

Merseyside Sports Partnership Advisory Board

MEETING DATE / HOST VENUE	Friday 4 th December 2015- Partnership For Learning, Training & Conference Centre, South Road, Speke, Liverpool, L24 9PZ
NOTE TAKER	Bronagh McAllister
ATTENDEES	Cameron Jones (Chair); Jean Stephens (Director); Brian Boyle (Voluntary Sport Sector Expert); David Boocock (Local Government Expert); Suzanne Ramsey (School Sport Expert) SGO's); Ron Odunaiya (Local Government Expert – Host Authority); Sion Williams (Marketing Expert); Tom Smith (Sport Expert); Mark Coups (Sport Expert); Elizabeth Farrington (Public Health England Expert); Calum Donnelly (MSP Strategic Lead for Sports & Physical Activity); Kerry Stewart (Strategic Lead for Business Improvement)
APOLOGIES	Cllr Wendy Simons (Political Expert); Sue Wilkinson (Physical Education Expert)
DISTRIBUTION	www.merseysidesport.com , Core Team Development Managers

AGENDA ITEM 1

TITLE: WELCOME, APOLOGIES AND INTRODUCTIONS

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE
<p>CJ welcomed everyone to the Board Induction & gave apologies for WS & SW</p> <p>MSP Advisory Board members (BM) introduced themselves to the group</p>			

AGENDA ITEM 2

TITLE: SETTING THE SCENE

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE
<p>CJ gave background information on himself, both in a professional and personal capacity informing the group of why he took the role as Chairman for MSP Advisory Board. CJ is a believer in giving back and has a passion for wellness within the business and sport & physical activity does play a major part in people's lives. He believes in investing and mentoring the team to develop further and having clear focused tangible outcomes for the business.</p> <p>CJ advised he met with MSP team on Tuesday 1st December- to a review MSP strategy – mission, vision, values and deliverables The team has made great progress in sharpening the language in a simple to understand format. By this CJ means for the MSP team to focus on what jobs/ work they do gives added value, and that they don't do jobs that do not support the value chain – creating operational efficiencies which will free up time to spend more time on added value work.</p>	<p><i>Production for discussion at next meeting</i></p> <ol style="list-style-type: none"> 1. Vision options based on segmenting Merseyside population 2. Enabling functions supporting the vision 3. Balance card options – headline goals 4. Mapping of stakeholders and why? 5. Mapping of current contractual obligations' and conditions 6. Options for #hashtags 	JS	add date

AGENDA ITEM 3

TITLE: STATE OF PLAY- OUR JOURNEY TO DATE

DISCUSSION	OUTCOME / ACTION	WHO	DEADLINE
<p>JS gave a presentation on MSP's journey from 1991- present and highlighted:</p> <p>Why we do what we do;</p> <ul style="list-style-type: none"> ✓ Enrich people's lives (enjoyment, Raise self-esteem , feel good, happiness, motivation, active habit for life) ✓ Improve health and wellbeing (adds years to your life, prevention of illness, mindfulness) ✓ Develop skills for life (confidence, communications, teamwork, leadership, resilience, talent, qualifications) ✓ Build stronger and safer communities (bring people together, community spirit, pride, safe) ✓ Strengthen the economy (employment, inward investment, major events, business) 	<ol style="list-style-type: none"> 1. Copy of presentation attached 	BMCA	DEC 2015

<p>Suggested Vision: “By 2022 give everyone in Merseyside the opportunity to take part in Sport & Physical Activity”</p> <p>CJ challenged the group around the Vision. The below feedback was received:-</p> <ol style="list-style-type: none"> 1. RO suggests we challenge ourselves more on our vision as we do this every day; the vision needs to challenge residents to take part and also something we can measure 2. A general discussion on around language and suggests using Physical Activity & Sport instead of Sport & Physical Activity. Using this terminology includes all residents of Merseyside and also has an impact & will target the inactive. <p>It is up to us to educate people to understand the importance of Physical Activity, this is a behaviour change- explain it is ok to have a 10 minute walk as part of Physical activity.</p> <p>There was some ideas on the vision;</p> <ul style="list-style-type: none"> • ‘Make Merseyside the most active in the region’ • ‘Everybody active everyday’- in line with PH England • ‘improve health in Merseyside through Physical Activity’ • ‘Health & Success in Physical Activity’ 	<ol style="list-style-type: none"> 1. See actions listed in item 2 2. Clarification required from Board Members- Q - MSP has been positioned as B2B and delivered successful outcomes? However to in order to make a difference to participation should we be B2C? This way MSP can be the voice for sport and achieve the vision 	Board Members	
---	---	---------------	--

AGENDA ITEM 4

TITLE: HORIZON SCANNING - HOMEWORK

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE
<ol style="list-style-type: none"> 1. What are the 3 big things in your industry (expert area) that will change between now and 2022? 2. How do you see these impacting on MSP? <ul style="list-style-type: none"> • Opportunities • Threats 	<ol style="list-style-type: none"> 1. Individual Board Members to provide their thoughts to b.mcallister@merseysidesport.com 	All BM	22nd Jan 16

AGENDA ITEM 5

TITLE: BOARD SPECIFIC

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE
<p>CJ invited Board Members to feed in What are the 3 BIG jobs for this Board for 2016?</p> <p>Suggestions included:-</p> <ol style="list-style-type: none"> 1. Improve operational efficiency within MSP Team 2. Evidence & Evaluations of R&I/ baseline challenges/ disruptors 3. Consumers/ customers- needs to connect to them 4. Branding equity - messaging 5. Identify stakeholders and why? 6. Define our value chain – how is board adding value <p>CJ invited Board Members to determine How would the Board like to physically operate?</p> <p>Suggestions included:-</p> <ol style="list-style-type: none"> 1. RO recognises that we need a programme of work. JS and MSP team will need support during this time of change and once the hard work is done then the Board can ease off the support. RO suggests we meet at least another x2 times over the next 8 week period. 2. It was agreed for those who travel for meetings can join the meeting via conference call/ Skype. 3. RO advised that SE is a stakeholder of MSP and need to on our journey 	<ol style="list-style-type: none"> 1. Prioritise into the three big jobs with timescales 2. Agreed – Partnership for Learning <ul style="list-style-type: none"> ✓ 8th February 2016- 1230-1600 ✓ 18th March 2016- 1230-1600 3. Agreed 4. Agreed – stakeholder engagement crucial on a regular basis. 	BM	Jan/Feb. 16

