



## MSP Board Meeting **Action Notes**

<b>Date &amp; Time</b>	<b>23<sup>rd</sup> February 2018 - 09:30 – 12:30</b>
<b>Venue</b>	MSP, Unit 1 Dakota Business Park, Skyhawk Avenue, Garston L19 2QR
<b>Board Members (BM's) Attendees</b>	Cameron Jones* ( <b>CJ</b> ) (Chair); Mark Coups* ( <b>MC</b> ) (Sport Expert); Sue Wilkinson ( <b>SWK</b> ) (Physical Education Expert); Liz Farrington ( <b>LF</b> ) (Public Health Expert); Sion Williams ( <b>SW</b> ) (Marketing Expert), Liam Corcoran** ( <b>LC</b> ) (Youth & Community Expert) **Co-opted from CYP Strategic Group
<b>MSP Team Members</b>	Jean Stephens* ( <b>JS</b> ) (Director); Calum Donnelly ( <b>CD</b> ) (Strategic Lead) Brendan McCrudden ( <b>BMcC</b> ) (Business Improvement Officer) Kenny Chu ( <b>KChu</b> ) (Research and Insight Officer)
<b>Guests In attendance</b>	
<b>Apologies</b>	Tom Smith ( <b>TS</b> ) (Sport Expert); Ron Odunaiya* ( <b>RO</b> ) (Local Government Expert – Host Authority); Cllr Wendy Simons ( <b>WS</b> ) (Political Expert)
<b>Compliance &amp; Scrutiny Group</b>	* Denotes the Compliance & Scrutiny Group
<b>Distribution (internal &amp; external)</b>	www.merseysidesport.com, MSP Team, Sport England

	Headlines from Discussion	Outcome / Actions	Who	Deadline
<b>1.</b>	<b>Introduction</b>			
	a. Welcome, apologies and introductions	Liam Corcoran from the CYP Strategic group was welcomed, introduced and co-opted to the board.  Apologies received from Ron Odunaiya, Tom Smith, Graham Macpherson and Wendy Simon.	<b>CJ</b>	<b>N/A</b>
	b. Declarations of Interests	No declarations of interest were received.	<b>ALL</b>	<b>N/A</b>



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2.	<b>Jobs Outstanding</b>			
2a	Previous meeting action notes (01.12.17) not on the agenda:-	<b>Approved:</b> BMs approved previous meeting action notes (01/12/17)	BM's	23.02.18
2b	<b>Code for Sports Governance Standard (CODE Tier 3)</b> JS informed BM's that MSP is approx. 90% compliant and shared the new Governance page as part of the redeveloped website: -			
	✓ Succession planning model for board members and senior staff to be compliant with criteria 1.8c & 2.7	<b>Approved:</b> Shared with SE prior to Board review and approved.	BM's	23.02.18
	✓ Risk assessment effectiveness to be compliant with criteria 5.8	<b>Approved:</b> BMs reviewed the process and effectiveness of the policy. All agreed it was fit for purpose.	BM's	23.02.18
2c	<b>External Evaluation of MSP Board</b> JS shared with BM's of the letter received from Sport England regarding an offer for a collaborative approach with CSPN. (refer to letter shared with agenda)	<b>Approved:</b> BMs considered the letter received from Sport England and agreed to take part in collaborative approach to enable benchmarking and improvement. However, cost will be a factor as MSP has no budget for this. JS to follow up with Sport England.	JS	Q4 Review
2d	Equality statement (General) not part of the CODE	<b>Action:</b> Insert a paragraph emphasising MSP values around inclusion and integrity. Approval to be made electronically.	AW	31.03.18



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2.	<b>Jobs Outstanding</b>			
2e	<b>MSP Impact Model</b> KChu gave an update on the progress of MSP's Impact Model since the last board meeting.	Click <a href="#">here</a> for a copy of the presentation – NOT FOR WIDER CIRCULATION  <b>Action:</b> Report progress to MSP Board	BM's  JS	Ongoing
	Points noted from the discussion included: - ✓ MSP Impact Model is a great tool to target the leisure industry; Department of Health and Department of Education are two leading agencies that can demonstrate outcomes and the benefits of sport and physical activity	<b>Action:</b> To note	BM's	N/A
	✓ Business plan is a work in progress which aims to understand key audiences locally and nationally	<b>Action:</b> In progress	MSP	Ongoing
	✓ The Research and Insight Team are testing MSP's Impact Model question sets within a number of projects	<b>Action:</b> Test Impact Model "question sets" in a number of projects Eg: Active Workplace consultations; Bowls for Health; This Girl Can running group; and a volunteer group project.	MSP	Apr-Jun 2018
	✓ Data, research, insight and impact models workshop content is currently being developed by MSP	<b>Action:</b> Share the journey and thinking behind MSP Impact Model with Sport England Executive Team.	JS	June 2018
2f	✓ MSP are part of a CSPN Outcomes Learning Group.	<b>Action:</b> None to report	MSP	Ongoing
	MSP website development JS updated the board with the progress to date regarding the website. JS stressed that the website is part of a whole re branding exercise and is very different in terms of "outcomes focus" than our peers.	<b>Action:</b> MSP board to look at the new website and give feedback	HB/SW	June 2018



	<p>JS took the opportunity to remind BMs of the journey MSP has been on in terms being “outcomes focused” with a <b>new:</b> - (list not exhaustive)</p> <ul style="list-style-type: none"> <li>✓ Strategy</li> <li>✓ Value Creation Model</li> <li>✓ Balanced scorecard</li> <li>✓ Name change, rebranding of assets and office</li> <li>✓ Product creation and execution – Active Workplace, Active Primaries and Active Learning</li> <li>✓ Impact Model</li> <li>✓ Achieved Code for Sports Governance T3</li> <li>✓ Securing investment and delivering existing / new contracts for Sport England and commissions</li> </ul>			
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3.	<b>Horizon Scanning</b>			
	BMs gave updates on new trends and activities in their respective field.	1. <b>Action:</b> Jean to create a simple template for the board to fill in their ideas for future horizon scanning exploring “flash trends and activities or enduring trends” that could impact on MSP positively or negatively.	JS	July 2018
	<p><b>Liam</b>            New football grounds are being built with a focus on grass root sports            Merseyside Youth Association is focusing on diverse training for mental health services            Talent match 2 (lottery funded) is an employability programme which is a key project that will develop real</p>			



<p>skills and meet the demands of both young people and employers</p>			
<p><b>Sion</b>          GDPR is bigger than anything previously imagined. A major policy change is the absence of people’s names in data registries. This is causing many challenges for organisations, however there could be an opportunity for MSP to be subject leaders and support local voluntary groups</p>			
<p><b>Liz</b>          An accountable care system is different organisations from the health care system working together to improve the health of their local population, by integrating services and tackling the causes of ill health          Make Every Contact Count (MECC)          (Cheshire/Merseyside) programme provides resources and information to support people and organisations implementing MECC. It has been developed with multi-agency input at local, regional and national level. It utilises the millions of day to day interactions that organisations and people have to encourage changes in behaviour that have a positive effect on the health and wellbeing of individuals, communities and populations          Suicide prevention services Cheshire / Merseyside is something to take notice</p>			
<p><b>Mark</b>          Community sport is undergoing a change from its traditional format of sports to smaller/ condensed versions so that it caters to a larger audience          Undertaking the preparation of transitioning sport governing bodies into volunteer based organisations.          This will impact 20 of the 40 governing bodies. This</p>			



	may provide an opportunity for MSP to fill to the gap of volunteer based sport governing bodies			
	<b>Sue</b> Secondary P.E is declining mainly due to GCSE pressure and other external pressures A policy to improve the transition in PE teachings between Primary and Secondary Schools is being explored – opportunity for MSP			
	<b>Cameron</b> What are flash trends or enduring trends? We need to forecast whether trends we identify are going to endure or not MSP needs more holistic solutions based approach to identified strategic challenges We need to become more impactful and innovative organisation Partnering with a nutritional company may improve a further outreach to our stakeholders			

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4.	<b>MSP Product Development Pipeline</b>			
	a. <u>Active Workplaces</u> – Presentation was received from DW highlighting the impact / benefits of individual products to date	<b>Action</b> : Click <a href="#">here</a> for a copy of the presentations / product leaflets <b>Action</b> : Production of a marketing plan for Active Workplace	<b>BM's</b>  <b>DW/SW</b>	<b>Link</b>  <b>Apr-May</b>
	b. <u>Active Primaries</u> – Presentation was received from CD highlighting the content, outcomes and target audience of this product. Points to note included: -	<b>Action:</b> Arrange a meeting to discuss marketing ideas and explore costing / potential sponsor arrangement with SW.	<b>CD/SW</b>	<b>Apr-May</b>



	<ul style="list-style-type: none"> <li>- Created a product that is one step further than bespoke</li> <li>- Starts with a survey which looks at key needs of a child</li> <li>- The survey asks questions about key information like: family, nutrition and swimming capability</li> <li>- MSP goes into schools and creates a partnership through free introductive consultancy</li> <li>- Halton schools are the test pilot borough for the project</li> </ul>			
	<p>Suggestions from the board were: -</p> <ul style="list-style-type: none"> <li>✓ Focus on how you sell your product and how you are marketing Active Primaries to ensure you are servicing your potential customers</li> <li>✓ The way you should sell your product is to show the customer the “journey” or the lifecycle of the process (beginning, middle and end) rather than just showing the costings</li> <li>✓ Testimonials are key for the products and website</li> </ul>			



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5.	<b>AOBs</b>			
	<p>The question was raised whether we need a BM with a commercial skillset in order to provide expert insight in our transition in monetising our products and services. This subject will be reviewed at the next Board Meeting.</p> <p>Dates of next Board Meetings: -            Friday 6<sup>th</sup> July 2018            Friday 28<sup>th</sup> September 2018            Friday 14<sup>th</sup> December 2018</p> <p>All BMs' were thanked for their active contribution – meeting closed at 1.00pm.</p>			