

Consumer Scotland's Performance Framework 2026/27

1. Overview

Consumer Scotland is a Non-Ministerial Office within the Scottish Administration, accountable to the Scottish Parliament.

Consumer Scotland is committed to monitoring and being transparent about our performance. Our Performance Framework is the means by which we measure the impact of our work.

Our Framework is centred on our Strategic Theory of Change and the impact we achieve against our **five statutory outcomes**, which are:

- **Reducing consumer harm**
- Increasing **consumer confidence** in dealing with businesses that supply goods and services
- Increasing the extent to which consumer matters are taken into account by **public authorities**
- Promoting the **sustainable consumption** of natural resources and other sustainable practices
- Advancing **inclusion, fairness, prosperity** and other aspects of wellbeing in Scotland

Our Theory of Change sets out **what we do** as an organisation (our statutory functions); **who we work with** to deliver our activities; **the impact that this work results in**; and the **outcomes** that this ultimately secures for consumers in Scotland.

Our analysis of progress against our outcomes supports:

- Our accountability and reporting to the **Scottish Parliament**
- The preparation of our **Annual Report and Accounts**, including our Performance Report, which is subject to independent audit
- Regular reporting to the **Scottish Government and UK Government** in relation to our funding
- Scrutiny of our performance by way of a **statutory independent review**, which we are required to commission after our first three years and every subsequent five years
- Reporting and accountability to the **Consumer Scotland Board**

2. Our Strategic Theory of Change

Ambition: Every consumer can participate in a fair and sustainable economy, confident their needs and aspirations will be met			
What we do	Who we work with	The difference our work makes	The outcomes we achieve
• We represent and advocate for consumers by providing insight, information and recommendations to decision-makers • We gather, analyse and publish evidence on the issues that matter to consumers • We investigate sectors or practices where there is evidence of consumer harms • We provide, or fund advice and information to support consumers • We ensure the establishment and operation of, a publicly available database of recalls of goods • We provide guidance to public bodies to inform their statutory duty to have regard to consumer interests	• Consumers • Small businesses • Governments • Parliament • Regulators • Public authorities • Businesses • Advice bodies • Enforcement bodies • Representative groups • Researchers • Third sector organisations • Media	• There is improved awareness and understanding of the issues that matter to consumers • Policy, legislation and regulation addresses the priorities of consumers in Scotland • Decision-makers are held to account for the impact of their decisions on consumers • Businesses and public bodies adopt approaches that deliver positive outcomes for consumers buying or using goods and services • Organisations across the consumer landscape work better together to deliver positive consumer outcomes • Consumers get access to the advice and information they need	• Reduced consumer harm • Increased consumer confidence in dealing with businesses that supply goods and services • Consumer matters are increasingly taken into account by public authorities • The sustainable consumption of natural resources and other sustainable practices is more widely promoted • Inclusion, fairness, prosperity and other aspects of wellbeing in Scotland are advanced

3. Measuring Progress Against Our Theory of Change

Performance Report

Every year Consumer Scotland will publish a Performance Report, as part of our Annual Report, which describes our impact against our five outcomes.

In this Report, we will set out:

- A high level ‘snapshot’ of the benefits for consumers our work has delivered in the previous 12 months
- A set of short case studies, demonstrating how our work on a range of issues has helped consumers in Scotland. For each case study we will provide:
 - A short description of the consumer issue or problem we tackled
 - Evidence of the work we undertook to address this issue
 - The outcome that we achieved and the benefit this will deliver for consumers
 - Where possible, the number of consumers in Scotland who will benefit from this work
- An overview of the recommendations we have made on behalf of consumers during the previous year, including:
 - A ‘RAG’ report on progress against our recommendations under each of our five outcomes¹
 - A thematic report on the type of recommendations we have made to benefit consumers

Monitoring Information

To inform our Performance Report and understand the contribution of our work to delivering positive outcomes for consumers, Consumer Scotland will monitor a range of information on our delivery.

¹ For 2025/2026 we are piloting the following categorisation for RAG scores (a) Substantial progress, (b) Some progress, (c) No/limited progress

This will include information about:

- Policy, research and investigation reports published
- Our recommendations to key decision makers, recorded in our Recommendations Register
- Written and oral evidence provided to Parliament
- Formal consultation responses
- Formal correspondence with Ministers, regulators, businesses and other key decision makers
- Briefings provided to Parliamentarians
- Media coverage
- Membership of external advisory, policy and working groups
- Research projects commissioned and number of consumers engaged in our research
- Data sharing agreements with key partners
- Consumer information campaigns we have run or supported
- The number of consumers supported through advice services we fund and the type of advice provided
- Information on how public bodies have engaged with our Consumer Duty guidance

This information will provide the evidence base for the impact case studies in our Performance Report, which will be set out under each of our five statutory outcomes.

4. Organisational Activity Indicators

To accompany our Performance Report we will publish a number of quantifiable measures on our performance. These measures are split into two categories: measures provide information on how we are delivering our functions in order to achieve our statutory outcomes; and measures which provide information on the effectiveness of our governance and operations.

Indicator	Description	Target
Delivery of our functions		
Consumer advice and information	Number of consumers reached through advice and information delivered or funded by CS	Trend
Publications	Number of reports, consultation responses, briefings published on our website	Trend

Website and social media	Number of views of CS website, Linkedin and X posts	Trend
Media coverage	Number of Opportunities To View	Trend
Stakeholder engagement	Multi-stakeholder events hosted by CS	Trend
Stakeholder influence	Number of citations in parliamentary and government publications/business	Trend
Consumer research	Number of research projects commissioned to gather consumer views	Trend
Governance and operations		
Payments	Proportion of payments paid in 10 working days	100%
Freedom of Information	Proportion of FOI requests received and responded to in 10 working days	100%
Staff engagement	Staff engagement score as measured by benchmarked staff survey	60%