

Merseyside Sports Foundation

Trustee Board Meeting

Action Notes

Date & Time	24th July - 10:30am – 12:00pm
Venue	MSP, Unit 1 Dakota Business Park, Skyhawk Avenue, Garston, Liverpool, L19 2QR.
Trustee Board Member (BMs) Attendees	John Bell (JB) (Chair); Pat Shenton (PS); Jean Stephens (JS); Adam Walker (AW).
MSP Team Members	Brendan McCrudden (BMcC) (Business Improvement Officer); Kerry Stewart (KS) (Interim Director); Calum Donnelly (CD) (Strategic Lead for Children and Young People); Andrew Wileman (AW) (Strategic Lead for Adults), Kenny Chu (KC) (Research and Insight Officer); Holly Budgen (HB) (Marketing & Events Officer).
Guests In attendance	Tom Douglas (TD) (Incoming Director of MSP).
Apologies	Alan Cooper (AC) (Trustee).
Distribution (internal & external)	www.theactivedifference.com , MSP Team.

	Headlines from Discussion	Outcome / Actions	Who	Deadline
1	Introduction			
	a. Welcome, apologies and introduction	JB welcomed the Trustees, members of the MSP Team and guests to the Board meeting of the Merseyside Sports Foundation (the Foundation). Apologies: AC.	JB	N/A
	b. Matters arising from the last meeting	Outcome: BMs reviewed the Action Log from the previous Foundation Board meeting (24 th April) and confirmed all actions now complete.	JB	N/A

	Headlines from Discussion	Outcome / Actions	Who	Deadline
2	Declarations of Interest			
	Declarations of Interest	No declarations of interest made by BMs.	JB	N/A

	Headlines from Discussion	Outcome / Actions	Who	Deadline
3	Merseyside Sports Foundation Website			
	<p>a. Merseyside Sports Foundation Website</p>	<p>HB gave an update about the progress of developing the Foundation’s website – www.theactivedifference.com</p> <p>Key points highlighted:</p> <ul style="list-style-type: none"> • The framework of the website has been built and the structure revised based on the feedback from BMs at the previous meeting in April. Currently it is ninety percent built and fifty percent of the content is uploaded. • The BMs profile page requires further input from the BMs. • BMs agreed the titles for their webpage profiles; PS (Education Expert), AW (Business Development Expert), JS (Sport and Physical Activity Expert). Proposed in his absence that ACs title to be Community Engagement Expert to reflect his background and experience; to be confirmed with Alan. • The team are currently developing case studies to include on the website to demonstrate the activities, projects and impact delivered by the Foundation. • A need exists to set-up a contact email address for the Foundation and a number of differing options were presented for review and discussion. • BMs agreed the contact email address for the Foundation (to appear on the website) to be: hello@theactivedifference.com. 	HB	N/A

	<p>Challenge: AW asked whether it is appropriate to have the Sport England and National Lottery logos at the bottom of the website pages.</p> <p>KS the Foundation primarily secures funding from a range of differing organisations including Sport England and the National Lottery. Publically acknowledging the funding received is a condition for most funders.</p> <p>Outcome: Following discussion by BMs on the best way to recognise and acknowledge the contribution of partners and funders, it was agreed that the website should have a separate page on the website for this purpose.</p> <p>Action: HB to create a partnership page on the Foundation website and remove Sport England and National Lottery logos from the bottom of the webpages.</p> <p>Action: BMs who have not provided a personal profile to prepare and submit as soon as possible to HB.</p> <p>Action: HB to create contact email address of the Foundation.</p> <p>Action: BMcC to send logins to BMs for website review.</p>	<p>HB</p> <p>BMs</p> <p>HB</p> <p>BMcC</p>	<p>30th July 2019</p> <p>30th July 2019</p> <p>30th July 2019</p>
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4	Horizon Scanning			
	a. Function Area Updates	<p><u>Children and Young People (CYP) Update</u></p> <p>CD provided an update on three areas; Satellite Clubs, The Daily Mile™ and School Games.</p> <p>Key points to note:</p> <ul style="list-style-type: none"> • Results from Satellite Clubs Q4 2018/19 report confirmed that Sport England targets were successfully achieved with the programme exceeding its contractual outcomes. • Seventy two schools in Merseyside have been engaged with The Daily Mile™; this is a seven percent increase since Grace joined the team. • Overall, twenty three percent of schools in Merseyside are now engaged in The Daily Mile™. • Level Three Summer School Games video presented to BMs https://www.youtube.com/watch?v=zmU_ZGdOlBQ. • Level Three events delivered at three venues, with two sites in operation on 4th July. Due to the closure of the Aquatics Centre at Wavertree, swimming was transferred to Everton Park and took place on Friday 5th. • 2800 young people were engaged in the Level Three events and 125 young people deployed as young leaders. • Surveys were undertaken with teachers at all the events to gain feedback on the Games and their experiences to help identify what had worked well and areas for improvement. Overall the event achieved a Net Promoter Score (NPS) of seventy-seven. 	CD	N/A

	<ul style="list-style-type: none"> • Spirit of the Games – a participation focused festival - was developed and delivered in partnership with Liverpool John Moores University (LJMU). The pilot tested the concept of delivering a festival specifically targeted at children from schools who may not have the opportunity to compete at a Level Three School Games festival. The pilot event was successful and plans are set to grow it next year again working with LJMU and also expanding the model with Edge Hill University. <p><u>Adult Update</u></p> <p>AW provided an overview of key work programmes from the Adult function.</p> <p>Key points to note:</p> <ul style="list-style-type: none"> • As a result of the Foundation securing a Community Resource Grant - from Liverpool City Council - MSP has been commissioned to roll out the Bowl for Health project to clubs across in the city. • Continuing to explore how best to take the Bowl for Health project forward across the whole of the Liverpool City Region. Working directly with a club in St. Helens who approached MSP as a result of hearing about the success of the project in Sefton and in discussions with other clubs who are interested in the concept. • Working with the Golf Foundation to develop a pilot in Southport focused on people in supported accommodation living with Alzheimer’s to provide golf taster sessions. 	AW	N/A
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	<ul style="list-style-type: none">• Working with Riverside Housing to explore establishing a multi-sports event in Sefton specifically focused on engaging older people. Project based on the 'Older Peoples Olympics' concept which previously existed in the borough.• Delivered the Merseyside Business Games in June at LJMUs IM Marsh campus; the event was sold out with twenty-one business attending. Based on the demand and interest generated, looking to repeat the event with a provisional date set for 14th November.• Supported NHS Trusts with the co-ordination and delivery of North West NHS Games. MSP is now engaging all trusts in Merseyside which has contributed to an increase in the number of individuals participating. In addition to co-ordinating a multi- sports event at Knowsley Leisure and Culture Park on 7th July, MSP has supported the NHS Trusts to deliver sport specific events; 5k run in Sefton Park, golf competition and football tournament.• Active Learning offer has supported over 450 people access continuous professional development opportunities through organising 40 courses and workshops, over the last financial year. Offer based on ensuing the courses are cost neutral to the organisation; last year a small financial surplus was generated.		
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<p>b. The Daily Mile and Ineos</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>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™ provided the 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.</p> <p>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.</p>	<p>KS</p>	<p>N/A</p>
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	<p>c. Introduction of Tom Douglas</p>	<p>TD introduced himself to the BMs and summarised his personal background and career history.</p> <p>Outcome: BMs welcomed TD and gave their best wishes for his new role as Director of MSP.</p>	<p>TD</p>	<p>N/A</p>
	<p>d. Partner Satisfaction Survey</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 NPS of 63. This is an all-time high for the organisation; up from a score of 53 in 2017. In addition, 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>Outcome: A copy of the Partner Satisfaction Survey 2019 results presentation available for reference:</p> <p>(https://www.merseysidesport.com/about-us/governance-board/minutes/board/msp-board-papers-2019-2020/).</p>	<p>KC</p>	<p>N/A</p>

	Headlines from Discussion	Outcome / Actions	Who	Deadline
5	Merseyside Sports Foundation			
	<p>a. Merseyside Sports Foundation – Forward Planning, Direction, Business Planning</p>	<p>Trustees discussed forward planning, direction and business development for the Foundation.</p> <p>Key points:</p> <ul style="list-style-type: none"> • The Foundation must not be solely reliant on grant funding and needs to focus on exploring other income opportunities to become self-sufficient, in the future. • Opportunity to develop the identity of the Foundation; raise awareness and understanding within the network and amongst new partners as to the purpose of the organisation. • Provide clarity in respect of the Foundation and the relationship with MSP. • Opportunity to revisit and review previous Foundation development plan produced by Oaks Consultancy. • A need exists to develop a business plan to help move the Foundation forward. Plan to provide clarity and focus in identifying opportunities aligned to the objectives of the organisation and future priorities. • Trustees and MSP Team to undertake a joint planning and development session to develop plan. • Potential requirement for the Foundation to review its purpose; linked to the development of the business plan. • Recognition that the MSP Team is currently at capacity and the Foundation needs to explore how best to progress with developing opportunities to ensure sustainability and enable growth. 	BMs	N/A

	<ul style="list-style-type: none"> Trustees noted that they would like the opportunity to have more involvement with the MSP Team both - in and out of the office - to support move developments or project opportunities forward. Potential need to explore the opportunities to have dedicated capacity to implement the business plan and take responsibility for developing opportunities. Ideally, a full time business development manager type role to have responsibility for driving forward the Foundation and realising the opportunities may be required. Recognition and consensus amongst the Trustees with regard to the distinct differences which exist between MSP and the Foundation. <p>Outcome: Recognition that there is a need to prioritise the further development of the Foundation in order to capitalise on the opportunities that exist, ensure sustainability and enable growth.</p> <p>Action: Create a one-page document that summarises the opportunities and challenges which exist for the Foundation.</p> <p>Action: Trustees to spend time - in advance of the next meeting - considering how the Foundation may further develop the potential opportunities which exist, for the organisation.</p> <p>Action: To organise a development planning session for Trustees and MSP Team to explore the opportunities and priorities for enabling the Foundation to become more sustainable and support growth.</p> <p>Date of planning session set for 13th November 2019.</p>	<p>KS/TD</p> <p>BMs</p> <p>KS/TD</p>	<p>23rd October 2019</p> <p>23rd October 2019</p> <p>13th November 2019</p>
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6	AOB			
	AOB	<p>KS given the relationship and partnership arrangements that exist between the Foundation and MSP it was proposed JB - as Chair - should attend MSP Board meetings, in the future.</p> <p>Action: KS/TD to liaise with Cameron Jones (Chair of MSP Board) to discuss inviting JB to attend the next MSP Board meeting.</p>	KS/TD	23 rd October 2019

	Headlines from Discussion	Outcome / Actions	Who	Deadline
7	Date of Next Meeting			
	Date of the next meeting	<p>Wednesday 23rd October 2019 / 10:00am -12:00pm.</p> <p>Venue: MSP, Unit 1 Dakota Business Park, Skyhawk Avenue, Garston, Liverpool, L19 2QR.</p>	N/A	N/A