



High Peak Borough Council



2023 Tenant Satisfaction Survey

High Peak Borough Council have commissioned Acuity, a market research company that specialises in the social housing sector, 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 High Peak Borough Council. The survey is similar to other surveys carried out in the past and is based on standardised questions used by other landlords. It incorporates the 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 sample survey of our tenants and will take place across 4 weeks in November and December.

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 our tenants by telephone with the aim of interviewing 522 tenants across the period from 20 November to 16 December. The survey should take between 8 to 10 minutes to complete.

What number should tenants look out for?

If a tenant receives a call from Acuity, the number displayed will be **01298 385008**. 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.

When will they call 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 can staff do to help tenants and boost response rates?

It is **really important** that frontline 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 tenant requests, the results can be given back to High Peak Borough Council 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 tenants contact at High Peak Borough Council or Acuity if I have a query that is not addressed here?

If you have any queries about any of the survey, please contact High Peak Borough Council (engagement@highpeak.gov.uk; 07583 695 572) 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 Registered Company No: 3503391

