



## MSP Advisory Board

<b>MEETING DATE / HOST VENUE</b>	Friday 1 <sup>st</sup> September 2017- LACE Conference Centre, Croxteth Drive. Sefton Park. Liverpool. L17 1AA
<b>NOTE TAKER</b>	Brendan McCrudden (Business Improvement Support Officer)
<b>BOARD ATTENDEES</b>	Liz Farrington (Public Health Expert); Tom Smith (Sport Expert); Sion Williams (SW) (Marketing Expert); Ron Odunaiya* (Local Government Expert – Host Authority); Cameron Jones* (Chair);
<b>MSP OFFICER ATTENDEES</b>	Jean Stephens* (Director); Brendan McCrudden (Business Improvement Support Officer) Mark Coups* (Sport Expert); Jo Schumann (Office Manager) Holly Budgen (Marketing and Events Officer) James Segnan (Insight Officer) Matt Daly (Business Support Officer) Jennie Platt (Sport and Physical Activity Officer) Calum Donnelly (Strategic Lead) Kyle Tunstall (Sport and Physical Activity)
<b>GUESTS/OBSERVERS</b>	Justine Bromeley (Sport England)
<b>COMPLIANCE AND SCRUNITY GROUP MEMBERS</b>	* denotes
<b>APOLOGIES</b>	Sue Wilkinson (SWilk) (Physical Education Expert); Cllr Wendy Simons (Political Expert)
<b>DISTRIBUTION</b>	<a href="http://www.merseysidesport.com">www.merseysidesport.com</a> , Core Team Development Managers Sport England relationship officers

### AGENDA ITEM 1 & 2

### TITLE: INTRODUCTION

DISCUSSION/OUTCOME	AGREED ACTION/OUTCOME	WHO	DEADLINE	COMPLETED
a. Welcome & Apologies b. Declaration of interest c. Purpose of the session - To be more self-aware of how MSP has progressed and identify areas of improvement from both a board and staff perspective	1. Apologies received as noted above 2. None received 3. 4. Better understanding and shared learning of how board members and team members can progress the development of MSP	CJ		

DISCUSSION/OUTCOME	AGREED ACTION	WHO	DEADLINE	COMPLETED
<p><b>Session 1 theme: Self-awareness and improvement</b></p> <p>What have you done personally to progress MSP during the last six months</p> <ul style="list-style-type: none"> <li>• <u>Tom Smith</u> – Provided constructive challenge by questioning both chair, members and staff as a form of checks and balances</li> <li>• <u>Liz Farrington</u> – Provided skills, knowledge and access to key influencers through mapping the delivery of health and wellbeing across MSP with Julie Leasor / Danny Woodworth worth.</li> <li>• <u>Sion Williams</u> – Actively supported and contributed to MSP re brand in terms of skills, knowledge and experiences with Holly. Provided sales tactics for commercialising MSP products and services with Danny.</li> <li>• <u>Justine Bromeley</u> – Provided advice and guidance to Director on the direction of travel of Sport England.</li> </ul> <p>From a personal perspective, where do we want MSP be?</p> <ul style="list-style-type: none"> <li>• <u>Jean Stephens</u> – A sustainable diversified organisation, go to organisation for sport and physical activity in Merseyside. recognised, locally and nationally</li> <li>• <u>Danny Woodworth</u> – recognised as the main provider/deliverer or go-to organisation for sport and physical activity, particularly amongst our non-traditional partners (e.g. charities, voluntary groups) and new partners that we have only recently started to engage with (e.g. CCGs, Public Health teams).</li> <li>• <u>Jo Schumann</u> – From a financial perspective build new personal relationship with the Liverpool City Council finance team.</li> <li>• <u>Brendan McCrudden</u> –delivery of the Merseyside School Games as the premier event amongst schools in Merseyside.</li> <li>• <u>Kyle Tunstall</u> –Attract variety of funding streams that can support sport and physical activity generating more sustainable.</li> <li>• <u>Calum Donnelly</u> – To be a Self-sustaining and secure organisation. To expand and diversify Children Young People business delivery.</li> <li>• <u>Holly Budgen</u> –To greatly raise MSP its profile amongst Merseyside and we are recognised for our services and delivery.</li> </ul>	<p><u>Action</u> – Brendan will collate all the responses and will add them into the action notes.</p> <p><u>Action</u> – Jean and the core team to reflect on the feedback discussed and implement some of the feedback to action.</p> <p><u>Action</u> – MSP Board to reflect on the feedback discussed and implement some of the feedback to action</p>	<p>BM</p> <p>JS/ CORE TEAM</p> <p>BOARD</p>	<p>15 SEP</p> <p>1 DEC</p> <p>1 DEC</p>	

- Jennie Platt –be seen as the ‘go to people’ for delivery and advocacy for sport and healthy wellbeing.
- Kenny Chu - To be the leading organisation in influencing hearts and minds in physical activity and sport by enabling key partners through the use of data intelligence to make better decisions and deliver better results.
- Matt Daly - to share our work correctly and effectively for those in our network (and outside of our network) to be able to see the work and maybe even come to us if they wanted a similar piece of work completing themselves.
- James Segnan – To be a Thought leader and the go to organisation for research and insight in the county.

Reflection of Personal and Organisation Improvement

The next exercise led by the chair was the group to write down anonymously two responses. The group were asked to write down how MSP can improve and how can you improve?

Personal

- To expand my skills through professional development courses.
- Carve out more time to go see journalists and other key influences
- Challenge the status quo – constructively criticise to drive up standards and provision both internally and externally.
- To integrate an impact model to embed in all areas of MSP work to help demonstrate the impact we make better and to ensure MSP are only doing things that really make a difference.
- Spend more time with the wider team. Understand their roles and how I can work with them. Particularly with CYP + Research teams.
- Improve and expand my computer technical knowledge and web development knowledge through my part time degree and through development of MSP website. This is a key area for me as something I enjoy and something I want to do in the future.

MSP

- To be recognised as a principal facilitator to clubs and schools in Merseyside
- Improved communication through repeated output of consistent positive messaging about what we do and our outcomes

- To embrace change
- Recognised as a thought leader throughout Merseyside.
- The MSP board being proactive in developing the talent + career progression potential of the MSP core team.
- How and what we do links with wider system in which contributes to Merseyside.
- MSP question model, developing this to have a consistent and well developed approach to all projects and work that produces quality education and development of all work.
- To increase and raise the profile and importance and raise the profile and importance of physical activity and sport across Merseyside. Particularly amongst the “hard to reach” groups and broadly across the physically inactive.

After all the responses were collated Cameron summarised five key themes from the responses;

- 1 – Securing external funding
- 2- Talent development (training courses, better team)
- 3 – Better quality (Evaluation, drive execution)
- 4 – Raise profile of physical activity and wellbeing
- 5 – Recognition (Leader, fit in system, principle facilitator)

The last exercise with the MSP staff and board members split between three groups where they discussed area(s) of improvement for the MSP board.

The key area(s) of improvement identified were;

- Board members have valuable contacts that may help in MSPs service and partnership delivery. Options were tabled about a matrix or some form of documentation that could identify which board member would have valuable contacts for particular MSP staff.
- Having ‘visible’ board meetings. This means having board meetings at the MSP office instead of having it off site.
- MSP staff having time with the board members, an idea in practice which was commonly articulated was if MSP staff identified a need for help in

<p>which the board member had capacity to help, they would contact them and arrange a time to discuss their enquiry.</p> <ul style="list-style-type: none"> <li>• Giving MSP staff to present their projects to the board meetings with a view of constructive feedback from them. This would be a beneficial feedback from a board member's viewpoint.</li> <li>• MSP staff could use the help from the board to commercialise its current programs and activities</li> <li>• The should be a greater transparency of what key activities MSP staff are involved with and the board should be aware as well as MSP staff should be aware of what the board is discussing by reading the action notes.</li> </ul>				
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**AGENDA ITEM 4**

**TITLE: COMMONWEALTH GAMES 2022 BID UPDATE**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p><b>Commonwealth Games 2022 Update</b></p> <p>Ron presented to the group a comprehensive report of the status of the Liverpool bid for the Commonwealth Games. Due to its confidential nature we cannot document the report until the results have been notified</p> <p>For more information about the bid please visit the twitter page.  <a href="https://twitter.com/liverpoolcg22?lang=en">https://twitter.com/liverpoolcg22?lang=en</a></p>	<p><u>Outcome</u> – Unfortunately Liverpool lost the bid to Birmingham as England's host city candidate for the 2022 Commonwealth Games.</p>			

**AGENDA ITEM 5**

**TITLE: SUMMARY OF KEY AREAS FROM GOVERNANCE CODE INITIAL ASSESSMENT: MSP ACTION AND TIMESCALES**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p>JS provided a comprehensive update on MSP initial assessment against the Governance Code. This included: -</p> <ul style="list-style-type: none"> <li>• Reminder of the purpose of achieving level 3 of the code</li> </ul>				

<ul style="list-style-type: none"> <li>Initial assessment process and timescales</li> <li>Outcomes of initial assessment resulting in 43 points met out of approx. 63, therefore 21 deemed “unmet”. These were broken down into: 6 requiring further clarification / guidance’s from Sport England, 7 agreed as minor changes in terms of language or additional points to be added to MSP governance framework 2022 which the 8 remaining grouped into three areas of improvement A} Diversity B }Financial accounts published and C] monitoring and evaluation of Board</li> </ul>	<p><u>Action</u> –</p> <ul style="list-style-type: none"> <li>A - Work with Sport England to seek further guidance and clarification on 6 points</li> <li>B - Prepare MSP Governance framework to reflect the 7 recommended points for approval as part of improvement plan</li> <li>C - Prepare the 3 grouped areas of improvement for approval and implementation</li> </ul> <p>Attached summary document prepared by JS for the meeting</p>	<p>JS/SE</p> <p>JS/GSG</p> <p>JS/CJ BOARD</p>	<p>SEPT</p> <p>SEPT</p> <p>DEC / APRIL</p>	
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**AGENDA ITEM 6**

**TITLE: ROUND UP**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p><b><u>Agenda item 3</u></b> Session 2 Theme – Monitoring and evaluating Impact</p> <p>From the discussions outlined 3 and 5 a balance score card bespoke to MSP will be drafted for discussion and approval at next board meeting</p> <p><b><u>Agenda item 5</u></b> Information &amp; knowledge sharing (AOB)</p> <p><b><u>Agenda item 6</u></b> Dates, venue of meetings and any outstanding actions/paperwork from board members</p> <p>1st December 2017,9:30am, MSP meeting room</p>	<p><u>Action</u></p> <ul style="list-style-type: none"> <li>To draft bespoke balance score card for MSP Board</li> <li>To circulate a head of meeting for input</li> <li>To collate feedback in preparation for discussion at board</li> <li>To approve and implement</li> </ul> <p>None to report</p>	<p>JS/CJ</p> <p>BC BC</p>	<p>OCT</p> <p>W/C 6 NOV</p> <p>1 DEC</p>	