



## Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

02 September 2021 - 16 November 2021

Appendix 1

### Outer East Community Committee

Since 2<sup>nd</sup> September 2021 the Outer East Community Committee Facebook page has gained: **26 new page 'likes'** (and currently has) **3,016 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 02 September 2021 is the LCC Outer East Community Committee post regarding the weekend road closures on ELOR.

- has been shared 17 times
- has reached a total of 8,486 people

The following below are screenshots of the most popular three posts since the 02 September 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:** Weekend road closures on ELOR on 17<sup>th</sup> September 2021.

8,486 people had this post delivered to them and it had 839 post clicks, with 84 likes, comments and shares.



Post Details

**Leeds City Council Outer East Community Committee**  
17 September

We would like to inform you of some upcoming weekend road closures on ELOR. These were communicated previously in May 2021 showing a block window for proposed closures.

We are now at the stage where we have the detail to be able to communicate the definite weekends to carry out the works.

A64 will be closed for 2 weekends from Scholes Lane to Woodlands Way - Friday 15th October (19:00) to Monday 18th October (06:00) and...  
See more

**Leeds CITY COUNCIL**  
Highways and Transportation  
Leeds City Council  
8th Floor, Meriton House  
115, Meriton Way,  
Leeds  
LS2 9BB

September 2021

Dear Stakeholder

We would like to inform you of some upcoming weekend road closures on ELOR. These were communicated previously in May 2021, showing a block window for proposed closures.

We are now at the stage where we have the detail to be able to communicate the definite weekends to carry out the works.

**A64 will be closed for 2 weekends from Scholes Lane to Woodlands Way - Friday 15th October (19:00) to Monday 18th October (06:00) and Friday 22nd October (19:00) to Monday 25th October (06:00)**

**A64 will be closed for 2 weekends from Wain Moor Lane to Radhall Lane Friday 29th October (19:00) to Monday 1st November (06:00) and Friday 5th November (19:00) to Monday 8th November (06:00)**

Please find attached the diversion plan for these works and a revised copy of the road closure phasing drawing.

There will also be a series of works carried out under temporary 2 way lights, these will be:

**A64 York Road - 20th September to 05th October (2 Way Lights Monday to Friday 19:00 to 06:00)**

**A64 Wetherby Road - 4th October to 23rd October (2 Way Lights Monday to Friday 19:00 to 06:00)**

**A6423 Ring Road, Skidwell - 18th October to 01st November (2 way lights Monday to Friday 19:00 to 06:00)**

If you require any further information, please contact us at [gs@leeds.gov.uk](mailto:gs@leeds.gov.uk)

Apologies for any inconvenience these temporary works will cause.

Kind regards  
ELOR Project Team,  
Leeds City Council,  
Highways and Transportation,  
[elor@leeds.gov.uk](mailto:elor@leeds.gov.uk)

[www.leeds.gov.uk](http://www.leeds.gov.uk)      0113 232 8847      Highway Response 0113 232 4817

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

8,486 People reached      923 Engagements      [Boost post](#)

     4 Comments 17 shares

Like      Comment      Share

Performance for your post

**8,486** People Reached

**84** Reactions, comments & shares

15 Like      6 On post      9 On shares

1 Haha      0 On post      1 On shares

1 Wow      0 On post      1 On shares

4 Angry      2 On post      2 On shares

46 Comments      17 On Post      29 On Shares

17 Shares      17 On Post      0 On Shares

**839** Post Clicks

127 Photo views      2 Link clicks      710 Other Clicks

NEGATIVE FEEDBACK

1 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 – LCC Outer East Community Committee Post: Reopening of Skeltons Lane/Closure of Thorner Lane - 22 September 2021**

5,671 people had this post delivered, with 405 post clicks with 25 reactions, comments & shares.

**Post Details**

**Leeds City Council Outer East Community Committee**  
22 September · 🌐

Reopening of Skeltons Lane/Closure of Thorner Lane – Thursday 23rd September 2021 - 19:00 (7pm)


A brief reminder, Skeltons Lane will reopen tomorrow, Thursday 23rd September at 19:00 (7pm).  
This will immediately be followed by the closure of Thorner Lane at the A64 Junction.... See more


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

<b>5,671</b> People reached	<b>430</b> Engagements	<b>Boost post</b>
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3 Comments · 8 shares

👍 Like      🔄 Share





**Performance for your post**

**5,671** People Reached

**25** Reactions, comments & shares

<b>7</b> Like	<b>3</b> On post	<b>4</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>2</b> Haha	<b>0</b> On post	<b>2</b> On shares
<b>1</b> Sad	<b>0</b> On post	<b>1</b> On shares
<b>6</b> Comments	<b>3</b> On Post	<b>3</b> On Shares
<b>8</b> Shares	<b>8</b> On Post	<b>0</b> On Shares

**405** Post Clicks

<b>0</b> Photo views	<b>0</b> Link clicks	<b>405</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide post	<b>0</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

**3<sup>rd</sup> Place – LCC Outer East Community Committee Post:** New job opportunities at the New Leeds Skelton Lane service station.

3,255 people had this post delivered to them. There were 97 post clicks and 18 likes, comments and shares

Post Details

**Leeds City Council Outer East Community Committee** · 22 September · 🌐

There are lots of exciting new job opportunities available at the new Leeds Skelton Lake service station. They are recruiting for various roles at some of the best known brands in the UK such as Tortilla, Leon, Upper Crust and Burger King.

Please come along to our recruitment event to find out more!  
To book a place on one of the sessions, please use the link or QR code on the poster attached.... See more

**TORTILLA**  
Real Customer Service & More

**BURGER KING**

**LEON**  
NATURALLY FAST FOOD

**UpperCrust**

**We are hiring!**

Come and work at the new Leeds Skelton Lake services (M1 J45) LS15 0BF

Lots of exciting opportunities are available!

To book a place at a recruitment event use the link or QR code below!

**7th October 9:30am-2pm**  
Compton Centre, Harehills Lane, Harehills, LS97BG  
<https://www.eventsbrite.co.uk/1/skelton-lake-recruitment-event-compton-centre-leeds-tickets-174163046597>

**8th October 9:00am-5pm**  
The Engine Room, 6th Floor, City Exchange, LS15E5  
<https://www.eventsbrite.co.uk/2/skelton-lake-recruitment-event-engine-room-leeds-tickets-174305683887>

Please note: Visitors are asked to complete a lateral flow test before attending and wear a face mask when moving around the building. Please do not attend if you are self-isolating, have symptoms or have tested positive for Covid-19.

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

3,255 People reached      115 Engagements      **Boost post**

1 Comment 10 shares

Like   Comment   Share

**Performance for your post**

**3,255** People Reached

**18** Likes, Comments & Shares

4 Likes	1 On Post	3 On Shares
4 Comments	1 On Post	3 On Shares
10 Shares	10 On Post	0 On Shares

**97** Post Clicks

4 Photo views	0 Link clicks	93 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post	0 Hide all posts
0 Report as spam	0 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, Cross Gates & Whinmoor has **270** members, Garforth & Swillington has **156** members, Kippax & Methley has **234** 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](http://www.leeds.gov.uk/coronavirus)

