

<b>MSP Advisory Board</b>	
<b>MEETING DATE / HOST VENUE</b>	Friday 2 <sup>nd</sup> June 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); Mark Coups* (Sport Expert)
<b>MSP OFFICER ATTENDEES</b>	Jean Stephens* (Director); Brendan McCrudden (Business Improvement Support Officer)
<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) Cameron Jones* (Chair); Ron Odunaiya* (Local Government Expert – Host Authority)
<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	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 3**
**TITLE: PROGRESS UPDATE/OUTCOMES ON JOBS, NEW STAKEHOLDER OPPORTUNITIES FROM PREVIOUS MEETING TURNING**

DISCUSSION/OUTCOME	AGREED ACTION	WHO	DEADLINE	COMPLETED
1. <b>Workplace product offer</b> – Following advice and guidance from the last board meeting, further development has been completed in terms of: progress:-  a) Research has been completed on competitor price points b) Costing price point per employee has been created c) Marketing communication of each package benefit of the three tiers completed	1. Test the packages with 10 existing companies during July – September 2017 2. Present outcome to December Board Meeting	DW	Dec 17	

<p>2. <b>PE and School Sport product offer</b> - Following advice and guidance from the last board meeting, further development has been completed in terms of: progress:-</p> <ol style="list-style-type: none"> <li>a. A draft offer as been produced around consultative benefits model to schools</li> </ol> <p>3. <b>MSP governance framework 2017 - 2022 (MSPGF)</b> - Following advice and guidance from the last board meeting, further development has been completed in terms of: progress:-</p> <ol style="list-style-type: none"> <li>a. Document refreshed, updated, condensed and aligned MSPGF to MSP strategic framework 2017 – 2022 and in compliance with National code of good governance</li> <li>b. Internal comparison against the code completed</li> </ol> <p>4. <b>Mobilising Merseyside conference</b> - Over 70 organisations attended the conference to identify how there organisational priorities meet both MSP strategic outcomes, Sport England Outcomes. Outcomes of the session were:-</p> <p>Greater ....</p> <ul style="list-style-type: none"> <li>• Understanding of organisational needs and priorities</li> <li>• Collaboration, networking and shared learning</li> <li>• Connection with likeminded organisations</li> <li>• Mobilisation for securing potential funding opportunities</li> <li>• Ways of work together to inspire people to be active every day</li> <li>• Understanding of MSP strategic outcome, brand and ways of working</li> </ul> <p>As a result of the above</p> <ul style="list-style-type: none"> <li>• Expression of interest funding applications have been</li> </ul>	<ol style="list-style-type: none"> <li>1. Costing price point per CYP to be created</li> <li>2. Integrate Me and My Life Styles tool</li> <li>3. Test the package with 20 schools as of September 2017</li> <li>4. Present outcome to December Board Meeting</li> </ol> <p>...</p> <ol style="list-style-type: none"> <li>1. Following advice from senior board member, the following points raised, it was agreed from board members to be include the following points in MSPGF. They were:- <ol style="list-style-type: none"> <li>a. Change language of “Vice Chair” to Senior Board Member in terms of reference of the Board and Compliance and scrutiny group</li> <li>b. Strengthen the role of Senior Board Member by adding:- <ol style="list-style-type: none"> <li>i. Provides a sounding board for the chair</li> <li>ii. Act as an alternative contact for stakeholders in the event of any concerns</li> <li>iii. Lead the process of the chair appraisal</li> </ol> </li> </ol> </li> <li>2. Complete Sport England fact sheet assessment</li> <li>3. Keep Compliance and scrutiny group appraised of developments and improvements</li> </ol> <ol style="list-style-type: none"> <li>1. Further work is continuing identifying niche projects that make a significant difference impacting on people’s lives</li> <li>2. Keep MSP Board appraised of the developments and impacts against balance score card</li> </ol>	<p>CD</p> <p>JS/MC</p> <p>JS/MC</p> <p>MSP</p> <p>JS</p>	<p>Dec 17</p> <p>June 17</p> <p>14.07.17</p> <p>Ongoing</p>	
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<p>submitted to Sport England funding rounds for targeted work (Active Aging, Volunteering, Core Market, Department of Transport, MerseyTravel, Satellite extension funding)</p> <p>Summary – Board Members acknowledged the achievement of a targeted stakeholder engagement session, whereby tangible outcome can already been witnessed. SW commented on the capitalising on the opportunity with commercial partners, especially as MSP products are evidenced targeting those inactive and those who are affected by life changes. MC highlighted that keeping focused on three products and gain support to attract commercial partners. EG Befitforbaby / mother care</p> <p><b>5 Jenny Price – Sport England Presentation in London – 18<sup>th</sup> May 2017</b> - JS gave a verbal up date to board members on her and Cameron recent attendance at Sport England. Points communicated were:-</p> <ul style="list-style-type: none"> <li>• The role of a CSP is broken into 4 pillars and the first pillar (locally funded and commissioned work)</li> <li>• The second pillar (primary role helping land towards an active nation) is determined as core funding with a strong understanding of our primary role.</li> <li>• The third pillar (Sport England funded programmes) is Sport England funded projects which are existing projects that we deliver like school games, satellite clubs.</li> <li>• The fourth pillar (extended workforce role). This is a pilot which would involve 8-10 CSP's through an expression of interest. The role itself would liaise between the CSP and Sport England. Its focus is relationships and networking amongst the partners in the particular footprint.</li> </ul>	<ol style="list-style-type: none"> <li>1. Further details will be provided by Sport England regarding the aspirations and functions required of the role following their board meeting on the 21st June 2017</li> <li>2. JS to share the content with Board Members to enable an informed decision to be made regarding MSP putting themselves forward for this pilot. BM also asked JS to outline opportunities and concerns.</li> <li>3. Subject to outcome of point 2 – prepare an expression of interest</li> </ol>	<p>SE/JS</p> <p>JS</p> <p>JS/CJ</p>	<p>June 17</p> <p>July 17</p> <p>31.07017</p>	
<p>6: MSP Impact Model – CJ supported MSP research team to revamp and redevelop the framework.</p>	<ol style="list-style-type: none"> <li>1. MSP Impact Model under development</li> <li>2. Board members to be appraised of its developments</li> </ol>	<p>JS/CJ</p>	<p>Sept 17</p>	

<p>7: Branding refresh phased approach – JS up dated board members on the developments that have been completed. They include:-</p> <ol style="list-style-type: none"> <li>1. Brand guidelines produced</li> <li>2. New logo produced</li> <li>3. New brand wheel produced</li> <li>4. New on line stationary produced (letter head, power point)-</li> <li>5. New generic business cards</li> <li>6. New office signage designed and to be fitted in the next month</li> <li>7. Tender produced, circulated and 3 tenders received for re design of <a href="http://www.merseysidesport.com">www.merseysidesport.com</a></li> <li>8. Staff training completed re living the brand</li> <li>9. Working group established to “brand up” internal office space professionally on a cheap budget</li> <li>10. Communications to stakeholders and partners</li> </ol>	<p>3. SW to meet with HB to support on the website and commercialisation of products EG workplace offer</p>	<p>SW/HB</p>	<p>July 17</p>	
<p>8: Stakeholder developments – Board Member Liz Farrington up dated members of the recent collaborative approaches between CHAMPS and Public Health with their priority of self-managing blood pressure inventions. The goal is to de-medicalise measuring blood pressure via prevention, identification and management, resulting in mass populations controlling their own health (particular blood pressure). MSP have been invited to be part of Champs – public health collaborative board to promote the use of physical activity as a good prevention measure for blood pressure.</p>	<p>1: Outcome of the board meeting to be communicated to MSP Board</p>	<p>LF/JL</p>		

**AGENDA ITEM 4**

**TITLE: TURNING STRATEGY INTO ACTION**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p>A healthy discussion by board members looked at the below questions:-</p> <ul style="list-style-type: none"> <li>• What will we do as individuals to deliver our vision?</li> <li>• What will we do collectively to deliver our vision?</li> <li>• What would a high performing MSP board look like?</li> <li>• What would a board scorecard include? – this will ensure we (the board) continue to challenge ourselves to do more and deliver - Also against our 2022 framework – what are our strengths (&amp; weaknesses) as individuals and as a Board?</li> <li>• What’s missing from the Board? Who else (if anyone do we need to add)</li> <li>• Influencing investors linked to our strategy (existing and new)</li> <li>• Raising MSP profile - what? how? resources?</li> <li>• Mentoring? what does this look like?</li> </ul>	<p>1. Following a health discussion, Board Members agree to use the September meeting as a combined Board and Core Team development (informal). The session would aim to provide a greater understanding of:-</p> <ol style="list-style-type: none"> <li>a. skills and training required to increase our collective effectiveness</li> <li>b. Core Team needs from MSP Board members</li> <li>c. How we measure the impact of the MSP Board</li> </ol>	JS/CJ/BC	<b>SEPT 17</b>	

**AGENDA ITEM 5**

**TITLE: TOPIC AREAS FOR NEXT MEETING**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
Next Meeting will take place on the scheduled date of 1 <sup>st</sup> September Venue to be confirmed	All members are encouraged to attend due to it being a combined staff /board development session	ALL		

**AGENDA ITEM 6**

**TITLE: ROUND UP**

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p><b>Dates of meetings;</b></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> September 2017 – Development session</li> <li>• 1<sup>st</sup> December 2017 – normal board meeting</li> </ul>				