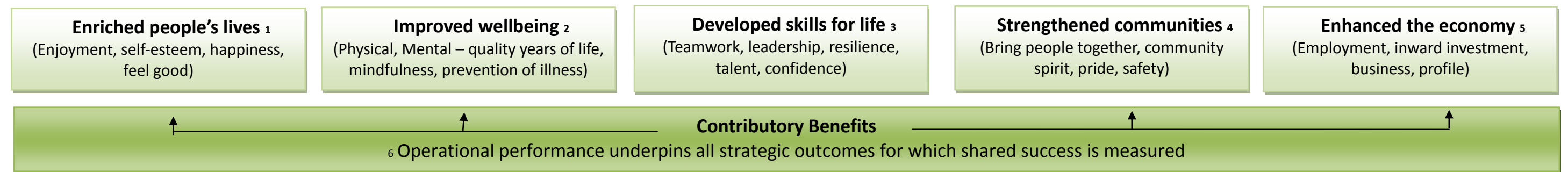


# Merseyside Sports Partnership – Strategic Framework 2022 – work in progress (05.10.16)



Merseyside Sports Partnership (MSP) is uniquely placed to **connect local organisations; people and investment together**, unlocking the power of sport, physical activity to empower its residents to be active for life.

**Vision** – *What we want to be – what do we want to be seen as?*  
**To inspire all people to be active everyday**

**Mission** – *Why we exist*  
 Working together to improve the quality of life for all people through Physical Activity & Sport

**Values and Beliefs** – *What we believe in and how we will behave*

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** – “Be outstanding in everything we do”

## Strategy into action dash board

MSP will....	Success by 2022 (see balance score card for specific details)
Contribute to increasing and sustaining physical activity and sport to change behaviour linked to CMO Guidelines	<ul style="list-style-type: none"> <li>• 38,300 children and young people participating in physical activity and sport for a minimum of 12 weeks in the community</li> <li>• 10,600 adults participating in physical activity and sport for a minimum of 12 weeks in the community</li> </ul>
Create opportunities to mobilise the workforce and access to the right place	<ul style="list-style-type: none"> <li>• 5,110 coaches, volunteers and sector champions receiving CPD opportunities who are aged 18+</li> <li>• 3,000 volunteers recruited and signposted to opportunities who are aged 18+ which underpins CYP and Adult Offers</li> <li>• 150 young leaders aged 14-18 years receiving CPD opportunities</li> <li>• 690 customised environments providing access to more places to continue physical activity and sport</li> </ul>
Improve the sphere of influence for physical activity and sport	<ul style="list-style-type: none"> <li>• Influencing providers of 0-5 year olds provision CMO Guidelines - which are taking part in 3hours of active play, physical literacy/activity per day</li> <li>• Influencing providers of 5-11 year olds provision CMO Guidelines - which are taking part in 60minutes of moderate-vigorous activity per day</li> <li>• Influencing providers of 11 - 18 year olds provision CMO Guidelines - which are 60minutes of moderate-vigorous activity per day</li> <li>• Influencing providers of young adults aged 65years + years of CMO Guidelines - to participate up to and above 150minutes of moderate physical activity and sport per week</li> <li>• By using MSP's SROI Toolkit and other sources, demonstrate the benefit and cost value of MSP's strategic objectives</li> <li>• Obtain and promote Industry Standards</li> <li>• To drive 2 National campaigns that can impact locally</li> <li>• To drive 2 social movement campaigns to inspire activity levels of a specific target audience within Merseyside e.g. moving more</li> <li>• Influence methods of Communications</li> </ul>
Raise the value placed on Physical Activity and Sport	<ul style="list-style-type: none"> <li>• Generate £2m diversified income (direct)</li> <li>• Enable £2.5million more investment into MSP wider partnership (indirect)</li> </ul>
Remain a high performing and efficient organisation	<ul style="list-style-type: none"> <li>• Themes :- Financial, Customers, Staff, Quality &amp; Impact</li> </ul>

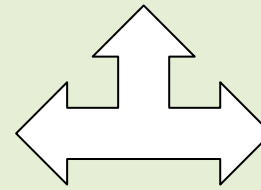
## Physical Activity & Sport Model - Our way of working

### Inspire people to be active

**Understanding behaviours and motivations**  
**Creating a social movement** (Campaign, digital)  
**Continual improvement** (impact, achievement, feedback loop)

### MSP business Improvement

#### Enabling functions



#### CYP, Adults & Workforce

#### Execution 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: Our uniqueness .....

- ✓ Through physical activity & sport model
- ✓ Leadership and championing the voice of sport and healthy lifestyles
- ✓ Influence national policy and local agencies to bring in investment
- ✓ Bringing most appropriate people/organisations together to make it happen across Merseyside
- ✓ Data, research and insight rich to inform our decision making
- ✓ Strategic planning and coordination of programmes, projects and events
- ✓ Relationship managers offering business and sporting advice & planning