

North Birkenhead, Cradle to Career Launch

Graeme Duncan, Chief Executive

“As we emerge from what has been a challenging year for everyone, we are pleased to have so much good news to communicate. This term’s newsletter covers the launch of North Birkenhead Cradle to Career; a desire expressed by local stakeholders in Blackpool to expand our programme to reduce NEET; and the benefits of the reading resilience embedded by the KS3 Literacy project. We also give an update on a new venture that we are supporting, The Centre for Place-Based Transformation.

We are so grateful for all the support we have received over the past 12 months and are looking forward to being back out in the communities we work with and continuing to support the fantastic work being done to make sure that every child and young person has the opportunity to succeed.”



North Birkenhead

The North Birkenhead Cradle to Career (C2C) programme is proud to celebrate its official launch on the 25th of May, with a mural competition, a celebration of local history, and the launch of the Community Seed Fund. All three are initiatives of the C2C community group, as part of their #OurNorthEnd campaign to boost local pride and support locally-grown projects.

A Liverpool-based artist, Paul Curtis, has been chosen to design a mural of a popular local celebrity to be voted on by residents. Paul specialises in street art and large murals and has created more than 150 public pieces, largely in Liverpool and Wirral, including the iconic “For All Liverpool’s Liver Birds,” a popular photo spot for tourists and locals.

As part of the launch celebrations, a time-line of the local history has also been commissioned by the artist Joseph Venning to be displayed at the St James Centre, where the Cradle to Career team and the community support team will be based.

The Cradle to Career programme is supported by core partners Steve Morgan Foundation, Shine UBS Optimus Foundation and Wirral Council.



Joseph Venning's design for a local history mural in Birkenhead (image courtesy of artist)

Blackpool - NEET Prevention, Pathways for All

“Our local schools are feeding back concerns over the rising numbers of young people being at risk of NEET on leaving school. This makes it crucial that the Pathways For All NEET prevention programme does not just continue to evolve but ideally is scaled up to support the increasing demand from young people and becomes a key component of the town’s NEET strategy.”

Graham Cowley, Chair of the Blackpool Opportunity Area Partnership Board

The Pathways for All programme brings a tailored, coordinated approach to keeping at-risk young people in education, employment or training. Following a successful pilot, in which NEET rates for the target cohort were halved, the programme is now seeing demand for expansion from stakeholders across the town. We are thrilled to announce that Blackpool Council and the Opportunity Area are keen to work closely with Right to Succeed to scale the programme over the coming year, which will be a foundation year for the town’s 10-year Education Strategy.

We are grateful to Dulverton Trust and Porticus for their generous support of the start-up phase of this project, and we look forward to continuing to work closely with our funders and with key stakeholders including the town’s pupil referral unit, Educational Diversity, to support children and young people from falling out of education or employment.

If you would like to find out more about our work with young people at risk of becoming NEET, please get in touch with Cath Murray, catherinemurray@righttosucceed.org.uk

KS3 Literacy Project



Image courtesy of Blackpool's pupil referral unit, Educational Diversity

“To be part of place-based change was really important. I wanted my colleagues to be invested and to see the whole-town picture. Historically, the school might have been an underdog, but we could make meaningful changes.”

Bernadette Kaye, Assistant Headteacher at South Shore School in, *Words of Encouragement: Reading resilience during the pandemic*

The positive impact of the KS3 Literacy Programme is being felt and seen in Blackpool. The community literacy project initiative, which is managed by Right to Succeed, aims to improve literacy across seven secondary schools and one pupil referral unit (PRU) in Blackpool, thereby addressing the low reading abilities of many 11- to 14-year-olds in one of the most deprived towns in the country. Launched only two-and-a-half years ago, the programme, which takes a collective approach to sharing data and best practice across the town, has already seen fantastic results.

This success has been recognised in GL Assessment's recently published report: *Words of Encouragement: Reading resilience during the pandemic*. The report focuses heavily on the experience of teachers involved in the KS3 Literacy programme and the benefits of a community-wide, collective approach.

To find out more, you can request free copy of the report here: [Words of Encouragement: Reading resilience during the pandemic](#)

Centre for Place-Based Transformation

The Project Place working group, supported by Right to Succeed, has spent the past 18 months completing a literature review and holding strategic discussions with key practitioners, to inform their proposal for a new Centre for Place-Based Transformation.

Their report, due to be published shortly, will propose a Centre with three key functions:

Enable – Bring together the skills, resources and connections to enable continuous learning for places, through peer learning, coaching and a learning platform.

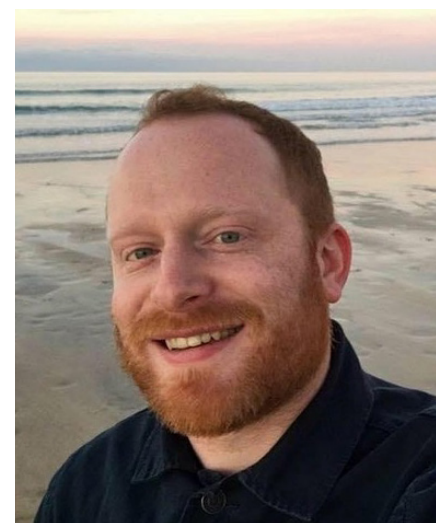
Inform – Curate a network of knowledge and resources, connecting practitioners to sources of expertise, and developing research and evidence bases for place-based working in the UK.

Influence – Work closely with funders and policymakers, sharing learning, advocating for places, and shaping the environment that makes place-based change successful.

If you would like to receive a copy of the report on publication, or find out more about the plans, please do get in touch.

Team member profile - Tim Wright, Programme Manager, Blackpool
For 20 years Tim Wright has worked across various education and outreach settings including primary and secondary schools as well as further education. Tim comes to Right to Succeed having recently managed a flagship, region-wide schools outreach and careers event programme promoting widening participation in the STEM sectors.

“I am passionate about creating networks, widening horizons and facilitating opportunities to identify and develop potential in young people. I thrive on the challenge of instigating and developing mutually reciprocal relationships to achieve that aim and look forward to doing so with Right to Succeed's work in Blackpool.”



With thanks from everyone at Right to Succeed