



## Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

01 July 2021 – 02 September 2021

Appendix 1

### Outer East Community Committee

Since 01 July 2021 the Outer East Community Committee Facebook page has gained: **31 new page 'likes'** (and currently has) **2,972 followers**.

This means that this is the **first** most popular Community Committee page.

There are two things to note in general:

- 'reach' is the number of people the post was delivered to
- 'engagement' is the number of reactions, comments or shares



Engagement tends to be a better way of gauging if people are interested and have read the posts because they wouldn't have interacted with it otherwise. For example, a post might reach 1,000 people but if they all scroll past and don't read it, the engagement is 0 and it hasn't been an effective way for the Community Committee to communicate.

Having said that, all posts can be read without any further interaction!!

The most popular post since the 01 July 2021 is the LCC Outer East Community Committee post regarding the 4 Day Leeds Rhinos Multi Sport Camps

- has been shared 36 times
- has reached a total of 13,634 people

The following below are screenshots of the most popular three posts since the 01 July 2021.

Alongside are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – LCC Outer East Community Committee Post: 4 Day Leeds Rhinos Multi Sport Camps on 02 July 2021**

13,634 people had this post delivered to them and it had 625 post clicks, with 146 likes, comments and shares.



**Leeds City Council Outer East Community Committee**  
2 July · 🌐

**4 Day Leeds Rhinos Multi Sport Camps**  
Just £15 for 4 days!

Leeds Rhinos Foundation has once again joined forces with the Outer East Community Committee to deliver multi-sport camps over this Summer for just £15: ... See more

**AT THE HEART OF COMMUNITIES**  
**RAISING ASPIRATIONS**  
**INSPIRING POSITIVE AND LASTING CHANGE**

**4 Day Leeds Rhinos Multi Sport Camps**  
**Just £15 for 4 days!**

Leeds Rhinos Foundation has once again joined forces with the Outer East Community Committee to deliver multi-sport camps over this Summer for just £15:

- Monday 2nd August – Thursday 5th August – Strawberry Fields Primary School - 10am-3pm
- Monday 16th August – Thursday 19th August – Whitmoor St Pauls - 10am-3pm
- Monday 23rd August – Thursday 26th August – VENEUE TBC IN TEMPLE NEWSAM AREA – Booking currently not available
- Tuesday 31st August – Friday 3rd September – Atherton Bywater Cricket Club - 10am-3pm

The camp, available to 7-14-year olds living in LS15/ LS25/ WF10/ LS34 (Whitmoor/ Swarcliffe) LS26 (Methley/ Great Preston and Sullington) area is headed by highly qualified coaches, who carry National Governing Body coaching qualifications and hold a valid DBS and safeguarding check, providing a safe, fun and engaging environment for children to succeed.

Our partnership allows us to offer this fantastic opportunity at a reduced cost to local school children and provide them with an experience over half term they will not forget, as well as the chance to get active and meet new people.

Children will need to wear suitable clothing and footwear for the typical English weather as well bringing a packed lunch!!

In response to the COVID 19 outbreak, the following measures have been implemented:

- Increased staffing levels to work with smaller groups 1:20 ratio.
- No sharing of water bottles/ food or packed lunches.
- Equipment sanitised before and at the end of each day.

We have 80 places per camp available and this will be on a first come, first served basis. Please be aware that demand will be high.

To secure your place, please visit [tickets.therhinos.co.uk](https://tickets.therhinos.co.uk) (Please note a £3.50 booking fee applies)

**\*PLEASE NOTE THAT CAMPS GO ON SALE FRIDAY 2nd JULY 2021**

We look forward to seeing you!

Leeds Rhinos Foundation

Chief Operating Officer: Bob Rowland (PFA) | Chairman: Phil Cooper  
 Vice-Chairman: David Gray (LCC) | Public or other request: 0113 276 1000  
 Head of Finance: James Rowland, Chief Clerk: Sarah Lawrence, Finance Clerk: Ann Robinson,  
 Head of HR: Greg Mulvihill, Team Co-ordinator: Helen Clarke M.B.E., Lead Strategist:  
 Head of Sales: Sarah Robinson, Phil Cooper (Chair), Neil Cooper O.B.E., Chris Robinson, Gary Worthington,  
 Peter Hill, Peter Harris, Ian Hill (Senior Trainer), Alan Sanders, Cliff Lawrence, Peter Howarth, Andrew Preece,  
 Chris Lambaugh, Neil Wilson

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 Leeds Rhinos Foundation  
 @leedsrhinos

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👍 Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

13,634 People reached      771 Engagements      [Boost post](#)

10 Comments · 38 shares

Like   Comment   Share

<b>13,634</b> People Reached		
<b>146</b> Likes, Comments & Shares		
35 Likes	10 On Post	25 On Shares
75 Comments	39 On Post	36 On Shares
36 Shares	36 On Post	0 On Shares
<b>625</b> Post Clicks		
44 Photo views	1 Link clicks	580 Other Clicks
NEGATIVE FEEDBACK		
2 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts



**2<sup>nd</sup> Place – LCC Outer East Community Committee Post:** Local job opportunities: Cleaning Vacancy at Blenkinsop Opticians on 04 July 2021

5,216 people had this post delivered, with 270 post clicks with 23 reactions, comments & shares.

Leeds City Council Outer East Community Committee  
4 July · 🌐

Cleaning vacancy at Blenkinsop Optician, Main St, Garforth...  
(spotted 03/07/21)



Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

5,216 People reached      293 Engagements      [Boost post](#)

Peter Archer      2 Comments 10 shares

Like      Comment      Share

Performance for your post

<b>5,216</b> People Reached		
<b>23</b> Likes, Comments & Shares		
5 Likes	1 On Post	4 On Shares
8 Comments	2 On Post	6 On Shares
10 Shares	10 On Post	0 On Shares
<b>270</b> Post Clicks		
12 Photo views	0 Link clicks	258 Other Clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	



Reported stats may be delayed from what appears on posts

**3<sup>rd</sup> Place – LCC Outer East Community Committee Post:** Breeze Team Breeze in the Parks festivals on 19 July 2021

3,355 people had this post delivered to them. There were 145 post clicks and 14 likes, comments and shares



**Leeds City Council Outer East Community Committee**  
19 July

The Breeze Team are delighted to announce our summer series of Breeze in the Park festivals are back this year and we would like to invite you to be a part of the day. The event is fun packed with inflatables, arts tents and info Zone.

The info zone is an opportunity for organisations to promote the great work they do and a chance to engage with local young people and families. To get involved and be a part of the event please complete and return the form below.

Please r... See more

**YOUR DETAILS**

Name of organisation:

Address:

Name of contact person:

Contact Number:

Email:

Are you registered with the Breeze Culture Network, or a governing body?

Does your club currently have a Charter Mark?

**ABOUT YOUR STALL**

As well as giving young people and their families information about your organisation, we would really like to see stalls that are engaging and have an activity element about them. Stalls with an activity will be given priority booking.

Please briefly describe the type of information / workshop / demonstration you are offering?

How large an area will you need? (We have limited table space so encourage you to bring your own table/chair which we would be happy to help you set up on the day)

How many tables do you need?  How many chairs will you need?

Do you have any other requirements we need to know about?

What would you like to achieve through attending our events?

**Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

3,355 People reached      159 Engagements      [Boost post](#)

**Performance for your post**

**3,355** People Reached

**14** Likes, Comments & Shares

<b>7</b> Likes	<b>4</b> On Post	<b>3</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares

**145** Post Clicks

<b>25</b> Photo views	<b>19</b> Link clicks	<b>101</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



## COVID-19 Facebook Groups

The Communities Team have set up **33** ward based **Coronavirus Help Facebook Groups** as a way of promoting services, supporting communities and cascading information in an attempt to tackle the Coronavirus pandemic. Key charities, voluntary groups, community groups, Councillors, as well as the wider population in the local community are all invited to join the pages.

As well as key messages from the main Leeds City Council Facebook Page being used to deliver information to each ward, the pages are also there to generate discussion and debate but also hopefully facilitate conversations around being neighbourly during the national pandemic and assist if possible in some of the volunteering efforts.

To date, Cross Gates & Whinmoor has **273** members, Garforth & Swillington has **156** members, Kippax & Methley has **232** members and Temple Newsam has **113** members.

The committee is asked to note the specific **Coronavirus Facebook Ward Pages** and are invited to join the pages in an attempt to increase traffic.

- **Cross Gates & Whinmoor:**  
<https://www.facebook.com/groups/160876171685804/>
- **Garforth & Swillington:**  
<https://www.facebook.com/groups/2825870440832422/>
- **Kippax & Methley:**  
<https://www.facebook.com/groups/2537537846488224/>
- **Temple Newsam:**  
<https://www.facebook.com/groups/231347554658819/>

For the latest Coronavirus (COVID-19)  
information visit  
[www.leeds.gov.uk/coronavirus](http://www.leeds.gov.uk/coronavirus)

