



CCN and The Life Channel showcase at NCSN Conference



Community Communication
Network (Europe) Ltd.

9 June 2009:

The Community Communications Network (CCN) and The Life Channel will be exhibiting at the 14th Annual Conference of the National Community Safety Network (NCSN), 9th and 10th June 2009.

Aimed at those who work within the field of Community Safety, the conference programme is designed by practitioners, for practitioners. The continued objective of the conference is to 'share good practice to make a difference through debating and networking'.

Natalie Williams, Communications Manager with the Safer Hastings Partnership, said, "We installed CCN's television network in October 2004 and it has had a significant impact on our residents' perceptions of safety in Hastings, including a 20 per cent shift in the number who now know crime is falling in our town. Evaluation has shown an increased awareness of every project we've promoted on SHP-TV, as we call it, and our most recent survey shows that 74 per cent of our residents have viewed the screens.

"Community TV is a fantastic tool for communicating with residents and for engaging with them too, and the service we have received from CCN over the last four and a half years has been second-to-none," added Williams.

A market leader in public sector broadcasting, CCN works closely with the Home Office, and gives police services, local authorities and government partnerships the unique opportunity to communicate key social messages directly to the heart of local communities. Public service information, emergency broadcasts and local alerts are broadcast to CCN screens, which are strategically placed in public spaces where people carry out their daily lives. These include educational and health establishments, council and police buildings, supermarkets, fast food outlets, and sports, shopping and entertainment complexes. CCN operates in more than 20 local authority areas, making the network the largest of its kind in the UK.



CAN Media, CCN's parent company, is Europe's leading out-of-home community television broadcaster, with a growing portfolio of successful networks. These include The Life Channel, which is broadcast to over 4000 sites, including GP surgeries, schools, colleges, pharmacies, opticians and children's activity centres.

"Working across the UK, The Life Channel improves communication and engagement within the community, promoting not only messages of health and well-being, but also safety within the community," said Mike Darcy, The Life Channel's Chief Operating Officer.

Both CCN and The Life Channel's programming focus on local communities, covering issues such as anti social behaviour, community cohesion, health issues, age concern and knife crime, amongst others. The networks aim to be the first port of call for all local government agencies to showcase and promote their messages and campaigns, thereby supporting vibrant, sustainable communities with high impact broadcast content.

The NCSN conference will be held at the Royal Armouries Museum in Leeds, and supported by Leeds City Council and Safer Leeds.

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For more information, please contact:

Mark Ashfield, Regional Director of CCN • Mob: +44 (0)7827 885 814 • Email: mark@ccn.uk.net



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. Website: www.ccn.uk.net

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.



CAN Media House, Maritime Way, Preston PR2 2HT • T: 01772 722 510 • F: 01772 735 119 • www.thelifechannel.com