

PLEDGE case study - Coventry City Council

Relates to Coventry City Council's PLEDGE sign up July 2026

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 Coventry City Council's journey - from assessing their internal processes to implementing meaningful changes.

An overview of Coventry City Council: What led them to explore The ASB PLEDGE

Coventry City Council is a metropolitan local authority serving the city of Coventry in the West Midlands. Through its Community Safety Team, the Council works alongside West Midlands Police, registered housing providers, health services, the voluntary sector and other key partners to prevent and tackle anti-social behaviour (ASB), support victims and create safer communities.

Coventry City Council's services cover the whole of Coventry; a diverse urban area with communities experiencing a wide range of anti-social behaviour, from neighbourhood nuisance and environmental ASB through to more complex cases involving vulnerability and multiple agencies.

When asked what prompted them to explore The ASB PLEDGE, Coventry City Council state:

"In late 2025, Coventry City Council undertook a comprehensive review of its ASB Case Review process after recognising that significant improvements were required to better support victims and align with national best practice.

At the time, there was no consistent framework in place, governance arrangements lacked clarity, and victims were not always receiving the level of support, communication or transparency they deserved.

We recognised that simply meeting our statutory obligations was not

enough. Our ambition was to develop a process that reflected national best practice, placed victims at the heart of decision-making and delivered timely, transparent and consistent outcomes.

The ASB Help PLEDGE provided an excellent framework against which we could assess our existing arrangements, identify areas for improvement and develop a service that genuinely puts victims first.”

Importantly, Coventry City Council were committed to improving their ASB processes beyond the ASB Case Review:

“Our ambition is not simply to meet our statutory responsibilities but to provide a service where victims feel listened to, supported and confident that their concerns are being taken seriously.

This commitment extends beyond the ASB Case Review process. Alongside redesigning our Case Review arrangements, we have developed a new local authority ASB policy, expanded our Community Safety Team to increase capacity and improve case management, and continue to invest in making our services more accessible. This includes improvements to our website and the introduction of a dedicated online ASB Case Review application process.

We recognise that tackling ASB requires strong partnership working, continuous improvement and a genuine commitment to putting victims at the centre of everything we do. Achieving the ASB Help PLEDGE is an important milestone in that journey, but it is by no means the end of it.”

Pre-LEDGE: What did Coventry City Council want to achieve?

Before signing up to The LEDGE, Coventry City Council recognised that their ASB Case Review required “fundamental improvement”:

“There was no consistent framework governing how reviews should be managed, resulting in variation in practice and delays in progressing applications.

Accessibility was limited, making it difficult for victims to understand what an

ASB Case Review was or how to request one. Governance arrangements lacked clarity, there was no structured approach to supporting victims throughout the process, and chairing responsibilities sat with elected members who had received limited training in the statutory purpose and operation of ASB Case Reviews.

Collectively, these issues meant that the process did not consistently deliver the transparent, victim-focused service that we aspired to provide. This became the catalyst for a complete review of our arrangements.”

So, as part of their PLEDGE journey, Coventry City Council wanted to improve multiple areas including:

- Improving accessibility by introducing a simple online application process and clearer public information.
- Ensuring victims are supported throughout the process and invited to attend reviews so they can explain directly to the panel the impact ASB has had on their lives.
- Introducing clear governance arrangements, with trained officers responsible for chairing reviews.
- Delivering a more timely, consistent and transparent process with clearly defined responsibilities.
- Strengthening partnership engagement with organisations such as West Midlands Police and registered housing providers to ensure agencies contribute effectively to reviews and deliver agreed actions.
- Raising awareness of the ASB Case Review so victims understand their rights and know how to access the process when the statutory threshold may be met.

The ASB PLEDGE process: What did it involve?

As with all of our PLEDGE sign-ups, the first step is to complete our checklist which asks multiple questions about the organisations’ ASB Case Review process. Coventry City Council state:

“The ASB Help PLEDGE self-assessment checklist proved invaluable. Completing the checklist at the outset gave us an honest assessment of where we were as an organisation and highlighted the areas requiring significant improvement. It also provided a clear roadmap for achieving both compliance and best practice.”

On the back of this checklist questionnaire, our team provided Coventry City Council with recommendations and feedback:

“Throughout the process, the support provided by the ASB Help team was outstanding. Early discussions helped shape the development of our new ASB Case Review Policy, procedures and governance arrangements, as well as improvements to accessibility, partnership working and victim engagement. Their advice and constructive feedback gave us confidence that the changes we were implementing were aligned with recognised national good practice.”

In order to align with PLEDGE principles and therefore best practice, Coventry City Council made key improvements to their ASB Case Review process, including:

- Introducing a completely redesigned ASB Case Review Policy and supporting procedures.
- Creating a dedicated online reporting pathway, making it easier for victims to understand the process and submit an application.
- Improving the information available on our website to explain victims’ rights and the purpose of an ASB Case Review.
- Introducing clearer governance arrangements, with trained officers responsible for chairing reviews.
- Ensuring victims are invited to attend reviews where appropriate, enabling them to explain the impact ASB has had on them directly to the panel.
- Introducing structured risk assessments and enhanced victim support throughout the process.
- Developing clearer timescales, action planning and communication with victims.
- Strengthening partnership engagement with West Midlands Police, registered housing providers and other agencies to improve information sharing and accountability.
- Embedding a culture of continuous improvement through regular review of our policies, procedures and partnership arrangements.

Interestingly, here at ASB Help, we were pleased to see that Coventry City Council had implemented an ASB Case Review applicant satisfaction survey – a short feedback survey for victims to fill out which would indicate how useful they found the process and whether they felt sufficiently heard. This goes above and beyond the statutory guidance and demonstrates alignment with the ASB PLEDGE principles.

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

Although their PLEDGE sign-up is quite recent, Coventry City Council have stated they are already seeing signs of that the changes are making a positive difference:

“One of the most significant outcomes has been increased accessibility to the ASB Case Review process. Under our previous arrangements, only two ASB Case Reviews were undertaken over a two-year period. Since introducing our redesigned process, we have received 16 referrals, with six progressing to formal ASB Case Reviews.

We believe this increase reflects greater awareness of the process and improved accessibility, supported by our new online reporting pathway and clearer public information. Every referral now follows a structured and transparent process, with victims kept informed throughout and receiving timely communication and action plans where appropriate.

We have also seen stronger collaboration with key partners, particularly West Midlands Police and registered housing providers. Information is now being shared more effectively to support threshold decisions, enabling panels to make informed, evidence-based decisions while ensuring agencies remain accountable for the actions they agree to take.

Whilst we recognise that meaningful outcomes for victims will continue to emerge as the new arrangements become embedded, these early indicators demonstrate that the changes introduced through the PLEDGE are already strengthening both the accessibility and consistency of our ASB Case Review process.”

It has been heartwarming to see Coventry City Council's dedication to improving their services for victims of ASB and the proactive steps they have been taking to do just that. We are looking forward to hearing more about the positive impact of their PLEDGE and the continuous support they provide for victims.