

<b>Sentencing Council meeting:</b>	<b>18 November 2022</b>
<b>Paper number:</b>	<b>Unnumbered – External communication evaluation</b>
<b>Lead Council member:</b>	<b>N/A</b>
<b>Lead official:</b>	<b>Phil Hodgson</b> <b>020 7071 5788</b> <b>Phil.hodgson@sentencingcouncil.gov.uk</b>

## External communication evaluation

The Council engages in a range of activities to meet its communication objectives:

- supporting effective implementation of guidelines across the criminal justice community;
- promoting confidence in sentencing by improving awareness and understanding of sentencing, the sentencing guidelines and how they work among practitioners and the public, including victims, witnesses and offenders; and
- reinforcing the reputation of the Sentencing Council and sentencing guidelines across the criminal justice system, government, the public and voluntary sectors and academia, and among the wider public.

The Communication and Digital team compile a range of measures each month to record and evaluate our external communication activities and, where possible, how our intended audiences have responded.

These evaluations cannot tell us precisely how far we have achieved our objectives, for example they cannot tell us whether we have promoted public confidence in sentencing per se. However, the measures we use are a good proxy. We know that, for example, by placing articles on the Judicial Intranet, we can inform judges and magistrates about new guidelines, and our research suggests that we can help to improve confidence in sentencing by providing the public with information about how sentencing works via the website, our media coverage and Twitter.

### Request

Attached to this paper are evaluation reports for September and October 2022. My intention is to include these reports in future in your bundle of Council meeting papers.

I would be grateful to know (by email, phil.hodgson@sentencingcouncil.gov.uk):

- whether these reports are useful to you, and
- if so, whether you have any suggestions for other measures I might include.

Blank page

Sentencing  
Council

# External communication evaluation

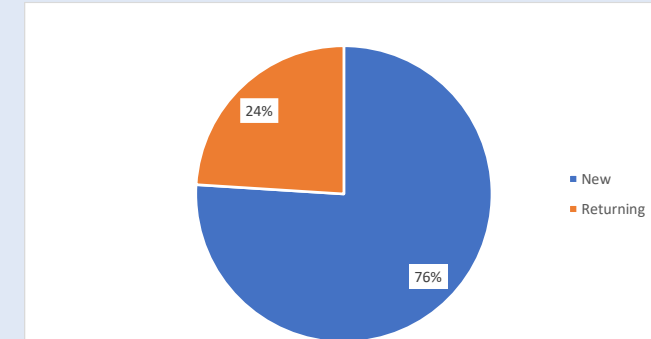
---

**October 2022**

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

	This month	Last month
Users*	236,828	200,931
Sessions per user	1.84	1.84
Pages per session	2.54	2.59
Ave time on site	04:13	04:24
Bounce rate**	56.26%	55.20%

## Visitors: new and returning



## Announcements

5th	Reviewing the Totality guideline - consultation
27th	Reappointment of non-judicial member of the Council

## Top referring sites

<a href="http://cps.gov.uk">cps.gov.uk</a>
<a href="http://judiciary.sharepoint.com">judiciary.sharepoint.com</a> (Judicial Intranet)
<a href="http://yahoo.com">yahoo.com</a>
<a href="http://elite.law.ac.uk">elite.law.ac.uk</a> (University of Law)

\*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	189,646	85,183
Crown Court guidelines homepage	41,022	27,436
Website homepage	39,030	30,852
Magistrates' court homepage	30,819	21,558
/fine-calculator/	25,909	17,657
/offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	24,257	20,517
/outlines/	17,262	10,365
/offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	16,896	13,769
/offences/magistrates-court/item/assault-occasioning-actual-bodily-harm-racially-or-religiously-aggravated-abh/	15,283	13,213
/outlines/assault/ *	14,121	12,753

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?

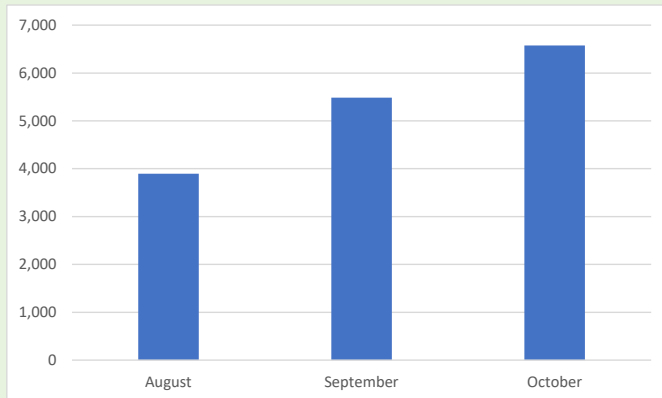
Top search terms used
Sentencing guidelines
Sentencing Council guidelines
Magistrates' Court sentencing guidelines
Fail to stop guidelines

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

## Subscribers

**+16 = 1,193**

## Video views per month



## Most watched video



How offenders are sentenced in England and Wales

## Watch time average

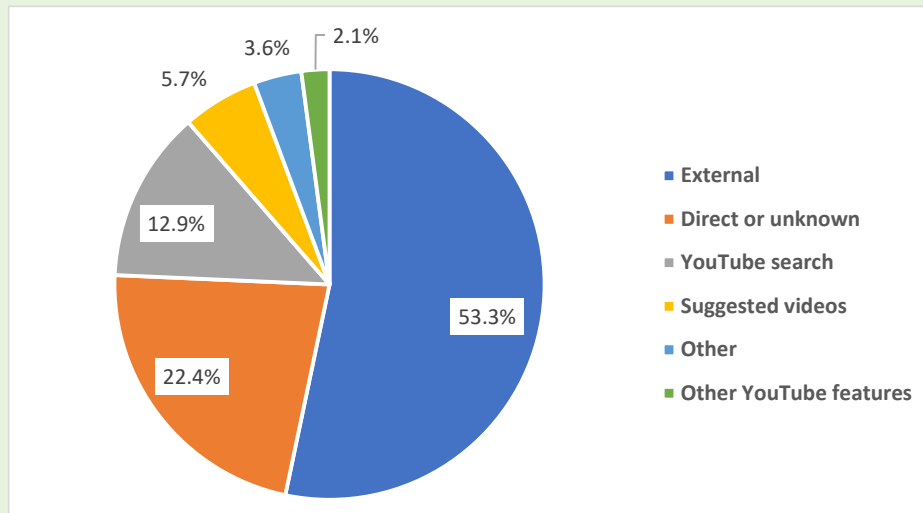
**02:26**

## Impressions\*

**25,237**

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

## How viewers find our videos



## YouTube search: terms used

1	how offenders are sentenced in England and Wales
2	Crown court
3	magistrates court UK
4	uk 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](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

**+275 = 4,816**

### All bulletins

Sent	4
Delivered	95.7%
Opened	30.1%
Engagement rate*	4.7%

### Most clicked-through links

Minutes of Sentencing Council meeting September 2022  
Totality explained – blog post  
Effectiveness of sentencing options on reoffending – news item  
Effectiveness of sentencing options on reoffending – report  
Reappointment of non-judicial member of the Council

### Highest engagement\*

Totality consultation/ Effectiveness report

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



## Followers

+2 = 6,035

## Highlights

Tweets	Impressions	Mentions	Profile visits
2	2,216	19	512

## Top tweet

What happens when an offender commits more than one imprisonable offence? How do the courts reach a just and proportionate sentence? Our blog explains how the Totality guideline works and what judges and magistrates need to think about

Impressions: 450

Total engagements: 20

## Top mention

Nearly every sentencing guideline includes a short prison sentence as viable sentencing option. Deterrence is a key justification for criminal sanctions. But new research from [@SentencingCCL](#) says there's no evidence to support short sentences or deterrence

[@PenelopeGibbs2](#)

- 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

### Launches

Date	Topic	Handling	Outcome
5th	Totality consultation launch	CJS channels only	New Law Journal article published 6/10 Messages published in internal CJS channels, eg Judicial Intranet, Magistrates' Matters, Magistrates' Assn eNews bulletin, CPS Infonet

### Media enquiries handled

Date	Title/ channel	Topic	Issue	Outcome
5th	Sunday Times	Totting up	Claims that magistrates' confusion over totting up enables motorists to avoid disqualification. Acknowledged our current consultation and the changes we made in 2020 to clarify "exceptional hardship"	Article published 9/10. Critical of "the courts" but not specifically of the Council. Also covered 15/10 by Daily Express. Both articles available from Comms Team
27th	Law in Action	Guilty pleas	Request for Council to respond to Fair Trials report claiming young adults feel pressured to plead guilty	Interview with Chairman broadcast on Tues 1 November: <a href="https://www.bbc.co.uk/sounds/play/m001dn90">https://www.bbc.co.uk/sounds/play/m001dn90</a>

Sentencing  
Council

# External communication evaluation

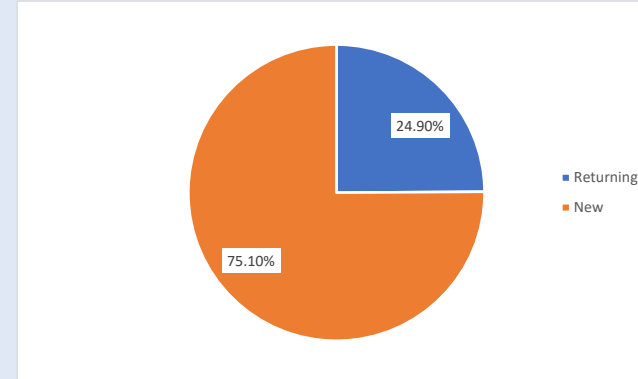
---

**September 2022**

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

	This month	Last month
Users*	200,931	195,670
Sessions per user	1.84	1.93
Pages per session	2.59	2.63
Ave time on site	04:24	04:31
Bounce rate**	55.20%	54.57%

## Visitors: new and returning



## Announcements – September 2022

7th	Miscellaneous amendments to sentencing guidelines consultation
9th	Statement on the death of her Late Majesty Queen Elizabeth II
30th	Effectiveness of sentencing literature review published

## Top referring sites

<a href="http://cps.gov.uk">cps.gov.uk</a>
<a href="http://judiciary.sharepoint.com">judiciary.sharepoint.com</a> (Judicial Intranet)
<a href="http://judiciary.uk">judiciary.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	179,647	80,662
Crown Court guidelines homepage	31,032	20,866
Website homepage	29,956	24,025
Magistrates' court homepage	30,073	20,576
Fine-calculator/	24,418	16,835
Offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	22,592	19,110
Offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	16,401	13,359
Outlines*	14,648	8,603
Outlines*/assault†	12,895	11,568
Offences/magistrates-court/item/assault-occasioning-actual-bodily-harm-racially-or-religiously-aggravated-abh/	11,544	10,329

### 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>	About assault (offence outline)

### Top search terms used

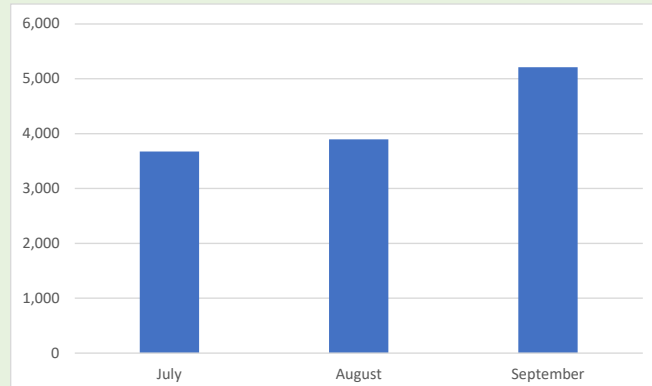
<b>Sentencing guidelines</b>
<b>Sentencing Council guidelines</b>
<b>Magistrates' Court sentencing guidelines</b>
<b>Fail to stop guidelines</b>

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

### Subscribers

**+15 = 1,175**

### Video views per month



### Most watched video



How offenders are sentenced in England and Wales

### Watch time average

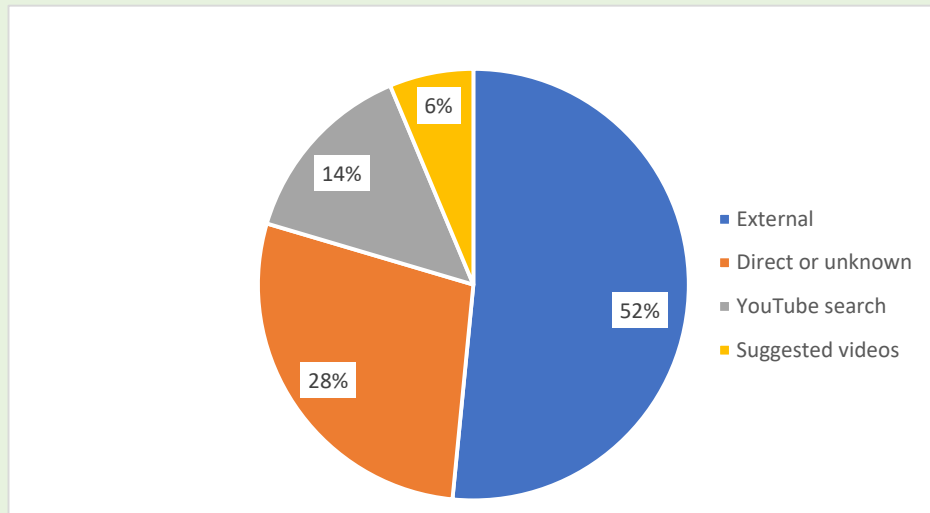
**02:31**

### Impressions\*

**19,500**

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

## How viewers find our videos



## YouTube search: terms used

1	how offenders are sentenced in England and Wales
2	magistrate
3	magistrates court UK
4	abh
5	can sentence

- 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

**+303 = 4,527**

### Most clicked-through links

Statement on the death of Her Late Majesty Queen Elizabeth II  
Minutes of Sentencing Council meeting July 2022  
Miscellaneous amendments consultation – news item  
Reappointment of non-judicial Member (Diana Fawcett)  
Miscellaneous amendments consultation – consultation page

### All bulletins

Sent	4
Delivered	95.3%
Opened	31.8%
Engagement rate*	4.7%

### Highest engagement\*

Miscellaneous amendments consultation

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

### Followers

**+11 = 6,033**

### Highlights

Tweets	Impressions	Mentions	Profile visits
3	12,800	39	2,108

### Top tweet

We're consulting on proposed changes to motoring, criminal damage, bladed article, drug, burglary & manslaughter guidelines. Our miscellaneous amendments consultations allow us to update, clarify and bring consistency without revising entire guidelines

**Impressions: 2,397**

**Total engagements: 46**

- 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