

Focusing on what matters: Scotland's outcome approach in action

Speaker profiles

Ailsa Cook, Co-Founder/Director, Matter of Focus

Ailsa is a leader in the field of outcomes. Through her research and work with policy and practice, Ailsa has made a significant contribution to shifting the focus of public services in Scotland towards the outcomes that are important to citizens and communities.

Ailsa is a co-originator of the Talking Points Personal Outcomes Approach, now used across thousands of organisations in Scotland and beyond.

Antony Clark, Audit Director, Audit Scotland

Antony is responsible for overseeing the strategic programme of performance audits that Audit Scotland delivers on behalf of the Auditor General for Scotland and the Accounts Commission. He has a particular interest in performance auditing quality standards and ensuring that audits have impact and add value.

His other key area of corporate responsibility is managing Audit Scotland's programme of international liaison work - sharing professional, technical and audit-related expertise with overseas audit institutions and public sector bodies and using good practice from overseas to improve the quality of Audit Scotland's work.

Antony also oversees parliamentary engagement and is Audit Scotland's key contact with the Scottish Parliament's Public Audit and Post-legislative Scrutiny Committee (PAPLS).

Steven Marwick, Director, Evaluation Support Scotland

Steven Marwick is the founding Director of Evaluation Support Scotland who work with third sector and funders so they can measure and report on their impact and use learning to improve practice and influence policy. As well as leading the team to support the third sector to demonstrate the difference it makes, Steven works with funders and Scottish Government to improve reporting practice and support the use of third sector learning and evidence. He chairs partnerships such as the Third Sector Research Forum.

Steven's previous jobs include policy and research posts for the Community Fund lottery fund and for the Government. He has held various Trusteeships in for national charities. He was on the Evaluation Committee of the Economic and Social Research Council and chaired the What Works Scotland Funders group.

Emma Miller, Co-ordinating group member, Personal Outcomes Network

Emma Miller is a founding member of the Personal Outcomes Network and a senior research associate at the University of Strathclyde. Emma has a background in social work practice, and interagency working. Since completing her PhD in 2004 she has worked between research, policy and practice on the theme of personal outcomes. Based on knowledge exchange and action research, this has focused on embedding an outcomes approach to practice, and has involved partnership between a wide range of national bodies and local organisations to re-orient culture, systems and practice accordingly. The primary purpose of this work is to support outcomes focused and person centred engagement at the frontline, with a secondary purpose to measure outcomes and use this information for service planning and improvements. In the past few years the work has drawn increasing interest from wider UK and international universities and agencies.

Sarah Morton, Co-Founder/Director, Matter of Focus

Sarah is internationally recognised for her work in developing innovative approaches to ensure that decision-makers have access to the best evidence for taking organisations, policies and practices forward. She pioneered knowledge exchange at the University of Edinburgh, and has held research, development and networking posts in the voluntary and public sectors.

Sarah has pioneered a participatory approach to using contribution analysis to understand and achieve outcomes which she has brought into Matter of Focus.

Carol Tannahill, Chief Social Policy Adviser, Scottish Government

Professor Carol Tannahill is Director of the Glasgow Centre for Population Health, a research and development centre which generates insights and evidence for action to improve health and tackle inequality. Since 2014 she has also been working as Chief Social Policy Adviser with the Scottish Government where she has a leadership role with the National Performance Framework; and in 2016 she was appointed as a Trustee of the Joseph Rowntree Foundation.

Jennifer Wallace, Head of Policy, Carnegie Trust

Jennifer leads the Wellbeing and Towns team at Carnegie UK Trust. An experienced manager and public policy researcher and analyst, her work in the public and voluntary sector has led to positive change in legislation, policy and practice. A prolific writer she has authored more than 40 reports and three books and is a recognised expert on wellbeing, public sector reform and community empowerment.

She holds the degrees of MA (Hons) in Social Policy from the University of Edinburgh and MPhil in Social Science Research from the University of Glasgow. She is a Fellow of the Royal Society of Arts, a member of the REF 2021 Main Panel for the Social Sciences, a board member at Barony Housing Association and past Convenor of Evaluation Support Scotland.