

Sentencing  
Council

# External communication evaluation

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**February 2023**

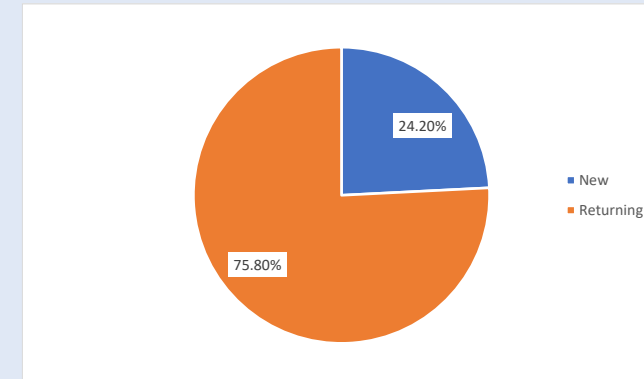
## Visits to [www.sentencingcouncil.gov.uk](http://www.sentencingcouncil.gov.uk)

	This month	Last month
Users*	151,233	461,862
Sessions per user	1.79	1.31
Pages per session	2.69	2.82
Ave time on site	4:26	02:20
Bounce rate**	55.95%	55.0%

## Announcements

8th	Criminal justice statistics produced across government – updated resource
14th	Publication of the sale of knives etc to persons under 18 data tables
15th	Sentencing guidelines for underage sale of knives published
22nd	Official statistics pre-announcement: review of trend analysis of the Imposition guideline

## 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	122,374	54,228
Crown Court guidelines homepage	25,682	17,114
Magistrates' court homepage	21,708	14,822
/Homepage	21,416	16,904
/fine-calculator/	19,295	12,890
/offences/magistrates-court/item/common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	14,958	12,246
/offences/magistrates-court/item/excess-alcohol-driveattempt-to-drive-revised-2017/	11,763	9,618
Common offence illustrations	10,617	6,343
Common offence illustrations: assault*	10,039	9,024
/offences/magistrates-court/item/assault-occasioning-actual-bodily-harm-racially-or-religiously-aggravated-abh/	9,502	8,428

### 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

### Top searches

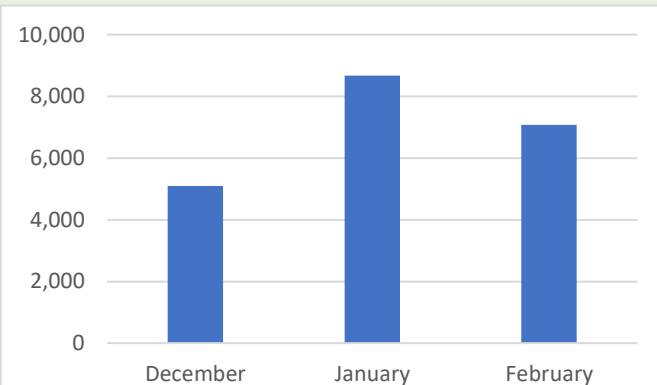
<b>Theft</b>
<b>Assault</b>
<b>Speeding</b>
<b>Burglary</b>
<b>Dangerous driving</b>

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

## Subscribers

**+15 = 1,266**

## Video views per month



## Most watched video



How offenders are sentenced in England and Wales

## Watch time average

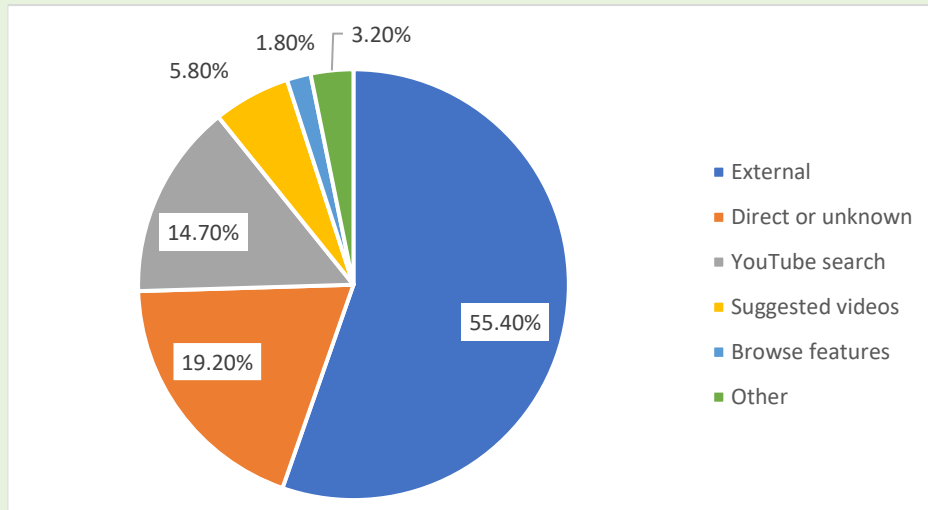
**02:20**

## Impressions\*

**23,125**

\* 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	Magistrates court UK
3	Magistrate
4	Crown Court sentencing UK
5	Pleading guilty in court

- 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 = 5,781**

### Highest engagement\*

Official statistics pre-announcement: review of trend analysis of Imposition guideline

### All bulletins

<b>Sent</b>	<b>3</b>
<b>Delivered</b>	<b>16,290</b>
<b>Opened</b>	<b>30.3%</b>
<b>Engagement rate*</b>	<b>4.2%</b>

### Most clicked-through links

Criminal justice statistics produced across government – updated resource

Official statistics pre-announcement: Review of trend analysis of Imposition guideline

Sentencing guidelines for underage sale of knives published

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

## Followers

**+18 = 6,086**

## Highlights

	Tweets	Impressions	Mentions	Profile visits
This month	3	1,734	98	652
Last month	19	18,700	*	*

(\*these figures not available 1/23)

## Top tweet

Report of our 2023 seminar out now – discussions covered equality and diversity in sentencing, sentencing young adults, purposes of sentencing, IPPs and the custody threshold plus an update from the Council. Co-hosts [@CityLawSchool](#) [@SentencingAcad](#) [bit.ly/3xZo2lc](https://bit.ly/3xZo2lc)

Impressions: 745

Total engagements: 32

## Top mention

This awful case highlights an urgent need to review sentencing for coercive and controlling behaviour. 4 years is not commensurate with the seriousness of this offence. 20 years of this level of abuse will have a long lasting impact on the victim [@SentencingCCL](#) [@SentencingAcad](#)

**Victims' Commissioner London @LDNVictimsComm**

Claire Waxman OBE addresses barriers to justice and support to help improve victims' experiences [#VictimsVoice](#). 19.2k 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