MSP is the only strategic organisation dedicated to unlocking the power of sport and physical activity across the whole of Liverpool City Region (LCR). By providing leadership and expertise, plus access to a well-developed network of partners and funders, we create the conditions that enable people to be active every day.

**VALUES AND BELIEFS**
1. Passion – “Being the difference”
2. Integrity – “Doing the right thing for the right reasons”
3. Innovation – “Capturing opportunities, finding new solutions and applying them”
4. Excellence – “Being outstanding in everything we do”

**STRATEGIC FRAMEWORK 2022**

- **LIVES ENRICHED**
  - (Physical & Mental Health, Quality Years of Life, Prevention of Illness)

- **WELL-BEING IMPROVED**
  - (Enjoyment, Self-Esteem, Happiness, Feels Good)

- **SKILLS FOR LIFE DEVELOPED**
  - (Teamwork, Leadership, Resilience, Confidence)

- **COMMUNITIES AND NETWORKS STRENGTHENED**
  - (Bringing People Together, Spirit, Pride)

- **ECONOMY ENHANCED**
  - (Inward Investment, Costs Avoided, Cost Saved)

**CONTRIBUTORY BENEFITS**
Operational performance underpins all our strategic outcomes for which shared success is measured

**OUR OBJECTIVES AND TARGETS**

**MSP WILL ...**
- Contribute to increasing and sustaining sport & physical activity to change behaviour linked to CMO Guidelines
- Create opportunities to mobilise the workforce and access to the right place
- Improve the sphere of influence for sport & physical activity
- Raise the value placed on sport & physical activity
- Remain a high performing and efficient organisation

**Success by 2022 (see Balanced Score Card for specific details)**
- 19,000 children and young people inspired to participate in community based sport & physical activity
- 15,220 adults participating in sport & physical activity sport for a minimum of 6 weeks in the community
- 9,442 coaches, leaders, activators, volunteers and sector champions who are aged 18+ enabled to directly or indirectly support the delivery of sport & physical activity
- 4,753 volunteers recruited and deployed - via MSP website to access opportunities which support the delivery of sport & physical activity
- 3,000 coaches, volunteers and sector champions receiving CPD opportunities
- System leaders and providers influenced to adopt CMO guidelines for:-
  - 0-5 year olds provision (3 hours of active play, physical literacy/activity per day)
  - 5-18 year olds provision (60 minutes of moderate-vigorous activity per day)
  - 19-64 year olds provision (30 minutes of moderate activity per day)
  - 65+ year olds provision (30 minutes of moderate activity per day)
- Providers influenced to adopt positive action in the recruitment, development and deployment of a workforce that is focused on the principle of improving the experience of the participant
- 10 national campaigns implemented locally
- 2 social movement campaigns to inspire activity levels of a specific target audience within LCR e.g. moving more
- £400,000 diversified unrestricted income achieved
- £2 million more indirect investment into the wider partnership
- Social and economic value demonstrated and attributed to MSP’s strategic objectives
- Financial, customers, staff, quality & impact measures achieved
- Industry standards obtained and promoted

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SPORT & PHYSICAL ACTIVITY MODEL - OUR WAY OF WORKING

INSPIRE PEOPLE TO BE ACTIVE
Understanding behaviours and motivations
Creating a social movement
Continual improvement
(Impact, achievement, feedback loop)

BUSINESS IMPROVEMENT
ENABLING FUNCTIONS

ENCOURAGE PEOPLE TO STAY ACTIVE
Scaling up interventions
Competition
Signposting

CREATE THE OPPORTUNITY
Mobilising the workforce
Access to the right place at the right time

HOW WILL WE WORK?
Through our sport and physical activity model we:

- Use **insight** to inform strategic decisions, placing a greater social & economic **impact** of sport and physical activity
- **Lead** and champion the **benefits** of sport and physical activity
- **Influence** system leaders and policy makers enabling joined up approaches and resources
- **Provide** inclusive & collaborative approaches to make **activity** happen
- Enable people to **stay active** through targeted products, programmes, events & services

- Active Campaigning
- Active Workplace
- Active Primaries
- Active Learning

- Active Communities
- Active College
- Active University / Campus

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