

2023

Report - TABS Website, Facebook and Neighbourhood Watch

Beverley Lee
22 May 2022

Background

The website has now been established for about eight years, but the number of views has not increased by a great deal – currently 4429. I do believe the viewing figures are increasing more quickly now as it is linked to Facebook.

The website incorporates all the organisations in the village details including Harborough District Council. There is also a useful numbers page for newcomers to the village to find everything they need such as cash machines, petrol, shops, doctors. In addition, I have added a video with images of the village.

As you will see we have covered everything including the history of the village. The Market Place is for local companies to advertise at a very competitive rate which currently funds the website with a small profit.

Linked to this is **Facebook** which proves far more successful in advertising events and things happening in the village which can be disruptive. Sue Bloy, the Clerk to the Council, sends me missives to add and we have a link on our site to their site and vice versa. We currently have 371 followers.

Neighbourhood Watch is now all online and I get alerts which I put on Facebook and get good responses. We also have new signs on Fiona Drive which replaced the really old almost invisible ones. However, there are at least six more signs in the village which need replacing.

Current

We have gained three advertisers and lost one, so we will have a reasonable profit.

Facebook continues to attract more likes and views. See statistics further on.

Summary

From the analytics table it shows that views come from Google and some from other search sites. I am hoping they come via Facebook but I can't check that.

The Future

Online is the way to go but we did seem to get a lot of response from posters and leaflets. Also, people do like to read TABS although I think these fans are probably from the much older generation.

I think it would be valuable in future to ask people where they heard about any event we hold, so we can monitor responses.

It would also help the viewing figures on the website if on occasion members of the committee viewed it.




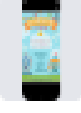


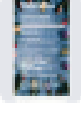




FACEBOOK/META

Content

Create a post

Last 90 days

Date

	Apologies please note this event is on 22 MAY. Mon, 15 May	Post reach 82	Engagement 1	Boost post
	Just a reminder if have any issues you wish to discuss with the police. Sun, 14 May	Post reach 147	Engagement 17	Boost post
	-- Thurs, 11 Mar	Post reach 104	Engagement 3	Boost post
	-- Wed, 10 Mar	Post reach 189	Engagement 14	Boost post
	UK government's new Emergency Alerts system is now live The UK government's new Emergency Alerts system is now live. The system will enable people to be contacted via their mobile phone when lives are in danger. On Sunday 23 April 2023 at 3pm, there will be a national test of the Emergency Alerts service. It will be used to warn you in the event of... Tues, 11 Apr	Post reach 66	Engagement 5	Boost post
	WHATSAPP SCAM Criminals are targeting WhatsApp users by posing as a friend and asking for a security code. Action Fraud has received over 60 reports relating to this scam. The scam begins when a criminal gets access to another WhatsApp account which has you listed as a contact. The criminal, posing as your friend or someone that's a member o... Tues, 28 Mar	Post reach 103	Engagement 2	Boost post
	-- Mon, 27 Mar	Post reach 415	Engagement 29	Boost post
	Reminder re the upcoming Boat Surgeries. Please do attend if you have any concerns the police may be able to help with. Tues, 21 Mar	Post reach 145	Engagement 4	Boost post
	E-Scooters: Dear Residents, We are seeing an increase of e-scooters being used across Leicester, Leicestershire and Rutland in recent months. Just to remind any residents thinking of purchasing an e-scooter you can only ride it on private land with the land owners permission. It is against the law to ride on the road or pavement. E-scooters are classed as... Mon, 6 Mar	Post reach 74	Engagement 2	Boost post
	There are plans to stop the 747 bus service. If you want to help save it please sign the petition. https://www.change.org/p/save-the-747-bus-service? redirect=false&fbclid=IwAR1vK8qMTwCZoQZ_IBI_us0pctVhT6DgP4X1ZBvnhC0zFvbfuyHtaZ37nDQ Mon, 27 Feb	Post reach 66	Engagement 11	Boost post
	-- Mon, 27 Feb	Post reach 135	Engagement 4	Boost post

Highest number was for the Spring Fair at Mynt. 415 – not sure how many actually attended.

Most recent post re Beat Surgery

Audience

[Create a post](#)

Age and gender

Men 28.10%
Women 71.90%

Age Group	Men (%)	Women (%)
18-24	~1%	~1%
25-34	~3%	~6%
35-44	~8%	~24%
45-54	~6%	~21%
55-64	~4%	~11%
65+	~6%	~8%

Location

[Towns/cities](#) [Countries](#)

Leicester	254
Thunby	56
Market Harborough	4
Oadby	4
Loughborough	3
Melton Mowbray	3
Kettering	2
London	2
Northampton	2
Oakham	2



Neighbourhood Watch seems to have received funds from somewhere as they are extremely active with various campaigns, currently *Are you okay?* checking people are alright if it looks like someone is verbally abusing them. *Sling your Hook!* was one that is for fraudsters at the door.

It was also their 50th anniversary last year. They have a new CEO who is promoting even more campaigns. This is their crime prevention list. They also offer crime figures for your area.

Crime types >		Cybercrime >	Crime prevention >
Antisocial behaviour (ASB)	Hate crime and incidents	Cybercrime advice with Cyberhood Watch	Crime map
Bicycle theft	Heritage crime	Cyberhood Watch Ambassadors	Being an active bystander
Burglary	Modern slavery	Password protection	Ways to intervene
Car crime	Rural crime		Reporting a crime
Child sexual exploitation	Scams and fraud		Reducing loneliness and vulnerability
County lines	Serious violence		Youth isolation
Dog theft	Street harassment		
Domestic abuse	Terrorism		
Elder abuse			

Get Involved

- Become a Coordinator ✓
- Volunteer Recognition Awards
- Become a Community Champion
- Become a Cyberhood Watch Ambassador ✓
- Become a Hate Crime Community Ambassador
- Communities that Care
- Become a Multi Scheme Administrator (MSA)
- Support your Association

I am the coordinator and Cyberhood Watch Ambassador.

Support for Groups

- Starting your group step by step
- Branding and logo
- Knowledge Hub
- Managing members' data
- Resources
- Public liability insurance
- Fundraising
- Our Community Grants Fund
- Using social media
- Running events
- Measuring your impact
- Set up and run an Association
- Self assess your Association

Easy to access all this on <https://www.ourwatch.org.uk>