

YGT Knowledge Mobilisation Lead (hosted by MVDA)

Background Information

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".

Middlesbrough Voluntary Development Agency (MVDA)

Established in 2002, MVDA is the primary infrastructure organisation for Middlesbrough's voluntary and community sector (VCS).

Our **mission** is to support, promote, and develop local voluntary and community action. We do this by:

- Providing practical development support, including funding advice.
- Managing the Middlesbrough Volunteering Academy.
- Helping the VCS engage at a strategic level.
- Enabling collaboration through meetings, forums, training, and events.

- Advocating for the VCS through membership of planning and partnership forums and by liaising with public bodies.
- Promoting good practice in meeting the needs of local people and communities.
- Raising the profile of the local VCS through research and short-term projects.

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.

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.