



Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

16th February 2022 – 6th June 2022

Appendix 2

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...



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

Post impressions
2,371

Post reach
2,354

Post engagement
49

Distribution

+3.3x more impressions than your other posts within 8 days of publishing. [Learn more](#)

Interactions

6 0 0 0 0 0

Reactions 6

Comments 1

Link clicks 13

Shares 3

Other clicks 22

Other

Hide post 1

Hide all posts --



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.

Leeds City Council Outer East Community Committee

Halton Moor, Wykebecks & Nevilles Garden Competition 2022

This free competition is open to all residents in the Halton Moor, Wykebecks & Nevilles area and aims to promote a sense of pride in their gardens. You can choose from the following categories:
 Best Garden
 Best Floral Containers
 Best School Garden
 Vegetable Plot

To enter, please contact Adele Britton 07891271080 adele.britton@leeds.gov.uk

Judging will take place during the first 2 weeks of July. Gold (£50) silver (£40) and bronze (£30) prizes will be awarded for each of the categories with certificates and vouchers given to the winners.

Please return the completed entry form Adele Britton Tenant Engagement Officer, 4th Floor East, Merriion House, 110 Merriion Centre, LS2 8BB or WhatsApp a picture of your entry to 07891 27108



Halton Moor, Wykebecks & Nevilles Garden Competition 2022

Competition is open to all residents in the Halton Moor, Wykebecks & Nevilles area and aims to promote a sense of pride in their gardens. You can choose from the following categories:
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Do you have green fingers?

Are you proud of your garden, hanging baskets or growing veg? Are you a local school who has a garden?

Leeds is running a garden competition for residents living in Halton Moor, Wykebecks and Neville's

Prizes will be awarded for gold, silver and bronze in the following categories:

- Best Garden
- Best Floral Containers
- Best School Garden
- Best Vegetable Plot

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2nd

Post impressions	Post reach	Post engagement
2,368	2,234	65

Distribution

+3.2x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions

16 likes, 0 hearts, 0 wow, 0 sad, 0 angry, 0 disappointed

Reactions: 16

Comments: 0

Shares: 6

Other clicks: 11

Other

- Hide post
- Hide all posts

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

Leeds City Council Outer East Community Committee

In-person Volunteering Opportunity
One day per week from May 2022 - May 2023
Location: Temple Newsam, Leeds, LS15 0AE (Regular sessions will be based at West Yorkshire Archive Services Leeds, Nepshaw Lane South, Morley Leeds LS27 7JQ)
To fill out an application form - Closing Date 19th April 2022 - <https://museumsandgalleries.leeds.gov.uk/volunteer/>

erson Volunteering Opportunity
arch and Interpretation Volunteer


is project?
I like to know more about the fashions, passions and influences of those who
reem houses? Join us as a volunteer and use their possessions and archive re-
ler about their lives. We are hoping to explore interesting and previously un-
ct the permanent art collection at the house with post inhabitants.
I will work closely with the Assistant and Community Curators to investigate
nd primary sources. These will be used to help develop the reinterpretation of
king our collections and stories accessible and appealing to diverse audiences

is for you?
erence of research and interpretation for a country house.
one of the finest publicly owned fine and decorative arts collections in the co-
r own skills and talents
r skills - training will be given in all aspects of the role
a friendly team

valued?
the people and collections at Temple Newsam House
e and transfer archival material at West Yorkshire Archive Service
uction meetings and relevant training
d in shaping the way the collection is presented to visitors

is for you?
If suit people who are enthusiastic and reliable. You will have good research a
detail. Ideally you will have an interest in art or history. You should enjoy wo
be keen to learn from and share ideas with others. You should be able to work
without supervision when required. All volunteers should be willing to abide by
code of conduct. No qualifications are required as training where necessary w

**ne applications from a range of backgrounds. If you are shortlisted, please te
e any adjustments to be made to enable you to attend.**

In-person Volunteering Opportunity One day per week from May 2022 - May 2023 Location: Temple Newsam

Post impressions **2,254** Post reach **2,049** Post engaged **121**



Distribution

+3.0x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions

3 Reactions 0 Comments 7 Link clicks 3 Shares 12 Other clicks

Reactions 3

Comments 0

Link clicks 7

Shares 3

Other clicks 12

Other

Hide post --

Hide all 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 **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

