

Sentencing
Council

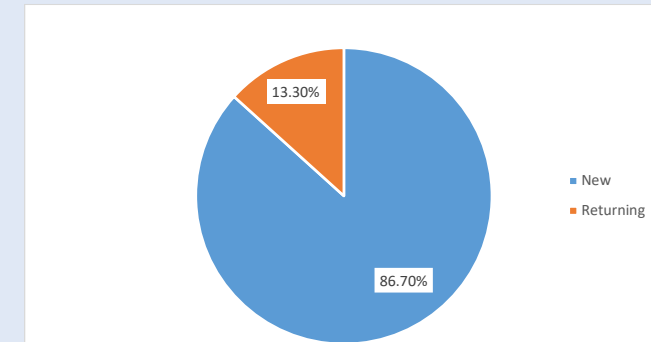
External communication evaluation

December 2022

Visits to www.sentencingcouncil.gov.uk

	This month	Last month
Users*	405,934	244,628
Sessions per user	1.29	1.89
Pages per session	2.59	2.58
Ave time on site	02:06	04:22
Bounce rate**	57.33%	55.10%

Visitors: new and returning



Announcements

12th	Public confidence in the criminal justice system: 2022 - report
16th	Official statistics pre-announcement: exploring equality and diversity in the work of the Sentencing Council
16th	Sentencing seminar: current issues in sentencing policy and research – seminar promotion

Top referring sites

cps.gov.uk
judiciary.sharepoint.com (Judicial Intranet)
Uk.search.yahoo
Judiciary.uk
defence-barrister.co.uk

*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	233,552	95,588
Crown Court guidelines homepage	51,753	28,071
Website homepage	42,777	26,130
Magistrates' court homepage	36,577	19,244
/fine-calculator/	33,556	16,282
/offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	28,417	17,017
/offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	22,396	12,933
Common offence illustrations	19,364	9,357
Common offence illustrations /assault/	18,117	11,136
/offences/magistrates-court/item/supplying-or-offering-to-supply-a-controlled-drug-possession-of-a-controlled-drug-with-intent-to-supply-it-to-another/	17,234	10,788

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
Other pages	Outlines: Assault Blog post: What's the difference between theft, robbery and burglary?

Top searches

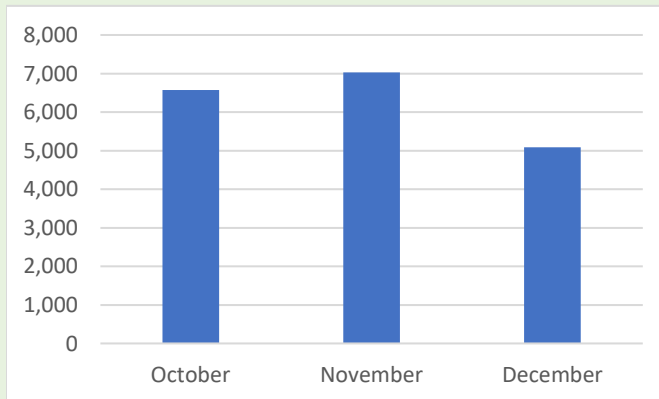
Sentencing guidelines
Section 20 wounding sentencing guidelines
Blog: What is the difference between theft, robbery and burglary
Breach of a protective order

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

Subscribers

+9 = 1,228

Video views per month



Most watched video



How offenders are sentenced in England and Wales

Watch time average

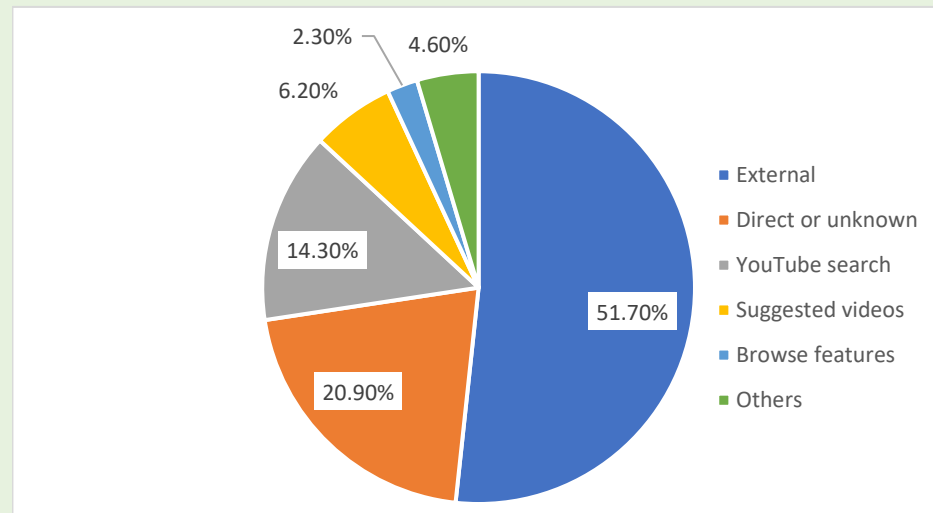
02:10

Impressions*

19,045

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

How viewers find our videos



YouTube search: terms used

1	Crown Court
2	Crown court sentencing UK
3	UK court sentencing
4	How to become a magistrate
5	Magistrate

- 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

+205 = 5,254

All bulletins

Sent	3
Delivered	95.8%
Opened	30.7%
Engagement rate*	3.8%

Most clicked-through links

Official statistics pre-announcement: exploring equality and diversity in the work of the Sentencing Council

Public confidence in sentencing and the criminal justice system: 2022 - news item

Minutes of Council meeting November 2022

Highest engagement*

Public confidence in sentencing and the criminal justice system: 2022

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

Followers

+2 = 6,028

Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	3	1,633	82	780
Last month	4	8,235	52	741

Top tweet

What drives the public's attitudes to and understanding of the criminal justice system? New report published today explores what people know and feel about the CJS and what sort of factors influence their attitudes:

Impressions: 984

Total engagements: 54

Top mention

#PetTheft victims are being let down by authorities. Traumatic for people & pets, its not taken seriously by police @AssocPCCs or courts @SentencingCCL. #PetAbduction is not an offence @DefraGovUK. Scammers are getting away with targeting victims
💔 #PetTheftReform needed in 2023

Dr Daniel Allen @Dr_Dan_1

Animal geographer @KeeleUniversity Interested in Perceptions, Policy and Practice. #PettheftReform founder with @SAMPAuk

- 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