YGT Move More Coordinator, hosted by MVDA

Background Information

Middlesbrough Voluntary Development Agency (MVDA)

As a local infrastructure organisation, our mission is to support, promote and develop local voluntary and community action. MVDA was established with a focus on supporting Middlesbrough's voluntary and community sector in 2002 and in 2025, we launched our new Enhance Redcar & Cleveland Service. Working across the South Tees, we play a significant role working with local charities, community groups and public bodies to support positive change and improvements across out local area.

In advancing our charitable **mission**, we:

- Provide practical development support, including funding information and advice for new and established local organisations
- Represent VCS interests in a range of planning and partnership forums
- Promote and support volunteering through our Volunteering Academy
- Support and facilitate joined up thinking and collaborative working within the VCS and beyond
- Host LocalMotion Middlesbrough and Re-imagining Redcar & Cleveland as two initiatives working to support change
- Promoting good practice in meeting the needs of local people and communities

Our values:

- The importance of independent challenge in shaping effective policy and planning.
- Social justice and a focus on supporting the most economically and socially disadvantaged communities.
- Collaborative and co-operative approaches to meeting local needs.
- Promoting awareness of the rights and needs of different groups of people.
- Good stewardship of MVDA's resources and openness in all our dealings.
- A belief that strong communities are built on diversity and inclusion.

You've Got This (YGT)

You've Got This is a Sport England-funded movement in Middlesbrough and Redcar & Cleveland aimed at making active lives a way of life by breaking down barriers to physical activity. Its mission focuses on a whole-system approach, collaborating with community partners to "buck the trend," "change the narrative," and inspire lasting, sustainable change.

Core Vision & Mission

- **Vision:** Active Lives as a Way of Life.
- **Mission:** To change the narrative, educate, motivate, and inspire individuals, making it easier for people to be active in whatever way they can.
- **Focus:** Targeting the public directly by breaking down barriers that prevent people from leading active lives.

Key Values and Approach

- **Collaborative & Systems Approach:** Moving away from individual changes, the movement builds partnerships with local organizations (like Localmotion, Public Health, and Tees Valley Sport) to embed activity at all levels.
- **Community Wealth Building:** Investing resources directly into local partners rather than building a large staff team.
- **"Test and Learn":** Adopting an open, honest approach that focuses on gathering insights to understand *how* and *why* changes happen, not just *what* happens.
- **Empowerment:** Encouraging activists, visionaries, and influencers to pledge to do things differently and to believe that individual voices are "unstoppable".

Sport England

Sport England's mission, under their "Uniting the Movement" strategy, is to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of background, bank balance, or postcode. They aim to tackle inequalities, remove barriers to participation, and highlight the benefits of being active.

Core Mission Pillars (Uniting the Movement):

- Advocating for the transformative impact of sport and activity.
- Joining forces on major societal issues to create positive change.
- Removing inequalities by targeting funding and support to underrepresented groups.

Core Values:

- Collaborative: Operating as one team, working with others to make a difference.
- Inclusive: Respecting differences and creating conditions for everyone to engage.
- Ambitious: Determined to achieve goals and advance their mission.
- Innovative: Optimistic and relentless, challenging existing ways of working.

Key Objectives:

Sport England focuses on providing positive experiences for children and young people, connecting with health and well-being, creating active environments, and building resilient communities.

MUST Team

The MUST (Managing Undernutrition South Tees) Team is part of Public Health South Tees and works alongside local care homes and health services to help residents eat well, prevent malnutrition, and manage undernutrition.

Core Values

The team follows a community-wide **"Values into Action"** framework built on three primary pillars:

- **Respect:** Listening without judgement, promoting equity, diversity, and inclusion, and treating patients and care providers with equal dignity.
- **Support:** Providing patient-centred care, listening with compassion and empathy, and working closely together to solve challenging health outcomes.
- **Collaborate:** Sharing nutritional knowledge, fostering clear and honest communication, and partnering across local authorities and healthcare organisations

Key Objectives

The specific objectives of the MUST Team align with local **reformed models of care** to improve nutritional safety:

- **Prevent and Reduce Malnutrition:** To systematically identify adults at risk of undernutrition within community care homes using standardized screening methods.
- **Empower Care Staff:** To train and upskill local care providers so they can confidently deliver "food-first" strategies and manage low-to-medium risk residents independently.
- **Standardise Nutrition Pathways:** To enforce consistent compliance with the local clinical pathway—ensuring timely interventions, appropriate prescribing of oral nutritional supplements (ONS), and seamless referral to community dietitians for high-risk patients.
- **Promote Fairer Health Outcomes:** To tackle health inequalities across Middlesbrough, Redcar, and Cleveland by ensuring vulnerable, older residents have reliable access to high-quality nutritional care