



Community TV launched in Sunderland

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*D.O. Colin Powell, Tyne & Wear Fire & Rescue;
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Sunderland's Community TV network, SSPTV, has gone live throughout the city, following today's launch at the Stadium of Light. Plasma screens have been installed throughout the area, enabling the Safer Sunderland Partnership to deliver community safety information directly into their communities. At least one screen is located in each of the 6 regeneration areas, with the remainder located in Sunderland city centre.

Screen sites include the Washington Millennium Centre, the City of Sunderland College, Debenhams and Morrisons Supermarket, as well as Post Offices, libraries, cafés and McDonalds Restaurants. Safer Sunderland Partnership TV broadcasts local information, community safety messages, crime reduction initiatives to help combat crime and the fear of crime, plus daily national news, weather & sport. The system can also be used to broadcast emergency messages and missing persons appeals. Community Communication Network Ltd (CCN) work closely with Crimestoppers and already provide similar networks throughout the UK, including Burnley, Doncaster, East Durham, Hastings, Rhondda, Rochdale, Sandwell, Trafford and West Cumbria.



Stadium of Light

Councillor Bob Symonds, speaking at the launch of the TV network stated:

'We want Sunderland to be a safe place to live and work. We acknowledge there is still much to be done to continue to produce significant, sustainable outcomes and address fear of crime in the city, but this new TV initiative is a big step towards achieving this. It's a great initiative which will be enjoyed right across the city. The messages we send out through the system will reassure people that there is help out there. This is going to go from strength to strength to benefit the people of Sunderland.'



**Councillor Bob Symonds,
Leader of Sunderland City 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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