

Frequently Asked Questions

Getting to Know You Tenant Census

Between May and August 2025, we will be conducting a survey with all our tenants to check that the information we have about them is correct.

Having accurate and up to date information is really important. It helps us shape and deliver our services based on what our customers need and helps us make sure we understand who our customers are so we can provide the best customer experience possible.

We are calling this piece of research the *Getting to Know You* Tenant Census. Here are some frequently asked questions that will help you understand more about this important piece of research.

Q. What is this research and why is it being carried out?

Stroud District Council has commissioned ARP Research to collect demographic data on its tenants. To do this ARP Research will be conducting a census style survey reaching out to around 5,100 general needs and independent living homes. This research aims to gather key information about tenants and the people who live in our homes to ensure our records are up to date. The information you provide will also help SDC Housing Service shape our services to ensure they meet the needs of you and other customers.

Q. What's in it for me?

The survey will help SDC make sure our tenant records are up-to-date so we can deliver better services to our tenants that meet their individual needs. There is also an incentive for completing the survey. Tenants who take part will automatically be entered into a free prize draw and could win one of ten £50 vouchers. Please see our Terms and Conditions [here](#)

Q. Who are ARP Research?

ARP Research is a specialist independent social and market research agency with a strong reputation for delivering high quality and high impact research for similar landlords across the country.

Q. How can you take part?

Initially, ARP Research will get in touch with you by sending an introductory letter and questionnaire. This will provide more information about the survey. The letter will invite you to take part in the survey either by completing and returning the paper questionnaire or online using a QR code or link. ARP may also follow-up with you via SMS, email or telephone calls. This will give you the option to complete the survey online or over the phone.

Q. How and when will ARP Research invite you to take part in the survey?

- You will receive your introductory letter and questionnaire in May 2025.
- ARP may also contact you by email and SMS invite between May and July to encourage you to complete the survey. (They will only contact you from noreply-strouddc@arpsurveys.co.uk and 07860 017314).
- They may also contact you by telephone between July and August 2025 via their call centre partner Prevision.

Calls will come from **01908 278308**. If you are unsure if the call is genuine, please call our Customer Contact Centre team during office hours, who will be able to confirm this for you. To give tenants flexibility on when they take part in the survey, calls will be made between 10.00am and 9pm Monday to Friday.

Q. Who do I contact if I have any queries or need help?

- To contact SDC about this research, please email us at customer.services@stroud.gov.uk or call 01453 766321.
- If you need help with completing the survey and you'd like to speak to the ARP Research team directly, please contact us via email at support@arp-research.co.uk or call 0800 020 9564.

Q. Do I have to complete the survey?

No, you don't need to complete the customer survey if you don't want to. Most questions have an option of 'prefer not to say'. If you don't want to disclose any information, we would be grateful if you could complete the survey selecting the 'prefer not to say' options, so that we know that this is your preference.

Q. How will my data be used and stored?

The information you provide in this survey will be used by SDC for the purposes of updating their customer records and delivering housing services. This will help SDC to understand its customers better and continue to improve the services they offer. All information collected in this survey will be treated in accordance with the Data Protection Act, GDPR and Market Research Society Code of Conduct. You have a right to a copy of your data, change your data or withdraw from the research at any point. Although the nature of the research means your details will not be anonymous, they will only be shared with SDC. All information collected will be treated in the strictest confidence in line with our [Privacy Notice](#).

Q. How do I know the data is secure?

Your privacy is very important to us. ARP Research goes to great lengths to preserve your privacy and protect the personal data used in conducting all research. ARP Research will collate all your responses and securely transfer them to us and won't use your data for any other purpose. They won't keep your data for longer than necessary to complete this project, after which it will securely deleted/shredded. For full details about ARP Research's privacy policy please visit their website via [Privacy Policy - ARP Research](#).

Q. What happens after I complete the survey?

Your data will be sent securely from ARP Research to SDC. Council staff will then update your housing records with the information you have provided. This will ensure it is taken into account when we are designing and delivering future services to you and other residents. If we have any

questions about the information you provide, for example if there are a lot of changes in your household composition or circumstances, a member of the housing team will get in touch with you to resolve any queries.