

2010-11 OBJECTIVES AND MEASURES

Perspective	Objectives	KPI
IMPACT	A.1 Help consumers get better value from goods and services	A.1.1 # of consumers benefiting from our work
		A.1.2 Estimated value of consumer benefit from our advocacy
		A.1.3 Compensation and other payments achieved for individual consumers
		A.1.4 # of specified online tool build projects undertaken by CF Labs (target = 3 per year)
	A.2 Identify and close the gap between the disadvantaged, or vulnerable, and the average consumer, reducing the detriment they suffer	A.2.1 Total estimated value of consumer benefit gained (or not lost) for vulnerable/disadvantaged consumers
	A.3 Promote an environment in which consumers take action for themselves	A.3.1 # of consumers benefiting from our designated empowerment initiatives
		A.3.2 % increase in establishments in Scotland accredited by the Healthy Living Award (target = 20% increase)
	A.4 Improve the mechanism of redress, helping consumers access it when something goes wrong	A.4.1 % reduction in energy and postal complaints received at 8 weeks (not deadlocked) by the ombudsman, as a result of lack of resolution
	A.5 Ensure that the interests of current and future consumers are at the core of consumer policy development by government and regulators	A.5.1 # of changes to legislation, regulation, government frameworks and codes of practice
	A.6 Deliver results that help vulnerable people resolve complaints about energy and postal services	A.6.1 % of Extra Help Unit customers that Consumer Focus was able to impact beneficially
		A.6.2 % of Extra Help Unit customers satisfied or very satisfied with the quality of service received.
PARTNERSHIPS	B.1 Maintain a strong external profile in which stakeholders understand our role and see us as credible and influential	B.1.1 Stakeholder influence rating (from reputation audit)
		B.1.2 Stakeholder impact rating (from reputation audit)
		B.1.3 # of external referrals received by Consumer Focus Investigations
	B.2 Work closely with stakeholders across sectors and build productive partnerships that deliver more for consumers	B.2.1 % of projects which identify an external partnership arrangement in the delivery of the work (does not include external working groups)
	B.3 Maximise the benefits of being a cross-nation organisation through effective communication and identifying opportunities for collaboration	B.3.1 % of employees who know where to find and how to access information, across nations, critical to their jobs
		B.3.2 # of internal cross-organisational working groups

LEARNING & GROWTH	C.1	Bring together cross-sector information to identify and address current and emerging issues	C.1.1	# of cross-sector and comparative research undertaken
			C.1.2	# of cross-sector roundtable events, or similar, initiated by Consumer Focus
	C.2	Provide a positive, engaging and respectful work environment where staff feel valued and motivated	C.2.1	Staff engagement index score (EIS)
			C.2.2	% permanent employee retention rate
			C.2.3	Average days absent per employee
	C.3	Develop our staff with the mix of knowledge, skills and support needed to succeed	C.3.2	Average hours of training per employee
C.3.3			% of staff who feel they are supported with the learning and development needed to do the job	

VALUE	D.1	Deliver our work on time, on budget and to a high quality standard	D.1.1	% of Annual Plan effectively on schedule, within the project management framework
			D.1.2	Net Surplus or deficit
	D.2	Provide effective and efficient corporate services	D.2.1	% of employees who feel that they receive acceptable corporate support services
	D.3	Promote efficiency savings and operate in a sustainable way	D.3.1	Annualised efficiency savings identified
			D.3.2	Total CO2 saved through recycling (paper, plastic, cans, and toner)