



Tenant Satisfaction Measures Survey

What is the survey about?

The London Borough of Hillingdon (Hillingdon) have commissioned Acuity to carry out a survey of their residents. The survey is a general satisfaction survey (perception survey) asking tenants what they think about their home and the Housing Services provided by Hillingdon. 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 last year. The survey is a sample of tenants who have not taken part in a survey in the last 12 months. The surveys will take place from 26th January until 21st March 2026.

Who are Acuity?

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

How you can take part:

- **Telephone surveys** – Acuity may call tenants who have not yet completed a TSM survey within 365 days, inviting them to complete the survey with a telephone interviewer. **If tenants receive a call from Acuity, the number displayed will be from 01895 376311, a local area code.**





Are the surveys confidential and anonymous?

The surveys are strictly confidential and if a resident requests, the results can be given back to Hillingdon anonymously without their name attached, if the tenant 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 to take part at every opportunity and assist tenants with queries about the survey and reassure them that the calls are genuine.

When will Acuity 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 15 seconds, or until a voicemail system kicks in, to ensure tenants with mobility issues are given sufficient time to get to the phone.

What telephone number is displayed?

If a tenant receives a call from Acuity the number displayed will be one which is from a local area code, **01895 376311**. 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.

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

If you have any queries about the survey, please contact Marion Finney at Hillingdon (email MFinney2@Hillingdon.gov.uk) or Heather Metivier at Acuity on 01273 287114 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 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.

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, ISO9001, ISO27001 and the MRS Code of Conduct.

