



Tenant Satisfaction Survey 2024

Lincolnshire Rural Housing Association (LRHA) have asked Acuity, a market research company that specialises in the social housing sector, once again to carry out a survey of their tenants.

What is the survey about?

The survey is a general satisfaction survey (perception survey) asking tenants what they think about their home and the housing services provided by LRHA. The questions are based on the Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing from April last year.

Who are Acuity?

Acuity Research & Practice (Acuity) provides tenant satisfaction surveys and benchmarking services, helping housing providers improve services and engage with their tenants by understanding satisfaction, performance and profiling data. They have been providing consultancy services to the social housing sector for over 26 years.

There are several ways you may be asked to take part:

- **Completing the survey online** – In July Acuity will email tenants, the message will contain a unique link inviting tenants to complete the survey online. Tenants may also receive an SMS message with a survey link.
- **Postal questionnaires** – Acuity will then send anyone who has not responded to the online survey an envelope containing a covering letter printed on Acuity's letterhead paper, a questionnaire and a business reply paid envelope. Details on how to complete the survey online will also be included in the covering letter and a QR code will be printed on the front of the questionnaires.
- **Telephone surveys** – Finally during September Acuity may also call some tenants who have not yet completed a survey, inviting them to take part in the survey with a telephone interviewer.

When will they call our residents?

Acuity only make calls between the hours of 9:00am and 20:00pm Monday to Friday and between the hours of 10:00am and 18:00pm on Saturday. Interviewers allow the telephone to ring for a minimum of 15 seconds, or until a voicemail 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 resident receives a call from Acuity the number displayed is **01273 093939**. If the resident 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.

Are the surveys confidential and anonymous?

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

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

All 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 information that would allow an individual to be identified without their prior active consent to do so or release details to any other organisation. Acuity also holds ISO20252:2019, the quality standard for market research companies.

What address should tenants use if they have misplaced the reply-paid envelope?

If a tenant is unable to locate the reply-paid envelope, simply return it to the following FREEPOST address: Freepost RTEH-CBRG-GEKY, Survey Replies, The Old Goods Shed, Station Yard, Ashburton, TQ13 7EF. You do not need a stamp.

Who should I contact at LRHA or Acuity if I have a query that is not addressed here?

If you have any queries about the survey, please contact Katie Taylor at LRHA (katie@lrha.co.uk) or Acuity on 01273 287114 or acuity@arap.co.uk.

Want to know more about Acuity?

Acuity Research & Practice Limited, www.arap.co.uk Registered Company No: 3503391

