



Behavioural Changes

Independent Evaluation has highlighted that up to 19% of people who had seen the broadcasts acted on the advice/information they had seen.

During a campaign to reduce Hoax Calls to the Fire & Rescue Service, FSEC data recorded a 48% decrease where the message was broadcast.

Efficiency Savings

Networks have run campaigns replacing other forms of media such as leaflet drops or bus advertising and have also been used for recruitment advertising at considerable saving.

Partners have generated revenue by selling broadcast slots and filming to other agencies in their area.

Emergency Messages

Prolific Offenders have been located as a direct result of network broadcasts and several suspects identified from crime scene CCTV pictures.

Public response to Missing Persons appeals has been astonishing and a number of these appeals have been successfully resolved.

Reassurance

Many networks carry updates to Emergency Messages, thanking the public for their assistance and providing closure on the appeals.

Public perception of crime in their area has been dramatically affected. One area achieved a 20% positive swing in public opinion re crime levels whilst a second area produced statistics showing that over 70% of people felt safer since the broadcasts began.

Service Uptake

Requests for Home Fire Safety visits were up by 109% following one local campaign.

A Domestic Violence helpline recorded a 63% increase in calls from one city where a campaign had been run during the World Cup compared to no noticeable change in call volume from other areas.

Inclusion

Clients have encouraged community involvement by various means. One ran a competition in local schools to produce a storyboard for a safety awareness message and then filmed and broadcast the winning entry generating considerable positive press coverage.

Multi lingual messages have been used effectively in many areas. One in particular resulted in Police receiving information on a murder enquiry from a community previously closed to them.

Awareness Raising & Education

Public awareness of the Partnerships and the services they deliver has increased in every one of our network areas.

The system has increased access to important health, safety and welfare information.

CCN supplies partnerships with dedicated, managed television networks throughout their districts. These networks showcase the partnerships' achievements, results and the positive changes taking place within their communities. By broadcasting updateable, informative video and emergency messages, the system enables the partnerships to communicate, engage, consult and provide reassurance to both the general public and the business sector.