

# PLEDGE case study - Magenta Living

Relates to Magenta Living's PLEDGE renewal November 2025

Our ASB PLEDGE is designed for all relevant bodies involved in the ASB Case Review process, including housing providers such as housing associations. We believe it is essential that every agency understands its role and fulfils its responsibilities, ensuring victims of anti-social behaviour (ASB) receive consistent and effective support.

This case study explores Magenta Living's experience of The ASB PLEDGE and how it has positively impacted the individuals that they support.

## **An overview of Magenta Living: What led them to explore The ASB PLEDGE**

Magenta Living is a housing association which oversees approximately 13,000 properties, predominantly in Wirral, but also with properties in Ellesmere Port, Runcorn and Cheshire.

Magenta Living's decided to sign up to The ASB PLEDGE

"To demonstrate our commitment in delivering a consistent, victim focused approach to tackling anti-social behaviour."

In particular, Magenta Living had conducted feedback surveys with victims of ASB and found:

"Victims wanted clearer communication and swift resolution which aligns with industry best practice."

Likewise, Magenta Living stated:

"Recommendations from partner agencies reinforced the value of adopting the ASB Pledge as a nationally recognised standard that promotes accountability and best practice."

## **Pre-PLEDGE: What did Magenta Living want to achieve?**

Ultimately, Magenta Living state:

“By committing to the Pledge, we aim to demonstrate our dedication to improving victim confidence, ensuring transparency, and working collaboratively to provide timely and effective responses to ASB.”

Prior to signing up to The ASB PLEDGE, Magenta Living state:

“Our ASB response was already well established and effective. We consistently delivered a high-quality service that residents and partners could rely on.

We faced the same challenges which are common across the sector, such as managing expectations, balancing response times with challenging and time-consuming casework but also with aligning multiple agencies plans to a common victim focused goal.”

When asked about what areas of their ASB approach they were most keen to strengthen, Magenta Living stated:

“We were most keen to strengthen our approach to communication, both with victims and the wider community. We wanted to enhance our approach to ensuring that victims receive clear, timely updates, that they understand the process, and feel supported throughout. We want every interaction to make them feel reassured and confident that their concerns are taken seriously and that they have a voice in the resolution.

At the same time, we’re focusing on how we communicate with the wider community. By being more proactive and transparent, through clear messaging about what ASB is, how to report it, and what actions we take, (including promoting our successes) we are hoping to improve overall customer satisfaction. This will help manage expectations, reduces frustration, and builds confidence in our service.”

## **The ASB PLEDGE process: What did it involve?**

In regards to their most recent renewal, Magenta Living carried out a survey of residents through a new initiative called Magenta Voice. Magenta Living state this:

“Allows us to reach out to our customers, via an external, independent partner, and listen to the feedback they provide.”

“We have been able to review the feedback and implement customer led changes, such as additions to our ASB Policy or increasing the volume of contact we have with victims.

Prior to us working towards the PLEDGE, ASB Help independently reviewed our website and all of the ASB related information available to our customers. They were then able to offer suggestions for improvement, which we implemented.”

## **The outcome: What was the impact of The ASB PLEDGE?**

From 2024 to 2025, customer satisfaction in Magenta Living’s response to ASB increased by 11.8%.

Since signing up and recently renewing their PLEDGE, Magenta Living has continued to align their ASB response with best practice:

“Magenta Living are committed to aligning our response to ASB with the PLEDGE principles and ensure that they provide a platform for continuous improvement.

We have recently reviewed and improved our ASB Policy to further reflect the ever-changing needs of our customers and introduced a separate Hate Harassment Policy based upon feedback from an external review of our approach to tackling Hate Crime which was carried out by a Professor from Birmingham University. Additionally, we instructed an external agency to carry out a 360 review of our ASB Policy and processes, including interviews with tenants who have experienced ASB. All recommendations have since been actioned.”