



## Outer North East Community Committee & COVID-19 Groups

Appendix 2

FACEBOOK highlights

1<sup>st</sup> December 2021 – 1<sup>st</sup> March 2022

### Outer North East Community Committee

Since 1<sup>st</sup> December 2021 the Outer North East Community Committee Facebook page currently has **640 followers** (an increase of 18).

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 1<sup>st</sup> December 2021, the post regarding The Let's Create Jubilee Fund:

- has been shared, commented on or liked 6 times
- has reached a total of 925 people

The following below are screenshots of the most popular three posts since the 1<sup>st</sup> December 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1<sup>st</sup> Place – Lets Create Jubilee Fund

925 people had this post delivered to them with 6 reactions, comments and shares.



Leeds City Council Outer North East Community Committee



Published by [redacted] · 24 January · 🌐

Dear Volunteer and Community Groups

We are contacting you to let you know about the Let's Create Jubilee Fund which is open to voluntary and community groups across the country to develop creative and cultural activities as part of the Queen's Platinum Jubilee celebrations in June 2022. The fund has been created by Arts Council England (ACE) with funds from the National Lottery. The fund is open to voluntary and community organisations with charitable aims and working towards a common goal which does not have to be based solely around arts and culture. This could include youth groups, parent/carer groups and volunteer organisations.

In Leeds we are really keen to see as many events across the city as we can during this celebration and we are working with colleagues in the Arts Development Team to support applications from Leeds and are contacting both voluntary and community groups as well as arts organisations to inform you of this scheme and how you can get involved.

Although it is not essential for community groups to link with an arts organisation to gain this funding, applicants are being strongly encouraged to work with an artist, creative or cultural organisation. This is a great opportunity to work with different organisations to bring your idea to fruition for the event working with people in the community.

As well as contacting you, we are also emailing arts organisations across the city to encourage them to apply and collaborate with voluntary and community groups.

The Let's Create Jubilee Fund application is now open and you can find out more information here: [Let's Create Jubilee Fund | Leeds Community Foundation \(leedscf.org.uk\)](#) The deadline for the fund is Monday 28 February and the applicant needs to be a voluntary or community group.

As well as supporting groups to apply we are also looking at other ways Leeds City Council can enable you to deliver the events over the Diamond Jubilee weekend, this will include promoting your events on our social media and you can list your event on the Leeds Inspired website



[See insights](#)

[Boost post](#)



1

5 shares

## 2<sup>nd</sup> Place – Leeds Rhinos Multi-Sport

406 people had this post delivered, with 3 reactions, comments & shares.

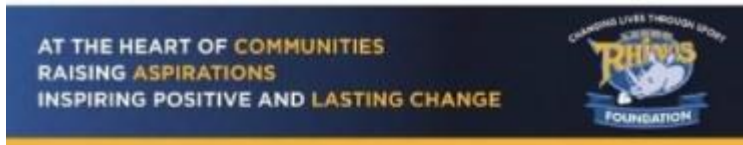


Leeds City Council Outer North East Community Committee



Published by [redacted] · 7 February at 11:06 · 🌐

Leeds Rhinos are running a 4 day multi sport at Wetherby High School for young people based in the Wetherby Ward!



### Leeds Rhinos 4 Day Multi Sport @Wetherby High School

All 4 Days for just £15

Dear School,

Leeds Rhinos Foundation is delighted to be teaming up with the Wetherby councillors to run a 4 day multi sports camp during the February half term holidays.

The camp will take place at Wetherby High School and is aimed at children aged 7-14.

We have 100 places available at each camp and these will be allocated on a first come, first serve basis. Children must live in an [LS22](#) postcode to attend, or live in the areas of Wetherby, Boston Spa, Clifford, Bramham, Thorpe Arch or Walton.

The camp will be held at:

- Wetherby High School – Monday 21<sup>st</sup> Feb – Thursday 24<sup>th</sup> Feb

Headed by highly qualified coaches, who carry National Governing Body coaching qualifications and hold a valid DBS and safeguarding check the camp provides a safe, fun and engaging environment for children to succeed.

To book your child's place on the camp please visit [tickets.therhinos.co.uk](http://tickets.therhinos.co.uk) and click on camps in the top right hand corner. Alternatively call Leeds Rhinos Ticket Line on 0371 423 1315.

We look forward to seeing you!

Gereth Cook  
Head of Community and Engagement  
Leeds Rhinos Foundation



See insights

Boost post



1

1 share

### 3<sup>rd</sup> Place – #TheJubileeLunch

357 people had this post delivered to them with 1 reactions, comments and shares

 Leeds City Council Outer North East Community Committee  
Published by [redacted] - 31 January - [share icon]

Need something to look forward to? Pop 2-5 June in your diary for #TheBigJubileeLunch - the royal party that'll be right up your street! #SaveTheDate and pick up your free pack now <https://www.thebiglunch.com/getyourpack>

QUICK LINKS – Eden Project Communities social channels  
- Website: [www.thebigjubileelunch.com](http://www.thebigjubileelunch.com)  
- Order your free packs: <https://www.thebiglunch.com/getyourpack...>  
See more



**The Queen's  
Platinum Jubilee 2022**

A weekend of celebrations for the Queens Platinum Jubilee 2022

- Four-day Bank Holiday weekend to celebrate The Queen's 70-year reign between the 2-5th June
- The Big Jubilee Lunch - encouraging communities to celebrate their connections and get to know each other a little bit better.
- Whether it's sharing a cuppa with a neighbour on the doorstep or over the fence or a bigger bash in the street or nearby park, the Big Lunch is sure to be a cracker, bringing communities together for friendship and fun.

Need something to look forward to? Pop 2-5 June in your diary for #TheBigJubileeLunch - the royal party that'll be right up your street! #SaveTheDate and pick up your free pack now <https://www.thebiglunch.com/getyourpack>



## **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, **Alwoodley** has **43** members, **Harewood** has **80** members and **Wetherby** has **57** 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.

- Alwoodley: <https://www.facebook.com/groups/681365375954435>
- Harewood: <https://www.facebook.com/groups/216974936085436>
- Wetherby: <https://www.facebook.com/groups/234075651062598>