



NO SINGLE
ORGANISATION CAN SOLVE
COMPLEX ISSUES ALONE



BUT TOGETHER WE CAN

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WEST MIDLANDS CRADLE TO CAREER

Empowering Communities
for a Better Future.



 THE RIGBY FOUNDATION

 The Swann Foundation



UBS Optimus
Foundation



Introduction

The Mayor of the West Midlands has been supporting work with Right to Succeed and local authorities across the region to adopt a Cradle to Career approach to transforming children and young people's outcomes in the most left-behind ward of each Local Authority. This collective impact approach supports communities to define and deliver the change they need and want for their children, young people, and families.

The programme began in September 2025 in the communities of Blakenall in Walsall and Bordesley Green in East Birmingham, and will expand to four further communities in September 2026.

The programme is supported by the Metro Mayor Richard Parker and West Midlands Combined Authority, the Local Authorities, National Lottery Community Fund, The Rigby Foundation, UBS Optimus Foundation, and the Swann Foundation.



About Cradle to Career



Cradle to Career is a community-based initiative which brings together residents, professionals and leaders. The scheme is designed to raise literacy levels, improve quality of life, and create opportunities for young people.

The programme begins with a 12-month discovery phase, working with the local community to understand what young people in the area need to help them succeed, and what support is already available to them. A shared approach, with key measurements for success, and plans for shared infrastructure are then set out, alongside resources drawn from philanthropic foundations, public funding and local partners, in order to create long-term change.

Working with partners across education, children's and family services, and community and youth organisations, the programme delivers better outcomes for young people.

The Approach

The West Midlands Cradle to Career programme builds on the success of the original initiative launched in the Liverpool City Region, which was implemented in six of the area's most disadvantaged local authorities.

The pilot, delivered in North Birkenhead, achieved significant outcomes for young people by the end of its fourth year. The key outcomes were:

01 Education

A 15 month reading age gap has been closed across all 8-16 year olds. Reading age is the most predictive factor of education outcomes at GCSE and therefore a strong predictor of future earnings.

02 Early years

The community has gone from being the worst in Wirral for the 30hrs early years childcare offer take up to the best.

03 Social Care

A localised multidisciplinary approach to children and family services has led to a 90% fall in the number of children in care or on the edge of care in that time.

04 Crime

A more collective and comprehensive youth offer has led to a significant fall in Anti Social Behaviour.