

Sentencing  
Council

# External communication evaluation

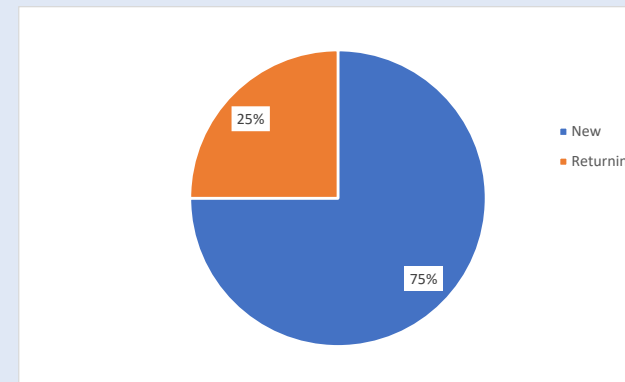
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**November 2022**

### Visits to [www.sentencingcouncil.gov.uk](http://www.sentencingcouncil.gov.uk)

	This month	Last month
Users*	244,628	236,828
Sessions per user	1.89	1.84
Pages per session	2.58	2.54
Ave time on site	04:22	04:13
Bounce rate**	55.10%	56.26%

### Visitors: new and returning



### Announcements

7th Sentencing seminar: current issues in sentencing policy and research

### Top referring sites

<a href="http://cps.gov.uk">cps.gov.uk</a>
<a href="http://Yahoo.com">Yahoo.com</a>
<a href="http://judiciary.sharepoint.com">judiciary.sharepoint.com</a> (Judicial Intranet)
<a href="http://Judiciary.uk">Judiciary.uk</a>
<a href="http://Defence-barrister.co.uk">Defence-barrister.co.uk</a>

\*Users: Number of people who have visited the website at least once within the date range

\*\*Bounce rate: Percentage of people who land on a page on the website, then leave

Most visited pages	Pageviews	Unique Pageviews
Magistrates' court guidelines search page	202,759	91,900
Crown Court guidelines homepage	47,965	32,056
Website homepage	41,857	33,158
Magistrates' court homepage	33,676	23,465
/fine-calculator/	27,784	18,991
/offences/magistrates-court/item/common-assault- racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	25,846	21,860
Common offence illustrations	18,425	11,068
/offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	17,492	14,383
/offences/magistrates-court/item/assault-occasioning-actual-bodily-harm- racially-or-religiously-aggravated-abh/	16,708	14,952
Common offence illustrations /assault/	14,929	13,435

### Most visited guidelines

<b>Magistrates</b>	Common assault / Racially or religiously aggravated common assault/ Common assault on emergency worker
<b>Crown Court</b>	Causing grievous bodily harm with intent to do grievous bodily harm / Wounding with intent to do GBH
<b>Other pages</b>	Outlines: Assault Blog post: What's the difference between theft, robbery and burglary?

### Top search terms used

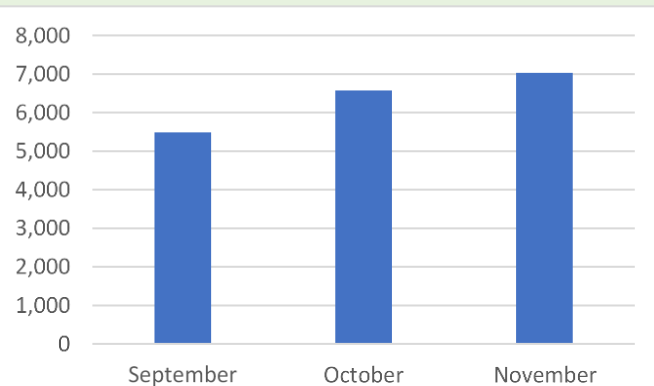
Sentencing guidelines
Breach suspended sentence guidelines
Magistrates' Court sentencing guidelines
Breach of dispersal notice

\* Outlines: offence descriptions on the public-facing pages of the website: [www.sentencingcouncil.org.uk/outlines/](http://www.sentencingcouncil.org.uk/outlines/)

## Subscribers

**+16 = 1,209**

## Video views per month



## Most watched video



How offenders are sentenced in England and Wales

## Watch time average

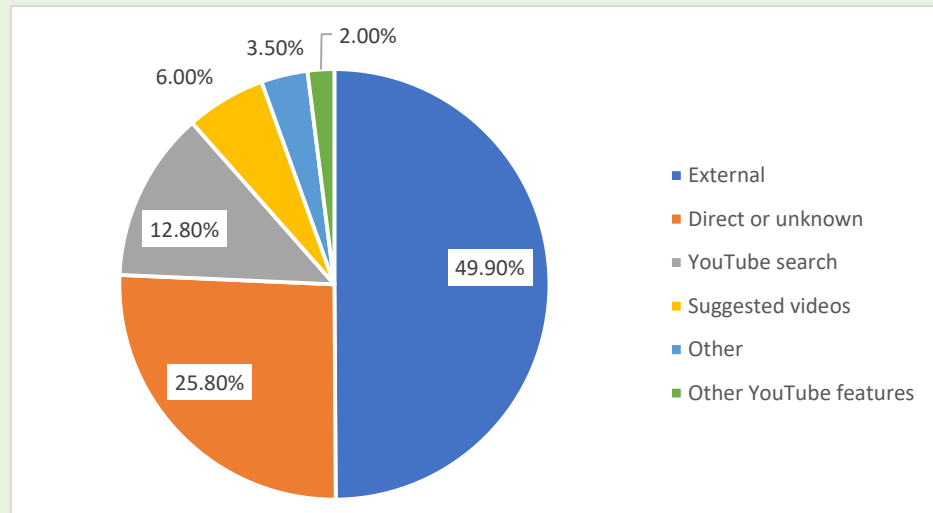
**02:19**

## Impressions\*

**24,227**

\* Impressions: Number of times our video thumbnails are shown to viewers on YouTube

## How viewers find our videos



## YouTube search: terms used

1	Sentencing guidelines UK
2	Work of magistrates in England and Wales
3	Magistrate
4	Magistrates court UK
5	Crown court sentencing UK

- External: Traffic from websites and apps embedding or linking to our videos on YouTube (60% [www.sentencingcouncil.org.uk](http://www.sentencingcouncil.org.uk))
- Direct or unknown: using direct link or bookmark to our YouTube channel or unknown
- Suggested videos: suggested to users viewing other videos on YouTube

### Subscribers

**+233 = 5,049**

### All bulletins

Sent	2
Delivered	95.4%
Opened	30.9%
Engagement rate*	4.2%

### Most clicked-through links

Sentencing seminar: current issues in sentencing policy and research

Minutes of Council meeting – October 2022

Totality – draft resource assessment

Sentencing Council website homepage

### Highest engagement\*

Sentencing seminar: current issues in sentencing policy and research

- Engagement rate: % of recipients clicking through at least one link in the bulletin(s)
- Highest engagement: topic of most “clicked through” bulletin

## Followers

**-9 = 6,026**

## Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	4	8,235	52	741
Last month	2	2,216	19	512

## Top tweet

Sentencing policy, practice and research – join the Council, City Law School and Sentencing Academy on 13 January 2023 to hear about our work, discuss current issues in policy and practice and learn from experts about recent research. Free seminar:

Impressions: 2,191

Total engagements: 49

## Top mention

Interested in sentencing policy, practice and research in England & Wales? Join us on 13 January 2023 for this free full day event held in conjunction with @SentencingCCL and @CityLawSchool



**Sentencing Academy**

- Impressions: number of times a tweet has been seen
- Mentions: mentions of the Council in other people's tweets
- Profile visits: number of times people have clicked through our tweets to see the Council's twitter profile
- Engagements: number of time someone has liked, retweeted, opened or clicked a link in a tweet or viewed our profile

- Young Citizens – review of revised materials for inclusion in Young Citizens national mock trial schools competition
- National Justice Museum – visit to mock trial school event and review of sentencing-related schools materials
- Four Corners Conference – engagement with Scotland Sentencing Council communication team
- Magistrates' Association – engagement with new Head of Marketing and Communications