

Merseyside Sports Partnership Advisory Board

MEETING DATE / HOST VENUE	Friday 14 th October 2016- Partnership For Learning, Training & Conference Centre, South Road, Speke, Liverpool, L24 9PZ
NOTE TAKER	Jo Schumann (MSP Office Manager)
BOARD ATTENDEES	Cameron Jones (Chair); David Boocock (Local Government Expert); Suzanne Ramsey (School Sport Expert); Mark Coups (Sport Expert); Tom Smith (Sport Expert); Cllr Wendy Simons (Political Expert); Sion Williams (SW) (Marketing Expert); Elizabeth Farrington (Public Health England Expert);
MSP OFFICER ATTENDEES	Jean Stephens (Director); Kerry Stewart (Strategic Lead for Business Improvement); Calum Donnelly, (Strategic Lead for CYP), Holly Budgen (Marketing & Events Officer)
GUESTS	Gavin Parkinson and Jon Dickson (Hitch Marketing)
APOLOGIES	Brian Boyle (Voluntary Sport Sector Expert); Ron Odunaiya (Local Government Expert – Host Authority); 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. No declaration of interest received 3. Action notes agreed as a true record			

AGENDA ITEM 2

TITLE: MARKETING AND COMMUNICATIONS STRATEGY – BRANDING REVIEW

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	Completed
<p>Background</p> <p>HITCH a social marketing company was commissioned by MSP to assist with their branding exercise against a brief explore MSP personality and develop three logo options that brings MSP personality to life.</p> <p>Process to date:-</p> <ul style="list-style-type: none"> Sessions were conducted with MSP staff and Board Member to gather “words or phrases” that describe MSP personality. <p>HITCH gave a presentation of the initial findings from the personality gathering exercise and shared the rationale, design and potential feel for each of the three options for MSP logo. It was stressed that the rationale behind each of the option was an importance aspect of brand personality not just a logo.</p> <p>Each of the options was discussed and each Board Member provided their views and feedback. In summary</p>	<p>Actions:</p> <ol style="list-style-type: none"> Follow up meeting with HITCH to further develop “<u>option 3 - MSP (with Liver Bird)</u>” Conduct due diligence, local and nationally Produce two versions A] the gradiated colour version (all one colour) and B] blue/green version where wing elements separated Conduct testing to confirm both options can work in true single colour print & Trial developed variants insitu in variety of settings - e.g. digital, clothing, signage etc. Use the thinner MSP font version, but keep unique font Work the “liverbird” to look less aggressive and more like a “liverbird” Produce actual pantone reference colour cards for the truest colour indication. 	HB/SW HITCH	Dec / Jan 2016	

<p>Option 1 - Kinective</p> <ul style="list-style-type: none"> No link to MSP history Vibrant and modern, but perhaps a step too far? <p>Option 2 – Go Merseyside</p> <ul style="list-style-type: none"> Not a main brand but a sub brand / social marketing campaign <p>Option 3 – MSP (with Liver bird)</p> <ul style="list-style-type: none"> Strong links and proud of heritage Stand alongside any company – professional Describes the place and everyone resonates with it – linking the Liverpool City Region <p>Summary – Branding needs to be evolutionary not revolutionary... Therefore, option 3 was preferred with further developments.</p>	<p>8. Strapline to be experimented with so that we see options with A] Sport & Physical Activity variant and B] Physical Activity & Sport variant.</p> <p>9. Conduct small sample of stakeholder testing</p> <p>10. Agreement December 2016 by JS, HB, SW, CJ</p> <p>11. Full branding guidelines produced – January 2017</p> <p>12. Potential New Year Launch 2017</p>			
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AGENDA ITEM 3

TITLE: MATTERS ARISING FROM PREVIOUS MEETING NOT ON THE AGENDA

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	Completed
<p>Jobs to be done from previous meeting</p> <p>a. Investment per head – JS took board members through the report that was produced by MSP, highlighting the parameters and challenges of the piece of work. They included:-</p> <p>b. External investment sources including all Exchequer Funding, Lottery Funding and Awards4All for the six localities of Merseyside from 2011-2015.</p> <p>c. Internal and other external investment into the six localities of Merseyside is unavailable, despite significant time, energy and efforts to access “LA Books”</p> <p>d. External investment from Merseyside Sports Partnership not included due to comparison of nearest neighbour CSP financial data accessed.</p> <p>e. Where a programme has longevity over 1 year, the funding amount may only be allocated to the 1st year, and not split over the number of years the programme would have been running for.</p> <p>f. MSP Impact model – JS introduced an impact model to BM demonstrating the social and economic value contributing to MSP five strategic outcomes by using existing sportive data and information. JS highlighted the alignment of MSP KPI's as a contribution to CMO guidelines on behavioural change for each of the segments of Merseyside population. Points to note from the feedback were:</p> <ul style="list-style-type: none"> ✓ Model requires validation, as you live and die by the integrity of your model; problem is how you get your data. The model has to work for MSP first, and then take it out to others (CJ) ✓ Pooling our resources instead of all doing the same thing in isolation (WS) 	<p>Actions</p> <p>1. Document distributed prior to meeting for reviewing by Board Members</p> <p>2. Check nearest neighbour for St. Helens</p> <p>3. Request participant data from Sport England for projects to assess cause and effect analysis</p> <p>4. Thank Jake Prysxlak, Insight Officer, for an excellent piece of work</p> <p>5. Work up examples of impact model against other projects samples / MSP functional areas</p> <p>6. Explore validation options</p>	<p>BM JP JP JS KCh / JP</p>	<p>October 2016 January 2017</p>	<p>Yes Yes Yes Yes</p>

<ul style="list-style-type: none"> ✓ This is a phenomenal piece of work and would be really useful to share with LA's / partners as part of planning (DB) ✓ Sustainability of behavioural changed (TS) impact <p>g. Independent appraisal of CSPs – Key points to highlight were:- strong governance, leadership and value creation efficiency for CSP across England which were echoed in the recent meeting with Mike Diaper and the 5 chairs / directors from across the North West of England.</p> <p>h. Staff development – Colour works – JS informed BM of the progress of using the model to explore personality traits, behaviours, and motivations as individuals and as a team to be more effective and efficient in achieving success. The modelling can apply to stakeholders and partners.</p> <p>i. Data hub pilot – KS gave a brief reminder regarding the pilot, its potential, progress to-date and the next steps.</p>	<p>7. Report produced by Andy Reed was distributed to BM prior to the meeting for reviewing.</p> <p>8. MSP submit plans for transitional funding for core staffing period April – September 2017 to Sport England. Notification of submission – December 2016</p> <p>9. Integrate learnings into every day practice. Reflection and follow up in the New Year</p> <p>10. Conduct a full data audit</p> <p>11. Produce a benefits profile of the data hub</p> <p>12. Identify potential stakeholders to be part of the pilot stage (invitation only)</p> <p>13. Work with pilot stakeholders to populate the data and information</p> <p>14. Produce a report of the learnings and potential business case for scaling up cost effective and sustainable data hub.</p>	<p>All</p> <p>JS</p> <p>JS/AW</p> <p>KS/Kch</p>	<p>Nov 16</p> <p>Jan 17</p> <p>June 17</p>	
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AGENDA ITEM 4

TITLE: STRATEGIC FRAMEWORK 2022

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p>a. Strategic Framework 2022 and supporting balance score card – JS summarised the key points of development since the last meeting. They included :-</p> <ul style="list-style-type: none"> ✓ Strategy targets aligned to contributing to CMO guidelines across Merseyside population. ✓ Score card is a management tool to monitor success indicators with a summary in the form of a dash board presented to BM each 6 months. ✓ Strategy and score card effective from 1st April 2017 – March 2022 for MSP core team 	<p>1. Agreed strategy and scorecard</p> <p>2. Investment plan to be produced to underpin MSP strategy 2017-2022</p> <p>3. Stakeholder plan 2017-2022 to be produced to underpin MSP strategy 2017-2022</p> <p>4. Board Members individual and collective role in delivering our vision (see email from CJ for the focus of the next board meeting)</p>	<p>JS</p> <p>JS</p> <p>ALL</p>	<p>JAN 17</p> <p>JAN 17</p> <p>TCB</p>	

AGENDA ITEM 5

TITLE: OPERATIONAL

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p>Governance scrutiny* –</p> <p>a. It was agreed at MSP board meeting for Mark Coupes to join the group of immediate effect. To assist with operational efficiency, it was agreed to undertake the role of scrutiny "on line" with the option to meet if business needs determined this. The group consists of Chair (CJ), Host (RO), MSP director (JS) and board member (MC).</p> <p>http://www.merseysidesport.com/assets/MSP-Governance-Framework-2015-20171.pdf (page 9)</p> <p>b. Staff changes – JS highlighted changes in staffing levels since the last meeting. They include:</p> <ul style="list-style-type: none"> Kyle Tunstall joins the team on a fixed term contract till 31st March 2017 as sport & physical activity officer (CYP) to replace Sue Wells Brendan McCrudden joins the team on a fixed term contract till 31st March 2017 as business support to replace Bronagh Mc Mcallister <p>c. Tenure of board members - As part of the MSP governance framework it states that members serve up to "two terms of three years". In the creation of the new MSP advisory board, three board members had one year remaining on their term from the previous board which was carried into the new board structure, thus ending in September 2016 – the members are: Dave Boocock, Suzanne Ramsay and Brian Boyle. We would like to take this opportunity to thank all three for their active contribution; time and commitment in helping MSP grow from strength to strength. In line with the MSP Governance Framework, Board Members should assess the gaps within its membership and seek to full fill those gaps through an open recruitment process as appropriate.</p>	<p>Actions</p> <p>1: Board Member Mark Coupes volunteered to assist and be part of the Governance security process. Scrutiny jobs to be done include:-</p> <ol style="list-style-type: none"> MSP Governance framework up date to reflect new strategy 2022 MSP Governance framework comparison against newly produced CODE Agree financial reporting structure Agree investment plan structure <p>No action required</p> <p>1. Board to review its skills – knowledge expert gaps within the board and to recruit as appropriate as per Governance Framework</p>	<p>Gov Scrutiny</p> <p>TS</p>	<p>March 2017 a & b</p> <p>Jan 17 c & d</p> <p>Jan 17</p>	

AGENDA ITEM 6

TITLE: ROUND UP SHARING

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
<p>Points to note</p> <ul style="list-style-type: none"> ✓ CJ - we need to look at setting two big things we want to deliver, one in 2017 and one in 2018 ✓ WS Liverpool are hosting national veterans day but this will involve other LAs ✓ TS If the netball is coming use This Girl Can, National Women in Sport 	<p>To note</p>			

<ul style="list-style-type: none"> ✓ Day ✓ Sion – campaigns - we need to think about what we want to achieve, what helps with trying to create the campaign, what are the 3 key aims? Look at the number of large companies along this road, the impact of having big campaigns running in a couple of them. ✓ LF – need to do a gap analysis All Together NHS is running with 11 trust areas all working together, using the same app ✓ DB – there are loads of campaigns, we need to come together more effectively <p>CSP Network Good to Great Board Development Programme</p> <p>There are two supra-regional events organised by CSPn for board members. They are a vehicle for sharing experiences among participants and for reflecting on the current strategic outlook for CSPs. This will become even more important over the next twelve months against the background of the Government's (and Sport England's) sport and physical activity strategy, the independent appraisal of CSPs and the forthcoming new code of governance</p>	<p>2. Tom Smith (BM) to attend on behalf of MSP and feedback at the next meeting.</p>			
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AGENDA ITEM 7

TITLE: CLOSURE

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE	COMPLETED
Date of the next meeting	13 th January 2017 – 12.30-4.00 at PLF 10 th March 2017 – 9.30 – 1.00pm – Venue to be confirmed 2 nd June 2017– 9.30 – 1.00pm – Venue to be confirmed 1 st September 2017 - - 9.30 – 1.00pm – Venue to be confirmed 1 st December 2017 - - 9.30 – 1.00pm – Venue to be confirmed	ALL TO NOTE		