

# PLEDGE case study - Plymouth City Council

Relates to Plymouth City Council's PLEDGE renewal November 2025

At ASB Help, our core mission is to ensure that victims of anti-social behaviour receive fair and compassionate support. The ASB PLEDGE was created to help agencies strengthen their ASB Case Review processes and ensure that the victims' voice is at the centre of decision-making.

As part of measuring our impact, we're committed to understanding how signing up to the PLEDGE supports real improvements on the ground. This case study explores [Plymouth City Council's](#) journey - from assessing their internal processes to implementing meaningful changes.

## **An overview of Plymouth City Council and what led them to explore The ASB PLEDGE**

Plymouth City Council is a local authority overseeing a population of around 272,000.

Plymouth City Council's decision to sign up to The ASB PLEDGE was driven by:

"A commitment to best practice and victim-focused service delivery."

As part of a comprehensive review of their Anti-Social Behaviour (ASB) Case Review policy and process, Plymouth City Council reached out to us at ASB Help for support:

"We utilised guidance from ASB Help to refresh our procedures, templates, and communications. During this review, we became aware of the PLEDGE and recognised its alignment with our objectives. Signing up was a way to formalise our commitment to ensuring ASB Case Reviews are meaningful, accessible, and consistently used to support victims."

We asked Plymouth City Council how they would describe their organisation's commitment to tackling ASB and improving support for victims:

“Our organisation is fully committed to tackling ASB and improving support for victims. Although we operate with a small but highly dedicated team of three frontline Community Safety Officers covering the entire city of Plymouth, their passion for creating safer communities and supporting victims is evident. They work proactively to prevent and resolve ASB, collaborating closely with partner agencies to resolve cases and support victims.

The team actively promotes the ASB Case Review process to repeat victims, ensuring they are aware of their rights and options, and signposts individuals to appropriate support services. This approach reflects our determination to provide meaningful interventions and ensure victims receive the help they need.”

### **Pre-PLEDGE: What did Plymouth City Council want to achieve?**

Naturally, Plymouth City Council faces similar constraints as many other local authorities across the country. Prior to taking the PLEDGE, Plymouth City Council states that:

“The team has always worked diligently to address ASB across the city; however, prior to signing the PLEDGE, awareness and promotion of the ASB Case Review were limited, both within the team and among our partners. This was largely due to resource constraints within the Community Safety team, which made it challenging to prioritise this work.”

When considering the PLEDGE, Plymouth City Council state:

“We recognised the ASB Case Review as a vital safety net for victims and therefore made a conscious decision to invest additional resources into this area to improve services for victims of ASB in the city.”

We asked Plymouth City Council which PLEDGE principles were most relevant to the improvements they wanted to make:

“All of them were relevant. Our biggest change was around promoting more awareness of the process, ensuring it was easily accessible to all victims, and empowering victims to have a voice in the process.”

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

As part of The ASB PLEDGE process, we support organisations to review their policies and provide guidance which will optimise the impact of these procedures and ensure they are in line with best practice for ASB Case Reviews.

As part of Plymouth City Council's sign up, they state:

"We worked closely with ASB Help to understand the commitments of the PLEDGE and to re-develop our processes to ensure compliance with these. ASB Help were incredibly helpful, providing best practice templates, which we adapted for our local authority. When we refreshed our ASB Pledge, we undertook a self-assessment and then met with ASB Help to talk this through."

Plymouth City Council were very proactive in their approach and made a range of updates to optimise their ASB Case Review process, including:

- Changing the threshold so it met with the statutory threshold (specifically taking out the requirement for a case to be closed).
- Introducing a lower threshold for ASB involving hate incidents.
- Updating their website so all the information was easily available.
- Increasing the means for which victims could apply for reviews, offering email, online form, letter, telephone (to 101) or in person at a library.
- Sourcing a range of independent chairs who committed to undertaking reviews.
- Sourcing a number of subject matter experts that they could ask to attend reviews, if relevant.
- Ensuring that victims were always invited to attend the first part of an ASB Case Review and given the option to make written / 3rd party representations if they did not attend.
- Creating action plans from the meeting that set timescales and ensured these were aligned to an agency to oversee delivery of.

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

As a result of the work which Plymouth City Council put into The ASB PLEDGE sign up process and review of their ASB Case Review procedure, they have seen multiple positive results including:

**A significant increase in their number of ASB Case Review applications** – Prior to signing up to The ASB PLEDGE, Plymouth City Council typically undertook 1-2 ASB Case Reviews per year. After signing up to The ASB PLEDGE in 2022, they received 18 requests for ASB Case Reviews between January-December 2022, with 15 meeting the threshold. Since then, they have sustained high numbers with 16 ASB Case Reviews in 2023 and 15 in 2024.

**Improved partner relationships** – this is crucial for ensuring co-ordinated responses to anti-social behaviour.

**The resolution of some really complex and long-standing cases.**

Signing up to The ASB PLEDGE means that agencies commit to continued alignment with The ASB PLEDGE principles and continuing to provide consistent support to victims of ASB. Since their sign-up, Plymouth City Council has continued to align with PLEDGE by:

- Continuing to use action weeks, events and community engagement to promote the ASB Case Review.
- Ensuring case officers recommend ASB Case Reviews during case work.

We are delighted to be a part of Plymouth City Council's journey and enjoy working with such agencies to collaboratively work towards better outcomes for victims of anti-social behaviour.

We asked Plymouth City Council for any further comment about their experience of The ASB PLEDGE process:

“The ASB PLEDGE provided a valuable opportunity to review our approach, identify gaps, and adapt our processes to ensure alignment with best practice. It also helped secure buy-in from other local organisations, including the police and housing associations, who signed the PLEDGE alongside us. This collaborative commitment improved understanding of the process and its importance across all partners. While the process does have resource implications due to its time-intensive nature, we believe it is the right thing for victims and ultimately benefits agencies by supporting effective case resolution.”