

1 Business Continuity Management Statement

Acuity is a market research company that specialises in conducting tenant satisfaction and related research for housing associations, local authorities and ALMOs. Based on our experience of over 26 years, 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, analysis and 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, that all deadlines and quality standards are met, and that we maintain the best possible standards in service delivery and communication.

Our staffing resources are regularly reviewed and deployed to deliver the levels of work our projects demand. We recruit extra staff on a permanent or temporary basis if any additional need is identified.

Should a sudden, unexpected demand for a large number of additional resources arise, we would prioritise retaining current project staff on existing projects rather than assigning them to new ones. In practice, this situation is unlikely to occur, as we tender for new contracts only when we are confident we have the resources to deliver the required work.

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

Our critical suppliers take care to schedule holiday bookings so that there are sufficient numbers of well-briefed research and operations staff in the office at all times. In the event of unexpected sickness, four senior members of staff, in addition to project personnel, are available to take on research management roles 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 server continuity in the event of a 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 the event of 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 is securely



backed up. We have access to home-based office centres and can call upon trained personnel to take over project management in the event of any disruption, ensuring smooth project continuity.

Signed by the Senior Director of the company

Denise Raine

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