



Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

3rd December 2021- 16th February 2022

Appendix 2

Outer East Community Committee

Since 3rd December 2021 the Outer East Community Committee Facebook page has gained: **12 new page 'likes'** (and currently has) **3,028 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 3rd December 2021 is the LCC Outer East Community Committee post regarding the Manned Temporary Traffic Lights on Leeds Road.

- has been shared 4 times
- has reached a total of 1517 people

The following below are screenshots of the most popular three posts since the 3rd December 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:

Manned Temporary Traffic Lights on Leeds Road

1,517 people had this post delivered to them and it had 85 post clicks, with 125 likes, comments and shares.



Post insights

Manned temporary traffic lights on Leeds Road (connecting Cross Gates / Swarcliffe with Scholes) in...
31 January at 10:38

Post impressions	Post reach	Post engagement
1,517	1,384	125

Interactions

Like	Love	Wow	Sad	Angry
4	0	0	1	0

Reactions: 8
Comments: 2
Shares: 4
Other clicks: 85

Other

- Hide post
- Hide all posts

Leeds City Council Outer East Community Committee
31 January at 10:38

Manned temporary traffic lights on Leeds Road (connecting Cross Gates / Swarcliffe with Scholes) in week commencing 7/2/22 for 7 weeks.

The area for the work is shown below;


The traffic lights will be predominantly 7am- 6pm Monday to Friday (and manned during these times to keep traffic flowing as efficiently as possible) but as you are aware with the narrow nature of Leeds Road there will be some occasions where we will need to provide a temporary walkway for pedestrians in the carriageway when Balfour's are moving utilities and drainage in the existing footways. On these occasions there will be a need to keep the temporary walkway and temporary lights on 24/7 but again this will be kept to an absolute minimum to ensure safety and traffic disruption is kept to a minimum.

The work to be undertaken is a combination of;

- Accommodation Works – Recently finalised design for a farmers access on both sides of Leeds Road
- Movement of a Pegasus Crossing (equestrian/cycling/pedestrian) to accommodate an existing telecom pole
- New maintenance lay-bys

The items above weren't at a stage to be delivered during the closure due to the final design detail still being worked on.

After this the last task to finish all road surfacing and road marking is provisionally planned for April 2022 and will be completed under night time closures (for approximately a week). More definite information will be provided on this nearer to the time.



2nd Place – LCC Outer East Community Committee Post:

New Early Help – Mental Health Youth Provision

1068 people had this post delivered, with 9 post clicks with 26 reactions, comments & shares.



Post insights



New early help mental health youth provision for Leeds. Shine Bright is a new, not for profit, Communi...

19 January at 13:27 · 🌐

Post impressions

1,068

Post reach

1,026

Post engagement

26

Interactions



Reactions 2

Comments 0

Link clicks 2

Shares 3

Other clicks 9

Other

Hide post --

Hide all posts --



Leeds City Council Outer East Community Committee
19 January at 13:27 · 🌐

New early help mental health youth provision for Leeds.

Shine Bright is a new, not for profit, Community Interest Company based in Leeds, established with the aim of improving the mental health and emotional wellbeing of children, young people and their families, through the use of an evidenced-based peer support model known as WRAP The Wellness Recovery Action Plan (WRAP) <https://copelandcenter.com/wellness-recovery-action-plan...>

BREAKDOWN OF 'THAT'S A WRAP' SUPPORT

- Parents & Carers Support
- Junior Group: Aged from 8yrs. old
- Teens Group: Aged from 13yrs. old
- Transition Group: Aged from 17- 25yrs old

"I generally feel of confidence that going on WRAP will have been helpful to continue that my opinion counts. It has given me a sense of ownership and help over... make new friends and gain new skills."

SHINE BRIGHT

Shine Bright (NB) CIC
Based in Mooswood, Leeds

Shine Bright (NB) Community Interest Company Number: 11954222

www.shinebright.org.uk

Phone: 0798955628
E-mail: info@shinebright.org.uk

WELLNESS

3rd Place – LCC Outer East Community Committee Post:

Hospitality Industry Job Advert

783 people had this post delivered to them. There were 14 post clicks and 30 likes, comments, and shares



Leeds City Council Outer East Community Committee
10 February at 10:28 · 🌐

Are you interested in working in the hospitality industry? This 5 day course will give you the skills you need to succeed and help you gain employment in our local hospitality sector!

Next month, in partnership with Leeds City College, The Engine Room @ Leeds Bid and the Leeds Hotels and Venues Association, we will be delivering the Restaurant Ready programme. The course is free and is available for individuals who are 19+.

Attendees will receive the following qualifications as part of the programme:

- Level 2 Barista Skills ✓
- Level 2 Food Safety ✓
- Level 1 Customer Service ✓

All candidates who complete this exciting programme will benefit from a guaranteed interview with a local employer. Employers include:

- Marriott Hotels
- Bibis
- Bar Burrito
- Dakota
- Hilton
- Browns
- Revolution
- Archies
- TGI Fridays

You must be available 14-18 March, from 9:15am-4:30pm each day. If you would like to book a place on the course, please email esemployers@leeds.gov.uk with your name, contact number and why you would like a place on the course before the 1st March.



Post insights



Are you interested in working in the hospitality industry? This 5 day course will give you the skills yo...

10 February at 10:28 · 🌐

Post impressions ⓘ

783

Post reach ⓘ

744

Post engagement ⓘ

30

Views ⓘ

3-second video views 158

1-minute video views 0

Average minutes viewed 0:03

Interactions ⓘ

👍 5 🍷 0 😂 0 🤔 0 😞 0 😡 0

Reactions 5

Comments 0

Shares 4

Other clicks 14

Other ⓘ



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 **270** members, Garforth & Swillington has **154** members, Kippax & Methley has **232** members and Temple Newsam has **114** 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

