



## 2023/24 TSM Surveys

Rockdale Housing Association 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 residents what they think about their home and housing services provided by Rockdale Housing Association, highlighting the issues tenants are most concerned about. The survey will incorporate themes from the Social Housing White Paper and the Tenant Satisfaction Measures (TSMs) which were introduced by the Regulator of Social Housing in April this year. The survey is a census, and all residents will be invited to take part throughout September and into early October 2023.

### 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 and residents through an understanding of satisfaction, performance and profiling data. They have been providing consultancy services to the social housing sector for over 25 years.

### There are a two ways you may be asked to take part:

- **Completing the survey online**

In the first instance Acuity will send an email and text message to all tenants we have an email address or mobile telephone number with a link inviting them to complete the survey online.

- **Postal questionnaires**

Tenants will receive an envelope containing a covering letter printed on Acuity's letterhead paper, a questionnaire and a business reply paid envelope. Tenants will receive the survey packs, individually addressed and delivered by Rockdale staff, in late September. 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.

### **Are the surveys confidential and anonymous?**

The surveys are strictly confidential and if a tenant requests to remain anonymous, the results can be given back to Rockdale Housing Association without their name attached.

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

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.

### **What address should I use if a tenant has 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.

### **What happens to the questionnaires after the survey?**

All the questionnaires that are returned to us are stored in a secure office for 3 months, after which they will be securely destroyed. Scanned copies of the completed questionnaires are stored for 12 months.

### **Who should I contact at Rockdale Housing Association or Acuity if I have a query that is not addressed here?**

If you have any queries about the survey, please contact Claire Billis at Rockdale Housing Association (Claire.billis@rockdale.org.uk) or Heather Metivier at Acuity on 01273 287114 or acuity@arap.co.uk.

### **Want to know more about Acuity?**

Acuity Research & Practice Limited, [www.arap.co.uk](http://www.arap.co.uk)

