

Sentencing
Council

External communication evaluation

October 2023

Visits to www.sentencingcouncil.gov.uk

	This month	Last month
Users*	155,000	152,000
Engaged sessions per user**	2.2	2.1
Ave engagement time	8m 10s	7m 41s

Announcements

4th	Data release on sentencing robbery – factors and outcomes
24th	Appointment of non-judicial member to the Council

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

**Engaged sessions are visits to the website that lasted longer than 10 seconds or had 2 or more page views

Magistrates' court guidelines search page	139,992	25,916
Crown Court guidelines search page	26,578	6,728
Fine calculator	20,435	9,788
Website homepage	19,188	8,775
offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	15,995	8,756
Magistrates' Court homepage	11,662	5,352
offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	11,601	6,071
offences/magistrates-court/item/supplying or offering to supply a controlled drug/possession of a controlled drug with intent to supply to another	10,158	6,754

Top searches

This month	Last month
Theft	Theft
Burglary	Assault
Assault	Burglary
Dangerous driving	Speeding
Speeding	Dangerous driving
Robbery	Criminal damage
Murder	Sexual assault
Fraud	Compensation

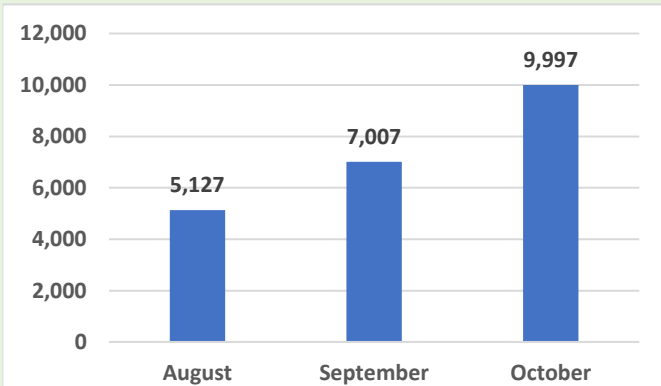
Subscribers

+25 = 1,426

Watch time average

02:09

Video views per month

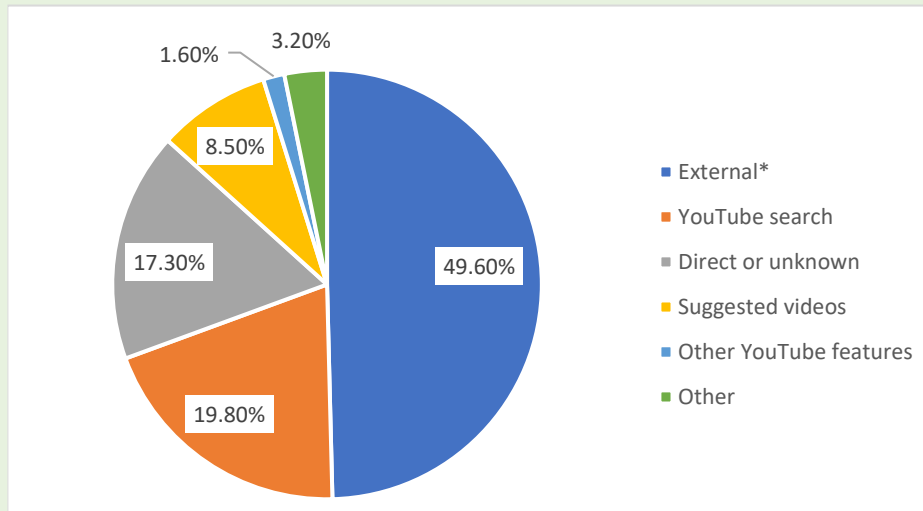


Impressions*

This month	Last month
39,669	32,210

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

How viewers find our videos



Top referring sites for videos

sentencingcouncil.org.uk	51.3%
Google docs	5.4%
Google search	4.4%
law.ac.uk	3.2%
YouTube	3.2%
cps.gov.uk	1.6%

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

+223 = 7,743

Highest engagement*

Minutes of meeting: 22 September 2023

All bulletins

	This month	Last month
Sent	3	5
Delivered	21,570	34,939
Opened	30.6%	31.2%
Engagement rate*	3.7%	4.7

Most clicked-through links

Minutes of meeting: 22 September 2023

Data release on sentencing robbery – factors and outcomes

Appointment of non-judicial member to the Council

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

Followers

+7 = 6,064

Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	4	Not available for October		
Last month	1	1,589	26	211

Top tweet

New data release on adults sentenced for robbery offences: factors taken into account and sentencing outcomes. Includes info on culpability, harm, aggravating and mitigating factors, guilty plea and single most important factor affecting sentence: <https://bit.ly/3Q67zpm>

Impressions: 240

Total engagements: 5

Top mention

Today we are hosting Joanne Bates, lecturer @USW_Law and @coleggwent, delivering an exercise on "Sentencing". A big thank you to Eloise and Richard for creating and facilitating. Our schools and FE college outreach keeps on growing. #FE #outreach @hnevans5 @SentencingCCL

Dr Dean Whitcombe @DrDeanLaw

Immersive Learning Lead/ Hydra Manager at USW. Simulation Designer, Researcher, Collaborator and NTFS nominee
805 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