are many.

Studying through PET allowed me to keep my academic mind active and maintain my engagement in learning. I was able to successfully complete my A-level two years after I had begun and three prison transfers later – all while having been supported by PET.



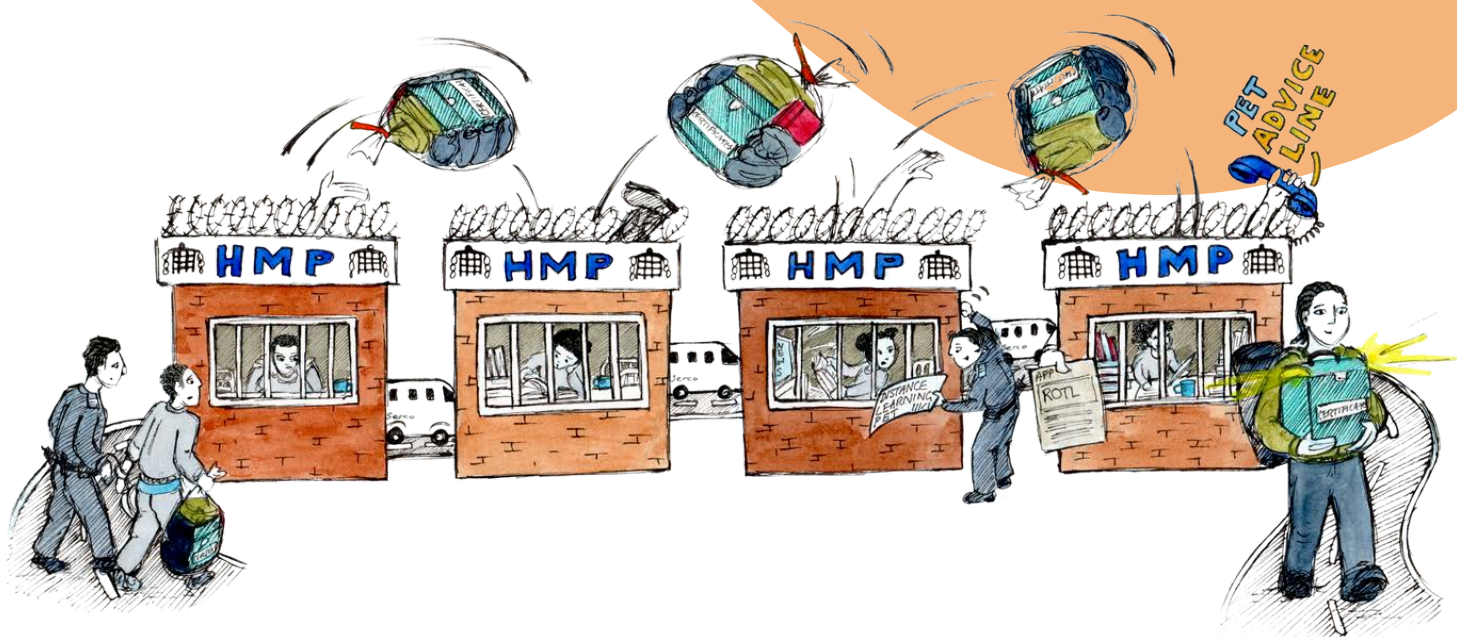


I would have been wrong to think my journey with PET would end in prison. Soon after my release, a vacancy opening afforded me the opportunity to continue my journey with and to work for PET as their Lived Experience Coordinator.

In this role I coordinate the involvement of those with lived experience of the justice system in PET projects and workstreams. PET believes in placing lived experience at the heart of its service delivery. As part of this, we have several Lived Experience Consultants who use their experiences in prison to shape policy and actively consult on our projects, helping us to reach and support more people in prison.

My journey with PET began during a turbulent time in my life, but it has come full circle, continuing to impact me and others beyond my release.

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The courses available have the potential to change lives and allow prisoners to dream of and work towards a better future.



**Thank you so much for your wonderful support that makes a real difference to the lives of our learners.**