



Outer North East Community Committee & COVID-19 Groups

Appendix 2

FACEBOOK highlights

1st March 2022 – 15th June 2022

Outer North East Community Committee

Since 1st March 2022 the Outer North East Community Committee Facebook page currently has **649 followers** (an increase of 9).

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 1st March 2021, the post regarding The Leeds Local Plan Update Placemaking:

- has been shared, commented on or liked 90 times
- has reached a total of 2.753 people

The following below are screenshots of the most popular three posts since the 1st March 2022. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Leeds Local Plan Update Placemaking

2,753 people had this post delivered to them with 90 reactions, comments and shares.



Leeds City Council Outer North East Community Committee

Published by [redacted] · 30 May at 09:45 · [redacted]



Leeds Local Plan Update Placemaking - 20min Neighbourhoods Research

<https://www.leeds.gov.uk/.../planning.../local-plan-update>

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 – Are you Interested in Construction? (First time posted)

367 people had this post delivered, with 5 reactions, comments & shares.



Leeds City Council Outer North East Community Committee

Published by [redacted] - 13 June at 08:56 · 🌐



Are you interested in construction? This 2 week course can give you the essential skills and knowledge needed to work on a construction site 🚧

Upon completion of this course, you will receive:

- ✅ CSCS Green Card
- ✅ Level 1 in Health and Safety
- ✅ Level 1 in Employability
- ✅ Asbestos Awareness
- ✅ Manual Handling Awareness

Entry Requirements and criteria:

- Must be aged 19+
- Maths & English will be assessed at Entry 3
- Must have lived in the UK for 3+ years
- Not previously completed the qualifications being delivered

To apply, please use the link below and include your contact details as well as the reason why you wish to participate in this course 📄: <https://tinyurl.com/4wmpd768>

Construction Ready
10 day course to provide relevant skills and qualifications needed to work on a construction site
Gain your CSCS card and a guaranteed interview
4th - 15th July at Leeds City College Campus
Must be aged 19+ and have lived in the UK for 3+ year

2nd most popular post

3rd Place – Are you Interested in Construction? (Second time posted)

277 people had this post delivered to them with 4 reactions, comments and shares



Leeds City Council Outer North East Community Committee

Published by [redacted] · 6 June at 12:29 · 🌐



Are you interested in construction? This 2 week course can give you the essential skills and knowledge needed to work on a construction site 🏗️

Upon completion of this course, you will receive:

- ✔️ CSCS Green Card
- ✔️ Level 1 in Health and Safety
- ✔️ Level 1 in Employability
- ✔️ Asbestos Awareness
- ✔️ Manual Handling Awareness

Entry Requirements and criteria:

- Must be aged 19+
- Maths & English will be assessed at Entry 3
- Must have lived in the UK for 3+ years
- Not previously completed the qualifications being delivered

To apply, please use the link below and include your contact details as well as the reason why you wish to participate in this course 📧: <https://tinyurl.com/4wmpd768>



The poster features a purple background with a yellow and black hazard stripe at the bottom. On the left is a yellow hard hat icon, and on the right is an illustration of a construction worker in a high-visibility vest and hard hat holding a blueprint. The text is white and yellow.

luminato
EDUCATION GROUP

EMPLOYMENT AND SKILLS LEEDS

Leeds
CITY COUNCIL

Construction Ready

10 day course to provide relevant skills and qualifications needed to work on a construction site

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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>