

2024

Report - TABS Website, Facebook and Neighbourhood Watch



Beverley Lee
22 May 2024

Background

The website has now been established for about nine years, but the number of views has not increased by a great deal – currently 479, an increase of 393 over the year I do believe the viewing figures are increasing more quickly now as it is linked to Facebook. Also bear in mind this website is purely for the Thurnby, Bushby and Scraftoft community.

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. Eleanor, the new Thurnby 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 380 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. We are in the process of renewing all NHW signs in Thurnby and Bushby.

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

We now have 380 followers. Often get messages re requests and queries.

The screenshot shows a Facebook content feed with the following posts:

Post Content	Post reach	Engagement	Action
#LivesNotKnives #LivesNotKnives It's never too late to make a positive change in your life. We remain committed to reducing knife crime offences. We aim to deter people from carrying knives and educate them about the dangers of doing so. We also want to provide support and advice to those who know a knife carrier and for parents, carers and... Mon, 13 May	44	0	Boost post
Due to the lack of NHS dentists my daughter and I are having to pay privately for her extensive treatment. A petition has been started to try and get repayment from the government. Please sign if you believe that they should pay for those who are forced to go privately due to the shortage of NHS dentists. Perhaps some of you are in the same situation? Mon, 15 Apr	27	2	Boost post
A reminder of some exciting events for the Easter Holidays. Fri, 22 Mar	257	24	Boost post
-- Tues, 12 Mar	221	25	Boost post
-- Mon, 11 Mar	246	31	Boost post
HONEY TRAP ROBBERY What is a Honey Trap Robbery? Honey Trap Robbery is a Social Media enabled crime. Fake profiles are created on dating sites and other Social media platforms to initiate contact with victims. After a short time of conversing, arrangements are made for a face to face meeting in a location of the suspects choosing. Upon arriving at... Mon, 11 Mar	95	2	Boost post
Neighbourhood Link Logo Action Fraud (NFIB) Did you know? Fraud accounts for almost 40% of all crime. In just one year, 1 in 17 adults in England and Wales were victims of fraud. That's nearly 3 million of us. 1 in 5 businesses were also a victim of fraud over a 3 year period. In other words, fraud is rife and it can happen to anyone. Think you're immune fro... Thurs, 29 Feb	33	0	Boost post

Easter holiday promotion got the most reach in the last 90 days.



Neighbourhood Watch

Continue to promote various campaigns.

We are in the process of replacing all the NHW Signs in the village which have deteriorated badly.

Neighbourhood Link

The police has now introduced Neighbourhood Link and send me regular emails regarding various crimes, including fraud which I add to Facebook.

Luckily, in Thurnby and Bushby, the crime rate is low. Scams, spams and various fraudulent activity seem to be the main cause of concern which I put on Facebook.

Beverley Lee

19/5/24