

MSP Advisory Board	
MEETING DATE / HOST VENUE	Friday 6 th March 2016- LACE Conference Centre, Croxteth Drive. Sefton Park. Liverpool. L17 1AA
NOTE TAKER	Brendan McCrudden (MSP Business Improvement Support Officer)
BOARD ATTENDEES	Cameron Jones (Chair); Ron Odunaiya (Local Government Expert – Host Authority) ; Liz Farrington (Public Health Expert) ;Tom Smith (Sport Expert);; Cllr Wendy Simons (Political Expert);
MSP OFFICER ATTENDEES	Jean Stephens (Director);Brendan McCrudden (Business Improvement Support Officer) Kerry Stewart (Strategic Lead); Julie Leasor (Strategic Lead) Danny Woodworth (Physical Activity and Sport Officer)
GUESTS/OBSERVERS	Justine Bromerly (Sport England)
APOLOGIES	Sion Williams (SW) (Marketing Expert); Mark Coups (Sport Expert;); Sue Wilkinson (SWilk) (Physical Education Expert)
DISTRIBUTION	www.merseysidesport.com , Core Team Development Managers Sport England relationship officers

AGENDA ITEM 1
TITLE: INTRODUCTION

discussion	Outcome /Action	WHO	DEADLINE	COMPLETED
a. Welcome & Apologies b. Declaration of interest c. Action notes from previous meeting	1. Apologies received as noted above 2. None received 3. Action notes agreed as a true record			

AGENDA ITEM 2
TITLE: TURNING STRATEGY INTO ACTION

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p><u>MSP Work Place Offer</u></p> <p>Danny gave a presentation to the board about the workplace offer programme and elaborated on how evidence has impacted on the delivery of the programme with potential commercial benefits. CJ was impressed with the progress of workplace offer and proposed the question to the board how do we use the data that has captured and publicise with the focus income generation. This lead to another question what was the aim moving forward; is it to get people active or to commercialise and make it profitable? JS informed the group that MSP are looking at benchmarking for costing and is also the first time MSP has endeavoured to benchmark costing. The concept works but it hasn't been tested in the market place.</p> <p>The discussion broke into the capacity for commercialising workplace offer. The presentation highlighted a three tiered packages for commercialising work place offer. CJ advised that we need to articulate and show the benefits from each tier of the package to give the end user a clear distinction when making</p>	<p>Actions</p> <ol style="list-style-type: none"> DW to undertake research on competitor price points for work place offer DW to research and create a costing price point per employee and create marketing communication of each package benefit of the three tiers. DW / JL to communicate to current companies signed with workplace offer about monetised services. 	DW/JL	SUMMER 2017	

<p>their purchase making decision. Another recommendation from CJ was to show a cost per employee as a marketing tool as this would be a very attractive selling point to business. RO sought clarification about how would the 'up sell' work? Danny explained that he would have an initial consultation with the staff, cultivate a relationship and then approach with recommendations for further options.</p> <p>CJ advised MSP to undertake research on what competition is currently doing work place offer and recommended to focus on how do we become unique to sell our product.</p> <p>CJ advocated the importance of monetising work place offer and advised JS to go back to the companies who are part of work place offer and have an honest conversation about having future costs on our services. WS commented on how people like to belong to something bigger and alluded to the step challenge as a good example and offers potential networking opportunities.</p> <p><u>Me and My Lifestyles</u></p> <p>Kerry presented the Me and My Lifestyles report. There were many observations made from the board such as CJ asks the question on where does the right intervention take place and where to make the best impact? CJ highlighted that intervention needs to take place at a younger age.</p> <p>The focus on the discussions centred on was what MSP wants to achieve in this space; is it to educate people or refer children to sports? This subject on advocacy on data provision and monetisation was debated amongst the board. with a view to The theme about this discussion was about value creation and it was agreed amongst the board a similar model that work place offer is constructing can be adopted for me and my lifestyles.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Research and investigate a consultative commercial model (similar to workplace offer) targeted at schools. 	<p>KS</p>	<p>MAY 2017</p>	
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AGENDA ITEM 3

TITLE: PROGRESS UPDATE/OUTCOMES ON JOBS, NEW STAKEHOLDER OPPORTUNITIES FROM PREVIOUS MEETING

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>Governance and Investment</p> <p>A. <u>Assessment of MSP governance against the national code of good governance standards - summary</u> JS explained she is currently analysing MSP Governance Framework and cross referencing it with the code of good governance standards, tier 3. JS explained she is using a traffic lights system (green, amber and red) to identify and the levels of compliance and improvements required.</p> <p>B. <u>Summary with investment required to delivery MSP strategic framework by 2022</u> JS informed the board the summary is still a work in progress. The deliverables have been dissected and costs have been attributed to the deliverables.</p> <p>C. <u>Outcome of Sport England CSP Workshop – 17th February 2017 London</u> JS and CJ went to London to attend the CSP workshop and their feedback was;</p> <ul style="list-style-type: none"> • Strong messages of the importance of CSPs across England and the need for closer relationships and working synergies with each other • Early indications of the role SE wish CSP’s to fulfil for their financial resources are: - <ul style="list-style-type: none"> ○ A strong understanding of the place and people (beyond just the sport/physical activity sector); ○ an ability to broker and facilitate a much wider range and depth of relationships; ○ playing an active role in the implementation of projects and relationships on Sport England’s behalf; and ○ Supporting local authorities in the development and implementation of their strategies, where that is appropriate in the local circumstances. <p>How this role is carried out by individual CSPs will be guided by local need in meeting the overall outcomes and impact on: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.</p> <p>D. <u>Local Pilots (Sport England Funding Opportunity) – Footprint thinking and progress</u> RO gave an update to board members on the current thinking and development of local pilots. Initial thoughts were to work within a</p>	<p>Actions;</p> <ol style="list-style-type: none"> 1. Complete assessment of MSP governance framework against the national code of good governance standards to be shared with executive directors group for feedback initially and present at next meeting <p>Actions:</p> <ol style="list-style-type: none"> 1. JS to email board the completed summary with investment to delivery MSP strategic framework. <p>Action</p> <ol style="list-style-type: none"> 1. MSP to volunteer to help SE to test and pilot the new relationship with a small number of CSPs <p>Outcome of EOI is June 2017</p>	<p>JS</p> <p>JS</p>	<p>2 JUNE</p> <p>2 JUNE</p>	

<p>North Mersey footprint which aligns to the sustainable transformational Plans, however, these are in their infancy. Liverpool has a strong embedded relationship with the CCG and through its stakeholder group have decided to submit an expression of interest (EOI) for a Liverpool Footprint. MSP Director has been integral to the process, in terms of strategic support, guidance, SROI and forms part of the EOI. JS added she attended the SE workshop and what she took away was the messaging was not numbers but outcome focused and on telling your story and how unique we are.</p> <p>Since the board meeting, MSP has also supported a collaborative expression of interest for Sefton, Knowsley and West Lancs with colleagues in Lancashire Sport.</p> <p>E. <u>SROI assumptions</u></p> <p>JS presented the start of MSP logic modelling for social return on investment using industry accredited tools. JS vision for the model is to A] evaluate value against MSP five outcomes of past and current inventions ... B] Create forecasted value for new investments, both underpinning our vision to inspire people to be active every day. JS shared the current model using assumptions of moving X number of people who are inactive to active. Observations were: -</p> <ul style="list-style-type: none"> • Accurate value created relies on specific target audience i.e. age, type of activity, intensity and length data inputted as it works out the level of risk associated • Values to be separated into cost avoidance or costs generated • Confirm the principles used for the model – the need to build the right algorithms and presentation language. <p>CJ / board members acknowledged this has great potential and thanked Jake for all his hard work. It was also noted the board wish Jake well in his new job.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. JS to facilitate a session with CJ and Jake to review and finalise MSP impact principles and presentation language. 2. To commercialise MSP impact model 	<p>JS/CJ JS</p>	<p>APRIL – MAY 17</p>	
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AGENDA ITEM 4

TITLE: ROUND UP

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>A. Liverpool bid to host Commonwealth Games</p> <p>RO updated the board regarding Liverpool City Councils status with the 2022 bid for the Commonwealth Games. RO was approached</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. RO to update board development of Commonwealth Games 	<p>RO</p>	<p>2 JUNE</p>	

<p>whether Liverpool City Council would be interested in hosting the Commonwealth Games if Durban aren't able to fulfil its hosting duties. RO will update the board about further developments about the bid.</p> <p>B. Update from Sport England Justine Bromerly from Sport England highlighted to the board the key developments over the next couple of months;</p> <ul style="list-style-type: none"> • The Active Aging fund just closed and over 700 EOIs. • The children and young people fund is still TBA for now • A volunteer fund (for £6mill pounds) is opening soon for application but focusing on NGBs. • Local Pilots is applications closing date is 31st March 2017. <p>A. MSP update</p> <ul style="list-style-type: none"> • MSP will be featuring as a keynote at the national county sports partnership network convention on 14th March 2017 – CJ will be a key note: titles Surviving to thriving: value creation. Positive feedback has since been received from colleagues and funders in the network with requests to assist and support around SROI and value creation. • Mobilising Merseyside networking session will be facilitated and delivered by MSP to over 70 organisations working across our footprint. Purpose of the session is to collaborate, share and join up expertise aligned to MSP outcomes and vision. <ul style="list-style-type: none"> ○ MSP brand development – Due to budget constraints MSP will phase in its new brand development. Develop MSP brand wheel and soft test with logo at Mobilising Merseyside ○ 	<p>bid via email.</p> <p>Check out our chair in action See presentation of our chair (click here)</p> <p>Action plan in place with communications internally and externally. See attached MSP brand wheel and logo</p>			
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AGENDA ITEM 5

TITLE: CLOSURE

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
CJ thanked board members for their attendance and contribution into today's meeting.				