

Review and Evaluation of Talentscotland

What our client wanted

Talentscotland is a Scottish Enterprise International Operations (SEIO) initiative to attract talent to live and work in Scotland. To inform future development and to monitor performance, Talentscotland wanted an evaluation and monitoring framework. They also wanted to better understand user perspectives, and non-user awareness of their offering to identify delivery improvements.

What Frontline did

The Frontline team work included:

- design and development of an evaluation and monitoring framework using analysis of baseline data and targets, and interviews with Talentscotland stakeholders
- design and management of web-based surveys to capture registered user and non-user perspectives
- design and piloting of a new approach to capturing and measuring the economic impact of the initiative, including GVA

What difference we made

We developed the evaluation and monitoring framework and are finalising the economic impact model. The monitoring framework will enable the Talentscotland team to capture outputs and outcomes in a consistent way and ensure consistency and clarity of baseline information for future evaluations.

User and non-user web surveys produced impressive response rates and findings. Our analysis will enable Talentscotland to identify user characteristics to inform future marketing activities, understand current satisfaction and awareness levels and identify areas to improve delivery.