

Sentencing
Council

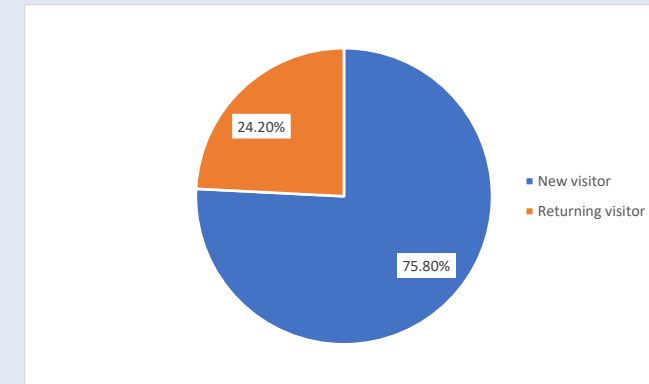
External communication evaluation

April 2023

Visits to www.sentencingcouncil.gov.uk

	This month	Last month
Users*	147,239	173,753
Sessions per user	1.78	1.85
Pages per session	2.61	2.65
Ave time on site	4:16	4:26
Bounce rate**	56.62%	55.89%

Visitors: new and returning



Announcements

- 1st Sentencing guidelines coming into effect on 1 April 2023
- 5th Council vacancy: police role

*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	113,376	50,171
Crown Court guidelines homepage	24,006	15,916
Website homepage	20,220	15,719
Magistrates' court homepage	19,710	13,648
/fine-calculator/	17,156	11,689
/offences/magistrates-court/item/common-assault- racially-or-religiously-aggravated-common-assault- common-assault-on-emergency-worker/	13,701	11,232
/offences/magistrates-court/item/excess-alcohol- driveattempt-to-drive-revised-2017/	9,792	7,982
Common offence* illustrations	9,435	5,644
Common offence illustrations /assault/	9,162	8,291
/offences/magistrates-court/item/supplying-or-offering- to-supply-a-controlled-drug-possession-of-a-controlled- drug-with-intent-to-supply-it-to-another/	8,453	7,565

Most visited guidelines

Magistrates	Common assault / Racially or religiously aggravated common assault/ Common assault on emergency worker
Crown Court	Causing grievous bodily harm with intent to do grievous bodily harm / Wounding with intent to do GBH

Top searches

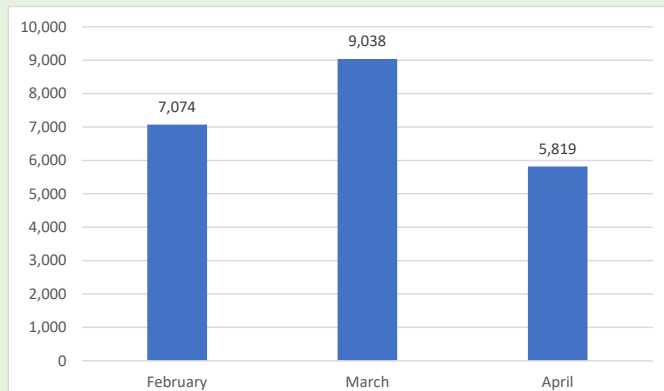
Theft
Assault
Speeding
Burglary
Robbery

* Outlines: offence descriptions on the public-facing pages of the website: www.sentencingcouncil.org.uk/outlines/

Subscribers

+14 = 1,314

Video views per month



Most watched video



How offenders are sentenced in England and Wales

Watch time average

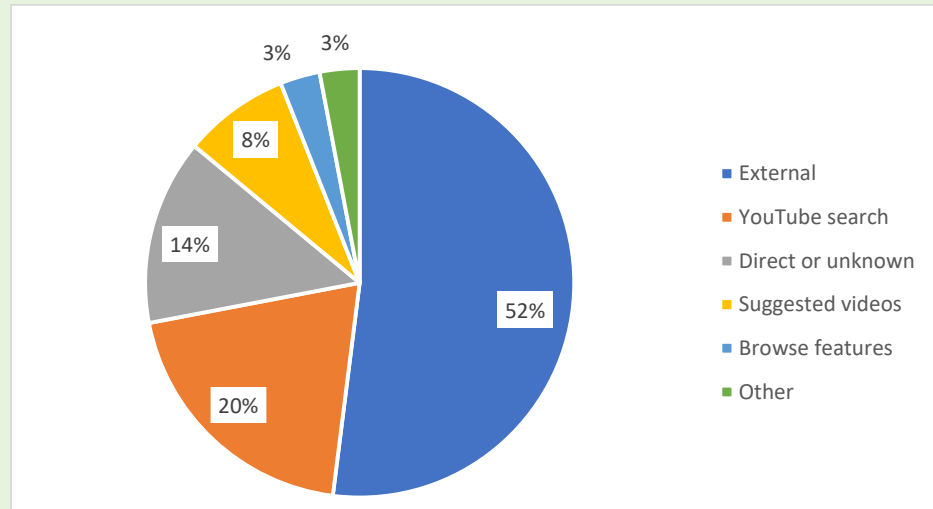
02:07

Impressions*

28,369

* 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	Judge sentencing
3	Magistrate
4	Court sentencing
5	Crown Court sentencing UK

- External: Traffic from websites and apps embedding or linking to our videos on YouTube (60% 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

+230 = 6,294

Highest engagement*

Sentencing guidelines coming into effect on 1 April 2023

All bulletins

Sent	4
Delivered	23,442
Opened	30.8%
Engagement rate*	5.2%

Most clicked-through links

[sentencing-guidelines-coming-into-effect-on-1-april-2023/](#)
[council-vacancy-police-role/](#)
[minutes-of-meeting-3-march-2023/](#)

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

Followers

-10 = 6,081

Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	1	2,354	25	301
Last month	4	20,300	65	1,114

Top tweet

The Council is looking for a new non-judicial member with senior policing experience to help us consider complex issues around the approach to sentencing. You must have good knowledge of the issues and the principles of sentencing. Closes 2 May @ 10am: bit.ly/3m9ljU0

Impressions: 1,836

Total engagements: 33

Top mention

Failing to stop & report, leaving our son to die with over 33 injuries. Abandoning the vehicle which was stolen on cloned plates AND absconding for 5 days to another county while already being a banned driver! [@SentencingCCL](#)
[@Mark J Harper](#) [@RicHolden](#)

Paula @PaulaAllen2002

Raising awareness of Road Safety, Speeding, Dangerous Driving with young drivers in memory of my son Marcus
90 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