

BSF schools join The Life Channel Schools network



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A number of schools taking part in the government's 21st century vision of Building Schools for the Future (BSF) are joining The Life Channel Schools television network to help successfully meet the programme's aims.

Partnerships for Schools, the organisation tasked with making BSF a reality, says the programme will see the modernisation of the entire secondary schools estate in England by 2015. BSF is the biggest-ever school buildings investment programme, transforming education for some 3.3m pupils aged 11 to 19.

Working with Lancashire County Council and their ICT partners Redstone, The Life Channel Schools network is being installed into eight Burnley and Pendle BSF schools, including: Unity College, Burnley Campus, Pendle Vale College and Pendle Community High School, Shuttleworth College, Marsden Heights Community College, Blessed Trinity RC College, Sir John Thursby Community College and Ridgewood Secondary Special School.

The network also has ongoing work with Priesthorpe School in Leeds (in conjunction with ICT partner RM); with Nottinghamshire (whose ICT partner is Ramesys); and with Lewisham (in conjunction with VT Education and Skills).

"The Life Channel itself is integral to the BSF project," said Andy Montrose, Assistant Head Teacher at Blessed Trinity RC College. "[With The Life Channel's messages] highlighted on television screens, they're more likely to subliminally get into the kids heads; and that's what we're trying to promote - healthy living and healthy lifestyle messages."

The Life Channel Schools network supports teachers with the Every Child Matters agenda, highlighting the five outcomes with a special emphasis on health and community. The channel also provides interactive capabilities for school/college-specific programming, providing teaching staff, pupils, students and local authorities with a medium to broadcast their own content and effectively create their own bespoke in-school TV channel.

Matthew Wood, Deputy Head Teacher at Unity College, said, "The partnership between BSF and The Life Channel Schools network is looking bright.



Elaine Dawson, Head Teacher at Sir John Thursby Community College, stands on the building site of her new BSF school

"It will encourage adult learning and community groups to make full use of the facilities. The Life Channel Schools network will enable people to see an increase in their employment opportunities, social opportunities as well as their educational opportunities," Wood said. "As the BSF programme gathers pace and the new builds across the town are completed, The Life Channel will become an integral part of that."

Launched by Tony Blair in 2007, The Life Channel Schools network is currently broadcast to over 1000 schools, with a network growing rapidly across the UK. Strategically placed screens can be found in school reception areas, canteens and halls, as well as exterior areas of educational establishments. The Life Channel Schools network promotes better school-to-parent communication and wider community engagement.

Elaine Dawson, Head Teacher at Sir John Thursby Community College, said, "The Life Channel for us was simple. It will help us to communicate to parents, visitors, to staff and to students alike. It's going to be fantastic...the future's looking very rosy."

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Note to Editors:

View a show reel on our work with BSF schools here: www.thelifechannel.com/Schools/Video/8422/BuildingSchoolsfortheFuture.jsp
For more information, please contact The Life Channel's PR Executive Diana Bradley on 01772 722 510 or email: diana.bradley@thelifechannel.com

COMMUNITY ENGAGEMENT THROUGH OUT-OF-HOME TELEVISION

The Life Channel was launched in 2004 and first implemented into GP surgeries throughout the UK. Today, The Life Channel network can be found in over 4000 fully contracted sites, including GPs, schools, colleges, pharmacies, opticians and children's activity centres, and is growing. Heralded as one of the best 'local community' and health-related communication platforms, The Life Channel is the largest practice-based healthcare TV network in the UK and Europe. With a unique audience of over 5 million patients per month, The Life Channel is a screen-based communications network that, unlike broadcast television, goes out-of-home to find its audience.