



Rochdale Community TV network launch



12 August 2004

Community Communication Network (CCN) & Rochdale Safer Communities Partnership launched Greater Manchester's first Community TV network on Thursday 12 August 2004, aimed at making the borough of Rochdale a safer place to live and work. Plasma screens have been installed in high footfall venues around the area, enabling the Safer Communities Partnership to engage with the people of Rochdale. Safer Communities TV will broadcast local information, community safety messages and updates, news, weather, sport, crime reduction initiatives and emergency messages to help combat crime and the fear of crime.

Around 100 guests attended the event at the Motorama Lounge in the Spotland Stadium in Rochdale, where Rochdale Borough Council Chief Executive Roger Ellis launched the live system. The Rochdale Safer Communities TV locations include:

Rochdale College Library	McDonald's, Middleton
Milnrow Village Practice	Rochdale Customer Services
Rochdale Post Office	Hollingworth Lake Visitors Centre
Asda Supermarket	Rochdale Hospital A & E
McDonald's Kingsway	Heywood Customer Services



These locations generate over 2.5 million viewing opportunities per annum



'Rochdale Safer Communities Partnership TV is an exciting development both for the partnership and for the people of Rochdale. Coupled with other established communication forms, it has the potential to encourage a real sense of pride in the borough.'

John Johnson, Rochdale Safer Communities Manager

'Earlier this year, the partnership were thinking about what we can do to help improve people's understanding about what is being done for them, to help them feel safer in our community. CCN came along and gave us a presentation of the Safer Communities TV system. I was very impressed. Of all the decisions that we'd had to take, the decision to buy into Safer Communities TV was one of the easiest we've taken. Only a few months later, here we are launching the system.'

Roger Ellis, Chief Executive Rochdale Borough Council



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.



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