



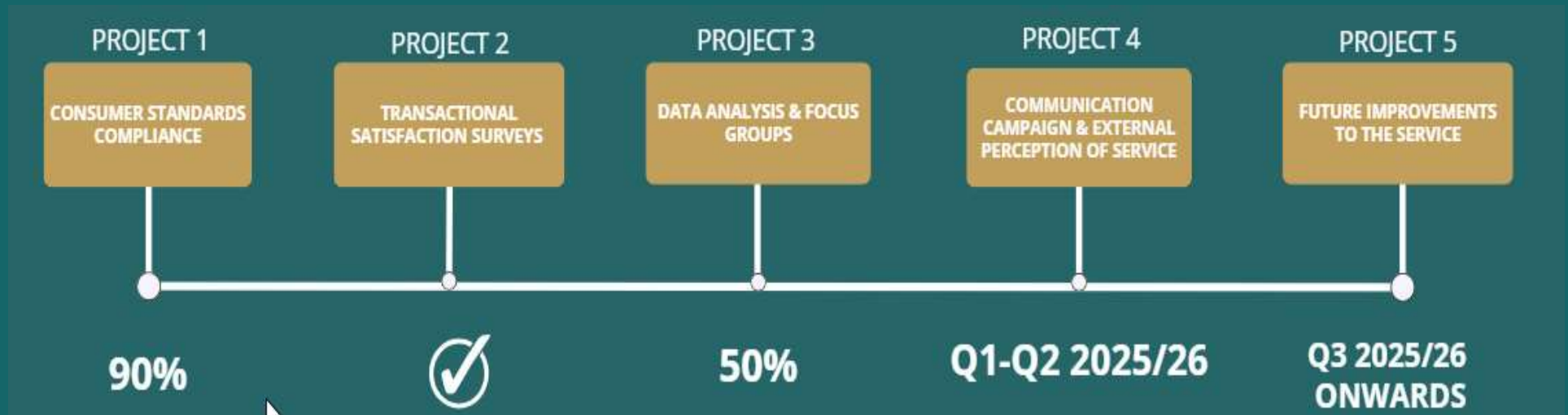
CHELTENHAM
BOROUGH COUNCIL

Appendix 1 ASB Service Improvement Plan – Overview & Progress

Cabinet Housing Committee

19 February 2025

Service Improvement Project - Overview



Project Priorities



Compliance with the
RSH Consumer
Standards



Gathering accurate data
on customer
satisfaction



Involving customers in
shaping the Housing
ASB service



Develop & deliver an
effective
communication
campaign to improve
perceptions of the ASB
service

Projects 1 & 2 - Progress

ASB SERVICE IMPROVEMENT PROJECT

PROJECT 1: COMPLIANCE WITH CONSUMER STANDARDS:



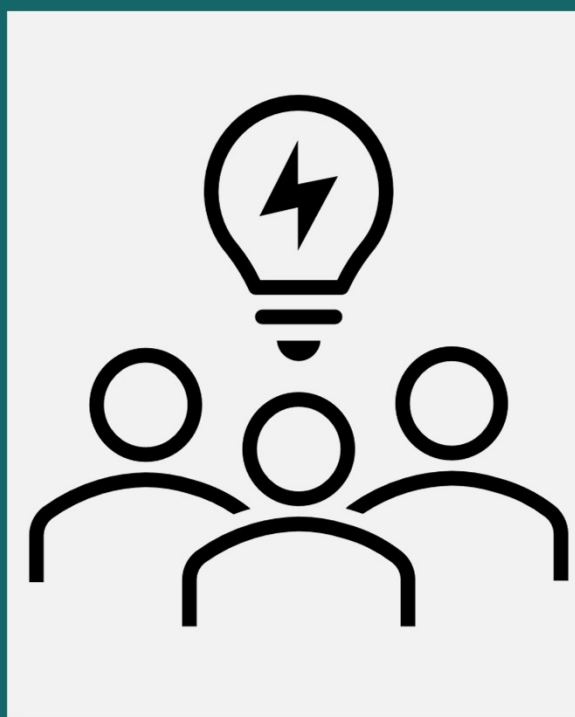
PROJECT 2: TRANSACTIONAL SATISFACTION SURVEYS



Project 1 - ASB Focus Group Feedback

Areas of Strength

- Despite challenges and desired outcomes not always being achieved, participants appreciated the hard work and commitment of the ASB Team in their casework and understood the challenges associated with legal enforcement of ASB
- The draft ASB Policy is clear, comprehensive, well-structured and will empower customers to hold the ASB Team accountable.
- Detail around the role and remit of the Housing ASB Team & other key partners provides clarity on who can assist with a specific issue
- The enhanced focus in the draft policy on the response to hate crime is welcomed



Areas for development

- Timeliness – to prevent escalation of ASB
- Evidence gathering – consider ways to simplify the gathering and sharing of evidence
- Empathy – customers value an empathetic approach and want to feel that their voice is being heard.
- Joint working with Police – there is a perception of expectations and objectives sometimes being misaligned

Project 2 - Transactional Satisfaction Surveys

When a triage action or ASB case is closed in QL, a transactional satisfaction survey is triggered.

3 questions are sent to the related customers mobile phone as SMS messages:

- (i) On a scale of 1-5 how satisfied are you with the response you received from the CBC ASB Team?
- (ii) What could we do to improve the CBC ASB Service?
- (iii) Would you be willing to have a follow up call to discuss your responses?

Transactional Satisfaction Survey Results

ASB Case Surveys

9 sent

1 response

ASB Case Triage Surveys

25 Sent

3 responses

ASB Cases Satisfaction

Satisfaction is a score of 4 or 5. A score of 3 is regarded as neutral but still counted as a response.

Survey Date	Sent	Surveys Sent	Response	No Response	Follow Up	% Satisfied with A SB response	% Response Rate
2024	November	2	0	2	0	0.00%	0.00%
2024	December	5	0	5	0	0.00%	0.00%
2024	January	2	1	1	0	0.00%	50.00%
Total		9	1	8	0	0.00%	11.11%

ASB Triage Satisfaction

Satisfaction is a score of 4 or 5. A score of 3 is regarded as neutral but still counted as a response.

Survey Date	Sent	Survey Sent	Response	No Response	Follow Up	% satisfied with A SB triage response
2024	November	13	2	11	0	50.00%
2024	December	6	0	6	0	0.00%
2024	January	6	1	5	0	0.00%
Total		25	3	22	0	33.33%

Project 4 – Communication & External Perception Of The ASB Service

Initial Scoping

Customer Engagement

- Quarterly social media engagement around the difference between an ASB report and a service complaint to ensure the difference is clearly understood
- Significant ASB news stories to be publicised at least quarterly via social media, website and tenant newsletter
- Development of an annual programme of publicity around key themes such as ASB Awareness Week
- Quarterly ASB service focus groups

Changing Perceptions

Awareness raising via social media, website & tenant newsletter as well as the point of engagement with the ASB service to educate customers & manage their expectations by:

- Sharing key aspects of our ASB policy throughout the year,
- Sharing information on how we work with our partners to address ASB
- Explaining evidential thresholds for legal intervention, and the part the customer plays in evidence gathering