

Scottish Enterprise and Glasgow service with style



Glasgow service with style – Performance Measurement Framework

What our client wanted

Glasgow service with style – www.glasgow servicewithstyle.com – is a public-private partnership initiative in Glasgow aimed at improving customer service, and the skills which underpin it, to drive growth in the city's tourism and hospitality sector. Scottish Enterprise wanted a Performance Measurement Framework (PMF) to help it understand and demonstrate the value of its investment in skills-related support activities.

What Frontline did

We facilitated a workshop of the partnership's measurement group and asked delegates to discuss and shape the logic model and set of performance indicators which we had worked up with the executive team. The logic model sets out the 'story' of the initiative from rationale and objectives through inputs, activities and outputs to outcomes and impacts. It brings clarity and serves as a useful reference to partners. We kept the indicator set short and practical, ensuring that it captures performance and does not overburden the executive.

What difference we made

We helped bring clarity and understanding to the partners on what and how to measure, and left them with a practical PMF with which to monitor their activities and build an evidence base. We helped them to understand the potential methods and challenges of evaluating skills-focused programmes to derive robust assessments of GVA and wider impact and return on investment. Crucially, we developed a simple and practical PMF which ensures that executive time is focused on driving and improving, rather than measuring, activity.