Appendix 2



Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

16th February 2022 – 6th June 2022

Outer East Community Committee

Since 16th February 2022 the Outer East Community Committee Facebook page has gained: **27 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 16th February 2022 is the LCC Outer East Community Committee post regarding the Leeds Local Plan Update Placemaking - 20min Neighbourhoods Research

- has been shared 3 times
- has reached a total of 2,354 people

The following below are screenshots of the most popular three posts since the 16th February 2022.

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:

Leeds Local Plan Update Placemaking - 20min Neighbourhoods Research

2,354 people had this post delivered to them and it had 35 post clicks, with 10 likes,

comments and shares.



Leeds City Council Outer East Community Committee

Leeds Local Plan Update Placemaking - 20min Neighbourhoods Research

As part of the Leeds Local Plan Update, we have been considering the concept of 20min Neighbourhoods https://www.leeds.gov.uk/.../local-plan-update/placemaking . This has broadly been endorsed, but to gain more meaningful understanding of what makes up a 20 minute neighbourhood we are undertaking research to ask local communities and representative groups which facilities and services are important to you and what you expect to be able to access within a 10 minute walk/cycle from your home. For example you may feel that access to primary schools and greenspace is essential, whereas access to a library would be desirable.

Once we have collated your responses, the answers will be averaged and a mathematical weighting will be applied to rank the expectations of importance of what uses can reasonably be expected to be within 10 minutes walk. These will then be mapped to understand where existing communities have good or poor access to the identified facilities/services.

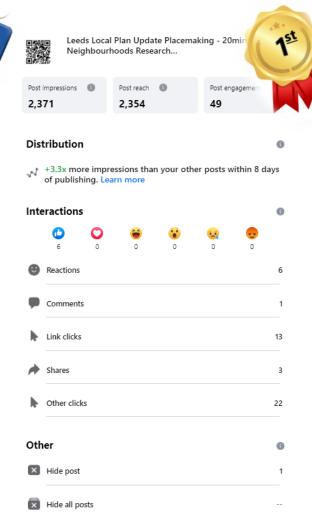
The survey is made available for local residents and community groups and we encourage you to share this within your community.

Survey Link - https://surveys.leeds.gov.uk/s/20MinuteNeighbourhoods/

The opportunity to take part in this research is open from Friday 27 May 2022 for a period of three weeks. The survey will close on Friday 17 June 2022.

If you need to speak to someone about this research then please email localplan@leeds.gov.uk or telephone (0113) 37 87993



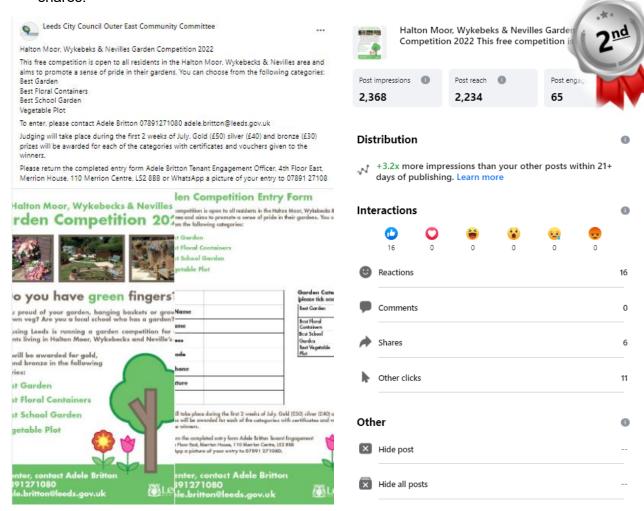




2nd Place – LCC Outer East Community Committee Post:

Halton Moor, Wykebecks & Nevilles Garden Competition 2022

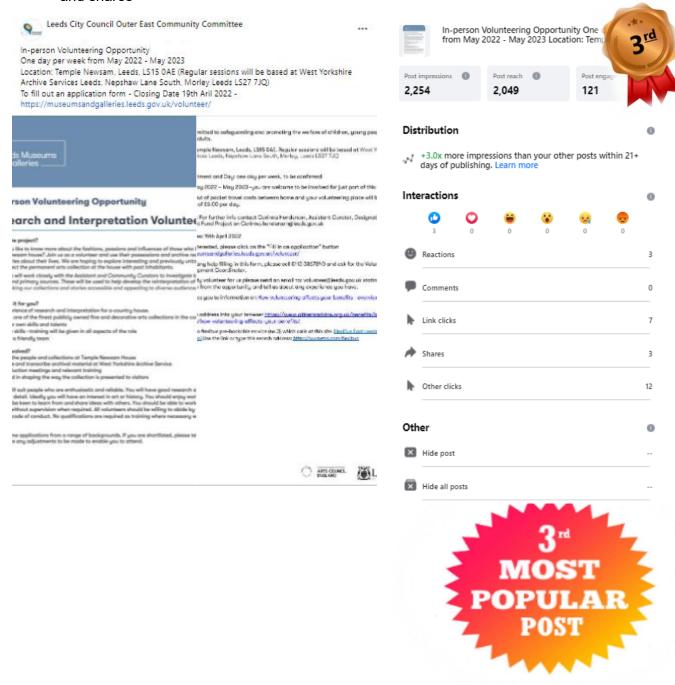
2,234 people had this post delivered, with 11 post clicks with 22 reactions, comments & shares.



3rd Place – LCC Outer East Community Committee Post:

In-person Volunteering Opportunity One day per week from May 2022 - May 2023

2049 people had this post delivered to them. There were 12 post clicks and 13 likes, comments, and shares



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 **271** members, Garforth & Swillington has **159** members, Kippax & Methley has **230** 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





