



# COMMUNITY TV

## Good Communication Awards 2006

**Three local Community TV schemes, supported and powered by the Community Communication Network (CCN), have been recognised in the prestigious Good Communication Awards 2006, announced in London.**

Avon Fire Authority, the Safer Hastings Partnership (SHP) and the Safer Sunderland Partnership TV (SSPTV) were all praised by the judges for their innovative approach to transmitting key information to the heart of their local communities. With varied success across three different award categories, CCN's unique and strategic method of broadcasting key messages on civic pride, reduction of crime and other positive information was well rewarded.

Avon Fire Authority, who launched their system just six weeks ago, scooped the Telecoms Innovation Award, and was presented with their trophy by former ITN newscaster and reporter Fiona Armstrong at the London Heathrow Marriott hotel.



Lorraine Abrahams - Assistant Chief Officer  
Kevin Pearson - Chief Fire Officer and Jerry O'Brien - Deputy Chief Fire Officer accepting the winning award on behalf of Avon Fire Authority.

Avon Fire & Rescue Service Deputy Chief Fire Officer, Jerry O'Brien said: "This award is a fantastic achievement for us and for our partnership with CCN and can only help us go from strength to strength. It recognises the innovative approach we have taken to getting vital messages across to the communities we serve."



Second place in the Strategic Communications Campaign category went to the flagship network for the southeast, SHP-TV. This is the second accolade for the Safer Hastings Partnership's TV network following evaluation that revealed a staggering 20 per cent shift in residents' perceptions of crime – they picked up the Government Office for the South East's Best New Media Initiative Award in October 2005.

Natalie Williams, SHP Communications Manager, said, "We are very pleased with second place against stiff competition. We've worked hard with CCN, the company behind our network, to ensure our community TV network informs residents about all we are doing to reduce crime and what we have achieved so far, and the success of SHP-TV is reflected in the staggering 20 per cent shift we've seen in public perceptions of crime in our town."

Safer Hastings Partnership Communications Manager, Natalie Williams receives the runner-up award in the 'Strategic Communications Campaign' category after being narrowly beaten to the title. The judges commented that the system was an 'innovative use of Community TV with a clear impact on local crime perceptions'

Natalie Williams - Communications Manager  
Safer Hastings Partnership

Sunderland City Council's SSPTV was commended in the Government to Citizen Communication category, with judges again recognising the network as an "innovative way" to deliver positive messages to residents.

A spokesperson for the Safer Sunderland Partnership marketing group said:

"We are delighted to have received a commendation in the Government to Citizen Communication Awards for 2006, which recognised the achievement of our Safer Sunderland Partnership TV system in successfully connecting with our local communities. We are continuing to work closely with CCN to regularly update the system showcasing successful initiatives, and hope to see ourselves in the running for next year's award."

Ian Rose, Chairman of CCN, commented: We are absolutely delighted with the unprecedented level of success that our clients have received in this year's awards. It is recognition of the unique values of the Community Communication Network and its ability to provide relevant and useful information to the local community. The level of success our partners have received proves the power of the partnerships we have built to improve communities across the UK and we intend to install further schemes nationwide. We will also continue to work with our existing partners to further enhance our current projects".