PERFORMANCE FRAMEWORK

2023/24

Consumer Scotland

Luchd-Cleachdaidh Alba





Our performance framework

As a Non-Ministerial Office within the Scottish Administration, accountable to the Scottish Parliament, Consumer Scotland is committed to monitoring and being transparent about its performance. The Consumer Scotland Act 2020 requires it to commission an independent review of its performance after its first three years and every subsequent five years. Consumer Scotland also prepares and lays before the Scottish Parliament its Annual Report and Accounts, which are subject to independent audit.

Consumer Scotland 's Performance Framework is the means by which we measure our functioning as an organisation and the impact that our work has. Our approach is to use that information to improve our future performance.

Like other public sector bodies we measure how we perform against a range of measurable indicators. In addition, Consumer Scotland's statutory advocacy role involves influencing and inspiring change across the public, private and third sectors. Measuring our role in influencing change can be challenging, as policy change takes time and is usually the result of many influencing factors. Recognising this, our approach to measuring our impact involves a range of activities, including tracking the impact of our recommendations, and case studies of our impact.

Consumer Scotland's Performance Framework thus has two core components, summarised overleaf.

Our Key Performance Framework—overview



Performance assessment—outcomes monitoring and assessment of **Consumer Scotland's influence and** impact

Organisational activity indicators for quantifiable activity

Recommendations register



Impact assessment reviews



Workstream monitoring

Quantifiable indicators





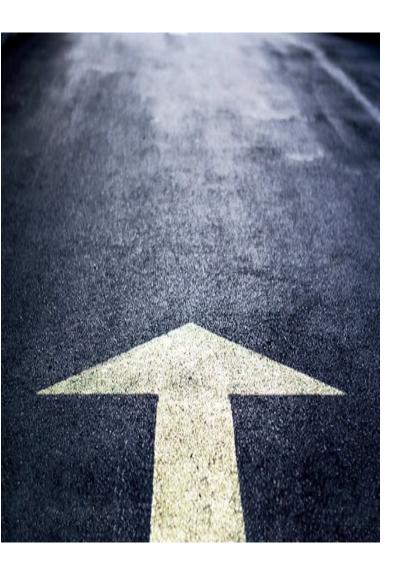
How we collaborate

Consumer Scotland seeks to work in collaboration with others. Our approach to assessing our influence and impact is based on contribution analysis which is reflective of the complexity of the sectors we work within and the broad range of actors within them.

Delivering and understanding impact is dependent on the knowledge, expertise and skills of our staff. Our approach to reviewing and evaluating impact is proportionate to the size of our organisation.









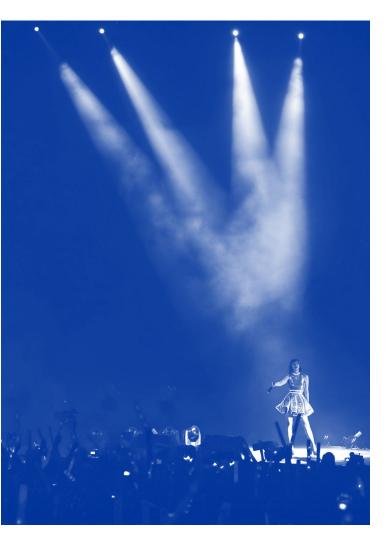
Consumer Scotland makes recommendations that are relevant to a broad range of public, private and third sector organisations. These recommendations are usually initially made in written form, in reports, letters or blogs, though they may also be made verbally.

By their nature recommendations may be of minor, moderate or major significance. Consumer Scotland will establish and maintain a register of all recommendations of moderate or major significance. While there is inevitably an element of judgement in determining the significance of a recommendation, Consumer Scotland will establish criteria for that assessment.

Consumer Scotland will track the progress of recommendations, reviewing and recording progress at regular intervals. As well as a tool for tracking the outcomes of our work the Recommendations Register will help maintain our focus on them in ongoing advocacy.

An update on the recommendations register will be included each year in Consumer Scotland's Annual Report and Accounts.







Consumer Scotland will conduct two in-depth impact assessment reviews per year. A case study approach will be adopted which will consist of a 'deep dive" to evaluate the impact of our work in an area to date and identify any lessons to be learnt.

The impact assessment reviews:

- \Rightarrow Consider our impact
- \Rightarrow Build capacity in terms of delivering and evidencing impact

Impact is defined as evidence of the difference we make. It is the demonstrable contribution that Consumer Scotland makes to public policy, the economy, society, the environment and quality of life and wellbeing.

Consumer Scotland's approach to impact is informed by the strategic theory of change overleaf. While a single theory of change cannot fully encompass all of our work, the theory of change we have developed is sufficiently broad that it can be applied on an individual project, programme or organisational basis.

An update on our impact assessment reviews will be included each year in Consumer Scotland's Annual Report and Accounts.

Strategic theory of change

Consumer Scotland

What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does it make
We research, analyse and investigate consumer issues in order build an evidence base on consumer issues	Consumers and small business consumers	Stakeholders and consumers feel listened to and connected when working alongside us	Policymakers, regulators businesses, public bodies and other stakeholders gain insight into consumer issues and can better consider them Policymakers, regulators businesses, public bodies	Policymakers, regulators businesses, public bodies and other stakeholders proactively seek out and draw on multiple sources of evidence relating to consumer matters	Reduces consumer harm for current and future
	Consumer groups				consumers
We represent consumers and advocate for consumer matters based on evidence to influence the public, private and third	Scottish and UK Governments				Increases consumer confidence in dealing with businesses and
sector We collaborate and bring together other organisations with an interest and expertise in consumer issues	Scottish and UK Parliaments		and other stakeholders understand what they need to improve consumer	Policymakers, regulators	public bodies
	Regulators	Policymakers, regulators businesses, public bodies and other stakeholders and consumers, view us	outcomes and mitigate harms	businesses, public bodies and other stakeholders develop, amend and implement consumer	Promotes sustainable consumption
We build an understanding particularly in relation to the experiences, needs and priorities of : (a) consumers in relation to net zero and sustainable consumption and (b) consumer in vulnerable circumstances	Businesses	as credible experts and trust and respect us	Policymakers, regulators businesses, public bodies and other stakeholders gain connections with each other and a platform to discuss consumer matters	centred policies, regulations, legislation, products and services	consumption
	Public bodies	Policymakers, regulators			Ensures the interests of
	Third sector bodies				consumers in vulnerable circumstances are being addressed
We improve consumer access to advice and information on consumer matters including product recall	Enforcement bodies	businesses, public bodies and other stakeholders and consumers, feel like they have benefited	Policymakers, regulators businesses, public bodies and other stakeholders address issues in	Consumers, can make active choices on consumer matters that concern them	Advances inclusion,
We provide guidance on the consumer duty to public bodies	Media		partnership and collaboratively		prosperity and wellbeing





Workstream monitoring

Our approach to monitoring impact will be underpinned by the gathering of relevant, robust and proportionate evidence across the breadth of our activity, on an ongoing basis.

This evidence will inform the selection and production of the impact case studies and the monitoring of the recommendations register. It will also support our corporate governance, management and reporting cycles, including our Performance Report in our Annual Report and Accounts.

We will use a number of tools, including data sources, feedback and reflection to gather the relevant evidence. We will review and adapt these tools on a regular basis to ensure that they are fit for purpose.





Indicator	Definition	Target/ Trend*
Strengthen evidence base to	enhance understanding of consumer issues	
Publications	Number of reports, briefings and blogs published on our website	
Website interaction	Number of views of Consumer Scotland pages on the website including publications, news releases, blogs and <u>consumer support</u>	
Data Sharing Agreements in place	The number of signed data sharing agreements in place with key partners	
Enable active participation t	hrough improved access to information and support	1
Stakeholder engagement	Number of multi-stakeholder meetings and events hosted/ convened by Consumer Scotland	Trend
Inspire and influence the pu	blic, private and third sectors	
Social media engagement	Number of views and reposts on LinkedIn and/or X	Trend
Media coverage	Number of "Opportunities To View" (readership of the specific publication)	
Public Policy Influence	Number of mentions in Parliamentary/Government business and publications	
Governance and operations		
Payments	Proportion of invoices paid within 10 days	100%
Freedom of Information	Proportion of FOI requests received and responded to within 20 days	
CS creates context for Ministers to appoint a 50% female board		
Staff Engagement	Staff engagement scores as measured by benchmarked survey to be run from FY2024-25	60%

* For some indicators we have set an explicit numerical target. In other cases, rather than set an explicit target we will instead monitor and report on trends in these indicators over time, with 2023/24 effectively acting as a baseline

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