

Tenant Satisfaction Measures Survey 2025/26 FAQs

Is this survey legitimate? How do I know it's not a scam?

This is a very good question to ask. And yes, the 2025/26 Tenant Satisfaction Survey is legitimate and not a scam. We understand the importance of being careful with personal information. We'll only ask you about your satisfaction with our services and won't ask for any personal financial details.

What is this survey?

Following on from similar surveys undertaken in the previous 2 years. Acuity, a market research company who specialise in the social housing sector, will be undertaking this year's annual Tenants Satisfaction Measures (TSM) survey with Lancaster city Council tenants.

The survey is a general satisfaction survey (perception survey) asking tenants what they think about their home and the services provided by Lancaster City Council. The questions are based on the new Tenant Satisfaction Measures introduced by the government in April 2023, which the council are required to collect and report annually.

Who are Acuity?

Acuity provide tenants satisfaction surveys and benchmarking services, helping housing providers to improve their 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?

Throughout August and September, Acuity will randomly select a sample of 600 tenants to participate in a telephone interview with one of their expert telephone interviewers. The survey will take approximately 10 minutes to complete.

Should the selected tenants prefer, Acuity interviewers can send a survey via email for the tenants to complete. Acuity can also arrange for the interview to be completed in the tenants preferred language.





When will Acuity call tenants?

Acuity only makes calls between: 9:00am and 8:00pm, Mon-Fri, and, 10:00am and 18:00, Saturday

Interviewers allow the phone to ring for a minimum of 25 seconds, or, until a voice mail system kicks in, to ensure tenants with mobility issues are given sufficient time to get to the phone.

What phone number will be displayed when Acuity call?

If a resident received a call from Acuity, the number displayed is 01524 959352, which is a Lancaster area code. 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.

Is the survey confidential and anonymous

The survey is strictly confidential and if a tenant requests, the results can be given back to Lancaster City 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 Commissioners Office, and in line with the Data Protection Act is not permitted to release any details to any other organisations.

Under the Data Protection Act, Acuity is not permitted to release any information that would allow an individual to be identified without their prior consent to do so.

Acuity also holds ISO202552:2019, which is the quality standard for market research companies

Who should I contact at Lancaster City 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 David Holme at Lancaster City Council (dholme@lancaster.gov.uk) or Acuity (01273 287114 or acuity@arap.co.uk)

Want to know more about Acuity?

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

