



Tenant Satisfaction Measures Survey

What is the survey about?

Hightown Housing Association (Hightown) has commissioned Acuity to carry out a Tenant Satisfaction Measures (TSMs) survey of their tenants and shared owners. The TSM survey is a standardised satisfaction survey set by the Regulator of Social Housing to measure what tenants think about their home and the services provided by Hightown. The survey uses a representative sample of tenants and shared owners. The surveys will take place from 27 July 2026 to 05 September 2026 for shared owners, and 17 August 2026 to 03 October 2026 for tenants.

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 28 years.

There are a couple of ways customers can take part:

- **Face-to-face** – Hightown will be carrying out face-to-face surveys with tenants and shared owners
- **Online** – Acuity will send an email to a random selection of tenants and shared owners with an email address containing a link inviting them to complete the survey online.
- **Telephone surveys** – Acuity may call tenants and shared owners who have not yet completed a TSM survey within 365 days, inviting them to complete the survey with a telephone interviewer. If tenants/shared owners receive a call from Acuity, the number displayed will be from 01442 963027, a Hemel Hempstead area code.





Are the surveys confidential and anonymous?

The surveys are strictly confidential, and if a participant requests, the results can be given back to Hightown anonymously without their name attached, if the participant wishes to remain anonymous.

What can I do to help residents and boost response rates?

It is really important that front line staff encourage tenants and shared owners to take part at every opportunity and assist them with queries about the survey and reassure them that the calls are genuine.

When will Acuity call our customers?

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 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 tenant/shared owner receives a call from Acuity, the number displayed will be one which is from a local area code, **01442 963027**. If they see 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.

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

If the participant has any queries about the survey, please contact Victoria McDonald at Hightown (victoria.mcdonald@hightownha.org.uk) or Heather Metivier at Acuity on **0345 034 3737** or acuity@arap.co.uk.

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 Commissioners 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.

Want to know more about Acuity?

Acuity Research & Practice Limited, www.arap.co.uk UK Tel: +44 (0)345 034 3737. All research projects are carried out in conformity with ISO20252:2019, ISO9001, ISO27001 and the MRS Code of Conduct.

