

2026

Report - TABS Website, Facebook and Neighbourhood Watch



Beverley Lee
22 May 2026

Background

The website has been established for about eleven years, but the number of views has not increased by a great deal – currently, it is 7053. 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. I created a new website last year which is more modern and with that in mind I have also created a new logo. The reason for this is our web hosting company increased the price out of our range.

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. We currently have 600 followers an increase of 200 from last year so perhaps the website has increased the number.

Neighbourhood Watch is now all online and I get alerts which I put on Facebook and get good responses.

Neighbourhood Link has also been added as the police send me regular updates re crime with advice and dates of beat surgeries.

The Future

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

We have tried twice to set up a skittles game but failed as no one responded to my emails although when I speak to people, they seem keen. We do seem to be getting more views since I have changed the website and concentrated on SEO.

The last two year's Treasure Hunts went well and a talk railways attracted a good number people. These were and advertised on the website and Facebook but also on the Parish Council notice boards.

<input type="checkbox"/>	Preview		Views	Viewers	Interactions	Net follows	Impressions	Comments
<input type="checkbox"/>	Photo story Published - 19 May at 09:50	...	30	30	1	0	30	0
<input type="checkbox"/>	No text content Published - 19 May at 09:50	...	107	120	1	0	120	0
<input type="checkbox"/>	Photo story Published - 17 May at 10:31	...	66	65	0	0	65	0
<input type="checkbox"/>	Temporary Traffic Regulation O... Published - 17 May at 10:31	...	824	508	3	0	521	0
<input type="checkbox"/>	SEVEN FACTS ABOUT RESIDEN... Published - 10 May at 09:11	...	240	136	4	0	144	0
<input type="checkbox"/>	Anti-Social Behaviour Dear Res... Published - 20 Apr at 06:59	...	436	236	4	0	275	0
<input type="checkbox"/>	burglary result - Stoughton Bur... Published - 16 Apr at 14:09	...	343	191	4	0	236	0
<input type="checkbox"/>	Thurnby & Bushby Neighbourh... Published - 10 Apr at 10:02	...	220	113	1	0	148	0
<input type="checkbox"/>	National Day of Action for the ... Published - 10 Apr at 10:01	...	4,216	2,031	14	4	2,589	0
<input type="checkbox"/>	No text content Published - 10 Apr at 09:53	...	2,276	1,182	4	4	1,469	0

- Something to make you smile Temp Traffic Order that sent you round the world!! 3,342 views

FACEBOOK

We now have 600 followers. We often get messages re requests and queries. As you can see the amount of views for the Action Day and Temporary Traffic Order were huge. 197 views so far for the AGM. See all above.

- **Views:**

This metric indicates the total number of times a specific piece of content, such as a video, post, or reel, has been shown on a user's screen, regardless of whether it's been viewed multiple times by the same person. For example, if a video is watched three times by the same person, it will contribute three views.

- **Reach:**

This metric represents the number of unique individuals who have seen your content at least once. If the same person views a post multiple times, they are only counted once in the reach.

In essence:

- Views tell you how many times your content has been seen, including repeat views from the same person.
- Reach tells you how many different people have seen your content.

Likes and Followers

Public Display: Liking a page shows your support for the page and makes it public on your profile.

Automatic Follow: When someone likes a page, they are automatically added to the page's follower list.

No Guarantee of Content Visibility: While liking a page makes someone a follower, they can still choose to unfollow, meaning they won't see the page's posts in their newsfeed.

Followers:

- **Content Visibility:** Followers see the page's posts in their newsfeed.
- **No Public Display:** Following a page is a private action, and it doesn't show publicly on the user's profile unless they choose to show it.
- **Follow Without Liking:** Someone can follow a page without liking it.



Neighbourhood Watch

Continue to promote various campaigns.

We have replaced all the NHW Signs in the village which have deteriorated badly and now need to do a few more.

Neighbourhood Link

The police have introduced Neighbourhood Link and send me regular emails regarding various crimes, including fraud which I add to Facebook which do tend to get a high reach. The Beat Surgeries do seem to be diminishing

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

24 May 2026