

2023-24 Tenant Satisfaction Measures Survey



Ipswich Borough Council have commissioned Acuity, a market research company who specialise in the social housing sector, to carry out a survey with 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 services provided by the Council. The questions are based on the new Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing from April this year.

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 25 years.

Who will be contacted?

Acuity will contact a random sample of our tenants by telephone with the aim of interviewing approximately 150 tenants each quarter starting in May 2023. The survey should take approximately 8 minutes to complete.





When will they call our tenants?

Acuity only make calls between the hours of 9:00am and 20:00 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 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 resident receives a call from Acuity the number displayed is **01273 093939**, which is a Brighton Area code. 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.

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.

Is the survey confidential and anonymous?

The survey is strictly confidential and if a resident requests, the results can be given back to Ipswich anonymously without their name attached.

Is the survey 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 Ipswich or Acuity if I have a query that is not addressed here?

If you have any queries about any of the survey, please contact Ipswich Borough Council (tenancy.services@ipswich.gov.uk) or Heather Metivier at Acuity (01273 287114 or acuity@arap.co.uk).

Want to know more about Acuity?

Acuity Research & Practice Limited, www.arap.co.uk UK Tel: +44 (0) 01273 287114

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

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