



Tenant Satisfaction Measures Survey

What is the survey about?

Sapphire Independent Housing (Sapphire) 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 Sapphire. 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 census of tenants who have not taken part in a TSM survey in the last 12 months. The surveys will take place from 23rd June to 28th July 2025.

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.

There are a couple of ways you can take part:

- **Completing the survey online** – Acuity will send an email to all tenants with an email address containing a link inviting tenants to complete the survey online.
- **Postal surveys** – Acuity will send a paper survey to each household that has not completed an online survey. The pack will contain a cover letter (which will have details of how to complete the survey online, if you prefer), a questionnaire and a FREEPOST envelope to use to return the completed survey. This stage will happen from 7th to 28th July.





Are the surveys confidential and anonymous?

The surveys are strictly confidential and if a resident requests, the results can be given back to Sapphire 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.

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

If you have any queries about the survey, please contact info@sih.org or call 0207 485 8889 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 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) 01273 287114. All research projects are carried out in conformity with ISO20252:2019, ISO9001, ISO27001 and the MRS Code of Conduct.

