

Sentencing  
Council

# External communication evaluation

---

**November 2023**

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

	This month	Last month
Users*	160,894	155,000
Engaged sessions per user**	2.2	2.2
Ave engagement time	8m 10s	8m 10s

## Announcements

8th	User testing of sentencing guidelines
15th	Sentencing Council business plan 2023/24 update
29th	Imposition of community and custodial sentences guideline to be revised

\*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

Most visited pages	Pageviews	Unique pageviews
Magistrates' court guidelines search page	146,344	27,549
Fine calculator	20,232	9,866
Website homepage	19,674	8,826
offences/magistrates-court/item/ common-assault-racially-or-religiously-aggravated-common-assault-common-assault-on-emergency-worker/	18,344	9,750
offences/magistrates-court/item/supplying or offering to supply a controlled drug/possession of a controlled drug with intent to supply to another	13,459	8,325
offences/magistrates-court/item/ assault occasioning actual bodily harm	12,464	7,784
Magistrates' court homepage	11,543	5,159
offences/magistrates-court/item/excess alcohol (drive/attempt to drive)	11,457	6,062

**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

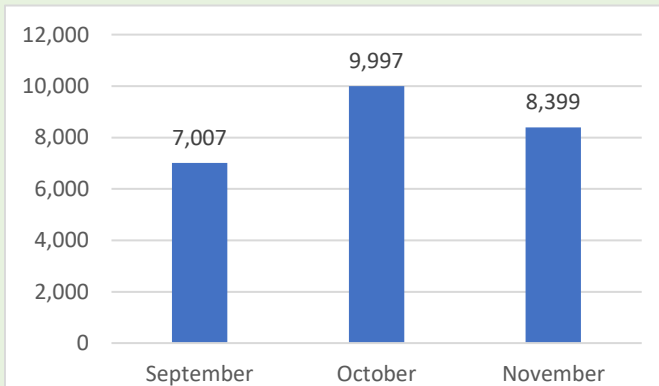
## Subscribers

**+17 = 1,443**

## Watch time average

**01:54**

## Video views per month

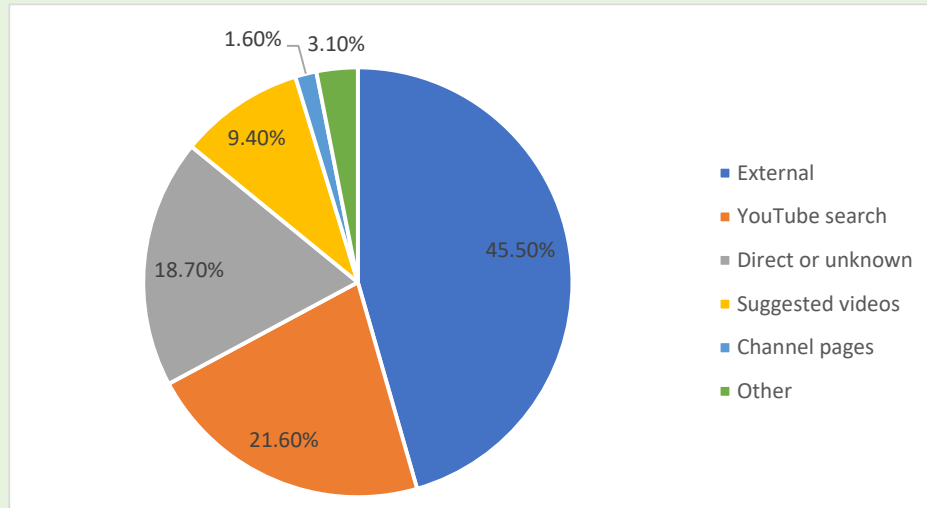


## Impressions\*

This month	Last month
40,077	39,669

\* 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	49.1%
Google search	8.7%
Google docs	5.4%
Judiciary.uk	3.6%

- 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

**+199 = 7,942**

### All bulletins

	This month	Last month
Sent	5	5
Delivered	94.3%	94.0%
Opened	30.1%	30.6%
Engagement rate*	3.3	3.7

### Most clicked-through links

**Imposition of community and custodial sentences guideline - consultation**

**Minutes of October meeting**

**Imposition of community and custodial sentences consultation news item**

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

## Followers

**+0 = 6,064**

## Highlights

	Tweets	Impressions	Engagement	Engagement rate (ave)
This month	2	2,182	104	5%
Last month	4	Not available for October		

## Top tweet

We're consulting on proposed changes to the guideline for imposing community and custodial, incl suspended, sentences. Changes cover guidance on sentencing young adult and female offenders and when courts should request pre-sentence reports [bit.ly/49MDMtw](http://bit.ly/49MDMtw)

Impressions: 1,439

Total engagements: 60

## Top mention

Thanks to [@AyshahTull](#) & [@mayaelese](#) [@Channel4News](#) 4 your excellent report & the opportunity to talk about [@UniofHerts](#) pregnancy in prison research. Rianna's bravery sheds light on the need 4 [@SentencingCCL](#) to ensure pregnancy is a mitigating factor. In memory of baby Aisha, RIP

**Dr Laura Abbotgt @midwifeteacher**

Associate Professor, Pregnancy in Prison research, Midwife, Uni of Herts [#goherts](#). FRCM. PI - ESRC Lost Mothers Project. Co-founder PiPPI [#NoBirthsBehindBars](#)  
3,170 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