



**Outer North West Community Committee
& COVID-19 Groups
FACEBOOK Highlights
16 September 2021 – 1st November 2021**

Outer North West Community Committee

Since 16th September 2021 the Outer North West Community Committee Facebook page has gained: 12 **new page 'likes'** (and currently has) **859 followers**.

This means that this is the **fourth** 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 September 2021 is: **Volunteers wanted, Hidden Owls is a community project based in Armley**

- has reached a total of **207** people

The following below are screenshots of the most popular three posts since the 16th September 2021. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Volunteers wanted

Hidden Owls is a community project based in Armley.

MOST POPULAR

Leeds City Council Outer North West Community Committee
13 October

Volunteers wanted

Hidden Owls is a community project based in Armley. It is a retail outlet selling new and pre-loved quality clothing and other items with proceeds going directly to The Howarth Foundation, a registered charity which supports those who have led a chaotic lifestyle through homelessness, addiction, at risk of becoming homeless, fleeing domestic violence, sofa surfing, in unsuitable or unsafe accommodation or simply without a roof to call their own.

By providing volunteering opportunities and acting as a confidence builder and support team the shop acts as a halfway house for clients wishing to return to full time employment but just not yet ready to take the 'next step.'

We are looking for volunteers to work within the shop providing retail support and assistance to our client volunteers. On-site training will be provided.

The role will entail;

- Serving customers
- Receiving and sorting stock
- Pricing stock
- General upkeep and presentation of the shop

Email: andy@howarthfoundation.org.uk
Phone: 01274 864999

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

207	10	Boost post
People reached	Engagements	

1 share

Like Comment Share

Performance for your post

207	People Reached	
4	Likes, Comments & Shares	
3	0	3
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
1	1	0
Shares	On Post	On Shares
6	Post Clicks	
0	0	6
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide post	Hide all posts
0	0
Report as spam	Unlike Page

Reported stats may be delayed from what appears on posts



2nd Place – Information on planned Mobile Testing units

Post Details
✕

Leeds City Council Outer North West Community Committee

4 October · 🌐

Below are the planned Mobile Testing Units deployments up to and including 10th October . Opening times for all sites will be 09:00 – 15:00.

Monday 4th October

- Burnett St Car Park, Bradford
- St Paul's Road Car Park, Shipley Pool, Shipley, Bradford
- Monument Moor Leeds
- Burley Road, Leeds
- Pudsey Civic Hall, Pudsey, Leeds/Bradford
- Rowland Road WMC, Leeds
- Mixenden Leisure Centre, Halifax, Calderdale
- South Elmsall Market, Pontefract, Wakefield
- Wakefield Sports Club, Eastmoor Road, Wakefield
- Wakefield Trinity RLFC, Wakefield

Tuesday 5th October

- Burnett St Car Park, Bradford
- St Paul's Road Car Park, Shipley Pool, Shipley, Bradford
- Monument Moor Leeds
- Burley Road, Leeds
- Pudsey Civic Hall, Pudsey, Leeds/Bradford
- Todmorden, Calderdale
- Wakefield Sports Club, Eastmoor Road, Wakefield
- Wakefield Trinity RLFC, Wakefield

Wednesday 6th October

- Burnett St Car Park, Bradford
- St Paul's Road Car Park, Shipley Pool, Shipley, Bradford
- Monument Moor Leeds
- Pudsey Civic Hall, Pudsey, Leeds/Bradford
- Rowland Rd WMC, Leeds
- Meltham Mean Lane, Huddersfield, Kirklees
- Dewsbury Rams, Kirklees
- Mixenden Leisure Centre, Halifax, Calderdale
- Wakefield Sports Club, Eastmoor Road, Wakefield
- South Elmsall Market, Pontefract, Wakefield
- Sacred Heart RC Church, Pontefract, Wakefield

Thursday 7th October

- Burnett St Car Park, Bradford

Performance for your post

106 People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 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 posts



3rd Place – Guiseley and Rawdon Forum

Post Details



Leeds City Council Outer North West Community Committee
20 October · 🌐

The Guiseley and Rawdon Forum is taking place on Wednesday 27th October 2021 at 7pm. More information can be found on the flyer below.



Guiseley and Rawdon Forum
Wednesday 27 October 2021
(7pm)
 Guiseley Methodist Church
 Orchard Way, Guiseley, Leeds LS20 9EP

Keep up to date with the Outer North West Community Committee



0113 378 5808 |  LccOuterNorthWest
 CommunityCommiteefunding@leeds.gov.uk

Performance for your post

93 People Reached

2 Likes, Comments & Shares ⓘ

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

2 Post Clicks

1 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 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 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, Adel & Wharfedale has **27** members, Guiseley & Rawdon has **398** members, Horsforth has **373** members and Otley & Yeadon has **98** 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.

- **Adel & Wharfedale:**
<https://www.facebook.com/groups/145910486725913>
- **Guiseley & Rawdon:**
<https://www.facebook.com/groups/144003970282505/>
- **Horsforth:**
<https://www.facebook.com/groups/925330781257667/>
- **Otley & Yeadon:**
<https://www.facebook.com/groups/223975022137993/>

For the latest Coronavirus (COVID-19)
information visit
www.leeds.gov.uk/coronavirus

