

Sentencing
Council

External communication evaluation

January 2023

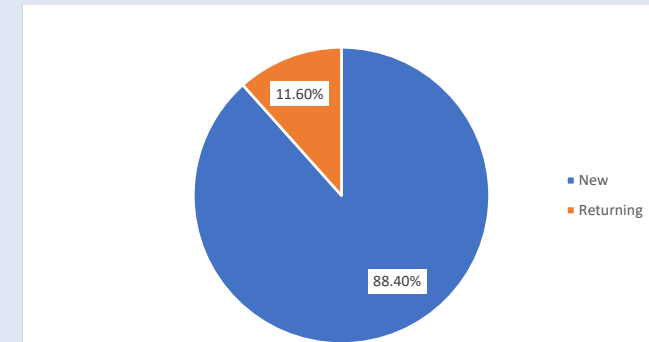
Visits to www.sentencingcouncil.gov.uk

	This month	Last month
Users*	461,862	405,934
Sessions per user	1.31	1.29
Pages per session	2.82	2.59
Ave time on site	02:20	02:06
Bounce rate**	55.0%	57.3%

Announcements

9th	Council vacancy: non-judicial member promoting the welfare of victims of crime
10th	External research on equality and diversity in the work of the Sentencing Council published

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

Most visited pages	Pageviews	Unique Pageviews
Magistrates' court guidelines search page	280,261	108,961
Crown Court guidelines homepage	62,270	32,893
Website homepage	53,735	31,176
Magistrates' court homepage	48,714	24,506
/fine-calculator/	41,169	19,174
/offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	35,791	20,356
/offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	27,568	15,265
Common offence illustrations	26,457	11,995
Common offence illustrations /assault/	22,889	13,898
/offences/magistrates-court/item/assault-occasioning-actual-bodily-harm-racially-or-religiously-aggravated-abh/	22,802	13,855

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

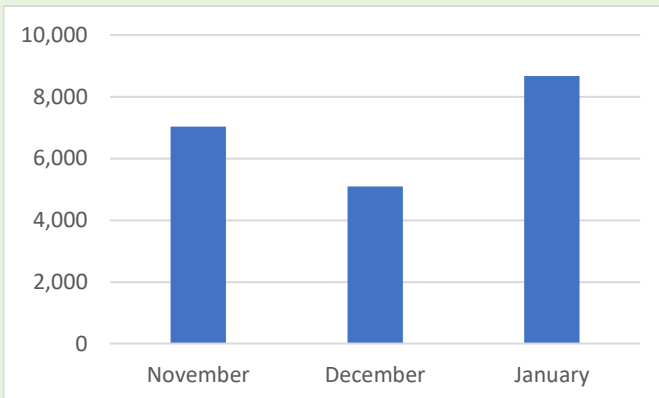
Theft
Assault
Burglary
Dangerous driving
Speeding

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

Subscribers

+27 = 1,251

Video views per month



Most watched video



How offenders are sentenced in England and Wales

Watch time average

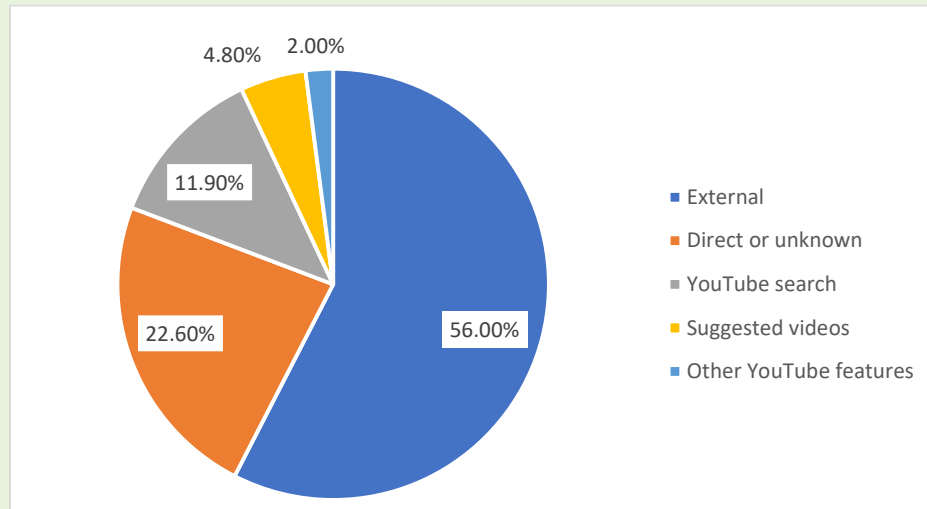
02:36

Impressions*

23,895

* 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
2	Sentencing
3	Magistrates court UK
4	Crown Court
5	UK court sentencing

- 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

+252 = 5,506

All bulletins

Sent	4
Delivered	20,473
Opened	32.7%
Engagement rate*	5.8%

Highest engagement*

Minutes of Council meeting: December 2022

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

Followers

+40 = 6,068

Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	19	18,700	*	*
Last month	3	1,633	82	780

(*these figures are no longer available in Twitter)

Top tweet

Do you have experience of promoting the welfare of victims of crime? We're recruiting a new member of the Sentencing Council to represent the interests of victims. Applications due 24 Jan:

Impressions: 2,052

Total engagements: 51

Top mention

@AndyCoxDCS We spoke about this a few months back. Enough is enough and @SentencingCCL need to stop allowing 'exceptional hardship'. There's people legally driving in the UK with more than 50 points on their licences. It's pathetic how lenient the UK is with issues like this.

Michael B Gambin @NumeroUnouk

Approved Driving Instructor, Disability Specialist, DM Medical Assessor, Instructor Trainer, Fleet Assessor, Track & Evasive Instructor. Road safety advocate. 154 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