



Inner West Community Committee & COVID-19 Groups

Appendix 3

6th March 2021 – 5th July 2021

Inner West Community Committee

Since 6th March 2021 the Inner West Community Committee Facebook page has gained: **77 new page 'likes'** (and currently has) **1,053 Likes and 1,305 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 6th March 2021 is the post regarding

The Bramley Baths Employability Project

Offering an exciting opportunity for young people aged 16 to 24.

- has been shared 2
- has reached a total of 263

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

1st Place – The Bramley Baths Employability Project

263 people had this post delivered to them and it had **1** post clicks, with **5** likes, comments and shares.

Leeds City Council Inner West Community Committee
6 April · 🌐



The Bramley Baths Employability Project

Offering an exciting opportunity for young people aged 16 to 24. Take part in a creative sensory garden project. Improve your chances of progressing onto work or further education over 6 weeks. Providing you with practical skills and opportunities for work experience.

Email: jordan@bramleybaths.com
Call: 0113 2560949

COOPERATIVE
CHANGING LIVES
CHANGING LIVES

European Union
European Social Fund

The Bramley Baths Employability Scheme is funded by the European Social Fund and the Education and Skills Funding Agency. Funding supports organisations in Coventry & Warwickshire and Leeds City Region to help unemployed people move towards employment, training or education.

Performance for your post

263 People Reached

5 Reactions, comments & shares

1 Like	1 On post	0 On shares
2 Love	0 On post	2 On shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

1 Post Clicks

0 Photo views	0 Link clicks	1 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



2nd Place – Swimming Sessions at Bramley Baths

242 people had this post delivered, with 12 post clicks with 8 likes, comments & shares.

Leeds City Council Inner West Community Committee
12 April · 🌐



Swimming Session Just £1!

Come join us for a safe, socially distanced swim.

Starting Wednesday 21st April 2021
9.15am - 10.00am at Bramley Baths, LS13 3DF

- Running from Wed 21st April 2021 every Wednesday 9.15am - 10.00am until Wed 16th June (exc school holidays)
- Over 18's only
- This is a mixed swim
- Turn over for guidelines

Contact us to book a place. Max 26 people!

07758104693 - Mandy
07581 532 540 - Chloe
bettertogetherwest@barca-leeds.org

Better Together
Leeds City Council
Barca Leeds
BRAMLEY BATHS

Performance for your post

242 People Reached

8 Likes, Comments & Shares

2 Likes	1 On Post	1 On Shares
5 Comments	0 On Post	5 On Shares
1 Shares	1 On Post	0 On Shares

12 Post Clicks

1 Photo views	0 Link clicks	11 Other
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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



3rd Place – Armed Forces Day

203 people had this post delivered to them. There were 5 post clicks and 1 likes, comments and shares

Leeds City Council Inner West Community Committee 4d · 🌐

Although we can't hold our usual Armed Forces Day celebrations in Leeds this year, we're holding a flag raising ceremony at 11am on Saturday 3rd July to raise the Armed Forces flag to mark Leeds Armed Forces Day. We are delighted to be working with the Yorkshire Evening Post to bring you this live on Facebook from 10.45am with the ceremony starting at 11am. Watch it here on our Facebook page on Saturday!
<https://www.facebook.com/LeedsAFD...> See more



Performance for your post

203 People Reached

1 Likes, Comments & Shares ⓘ

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

5 Post Clicks

0 Photo views	0 Link clicks ⓘ	5 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



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 **69** members, and **Kirkstall** has **252** 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/>