

STRATEGIC FRAMEWORK 2022



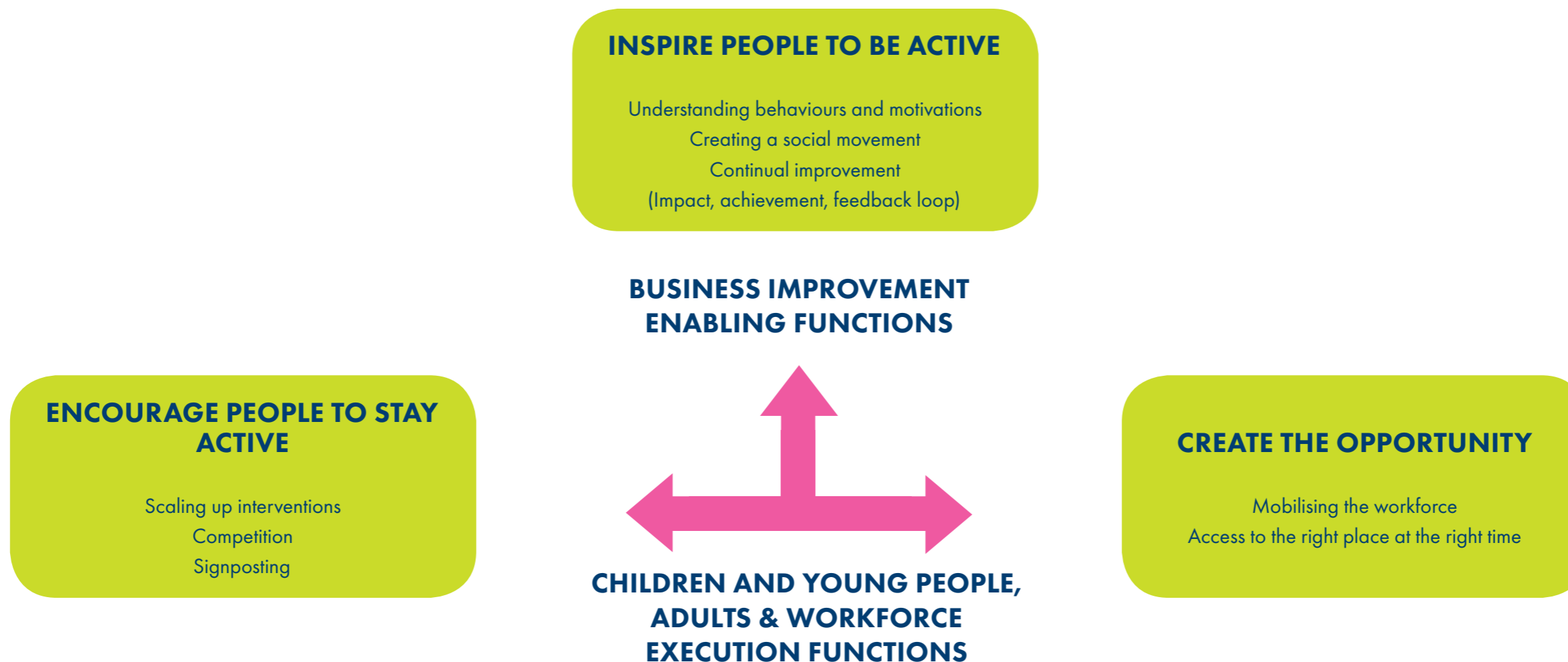
MSP is the only strategic organisation dedicated to unlocking the **power of sport and physical activity** across the whole of Liverpool City Region (LCR). By providing leadership and expertise, plus access to a well-developed network of partners and funders, we create the conditions that enable people to be **active every day**.



OUR OBJECTIVES AND TARGETS

MSP WILL ...	Success by 2022 (see Balanced Score Card for specific details)
Contribute to increasing and sustaining sport & physical activity to change behaviour linked to CMO Guidelines	<ul style="list-style-type: none"> • 19,000 children and young people inspired to participate in community based sport & physical activity • 15,220 adults participating in sport & physical activity sport for a minimum of 6 weeks in the community
Create opportunities to mobilise the workforce and access to the right place	<ul style="list-style-type: none"> • 9,442 coaches, leaders, activators, volunteers and sector champions who are aged 18+ enabled to directly or indirectly support the delivery of sport & physical activity • 4,753 volunteers recruited and deployed - via MSP website to access opportunities which support the delivery of sport & physical activity. • 3,000 coaches, volunteers and sector champions receiving CPD opportunities
Improve the sphere of influence for sport & physical activity	<ul style="list-style-type: none"> • System leaders and providers influenced to adopt CMO guidelines for:- <ul style="list-style-type: none"> o 0-5 year olds provision (3hours of active play, physical literacy/activity per day) o 5-18 year olds provision (60minutes of moderate-vigorous activity per day) o 19-64 year olds provision (30 minutes of moderate activity per day) o 65+ year olds provision (30 minutes of moderate activity per day) • Providers influenced to adopt positive action in the recruitment, development and deployment of a workforce that is focused on the principle of improving the experience of the participant • 10 national campaigns implemented locally • 2 social movement campaigns to inspire activity levels of a specific target audience within LCR e.g. moving more
Raise the value placed on sport & physical activity	<ul style="list-style-type: none"> • £400,000 diversified unrestricted income achieved • £2 million more indirect investment into the wider partnership • Social and economic value demonstrated and attributed to MSP’s strategic objectives
Remain a high performing and efficient organisation	<ul style="list-style-type: none"> • Financial, customers, staff, quality & impact measures achieved • Industry standards obtained and promoted

SPORT & PHYSICAL ACTIVITY MODEL - OUR WAY OF WORKING



HOW WILL WE WORK?

Through our sport and physical activity model we:

- ✓ Use **insight** to inform strategic decisions, placing a greater social & economic **impact** of sport and physical activity
- ✓ **Lead** and champion the **benefits** of sport and physical activity
- ✓ **Influence** system leaders and policy makers enabling joined up approaches and resources
- ✓ Provide **inclusive & collaborative** approaches to make **activity** happen
- ✓ Enable people to **stay active** through targeted products, programmes, events & services
 - Active Campaigning
 - Active Workplace
 - Active Primaries
 - Active Learning
 - Active Communities
 - Active College
 - Active University / Campus