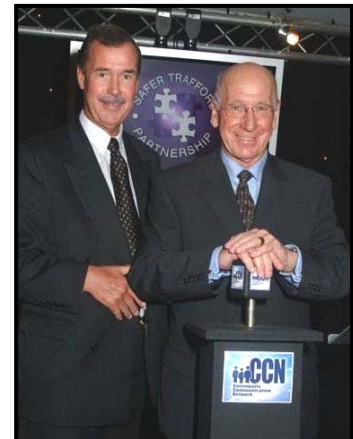


Community TV comes to Trafford

16 June 2005

Safer Trafford Partnership TV was launched today by Sir Bobby Charlton in front of over 700 guests at Old Trafford Football Stadium. In a joint project for the Local Strategic Partnership and the Crime & Disorder Reduction Partnership, 15 large plasma screens have been installed throughout the Trafford area, enabling the Partnership to deliver community safety information directly into Altrincham, Sale, Stretford and Urmston. Over 40 partnerships and agencies exhibited trade stands at the launch, which was a huge success. The funding has been secured from the Home Office and is supported by the Trafford E-Government unit and Safer Trafford Partnership.



Sir Bobby Charlton (right) launches Trafford TV with Lord Mackenzie



Roger Fisher, Head of Fear of Crime at the Home Office, speaking at the launch, stated:

'Recently the Government had a paper presented to the Cabinet Office, all about Government Communication. The research said that what people wanted was more information, more local information and more relevant local information, and I think this system gives the opportunity to do exactly that. This system is one valuable addition to the armoury of communication.'

Roger Fisher, Head of Fear of Crime, Home Office

Community Communication Network Ltd (CCN), already provide similar networks throughout the UK, including Hastings, East Durham, Rochdale, Sandwell, West Cumbria, Burnley and Rhondda.

'It's important to harness technology in the fight against crime and the partnership TV project is one such crimefighting tool. The system allows us to circulate emergency messages throughout the borough, help locate missing persons, appeal for witnesses and give relevant crime prevention and community safety information. Its flexibility in delivering information, celebrating some of our success, will be the key to reducing the fear of crime.'



Andy Holt, Trafford Divisional Commander, Greater Manchester Police



'I am very happy that this new scheme to make information available to everyone in the community is here in Trafford.'

Sir Bobby Charlton