

Business Continuity Management Statement

Acuity is a market research company that specialises in the conduct of tenant satisfaction and other related research for housing associations, local authorities and ALMOs. We have to date completed surveys of over 750,000 tenants and home-owners of social landlords, and have conducted over 2000 surveys. Based on our experience, we fully appreciate the time and resources that need to be allocated to survey research projects of this nature. Our staffing for telephone survey projects is based around our core research team. Specifically, we ensure ongoing service levels by assigning to each project the following personnel:

- Research Director (research advice, project design and analysis & reporting)
- Client Liaison Manager (day-to-day liaison and project delivery)
- Project Manager (project administration and process management)
- Data & Fieldwork Quality Manager (data collection and verification)

Along with regular full team meetings, this ensures that workloads are accurately predicted, all deadlines and quality standards are met and that we maintain the best possible standards in terms of service delivery and communication.

Our staffing resources are regularly reviewed and deployed so as to deliver the levels of work that our projects demand. We recruit extra staff on a permanent or temporary basis if any additional need is identified. We do not anticipate that any additional staff would be required to deliver the volume of work currently proposed for this project.

Should a sudden and unexpected demand for a high number of additional resources arise, we would give priority to retaining current project staff on existing projects rather than assigning them to new projects. In practice, this situation is unlikely to arise as we tender for new contracts only where we are confident that we have resource available to deliver the work required.

Business Continuity Management is incorporated in our annual risk management assessment covering how we would continue operations under adverse conditions such as fire, theft, vandalism, extreme weather conditions, staff illness – any event in fact that could impact upon our ability to continue operations.

Our critical suppliers take care to schedule holiday bookings such that there are a sufficient number of well-briefed research and operations staff in the office at any time. In the event of unexpected sickness, there are four senior members of staff over and above project personnel who are available to take on research management roles in this project and will be kept aware of progress throughout the project.



Acuity file systems are continuously monitored and backed up to the cloud (Microsoft Office 365). Web and database servers are fully backed up daily and a BDR server is kept on standby for continuity of servers in the event of a server failure.

In terms of the key postal equipment there is back-up equipment (3 digital printers, 3 scanners for DP etc) to ensure no downtime and all equipment is fully maintained by the manufacturers. We also have backup suppliers in extreme circumstances.

Acuity staff and associates all work from home –in addition to our permanent staff we work with a network of qualified market research associates and project manager consultants. All data information is backed up securely, we have access to home-based office centres and can call upon trained personnel to take over the project management in the event of any disruption, allowing smooth continuity of the project.

A handwritten signature in black ink that reads "Denise Raine".

Signed by Senior Director of Company

Denise Raine

Version: Business Continuity Management Statement 2024.Docx

Last Reviewed: 28 December 2023

Next Review: 31 December 2024

