

Customer Service Review Outcome Report Anti-Social Behaviour (ASB) Workshop

Thursday 25th April 2024

Leads Rob Hughes - Assistant Director of Housing - Community
Laura Terry - Regional Housing Manager - Community Safety Lead

Introduction

The report highlights whg's commitment to improving customer satisfaction by addressing the concerns of low results in the Tenant Satisfaction Measures (TSM) survey, with particular focus on enhancing our approach to handling Anti-social behaviour, ***TP10 Satisfaction with the landlord's approach to handling anti-social behaviour.***

This service review has been requested by the corporate directors to delve deeper into understanding customer perceptions of ASB, their awareness of landlord, Council and Police responsibilities, and the effectiveness of our current reporting processes.

The primary objective of this service review was to see how whg could improve our customers satisfaction with the Anti-Social Behaviour Service? We wanted to gauge customer perceptions regarding ASB, identify any gaps in understanding between landlord, Council and Police responsibilities, and evaluate the effectiveness of our ASB reporting procedures. By obtaining insights directly from our customers, we aimed to pinpoint areas for improvement and collaboratively develop recommendations from customers for enhancing our approach to addressing ASB concerns and having them approved on the day.

Demographics

17 Customers attended the workshop held at College, The Hub.

65% of the respondents were women with 35% male. 82% of the respondents were of White English ethnicity.

There was a good and varied response from around the West Midlands area and attendance from all age groups. We also had representation of customers with disabilities.

Methodology

The workshop involved inviting customers who had recently closed antisocial behaviour cases and reaching out to customers via Facebook and the loop (digital engagement platform) who have reported ASB. Participants were provided with lunch, refreshments,

and a £40 gift voucher as a gesture of gratitude. Laura Terry began the workshop with a presentation detailing the current process, successes, and areas for improvement. Attendees engaged in table discussions, with feedback shared and noted throughout the day. Customers collectively identified 15 recommendations, which were approved by the assistant director of housing. These recommendations were compiled into an Action Plan (appendix 1), complete with assigned leads and timelines, and shared via email to all customers present at the workshop and a copy will be made available on the loop and the whg Website for transparency. The Action Plan will then be monitored quarterly by involved customers who form part of the Service Improvement Group (SIG).

Outcome & Actions

Table discussion session1- What do residents feel is working and what isn't working with the ASB service / process?

What is working?

Customer responses:

- Attention to care, communication and commitment works well.
- Better focus on ASB.
- Tools for tackling ASB.
- Social media (Facebook).
- Customer voice – use of hubs and community rooms to talk about concerns.
- Hearing the customer voice.
- ASB policy.
- Response time generally good.
- Way whg is responding to resident suggestions to improve systems.
- Social subscribers (well-being).
- Portal and loop. Holds evidence and helps with location.
- 'Fix my street' app.
- 1-2-1 support from community safety officer.

What isn't working?

Customer responses:

- CCTV not always working.
- Social media (Facebook) can cause more issues.
- ASB policy – too much jargon.
- Don't know who Community Housing Officer is, how to contact them or what they do.
- Continuity.
- 1 day reporting not working.
- Tenants don't know what ASB is.
- On-line important but not everyone can or wants to use it.

- Communication is poor. Some people don't know that whg has a dedicated ASB team, portal etc.
- Lack of feedback after reporting ASB, which can lead to lack of trust in whg.
- Where there are neighbour disputes, whg takes sides with the person who reports it first.
- Website says have to ring up to report ASB.
- Language used by WHG and Language used by residents. The message is not always received leading to a perception gap.
- Issue with the scripts used.
- Lack of security in communal areas – makes people feel unsafe.
- Not feeling staff are trained or adequately trained. They say different things to different people.

Table discussion session 2 – What do residents expect from whg when reporting anti-social behaviour?

Customer Responses:

- To be able to contact someone who deals with ASB and not have to go through the contact centre.
- To feel safe and secure through the whole process.
- To be heard and believed. To be actively listened to, for all staff to be empathetic and, non-judgemental.
- For the tenant to approve the action by whg
- Specific area to report ASB so it doesn't get lost.
- To be kept informed of progress, what's happening and stick to timescales in action plan.
- To have named person and their contact details to ensure continuity.
- Full closure report on what has been implemented and what is supposed to be happening.
- GDPR permissions to share information with other agencies e.g. police.
- Follow up letter after reporting ASB that conforms what has been said, what action will be taken, the responsible person and timelines etc.
- Dedicated member of staff for each ASB case. A handover should take place if this person is going on holiday or leaving.
- Provision of alternative accommodation if property has been damaged due to ASB e.g. fire or if property insecure.
- A community plan to go out to residents to see if anyone else is experiencing ASB.
- Monthly community officer surgeries.
- Details of who to contact if not happy with outcome of ASB report i.e. the complaints process.

Table discussion session 3 – whg suspect that a number of residents are not reporting ASB. What can / will make residents feel safe to report anti-social behaviour to whg?

Customer Responses:

- whg should check on quiet residents as they may be suffering in silence.
- Confidentiality.
- Confidence and trust in w staff dealing with ASB and feeling that they are competent.
- Listening to hear what residents are saying.
- Rapport building. Staff being more visible and being known.
- Continuity of staff (CHOs).
- Having the confidence to speak out.
- Having faith in the system
- Seeing ASB being dealt with.
- Strong out of hours relationship with the Council, police. This will be reassuring for residents.
- All tenants being polite to each other. So able to approach each other about minor ASB issues.
- Treat people as individuals and give assurance that they will be given a tailored ASB service.
- Overcome fear of repercussions, so don't meet resident's in their homes or meet online.
- Suggest holding a collective meeting of all residents with same ASB issue.

Customer Service Review Workshop

25, April 2024

Anti-Social Behaviour

Action Plan Recommendations

Recommendation	WHG response	Person responsible for implementing the recommendation	Date when recommendation should be implemented by	Commentary
<p>1. 24/7 ASB line monitored for urgent ASB cases. This must be done by a human, and they should know about ASB. This could be done by CCTV operator.</p>	<p>Partially Agreed. It will not be practicable to establish a dedicated ASB contact 24/7. We will explore how we ensure customers know what to do in the event of an incident outside of normal office opening hours.</p>	<p>Laura Terry</p>	<p>October 2024</p>	<p>At the scrutiny session we advised involved customers that we would need to look at how this might be achieved.</p> <p>We explained that a CCTV operator would not be able to undertake this due to the nature of the role.</p>

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	Customers at risk should in the first instance contact the police if they are at risk due to ASB.			We will explore how our out of hours duty officer might assist in severe cases where an intervention by whg is required. All criminal matters and fear for personal safety should be reported directly to the police in the first instance.
<p>2. All ASB colleagues to receive refresher training once a year.</p> <p>All Customer Facing WHG staff to receive general training</p>	<p>Agreed</p> <p>Agreed Will look at developing an online training module for all front facing staff.</p>	<p>Laura Terry /Niki Walker</p> <p>Laura Terry /Niki Walker</p>	<p>Ongoing</p> <p>March 2025</p>	<p>Scheduled for: late 2024. Working with RESOLVE ASB to look at course content and diary dates to get this booked in.</p>
<p>3. Using innovative ways, market / publicise what can do e.g. pop-up events, use of hubs, CHO surgeries.</p>	<p>Agreed Will develop an action plan of events that will be undertaken by CHO's.</p>	<p>Anita Sehra</p>	<p>October 2024</p>	<p>Schedule to be published of community :</p> <p>We presently engage in a number of activities that will be developed further e.g. -</p> <ul style="list-style-type: none"> • Neighbourhood services estate walks

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				<p>Mossley CHO regularly works from the Mossley community room.</p> <ul style="list-style-type: none"> 3 CHO's in the Blakenall Communities undertake monthly walk about in their area and monthly drop in sessions.
<p>4. Hold a number of community events such as skip days and litter picks.</p>	<p>Agreed Will include in the action plan as above at point 3.</p>	<p>Anita Sehra / Ranjit Kaur</p>	<p>October 2024</p>	<p>Schedule of events to be published:</p> <p>See above point re CHO action plan.</p>
<p>5. Send an information pack out to all residents. The information should cover, information about ASB, the process, help and support available for residents, provide reassurance, how ASB can be reported, safety and closure. It should also include the consequences of committing ASB.</p>	<p>Agreed. We will look at the most cost-effective way of delivering this.</p>	<p>Laura Terry /Communications Ask Communications about fridge magnets</p>	<p>December 2024</p>	<p>Round Your Way special to include an ASB pullout. Ensure editorial group review.</p> <p>Welcome pack development with Comms to include one page leaflets around relevant services for customers – ASB important to be included for this.</p>

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<p>Also provide information in newsletters, on the website, TV screens in blocks of flats, notice boards etc. Could produce a fridge magnet with a phone number for ASB.</p>	<p>Will look into feasibility of this.</p>			
<p>6. Put ASB policy in the front of the sign-up pack. Add something in sign up pack about residents' obligations and put in bold type "Your tenancy may be at risk...." Reinforce 6 and 9 month visits to new residents.</p>	<p>Agreed</p>	<p>Rob Hughes</p>	<p>July 2024</p>	<p>Look at revisiting My Home My World. – See above re welcome pack</p>
<p>7. CHO's to visit all residents that report anti-social behaviour.</p>	<p>Agreed</p>	<p>Laura Terry</p>	<p>August 2024</p>	<p>We will tailor our delivery around customer expectation – not all customers will want a visit, some would like to remain anonymous, some prefer office contact, some telephone.</p>

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				We will ensure all customers are offered a visit.
8. Have a dedicated ASB email address.	<p>Cannot commit to this. We will let customers know how to report ASB through various channels within whg. This is part of a wider whg project called omni-channel.</p>			
9. Hold face to face meetings with residents who have reported ASB on neutral ground, no ID badges and dress casual as if going out for coffee with a friend. Offer teams or zoom meeting if residents would prefer.	<p>Agreed Ties in with recommendations 7 above</p>	Laura Terry	August 2024	Community Safety already provide this, we will ensure that this is included in ASB guidance to all Community Housing colleagues.
10. Publicise positive outcomes to encourage ASB reporting.	<p>Agreed Could add to pack at recommendation 5 and include in newsletters, website etc.</p>	Laura Terry / Communications	31/12/2024 (winter edition of digital 'round your way')	<p>See 5 Above Embed case study reviews.</p> <p>We can include this in a winter edition – soon to be digital edition, of round your way and</p>

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				communication are already engaged to progress with this.
11. Triage days – 1, 3 & 5 based on ASB incident and residents’ vulnerability.	Agreed We will establish a triage mechanism for all reported ASB issues.	Rob Hughes	October 2024	CST duty officer in place Mon – Fri 9am-5pm, to roll out CHO duty officer to screen all incoming ASB tasks to allocate to CHOs and to refer to CST where relevant and proportionate.
12. Review wording of scripts, ASB policy and procedure with residents.	Agreed	Laura T erry	June 2024	Further script review required based on recommendations. ASB script review took place in April 2024 and has now gone live, will re-review based on customer feedback to ensure we covered all relevant recommendations.