

Draft 20010-11 Balanced Scorecard with Revised Objectives

CONSUMER FOCUS'S STRATEGIC AIMS			
Value	Service	Access	Sustainability
Help people get better value by raising the influence they have over the goods and services they receive	Improve customer service and remove unnecessary problems that generate complaints from consumers	Create an economy in which everyone can access the essential services they need and where the poor no longer pay more or get less for their money	Harness the appetite of consumers to adopt more sustainable lifestyles

		Objectives		Measures (KPI)*
A. Consumers What positive outcomes must we achieve for consumers?	A.1	To help consumers get better value from goods and services	A.1.1	
	A.2	To close the gap between disadvantaged/vulnerable and the average consumer, reducing the detriment they suffer		
	A.3	To promote an environment in which consumers can exercise power to take action for themselves	A.2.1	
	A.4	To improve the mechanisms that help consumers access redress when something goes wrong	A.3.1	
	A.5	To ensure that the interests of all consumers are at the core of consumer policy development by government and regulators	A.4.1	
	A.6	To deliver results, via the Extra Help Unit, that help vulnerable people resolve complaints about energy and postal services	A.5.1	
B. Stakeholders What we need and want from our stakeholders?	B.1	To maintain a strong external profile in which stakeholders understand our role and see us as credible and influential	B.1.1	
	B.2	To work closely with stakeholders across sectors and build productive partnerships that deliver more for consumers	B.1.2	
C. Learning & Development How will we sustain our ability to change and improve?	C.1	To bring together cross sector information to identify and address current and emerging issues	C.1.1	
	C.2	To ensure that staff have the mix of knowledge and skills needed to take action against consumer detriment	C.2.1	
	C.3	To maximise the benefits of being a cross-nation organisation through effective communication and identifying opportunities for collaboration	C.3.1	
D. Processes & Financial Management What internal processes must we excel at?	D.1	To deliver on time and to a high standard the programmes set out in our Annual Plan	D.1.1	
	D.2	To provide regular high quality financial forecasts and ensure that our work is delivered within the budget resources set	D.2.1	
	D.3	To provide effective and efficient corporate services		
	D.4	To demonstrate value for money by promoting efficiency savings and reducing corporate overhead	D.4.1	
	D.5	To ensure that Consumer Focus operates in a sustainable way	D.5.1	

* The Board will be asked to consider KPIs, in relation to the draft objectives, at the May 12 meeting.