



Anti-social behaviour web area

You said

We did

Customers and colleagues told us the old ASB page was overwhelming, slow to use, and hard to navigate because everything sat on one long page.

To improve this, we re-built the area and rewrote the content so that the area now:

- prioritises quick reporting
- reduces scrolling and cognitive load
- improves clarity and navigation
- supports mobile users
- separates key user journeys

You said	We did
The old page was too long, text-heavy and hard to use	Replaced one long scrolling page with structured journeys
You wanted clearer navigation and pathways, rather than one long scroll.	Created a separate landing page with defined routes to key tasks: reporting, understanding ASB, and getting help
Long scrolling made it hard to find relevant information quickly	Used anchor links where appropriate
We wouldn't expect you to surface lots of local level organisations for support	Signposted to top level organisations to support you, rather than lots of local organisations
You prefer to act quickly, then read more later	Designed a faster, low-friction reporting journey. We still remind you to check what ASB/noise nuisance is, but directed you to the page rather than including large text blocks before the form. Made sure we answer FAQs, but put these after the form. However, still accessible by an anchor link at the top of the page.
You wanted content that's easier to scan and	Improved readability across all pages with clear sections, simplified wording and better

You said	We did
understand quickly	hierarchy (especially on "What is ASB"). Use of headings and bold type
It was difficult to understand what counts as ASB vs other issues	Created a dedicated "What is anti-social behaviour" page with clearer definitions and distinctions (e.g. ASB vs hate crime vs neighbour issues).
The original page lacked imagery and felt too text-heavy/plain	Introduced more visuals where possible, for example on the toolkit area
You wanted to find help and solutions for specific problems more easily	Built a "Dealing with anti-social behaviour" page to organise advice and support into clearer categories instead of one long list
The experience wasn't optimised for mobile users	Designed the new area to be mobile-first, ensuring key actions (like reporting) are visible quickly without excessive scrolling
Content felt too formal and impersonal	Shifted towards clearer, more engaging content and structure, while keeping accessibility and clarity