



## Inner West Community Committee & COVID-19 Groups

Appendix 1

6<sup>th</sup> July 2021 – 3<sup>rd</sup> September 2021

### Inner West Community Committee

Since 6<sup>th</sup> July 2021 the Inner West Community Committee Facebook page has gained: **16 new page 'likes'** (and currently has) **1,069 Likes and 1,345 Followers.**

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 6<sup>th</sup> July 2021 is the post regarding

Midsummer Night's Showcase

A showcase of Shakespearean scenes and pop songs in Bramley Park

- has been shared 18 times
- has reached a total of 5,038

The following below are screenshots of the most popular three posts since the 6<sup>th</sup> July 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

#### **1st Place** – Midsummer Night's Showcase

**5,038** people had this post delivered to them and it had **313** post clicks, with **73** likes, comments and shares.

**Leeds City Council Inner West Community Committee**  
5 July · 🌐

Midsummer Nights Showcase:  
Bramley Park, Saturday 24th July 2pm & 5pm  
Book your FREE tickets at [www.frontroomproductions.co.uk](http://www.frontroomproductions.co.uk)

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

5,038 People reached      386 Engagements      [Boost post](#)

**Performance for your post**

5,038 People Reached

73 Reactions, comments & shares

25 Like	2 On post	23 On shares
2 Love	0 On post	2 On shares
2 Wow	0 On post	2 On shares
26 Comments	3 On Post	23 On Shares
18 Shares	18 On Post	0 On Shares
<b>313 Post Clicks</b>		
50 Photo views	33 Link clicks	230 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
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 – Bramley Forum**

4,991 people had this post delivered, with 124 post clicks and with 13 likes, comments & shares.

**Leeds City Council Inner West Community Committee**  
4 August · 🌐

The Bramley Forum will be held on Thursday 12th August @ 7pm via Zoom and you are cordially invited.  
Zoom details:  
Join Zoom Meeting ... See more

**Bramley Online Forum**  
Thursday 12<sup>th</sup> August 2021, 7pm  
Via Zoom

Chair: Councillor Kevin Ritchie

No.	Agenda Item	Lead(s)
1.	Welcome and apologies	Cllr Ritchie
2.	Police Update	West Yorkshire Police (WYP)
3.	Friends of Bramley & Stanningley park	Thuja Phillips-LCC Parks & Countryside
5.	Local Parks Update	Thuja Phillips-LCC Parks & Countryside
6.	Bramley Shopping Centre – benches	All to discuss
7.	AOB: Next Steps and closing remarks	Cllr Ritchie

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

4,991 People reached      137 Engagements      [Boost post](#)

**Performance for your post**

4,991 People Reached

13 Likes, Comments & Shares

8 Likes	1 On Post	7 On Shares
1 Comments	0 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares
<b>124 Post Clicks</b>		
8 Photo views	3 Link clicks	113 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
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 – CSCS Course

**3,488** people had this post delivered to them. There were **306** post clicks and **80** likes, comments and shares

**Leeds City Council Inner West Community Committee**  
5 August · 🌐

1 Week CSCS Course for residents in West Yorkshire.

This is a remote course, where you will learn from home with help from a tutor. Upon completion of the course your Green Card will be funded for you.

What you will learn:

- Level 1 Certificate of Introduction to Construction
- Award in Personal Resilience and Perseverance
- Level 1 Award in Understanding Mental Health
- ETA L1 Award in H&S in a Construction Environment

Course Delivery  
Start Date: Monday 16th August 2021  
End Date: Friday 20th August 2021  
Venue: Remote - You will study from home.

A Maths and English assessment must be completed before you can start the course. This will be sent via email (Called BKSB Live)  
Once you have completed the assessment, a tutor will contact you to go through your enrolment over the phone before you start the course.

Eligibility:  
Candidates need to be 19 or older as of 31st August 2021  
Unemployed or working 16 hrs or less  
Not in education  
Right to live and work in UK  
Need to have access to a PC, Laptop or Tablet with a webcam. A smart Phone is not able to support the course content.  
Must live in West Yorkshire

I hope to hear from you soon.

Donna Ham  
National Partnership Manager  
07877092832  
donna.ham@jobskilla.co.uk

#### Performance for your post

**3,488** People Reached

**80** Reactions, comments & shares ⓘ

<b>27</b> Like	<b>4</b> On post	<b>23</b> On shares
<b>1</b> Love	<b>1</b> On post	<b>0</b> On shares
<b>29</b> Comments	<b>12</b> On Post	<b>17</b> On Shares
<b>23</b> Shares	<b>23</b> On Post	<b>0</b> On Shares

**306** Post Clicks

<b>0</b> Photo views	<b>0</b> Link clicks ⓘ	<b>306</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>1</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, **Armley** has **157** members, **Bramley and Stanningley** has **71** members, and **Kirkstall** has **254** 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.

- **Armley:** <https://www.facebook.com/groups/240058733840731/>
- **Bramley and Stanningley:**  
<https://www.facebook.com/groups/204369294167978/>
- **Kirkstall:** <https://www.facebook.com/groups/210253080212370/>