

# Sandwell Community TV network launch



19 November 2004

Sandwell has its own Community TV Network with the launch of SCEN (Sandwell Community Empowerment Network) & Sandwell Community TV on 19 November. SCEN gives a voice to the voluntary and community sector in Sandwell and works with the Local Strategic Partnership. The community TV network is the first of its kind in the West Midlands, and highlights all the initiatives which aim to improve the quality of life for those who live and work in the borough of Sandwell.

Community Communication Network Ltd (CCN) has installed plasma screens in high profile venues around the area, enabling the SCEN to engage with the people of Sandwell. The new network 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. There are numerous Community



**Leoner Gardner –  
SCVO Chief Executive**

TV Networks broadcasting throughout the UK, including East Durham, Allerdale, Burnley, Rhondda, Hastings and Rochdale.

Around 300 guests attended this event at West Bromwich Albion Football Club, where Councillor Linda Turton, Mayor of Sandwell, launched the new system. Guests included groups from the voluntary and community sector, representatives from West Midlands Police, councillors, SCVO, the Sandwell Partnership and Safer Sandwell Partnership.



**Martine Laffan - Project  
Manager SCEN (left) &  
Sandwell Mayor -  
Councillor Linda Turton**

## SCEN & Sandwell Community TV locations include:

Sandwell Council House	Sandwell College
McDonald's, Oldbury	Neptune Health Park, Tipton
Haden Hill Leisure Centre	McDonald's, West Bromwich
Sainsbury Sava Centre	Safeways, Smethwick

These locations generate over 3.5 million viewing opportunities per annum

*'This is a great hi-tech way of informing the public of the latest information on numerous subjects. Most importantly, it gives details of how the voluntary and community sectors add to the quality of life here in Sandwell.'*

The Mayor of Sandwell, Councillor Linda Turton



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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