



## MSP Board Meeting

### Action Notes

<b>Date &amp; Time</b>	<b>18<sup>th</sup> July - 09:30am – 12:30pm</b>
<b>Venue</b>	Football Hub – Jericho Lane, Liverpool, L17 5AR.
<b>Board Members (BM's) Attendees</b>	Liz Farrington ( <b>LF</b> ) (Acting Chair) (Public Health Expert); Ron Odunaiya* ( <b>RO</b> ) (Local Government Expert – Host Authority); Sion Williams ( <b>SW</b> ) (Marketing Expert).
<b>MSP Team Members</b>	Brendan McCrudden ( <b>BMcC</b> ) (Business Improvement Officer); Kerry Stewart ( <b>KS</b> ) (Interim Director); Andrew Wileman ( <b>AW</b> ) (Strategic Lead for Adults); Calum Donnelly ( <b>CD</b> ) (Strategic Lead for Children and Young People); Kenny Chu ( <b>KC</b> ) (Research & Insight Officer).
<b>Guests in Attendance</b>	Louise Williams ( <b>LW</b> ) ** Representing Health, Wellbeing and Physical Activity Group (Public Health Expert) Tom Douglas ( <b>TD</b> ) (incoming MSP Director).  Dave Sweeney ( <b>DS</b> ), Executive Implementation Lead, Cheshire & Merseyside Health & Care Partnership, Catherine McClennan ( <b>CMcC</b> ), Programme Manager, NHS Halton CCG (Agenda Item 8).
<b>Apologies</b>	Cameron Jones* ( <b>CJ</b> ) (Chair); Mark Coups* ( <b>MC</b> ) (Vice Chair) (Sport Expert); Cllr Wendy Simons ( <b>WS</b> ) (Political Expert); Sue Wilkinson ( <b>SWK</b> ) (Physical Education Expert); Tom Smith ( <b>TS</b> ) (Sport Expert); Liam Corcoran ( <b>LC</b> ) **Co-opted from Health, Wellbeing and Physical Activity Group (Youth & Community 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
1	<b>Introduction</b>			
	<b>a. Welcome, apologies and introduction</b>	<p>LF welcomed the Board Members, members of the MSP Team and guests to the meeting and noted apologies.</p> <p>LF introduced Tom Douglas to the Board and congratulated him on his appointment to the role of Director.</p> <p>Apologies noted from: MC, CJ, WS, SWK, TS &amp; LC.</p>	<b>LF</b>	
	<b>b. Matters arising from last meeting – Action Log</b>	<p>The Board acknowledged the action notes from previous board meeting and reviewed matters arising:</p>	<b>LF</b>	



### **Beat the Street**

KS provided an update on progress with regard to the Beat the Street opportunity for local authorities in Merseyside and on-going discussions with Intelligent Health.

Following the last board meeting, one-to-one discussions with all local authority partners have now taken place to establish their interest in participating in the programme. For those partners who have expressed an interest, MSP co-ordinated a briefing session with Intelligent Health to provide further detail.

While the programme is in receipt of funding from Sport England it is noted that there remains a requirement to provide a level of 'match' to contribute to the costs; this is seen as a significant challenge for local partners. Intelligent Health have indicated that there may be the opportunity to potentially reduce the amount of 'match' required for one local authority in Merseyside. In addition to Sport England investing into Intelligent Health, it is understood that Public Health England have also provided funding to support Beat the Street.

RO highlighted that Liverpool had previously worked with Intelligent Health and implemented Beat the Street in the city. Noted that it would be a difficult choice for Intelligent Health to select just one local authority area in Merseyside to potentially benefit from the offer of reduced 'match' funding. All local authorities continue to face significant financial challenges and would welcome assistance to reduce the costs of implementing the programme.

**KS**



		<p><b>Action:</b> LW to explore what funding Public Health England may be investing into Intelligent Health to support the Beat the Street programme.</p> <p><b>Action:</b> KS to continue to liaise with Intelligent Health and local authority partners to support the opportunities for Beat the Street programme in Merseyside.</p>	<p><b>LW</b></p> <p><b>KS</b></p>	<p><b>17th October 2019</b></p> <p><b>17th October 2019</b></p>
		<p><b>Participation in Board Meetings</b></p> <p>KS confirmed the opportunity does exist for BMs to join a board meeting using technology solutions e.g. Skype, if they are unable to attend a meeting in person. Key challenge remains selecting dates which are suitable for the majority of members to either attend or participate via technology based solutions. Noted that in recognition of the regular commitments of RO and WS - in respect of their attendance at Liverpool City Council cabinet meetings - dates now always avoided Fridays.</p> <p><b>Outcome:</b> BMs discussed and agreed the need to undertake an exercise to determine when and how frequently to hold board meetings to help with regard to maximising availability.</p> <p><b>Action:</b> Develop and distribute a survey to BMs in order to review when the Board should look to meet and frequency.</p>	<p><b>KS</b></p> <p><b>BMcC / BMs</b></p>	<p><b>17th October 2019</b></p>



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2	<b>Declarations of interest</b>			
	Declarations of Interest	<b>Outcome:</b> No declarations of interest made by BMs.	All	N/A



	Headlines from Discussion	Outcome / Actions	Who	Deadline
3	<b>Governance Arrangements</b>			
	<p>a) <b>MSP Risk Register</b></p>	<p>KS provided an overview of the updated MSP Risk Register. In updating the Register, three specific issues have been identified which need to be highlighted and reviewed by Board members as a priority:</p> <ol style="list-style-type: none"> <li>1. <b>Projected deficit in cash flow forecast.</b></li> <li>2. <b>Capacity of Core Team.</b></li> <li>3. <b>ICT infrastructure.</b></li> </ol> <p>KS provided further explanation on the impact of the projected deficit in the cash flow forecast and how the capacity of the Core Team to grow is constrained. Ability to grow and capitalise on potential opportunities is limited as a result of the requirements which exist in terms of delivering the differing Sport England contracts, current financial situation of MSP and existing work programme commitments of the Core Team.</p> <p>In respect of ICT infrastructure, a review has been undertaken by MGL - MSPs current provider of services - to ascertain the existing capability of the equipment currently in use. The review has highlighted that there are some immediate priorities in terms of the IT equipment in use which need to be addressed. MGL have made recommendations in respect of the new equipment required and provided costings; copy of report circulated with the agenda.</p> <p>RO asked for clarification as to why the MGL ICT Infrastructure Report recommended each user having two screens as part of the proposed investment in upgrading equipment.</p>	<p><b>KS</b></p>	



		<p>KS noted that the recommendation from MGL was based on the health and safety consideration of users in terms of screen usage and the extent to which having two screens can aid efficiency when working with and referencing multiple documents.</p> <p><b>Outcome:</b> BMs discussed and agreed the need to support undertaking a review with regard to addressing the risks highlighted. Consensus that undertaking a review and supporting actions to address the risks to be a short term priority for the Board. Initially proposed that a small working group of Board members be established to support the review and report back to the next meeting scheduled for 17<sup>th</sup> October. Following further discussion (under Agenda Item 4 Finance) concerning the Budget Forecast, it was agreed that the full board should convene in September. Meeting to focus on undertaking a 'deep dive' to understand the issues highlighted, review potential solutions and agree required actions.</p> <p><b>Action:</b> KS and TD to undertake a review of cash flow forecast, capacity of the Core Team and the IT audit and identify potential actions to mitigate the risks. To prepare and present differing options for discussion at board meeting in September.</p> <p><b>Action:</b> BMs to support KS and TD with undertaking review and addressing the risks highlighted. Full board meeting to be convened in September to undertake a review of options.</p> <p><b>Action:</b> To co-ordinate a full board meeting for September; 'Doodle' poll to be circulated in order to co-ordinate a date.</p>	<p>KS/TD</p> <p>BMs</p> <p>BMcC/ BMs</p>	<p>September 2019</p> <p>September 2019</p> <p>August 2019</p>
	<p><b>b. MSP Governance Document</b></p>	<p>KS noted that the MSP Governance Document has been approved by Compliance and Scrutiny Group and uploaded to the website.</p>	<p>KS</p>	<p>N/A</p>



	Headlines from Discussion	Outcome / Actions	Who	Deadline
4	<b>Finance</b>			
	<b>a. MSP Annual Accounts 2018-19</b>	<p>KS provided an update on the preparation of the MSP Annual Report and Accounts for 2018-2019.</p> <p>Financial statements, independent examiners report and balance sheet prepared by external auditors; copy of the draft document circulated with agenda. Holly is currently in the process of preparing the narrative for the Annual Report to include an overview of the activities which MSP. She is also liaising with Cameron to prepare an introduction as Chair and on-behalf of the Board. Anticipated that the final document will be published by the end of August.</p> <p><b>Action:</b> BMs will receive a copy of the Annual Report and Accounts for 2018-2019. Document to be issued in advance of publication on the MSP website and wider circulation.</p>	<p><b>KS</b></p> <p><b>BMs /BMcC</b></p>	<p><b>August 2019</b></p>





**b. MSP Management Accounts 2019-20 Q1**

KS presented the following reports detailing the current financial position of MSP:

- MSP Management Accounts – as at end of Q1.
- MSP Budget Forecast – as at end of Q1

Highlighted the Budget Forecast document has been revised and updated since the last board meeting to reflect the appointment of TD to the role of Director from August. In-line with the Reserves Policy there is a need to maintain three months operating costs, level reflected in the Management Accounts. As noted under Agenda Item 3, the current financial position is highlighted as a risk.

**Outcome:** BMs reviewed and discussed the current financial position and forecast. Based on the position and earlier discussion concerning risks (Agenda Item 3 – Governance Arrangements) it was agreed that there is a need for the full board to prioritise supporting KS and TD addressing the challenges highlighted.

**Action:** Actions as noted under Governance Arrangement (Agenda Item 3).



	Headlines from Discussion	Outcome / Actions	Who	Deadline
5	<b>Partner Satisfaction Survey</b>			
	<p><b>a. Summary of recent Partner Satisfaction Survey</b></p>	<p>KC outlined the approach adopted to the implementation of the Partner Satisfaction Survey for 2019 and presented an overview of the results.</p> <p>Overall, MSP achieved a Net Promoter Score (NPS) of 63; this is an all-time high for the organisation up from a score of 53 in 2017. The survey has highlighted year-on-year improvements across all comparable customer satisfaction metrics where respondents have rated their experience of our services as either 'Very Satisfied' (from 2017) or 'Delighted' (for 2018).</p> <p>In addition to the customer satisfaction metrics, respondents have also had the opportunity to provide comments within the survey. Reviewing the comments provides the opportunity to highlight what is working well and also areas for further improvements. A number of the respondents have used the opportunity to name individual members of the Core Team in their feedback and acknowledging their contribution.</p> <p>SW noted that an NPS rating of 63 was an indication of high levels of satisfaction. Noted comparisons with organisations in other sectors e.g. Apple and the levels of satisfaction which their customers indicate through NPS.</p> <p>Following the presentation, BMs raised a number of questions about the development and administration of the Partner Satisfaction Survey:</p>		

Is the person completing the survey doing so from an organisational perspective or from a personal point of view?

KC anticipated that the respondent is completing the survey on behalf of the organisation which they represent. The survey was sent by individual team members to a specific contact in order to personalise the approach; this reflected learning from previous years in terms of the response rates.

In administering the survey, was a decision made to include or exclude any specific groups of partners or stakeholders?

KC decision taken to only include those partners or stakeholders where the Core Team identified a current or recently active relationship. Conscious decision to exclude those partners who are no longer actively working or engaging with MSP. Due to the change in focus for the Core Team - in terms of the services, support and projects which we now delivering - recognised that we are now engaging with differing partners and stakeholders.

In developing the survey, what approach was adopted in respect of standardising the responses?

KC continued to use the NPS methodology to enable year on year comparability of results and enable benchmarking with other Active Partnerships. Based on the feedback from the board in January, the response choices available have reduced from five answers to four. In addition, the survey has adopted option ratings that aimed to elicit a more emotional based response – Delighted, Satisfied, Dissatisfied and Frustrated - and provide greater insight in respect of satisfaction levels, amongst partners and stakeholders.



	<p><b>Outcome:</b> Copy of the Partner Satisfaction Survey 2019 results available for reference: (<a href="https://www.merseysidesport.com/about-us/governance-board/minutes/board/msp-board-papers-2019-2020/">https://www.merseysidesport.com/about-us/governance-board/minutes/board/msp-board-papers-2019-2020/</a>).</p>		
<p><b>b. Improvements going forward</b></p>	<p>SW highlighted the need to consider the following in respect of using the Partner Satisfaction Survey results:</p> <p><b>Promotion</b> - how do we share the results and raise awareness with partners in our network of the levels of satisfaction which exist. Equally, how can we best utilise the information when engaging with new partners, stakeholders or potential customers.</p> <p><b>Development</b> – how do we utilise the results to inform future developments and identify areas for improvement, within our existing activities. Opportunity to utilise the results to identify those areas where we are seen as high performing and adding value and also where we are under-performing. Equally, do the results identify any potential opportunities or gaps in respect of developing new services, products or areas for support.</p> <p><b>Resourcing and capacity within the Core Team</b> - opportunity to use the results to inform how the available resources and capacity of the Core Team are allocated. Potential to re-focus resources on areas where there are the greatest levels of satisfaction or equally dedicate less capacity to those where there is less satisfaction or perceived value added.</p>		

	Headlines from Discussion	Outcome / Actions	Who	Deadline
6	<b>School Games Review</b>			
	<p><b>a. Summary of School Games</b></p>	<p>CD presented a summary of the Level Three School Games programme for 2019.</p> <p>Level Three School Games video presented to showcase the Summer Festival:  <a href="https://www.youtube.com/watch?v=zmU_ZGdOlbQ">https://www.youtube.com/watch?v=zmU_ZGdOlbQ</a></p> <p>Key points:</p> <ul style="list-style-type: none"> <li>• Delivery of the programme led by Amy, who joined MSP in August 2018. Amy has taken over responsibility for the organisation of all Level Three School Games events delivered during the Winter and Summer Festivals. She has worked closely with the School Games Organisers, key external partners, members of the Merseyside School Games Operational Group and wider MSP Team to successfully co-ordinate all the Level Three events.</li> <li>• During 2018-19, the Level Three School Games events have successfully engaged 210 out of 590 schools in Merseyside.</li> <li>• Level Three Summer Festival events delivered at three venues, with two sites in operation on Thursday 4<sup>th</sup> July; Wavertree Sports Park and Greenbank Sports Academy. Due to the closure of the Aquatics Centre at Wavertree, swimming was transferred to Everton Park and took place on Friday 5<sup>th</sup> July.</li> <li>• 2883 young people were engaged in the Level Three events co-ordinated by MSP and 125 young people deployed as young leaders to support activity.</li> </ul>	CD	N/A

- Surveys undertaken with teachers at all the events to gain feedback on the Games and their experiences. Feedback to help identify what had worked well and areas for improvement for 2020. Overall the Summer Festival events achieved an NPS rating of 77, with Winter Festival events achieving 72.
- Spirit of the Games – a participation focused festival - was developed and delivered in partnership with Liverpool John Moores University (LJUM). The pilot tested the concept of delivering a festival targeted at children from schools who may not have the opportunity to compete at a Level Three School Games festival and at risk of becoming disengaged from sport. The pilot event was successful and it is intended to test the model again in 2019-20. Plans are in place to again work with students at LJMU and also expand the model through our partnership with Edge Hill University.
- Sport England’s strategy for the School Games has changed with greater focus on participation as opposed to ‘pure’ competition. For 2019-2020, sixty percent of activity will focus on competition – based on ‘the best of the best’ - while forty percent of activity is to focus on providing expanded opportunities for participation.

LF congratulated Amy for a successful Summer School Games delivery. Having had the opportunity to attend the event was fully able to appreciate the amount of effort which had gone into organising the Festival.

RO also had the opportunity to attend and appreciated the effort which had gone into the organisation of the event.



<p><b>b. Improvements going forward</b></p>	<p>SW given the scale of the School Games a significant opportunity exists to actively seek sponsorship. Securing a sponsor would potentially provide the opportunity to further develop and grow the event. Given the number of children and young people involved in the event and the overall aims and ethos of increasing physical activity and participation in sport, the event would be a very attractive proposition to potential sponsors.</p> <p>Given the potential opportunity would be happy to volunteer time in order to work with the Calum and Amy to develop a sponsorship strategy and plan for the School Games.</p> <p><b>Action:</b> SW to liaise with Calum and Amy to discuss developing a sponsorship strategy.</p>	<p>SW/CD</p>	<p>17th October 2019</p>
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	Headlines from Discussion	Outcome / Actions	Who	Deadline
7	<b>Daily Mile/Ineos Discussion</b>			
	<p><b>a. Information for discussion</b></p>	<p>KS briefed BMs about an incident that occurred in the build up to the Level Three School Games concerning The Daily Mile™ Foundation’s national partnership with Ineos.</p> <p>As a result of the involvement of Ineos in fracking, anti-fracking campaigners have specifically targeted The Daily Mile™ challenging the nature and ethos of the relationship. This has included the campaigners directly emailing Public Health Directors across the country challenging the relationship. The campaigners argue that there is a conflict of interest between the vision of Public Health to improve young peoples’ health and well-being and the operations of Ineos.</p>	<p>KS</p>	<p>N/A</p>



Local Public Health colleagues directly raised the issue with MSP and we were specifically requested to provide clarification on the issues raised by the campaigners. In addition, MSPs social media channels were targeted by campaigners in the lead up to the Level Three School Games. Undertaking a mass Daily Mile™ acted as the opening ceremony and warm-up for the children; this was widely promoted in the lead up to the event given the record breaking nature of the numbers involved.

**Outcome:** MSP liaised with Sport England and The Daily Mile™ Foundation to clarify that the funding which is received to support the development of the programme locally is one hundred percent National Lottery funded. MSP prepared and released a statement circulated to Public Health colleagues and other partners across our network; this clarification was welcomed.

Copy of the statement available for BMs to review:  
<https://www.merseysidesport.com/about-us/governance-board/minutes/board/msp-board-papers-2019-2020/>





	Headlines from Discussion	Outcome / Actions	Who	Deadline
8	<b>Health and Care Partnership and Prevention Board</b>			
	<p><b>a. Dave Sweeney, Implementation Lead, Catherine McClennan, NHS Halton CCG</b></p>	<p>LF welcomed Dave Sweeney and Catherine McClennan from the Cheshire &amp; Merseyside Health &amp; Care Partnership, to the meeting.</p> <p>DS provided an overview of the Partnership and opportunities for further embedding physical activity within the context of the priorities of the Prevention Board. Increased recognition and focus from health partners of the role which physical activity can play and the opportunities which exist for further joint working. As a result of the increased recognition, the Partnership are keen to further develop the existing relationship with MSP and Active Cheshire given the countywide remit in respect of physical activity and sport as Active Partnerships, and the networks which exist.</p> <p>Highlighted the Partnership has the opportunity to develop and submit an Expression of Interest to bid for funding from a national Innovation Fund; this is due for submission in October. Project concept will focused on developing insight which will aim to demonstrate the impact of improved health and well-being on indicators such as the local economy.</p> <p>The Partnership welcomes the input of MSP to support the development of the Expression of Interest and help demonstrating the role which sport and physical activity can directly or indirectly play in respect of improving health focused indicators.</p>	DS/CMcC	N/A



**CMcC** looking at identifying examples of good practice where community partners are delivering activity which directly contributes to health and well-being focused outcomes. Highlighted how a partnership between Widnes Vikings Rugby League Club and a local primary school has directly improved specific health and well-being outcomes of the children. The Partnership is keen to identify other examples of practice from across the local authority areas and any assistance MSP can provide would be welcomed.

The voluntary and community sector - including sports clubs – is fundamental to enabling clinicians to adopt social prescribing for their patients. With the increased use of social prescribing, the community sector has the opportunity to make a significant contribution. The Partnership needs to develop a better understanding as to how health partners can engage and enhance connections with differing community partners including sports clubs. It also need to understand how best to support clubs in order that they can, in turn, continue to support those who are referred by clinicians to participate in physical activity.

In addition to the contribution to social prescribing, the Partnership recognises that the voluntary and community sector can play a significant role in helping to engage the wider population. Further work needs to be undertaken to identify and map existing community hubs, networks and provision which can be activated, at a local level to act a vehicle for engaging the population. Research highlights that while people listen to the advice and guidance provided by clinicians they are equally receptive to messages from their family, friends, peer groups and social circles.

**LW** significant opportunity for the Partnership to connect to the existing local public health infrastructure and partnership networks. Noted that there is a significant amount of work already taking place - at a local authority level – which includes public health colleagues engaging community and voluntary sector, health partners and providers of physical activity.



	<p><b>Action:</b> <b>KS</b> to follow-up with DS and Active Cheshire to ensure that opportunities though the Partnership in respect of embedding physical activity are realised. Further discussions to include understanding the role which MSP can play in respect of supporting the Partnership to develop understanding and engagement with community networks and provision, at a local level.</p>	<b>KS</b>	<b>17th October 2019</b>
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	Headlines from Discussion	Outcome / Actions	Who	Deadline
9	<b>Any Other Business</b>			
		<p><b>LF</b> on behalf of the Board acknowledged and thanked Kerry for the commitment, dedication and enthusiasm which she has given to the role of Interim Director and for leading MSP and the Core Team, since February.</p> <p><b>KS</b> thanked the Board for giving her the opportunity to lead the team and for all the support, advice and guidance provided. Highlighted that the role has provided a fantastic opportunity to develop and she is immensely proud of what she has achieved working with the Core Team and the Board, during this period.</p>	<b>LF</b>	

	Headlines from Discussion	Outcome / Actions	Who	Deadline
10	<b>Date of Next Meeting</b>			
	<b>Dates of next meetings</b>	<p>As noted under Item 3, full additional board meeting to be scheduled for September.</p> <p>Next scheduled board meeting 17th October 2019.</p>	<b>BMs / BMcC</b>	