

Sentencing  
Council

# External communication evaluation

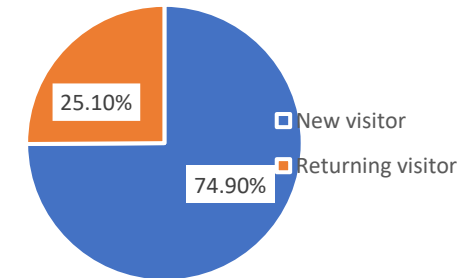
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**March 2023**

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

	This month	Last month
Users*	173,753	151,233
Sessions per user	1.85	1.79
Pages per session	2.65	2.69
Ave time on site	4:26	4:26
Bounce rate**	55.89%	55.95%

## Visitors: new and returning



\*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

## Announcements

6th	Publication of child cruelty data tables
7th	Updated sentencing guidelines for child cruelty published
9th	Miscellaneous amendments to sentencing guidelines – response to second consultation
20th	Application of sentencing principles during a period when the prison population is very high – statement from the Chairman
22nd	Review of trend analysis of the imposition of community and custodial sentences guideline

Most visited pages	Pageviews	Unique Pageviews
Magistrates' court guidelines search page	142,290	63036
Crown Court guidelines homepage	29,779	20,142
Magistrates' court homepage	24,730	16,994
Website homepage	24,216	18,995
Fine calculator	21,358	14,410
/offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	17,235	14,098
Common offence illustrations	12,234	7,275
offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	11,988	9,832
Common offence illustrations - assault	11,105	10,028
/offences/magistrates-court/item/assault-occasioning-actual-bodily-harm-racially-or-religiously-aggravated-abh/	10,961	9,676

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

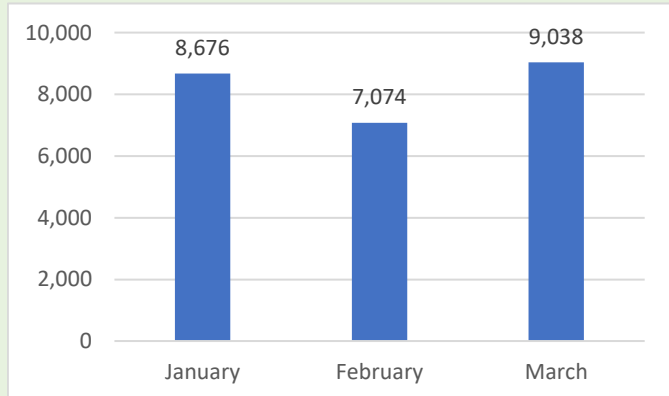
Top searches
Theft
Assault
Speeding
Burglary
Dangerous driving

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

## Subscribers

**+34 = 1,300**

## Video views per month



## Most watched video



How offenders are sentenced in England and Wales

## Watch time average

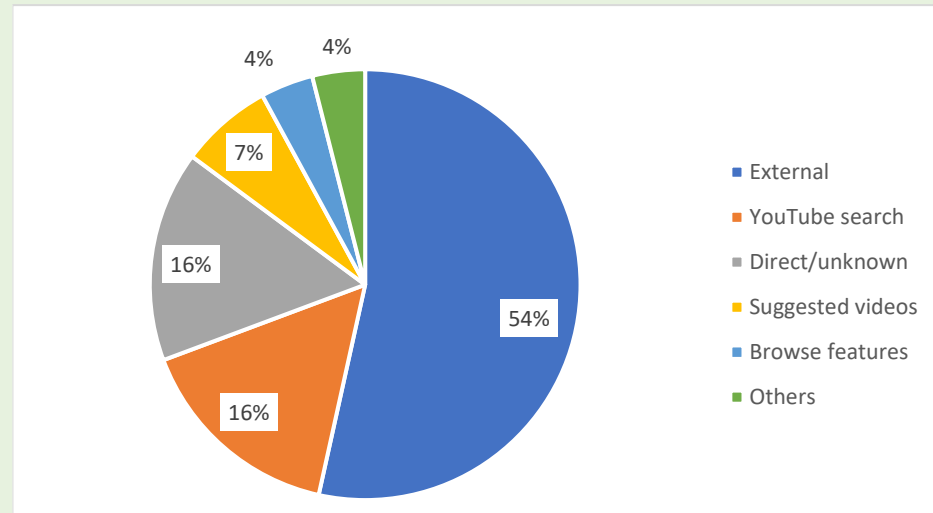
**02:17**

## Impressions\*

**35,178**

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

## How viewers find our videos



## YouTube search: terms used

1	Magistrates court UK
2	Magistrate
3	How offenders are sentenced
4	UK sentencing
5	Crown Court

- 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

**+283 = 6,064**

### Highest engagement\*

The application of sentencing principles during a period when the prison population is very high – statement from the Chairman of the Sentencing Council

### All bulletins

<b>Sent</b>	<b>4</b>
<b>Delivered</b>	<b>22,636</b>
<b>Opened</b>	<b>33.8%</b>
<b>Engagement rate*</b>	<b>4.8%</b>

### Most clicked-through links

The application of sentencing principles during a period when the prison population is very high – statement from the Chairman of the Sentencing Council

[Review-of-trend-analysis-of-the-imposition-of-community-and-custodial-sentences-guideline/](#)

[Updated-sentencing-guidelines-for-child-cruelty-offences-published/](#)

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

## Followers

+5 = 6,091

## Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	4	20,300	65	1,114
Last month	3	1,734	98	652

## Top tweet

Offenders convicted of child cruelty offences to be sentenced under revised guidelines effective from 1 April. The guidelines reflect the stat max sentences increased by the PCSC Act and include a new “very high culpability” level for most serious cases: [bit.ly/3KX3H7Q](https://bit.ly/3KX3H7Q)

Impressions: 18,355

Total engagements: 98

## Top mention

Mums and babies gather this morning outside the Royal Courts of Justice with [@NoPrisonBirths](#) to demand the [@SentencingCCL](#) put an end to imprisonment for pregnant women! [#NoBirthsBehindBars](#)

**Level up @we\_level\_up**

Feminist campaigns community working together for gender justice & bodily autonomy  
10.5k followers

- 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

Blank page