

2024-25 Tenant Satisfaction Measures Survey

What survey?

Calico Homes have commissioned Acuity, a market research company who specialise in the social housing sector, to carry out a survey with their customers. The survey is a general satisfaction survey (perception survey) asking customers what they think about their home and the services provided by Calico Homes. 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?

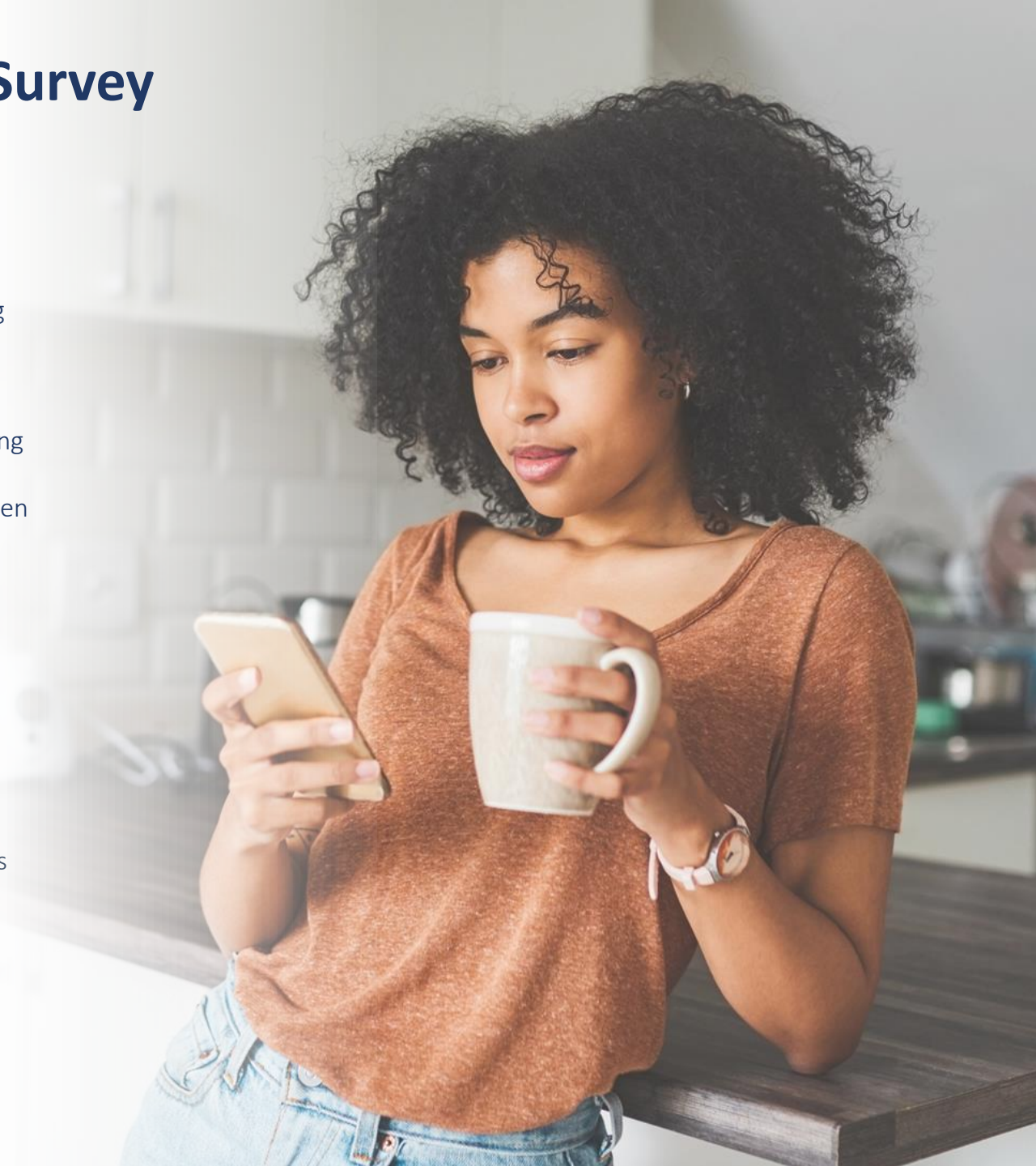
Acuity Research & Practice (Acuity) provide tenant satisfaction surveys and benchmarking services, helping housing providers to improve services and engage with their tenants through an understanding of satisfaction, performance and profiling data. They have been providing consultancy services to the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

Who will be contacted?

Acuity will contact our customers by email, SMS text and telephone with the aim of interviewing around 260 customers every three months.

There are two ways customers can take part:

- **Completing an online survey** - In the first instance Acuity will send an email and text message to customers with a link inviting them to complete the survey online.
- **Completing a telephone survey** – Each Quarter, Acuity will ring a sample of customers inviting them to complete the survey with one of their telephone interviews. The telephone survey should take approximately 8 to 10 minutes to complete.





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 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 **01282 951031**, which is a Burnley 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 residents and boost response rates?**

It is really important that frontline staff encourage customers to take part at every opportunity and assist customers 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 customer requests, the results can be given back to Calico Homes 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 Calico Homes or Acuity if I have a query that is not addressed here?

If you have any queries about any of the survey, please contact Calico Homes (Tel: 01282 686300 or Email: contact@calico.org.uk) or Acuity (01273 287114 or acuity@arap.co.uk).

Want to know more about Acuity?

Acuity Research & Practice Limited, www.arap.co.uk