

Merseyside Sports Partnership Advisory Board

MEETING DATE / HOST VENUE	Friday 13 th January 2016- Partnership For Learning, Training & Conference Centre, South Road, Speke, Liverpool, L24 9PZ
NOTE TAKER	Brendan McCrudden (MSP Business Improvement Support Officer)
BOARD ATTENDEES	Cameron Jones (Chair); Mark Coups (Sport Expert); Sion Williams (SW) (Marketing Expert); Ron Odunaiya (Local Government Expert – Host Authority)
MSP OFFICER ATTENDEES	Jean Stephens (Director); Calum Donnelly, (Strategic Lead for CYP)
GUESTS	
APOLOGIES	Sue Wilkinson (SWilk) (Physical Education Expert); Cllr Wendy Simons (Political Expert); Tom Smith (Sport Expert); Liz Farrington (Public Health 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. Declaration of interest received from Ron Odunaiya with item 2.I – Local pilots (item G) 3. Action notes agreed as a true record			

AGENDA ITEM 2

TITLE: PROGRESS UPDATE/OUTCOMES ON JOBS, NEW STAKEHOLDER OPPORTUNITIES FROM PREVIOUS MEETING

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>Correspondence with Sport England - CJ gave an update to Board Members on the recent email correspondence with Sport England. The correspondence was encouraging, emphasising the importance of further strengthening our Board and delivering greater value from our activities, thus significantly the ROI on funding. CJ also suggested other engagement opportunities with Sport England outside the formal settings of Board meetings.</p> <p>A. Liverpool Enterprise Partnership (LEP) - JS and CJ met with <i>Matt Bassett (LEP Managing Director)</i> and <i>Jon Hague (Chair of LEP innovation)</i> on 14th December 2016. The purpose of the meeting was to explore opportunities and benefits of how MSP and LEP can work together. CJ observed that Matt was very enthusiastic about working with MSP. The discussion centred around utilising MSP content and commercialising it and who would be interested in buying it. CJ highlighted the health sector could be a valuable partner. The topic</p>	<p>Actions:</p> <ol style="list-style-type: none"> Judith Rasmussen, the North Strategic Lead for Sport England to be invited to each Board Meeting. <p>Note: Both Judith Rasmussen and Justine Bromerely (Sport England) have received 2017 dates of MSP Board Meetings and receive access to papers.</p> <ol style="list-style-type: none"> CJ and JS to attend Sport England Workshop on MSP 2017-2021 contract and funding – 17th February 2017, London To continue to develop the relationship with LEP 	<p>BMC</p> <p>CJ/JS</p> <p>JS/CJ</p>	<p>N/A</p> <p>17.02.17</p>	<p>YES</p>

health sector followed into item c.				
<p>B. Creating value from MSP content and tools – The discussion broke into various questions about selling MSP content like whether we should be approaching health insurance companies to sell MSP content and could it affect personal health insurance policies? MC asked whether we should talk to sports manufactures as potential client. RO highlighted that our current system needs validation before we go to potential clients selling our content and tools. The core theme of this discussion was we are developing good content for free and is it worth charging for our services. CJ asked the board whether we should change the organisational direction to be a primary content generator to the health sector and anyone else.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Take one of MSP products as a pilot and build a commercial / value proposal to take to market EG Workplace offer 2. Create a pipeline of MSP products (existing and new) 3. Consider additional support around commercial and sales experience to support MSP team 	<p>SION/JS JS</p>	<p>06 .03. 17 06 03.17</p>	
<p>C. Update on MSP Branding – SW verbally presented the finding of the blind sampling of MSP new proposed logo. SW highlighted the survey’s results provided confidence as the word associations aligned with both the core team and board., Further observations from Board Members included: -. RO says couldn’t initially recognise the liver bird in the logo but acknowledges it’s a modern take on it. CJ posed the launch should be in conjunction with a sporting event and invite local businesses and make the rollout interactive.</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. The Board agreed to relook at MSP font style to make slightly thinner had a twig to the liver bird’s mouth 2. To explore and plan a launch of MSP new brand and strategy in March linked to a major sporting event if practically. 	<p>HB/SW/J S</p>	<p>JAN 17</p>	
<p>D. CSPN board development day (notes already distributed prior to Christmas) JS updated on TS behalf and referenced from the notes that were distributed prior to Christmas to Board Members. Points to note: MSPB is in a good position to achieve the code of governance standards Sport England Core Funding Transition Investment April –Sept 2017 Outcome - JS informed Board Members of the recent successful application to Sport England for MSP core funding transitional funding (April-Sept 2017) without any further conditions of award.</p>	<p>Actions</p> <ol style="list-style-type: none"> 1. To access MSP actual score from Sport England to aid our learning and improvements 2. To access segments of national scores as a comparison 3. To support neighbouring CSP with best practice if requested 	<p>JS JS JS</p>		
<p>E. Cheshire and Merseyside Vanguard, Halton CCG and Widnes Vikings – JS informed Board Members of the new relationship with Cheshire and Merseyside Vanguard, Halton CCG and Widnes Vikings highlighting a number of priorities EG Befit4baby, 0-5’s and workplace products.</p>	<p>Actions</p> <ol style="list-style-type: none"> 1. Linked with item b (actions 1 & 2) above add MSP products content to the pipeline for commercializing development 2. Strengthening tangible outcomes linked to Cheshire and Merseyside Vanguard, Halton CCG and Widnes Vikings partnership. 	<p>JS MSP</p>	<p>ONGOING</p>	
<p>F. MSP Impact Model – St Helens – JS informed Board Members of providing SRIO for St. Helens to support a Big Lottery Bid to resource capacity and delivery of sports development programmes over the next three years – Value £700K. CJ and MC articulated the need to focus on structures for content generating.</p>	<p>Actions</p> <ol style="list-style-type: none"> 1. Inform Board Members of outcome of bid 	<p>JS</p>		
<p>G. Local Pilots – Sport England funding – Sport England announced prior to Christmas, as part of their strategy significant investments into 4 pilot local areas to deliver physical activities and sport. If successfully, this will roll out to another 10 areas. Current options are: - Each Local Area express an interest separately</p> <ul style="list-style-type: none"> • Liverpool City Region with Liverpool lead application • MSP express an interest on behalf of LCR • Workshops will be delivered in February 2017 	<p>Action</p> <ol style="list-style-type: none"> 1. To gain an “intent” position from each of Merseyside Local Areas and discuss with RO and CJ on the direction of travel. 	<p>JS,RO,CJ</p>	<p>31.01.17</p>	

AGENDA ITEM 3

TITLE: TURNING STRATEGY INTO ACTION

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>A. CJ would like to have a scorecard as a board. CJ and RO both convey smaller teams help focus for more direct discussion. The key talking points about a strategic framework were;</p> <ul style="list-style-type: none"> • With the strategy JS needs to focus on the direction of the stakeholders, commercial partners and look at big picture not operational level. • We need targets and milestones to be set in a year and reviewed once every quarter. • The strategy has no investment and will affect the delivery and outcome. We are trying to be less reliant on Sport England funding. • CJ proposes a commercial target of 3 million of funding. • Targets should be set from what our known income is and aim to further improve it. • Should allow JS and her team to deliver the outcomes 	<p>Actions:</p> <ol style="list-style-type: none"> 1. To bring MSP balance scorecard and present it to the board next meeting 	CD/JS	06 .03.17	

AGENDA ITEM 4

TITLE: ROUND UP

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>A. Production of an Investment Strategy – This subject matter was discussed in agenda item 3. Assessing MSP against Code of Good Governance summary report JS will assess MSP governance against the national code of good governance standards to receive Government funding. .</p>	<p>Actions:</p> <ol style="list-style-type: none"> 1. Assess MSP governance against the national code of good governance standards. Discuss with Executive group and share recommendations at the next board meeting. 	JS	06.03.17	

AGENDA ITEM 5

TITLE: AOB

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>1. CJ proposes to the board to think about a recognition and reward scheme for MSP staff. CJ acknowledges the challenges however; if the organisation is growing through commercial revenue the people should be acknowledged and rewarded appropriately.</p> <p>RO raised that this would be impossible within Local Government in the present climate with HR SW and MC agreed further thought is needed.</p>	<p>Action</p> <ol style="list-style-type: none"> 1. To gather samples of other CSP reward and recognition frameworks and produce a draft proposal with Executive Group for board consideration 	JS	MAY17	

AGENDA ITEM 5**TITLE: CLOSURE**

DISCUSSION	OUTCOME /ACTION	WHO	DEADLINE	COMPLETED
<p>Dates of 2017 Meetings – The board were happy with the dates however the next board meeting (10 March 2017) is no longer set as CJ has a calendar conflict. An alternative date 6 March 2017 is proposed and BM will liaise with the board about availability.</p> <p>The other board meetings dates for 2017 are; 2nd June 2017, 9.30 – 1.00pm 1st September 2017, 9.30 – 1.00pm 1st December 2017, 9.30 – 1.00pm</p>	<p>Actions:</p> <ol style="list-style-type: none">1. BM to send out survey to board about new proposed meeting date.	BMC	16.01.17	YES