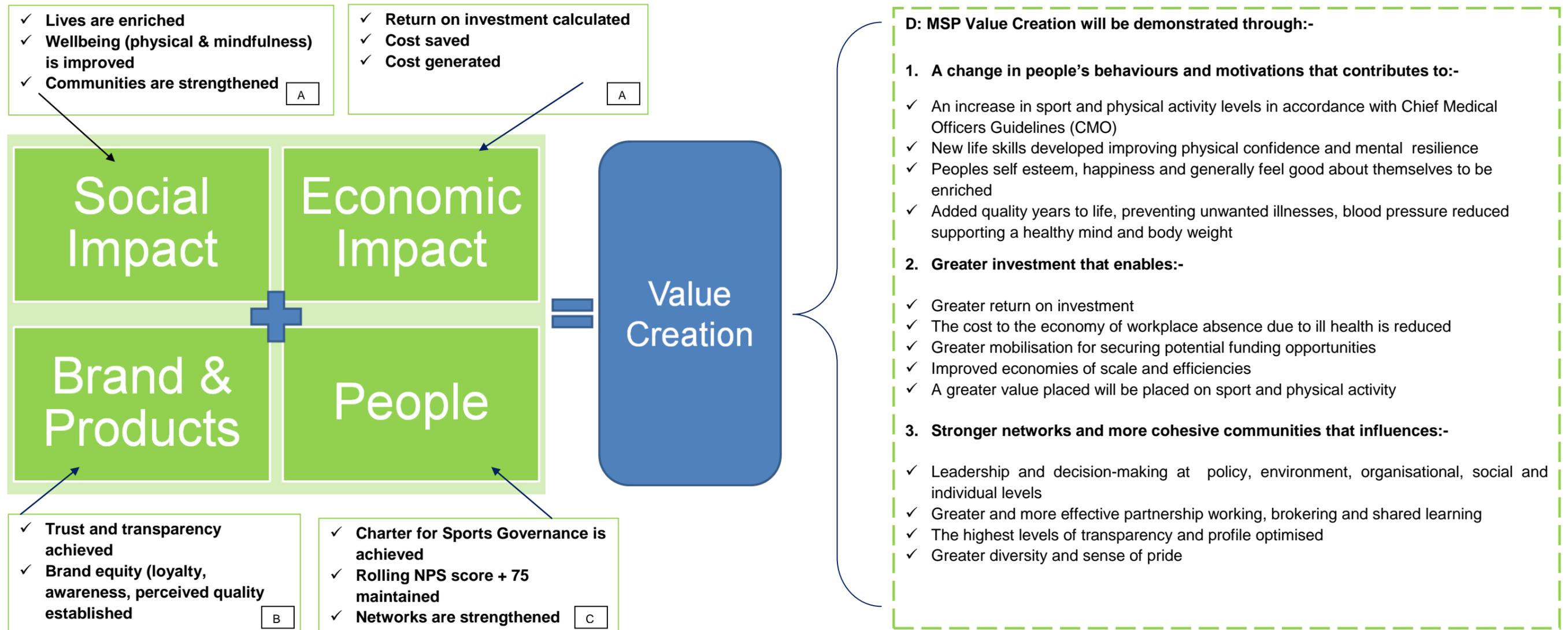


Introduction

All sustainable and successful businesses create value. Traditionally, value creation was mainly based on shareholder return, however in the world today there are other parameters that need to be considered. To thrive, MSP believes there are 4 value creation parameters that will ensure their vision to **“inspire people every day”** is quantifiable, impactful and beneficial to the people of Liverpool City Region (LCR).

The purpose of MSP Value Creation Model (“The Model”) is to ensure the benefits of sport and physical activity is demonstrated through A] standardising a set of validated questions and tools to further enhance the understanding and learning’s around behaviour change B] Creating a strong purposeful brand C] Providing leadership through strategy, performance and improvement D] Enabling value creation, improving the quality of life for local people through Sport & Physical Activity across Liverpool City Region (LCR).



MSP are guided by a set of principles – they include:-

- ✓ **Meaningful collaboration** – Through partnership working we can overcome issues and maximise opportunities for the greater benefit of LCR
- ✓ **Local knows best** – We know better our challenges and opportunities and through partnership working find the best ways of addressing them
- ✓ **Form follows function** – We are not prescriptive about models or structures, MSP do what’s best to provide effective leadership and influence the best results for the LCR
- ✓ **Added value** - Aligning our common goals we are stronger together, more creative and generate value
- ✓ **Measureable Impact** – Translating the needs and vision we will influence social and economic benefit to people’s lives through sport and physical activity