



InHouse Records

<https://www.inhouserecords.org/>



Challenge

In March 2020, due to the impact of Covid, InHouse was unable to deliver its face-to-face provision for learners in prison. With rising mental health challenges for prisoners in isolation, InHouse needed to pivot quickly, and in April 2020 implemented an 'edutainment' magazine and distance learning programme for the general prison population. After 9 months of testing, InHouse was in a strong position to roll out its programme nationally.






Revenue model

They first requested an unsecured loan of £77,000 to develop a partnership model with Caroline International, Sony Publishing and Pirate Studios, to deliver its through-the-gate services to graduates. InHouse approached CIDF for a second investment of £20,000, to scale its new prison-based programming nationally, increase capacity to develop new content and curriculum, and evolve InHouse's delivery methodology from face-to-face to distance learning. It primarily earns income through service contracts with prisons and by selling the music and merchandise of artists under the InHouse Record label.

Impact

InHouse's future relationships with Caroline/Universal and Sony Publishing will provide further opportunities for its graduates to progress personally, professionally, and musically, either as record label apprentices or as signed artists on the label. The second investment allowed the organisation to respond to rising loneliness and isolation in prisons, as a result of the pandemic, and supported efforts to provide lower-cost provision and multiple entry points to engage with the organisation.

Key Statistics

-  **Duration:** 5 years
-  **Cost of capital:** 6.8%
-  **Turnover:** Not available
-  **Investment:** £97,000 (2019: £77,00; 2021: £20,000)
-  **Product type:** Unsecured loan

