

2025

Report - TABS Website, Facebook and Neighbourhood Watch



Beverley Lee
22 May 2024

Background 142

The website has been established for about ten years, but the number of views has not increased by a great deal – currently, it is 4922 an increase of 142 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. Currently, I am creating a new website with all the above in it, but it 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 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 403 followers an increase of 23 from last year.

Neighbourhood Watch is now all online and I get alerts which I put on Facebook and get good responses. We have replaced all the signs we could find in the village with new NHW signs and are in the process of updating ones that had faded somewhat.

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

The Future

Online 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 much 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.

























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

I increase the price slightly every year to help fund the website and make a small profit.

FACEBOOK

We now have 403 followers. Often get messages re requests and queries.

Over the past month to 24/4/25 we had 639 views.

All content					Ad account: Be	
Posts and stories ▾		Media type ▾	Filter ▾	Clear	Search by ID or caption ⓘ	
Title			Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ	
 TABS Thurnby And Bushby Society updated their cover photo.	 Photo ·  TABS Thurnby And Bushby Society	Create ad	4 May 09:56	0	0	
 Hello everyone, In Action Fraud's new campaign, we are urging pe...	 Photo ·  TABS Thurnby And Bushby Society	Boost	15 April 11:47	50	0	
 Future Beat Surgeries Thurnby – Hill Court Community Centre, Ma...	 Text ·  TABS Thurnby And Bushby Society	Boost	14 April 10:27	132	1	
 This post contains no text	 Photo ·  TABS Thurnby And Bushby Society	Boost	6 March 08:49	117	0	
 This post contains no text	 Photo ·  TABS Thurnby And Bushby Society	Boost	1 March 09:12	29	0	
 This post contains no text	 Photo ·  TABS Thurnby And Bushby Society	Boost	1 March 06:59	28	0	
 Dear Residents Following recent consultation below are our curre...	 Text ·  TABS Thurnby And Bushby Society	Boost	4 February 11:45	305	4	
 FIREARMS AMNESTY 3-28 Feb 2025 Leicestershire Police is holdin...	 Text ·  TABS Thurnby And Bushby Society	Boost	3 February 10:48	158	0	

Results from consultancy with police got the most views 541 and a reach of 305 in the last 90 days.

- **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.

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

4 May 2025