

Resident Satisfaction Surveys – FAQs



What surveys?

Acuity are carrying a number of satisfaction surveys with our tenants. From November, Acuity will begin to telephone tenants who have had a **responsive repair**, those who have **reported anti-social behavior** and our **new tenants** who have recently moved into a property (these are called transactional or event-based surveys). Acuity will also be carrying out quarterly surveys of Babergh and Mid Suffolk District Council's tenants. This is a **general satisfaction survey** (perception survey) asking tenants what they think about their home and the services provided by each council. The questions will be around the Tenant Satisfaction Measures that we will have to report to the Regulator from Spring 2024.

Who are Acuity?

Acuity Research & Practice (Acuity) provide tenant satisfaction surveys and benchmarking services, helping housing providers to improve services and engage with their tenants through an understanding of satisfaction, performance and profiling data. They have been providing consultancy services to the social housing sector for over 23 years.

Who will be contacted?

For the main satisfaction survey, Acuity will be sending an email and text message to a randomly selected group of tenants with a link to complete the survey, with the aim of receiving 150 completed digital surveys (75 at each Council). Acuity will also be telephoning 150 tenants (75 at each Council) asking them to also take part in the survey. The surveys should take no more than 6 to 8 minutes to complete.

The transactional surveys will be completed by telephone and email, within a few weeks of the service being delivered by us.





When will they call our tenants?

Acuity only make calls between the hours of 9:30am and 20:00pm Monday to Friday and between the hours of 10.00am and 16:00pm on Saturday. Interviewers allow the telephone to ring for a minimum of 25 seconds, or until a voice mail system kicks in, to ensure customers with mobility issues are given sufficient time to get to the phone.

What telephone number is displayed?

If a tenant receives a call from Acuity the number displayed is **01273 093939**, which is a Brighton Area code. If the tenant sees a missed call from this number and calls back, they will hear a recorded message informing them that someone from Acuity tried to call them to complete a survey for their landlord.

What can I do to help tenants and boost response rates?

It is really important that front line staff encourage tenants to take part at every opportunity and assist tenants with queries about the survey and reassure them that the calls are genuine.

Are the surveys confidential and anonymous?

The surveys are strictly confidential and if a tenant requests, the results can be given back to Babergh and Mid Suffolk anonymously without their name attached.

Are the surveys in line with data protection and what about quality standards?

All the calls are recorded for training and quality purposes. Acuity is a company partner member of the Market Research Society and is registered with the Information Commissionaires Office, and in line with the Data Protection Act is not permitted to release any details to any other organisation. Under the Data Protection Act Acuity is not permitted to release any information that would allow an individual to be identified without their prior active consent to do so. Acuity also holds ISO20252:2019, which is the quality standard for market research companies.

Who should I contact at Babergh and Mid Suffolk or Acuity if I have a query that is not addressed here?

If you have any queries about any of the surveys, please contact Victoria Freer, Business Improvement Officer at Babergh and Mid Suffolk District Councils on 01449 724781 (victoria.freer@baberghmidsuffolk.gov.uk) or Heather Metivier at Acuity on 01865 594332 or acuity@arap.co.uk.

Want to know more about Acuity?

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All research projects are carried out in conformity with ISO20252:2019 and the MRS Code of Conduct.

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