

Work Rest or Play Community Impact Report

One Year Since Rebrand & Expansion Beyond HD8

July 2026

A year of connecting communities, sharing opportunities and helping local organisations be discovered.

One year ago, Work Rest or Play evolved from its HD8 roots into a wider platform designed to help communities, businesses and organisations across Yorkshire and beyond connect with their audiences.

The mission remains simple:

To make it easier for people to discover what is happening locally, while helping organisations that may not have the time, confidence or resources to build their own online presence become more visible.

This report shares our journey so far.

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WORK REST OR PLAY

YOUR LOCAL ONLINE HUB

Our Growing Network

Work Rest or Play is now home to a growing mix of businesses, community groups and organisations.

137 organisations represented

 65 businesses

 72 community organisations

Our network continues to grow, with organisations joining from established areas as well as new communities discovering the platform organically.

Expanding Our Community Reach

Although Work Rest or Play started in HD8, our reach has expanded significantly.

Today we have:

 122 communities represented

 50+ dedicated area pages

 6 regional hubs

Our content already represents communities across:

- West Yorkshire
- South Yorkshire
- North Yorkshire
- Lancashire
- Calderdale
- Bradford

As we continue developing our area structure, we are creating even stronger connections between local organisations and the communities they serve.



Helping People Discover Local Opportunities

At the heart of Work Rest or Play is helping people find things to do, places to visit and organisations making a difference.

Over the past we have shared:

 12,159 local events

 525 local news stories

Every event, article and listing helps increase the visibility of organisations that may otherwise struggle to be found online.

Growth Highlights

Our expansion beyond HD8 is gathering momentum.

Some highlights include:

 Calderdale

Growing organically through word of mouth, demonstrating the power of communities discovering and recommending Work Rest or Play.

 Leeds

Now home to eight registered organisations, showing increasing interest from larger urban areas.

 Kirklees

Our strongest established area, continuing to provide the foundation from which Work Rest or Play has grown.

Our next phase is understanding not just where we are represented, but where communities are becoming most active.



Helping People Find Local Organisations Online

Digital visibility remains a key part of our purpose.

In the last 28 days:

 3,700 website visitors

 37,900 Google search impressions

 500 Google search clicks

These figures demonstrate that people are actively discovering local content through Work Rest or Play.

Growing Local Awareness

Social media continues to help us share local stories, events and opportunities with wider audiences.

Across our channels:

 1,883 people connected with us

 19,675 people reached

 513 interactions with local content

Channel Highlights

Facebook

Our strongest awareness channel, reaching over **15,000 people** and helping local opportunities reach beyond our immediate network.

Instagram

Our fastest-growing audience, now exceeding **1,000 followers**, with strong engagement around local content.

LinkedIn

Helping us build professional relationships with businesses, partners and organisations who share our vision.

Building a More Connected Community

One of the unique challenges of Work Rest or Play is that many of the organisations we support joined because they don't currently have a strong online presence.

That means success isn't always measured by likes, comments or shares.

Sometimes success looks like:

- Someone discovering a community group for the first time.
- A local event reaching a new audience.
- A small business being found online when customers search locally.
- An organisation gaining visibility without needing to manage complicated marketing.

As we grow, we are also focusing on building a more active community of members who share, collaborate and support each other.



Looking Ahead

This year has helped us understand our growth more clearly, and we are developing new ways to measure the impact we create.

Future reports will include:

 **Top 10 most active areas**

 **Fastest-growing communities**

 **Events by location**

 **News activity by area**

 **Area page growth**

 **Community connections**

 **Member advocacy and referrals**

We are excited to continue building a platform that celebrates local communities and helps more organisations get discovered.

A Thank You

To every business, community group, event organiser and supporter who has been part of Work Rest or Play's journey so far — thank you.

Every listing added, every event shared and every organisation connected helps strengthen the communities around us.

Here's to the next year of discovery, connection and local impact.

