

COMMUNITY ENGAGEMENT

Preventing Social Deprivation through educating children by young Enterprise in UK

Assessment 1

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Module code LCBB4002

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Introduction

Community management had dealt with the core issues which are faced by the community. The stakeholders as well as the local bodies would collaborate in their activities and operations which would bring about better sustainability of the economic and the social functioning of the community (Lo, *et al.*, 2021). It is through close participation of the individuals that the challenging situations faced by the youth of the community can be addressed through personal involvement and professional practices so as to advance in the scope of operations successfully.

Young Enterprise in UK is a national charitable organisation which seeks to protect the youth of the community and show them the right path towards their subsequent progression. Further, the communities in UK encounter several problems like insecurity, crime, social deprivation, lack of recreation as well as discriminatory practices which poses greater harm in social as well as productive economic development (Fearon, *et al.*, 2021). Therefore the ultimate mission of Young Enterprise has been directed towards uplifting the career of the children in UK by enabling them to use their competencies as well as potentialities in advancing in their academic career. The organisation had set its firm roots into the idea that education would be accessible to the children and the younger individuals so that they are able to acquire knowledge and become established individuals within the community. The advancement of their personal skills and talented creativity is strengthened through the educational opportunities which are provided to these children of the community through enterprise education (Wilde and Leonard, 2018). Thus the UK based project had been setting its ultimate goal into making the children confident of their abilities and enabling them to get equipped so as to face the challenging circumstances and yet benefit themselves from these opportunities which would then up newer ways towards a successful life.

Body

Practices of the Young Enterprise based on community engagement principles

Young Enterprise in UK is concerned with the consequent eradication of the social deprivation which drives the children from receiving educational opportunities and other

discriminatory practices through the individual differences (Jaffee, *et al.*, 2018). Thus the organisation seeks to promote enterprise education to frame the mindset of the learners into using these opportunities to advance their skills and abilities. Further the benefits of stakeholder's participation are directed towards financial education which can manage their behaviour to negate any attitude related to crimes as well as practicing of injustices. However their mission has been concerned with promoting emotional management of the children to interpret real life situations through their abilities of decision making. The programme is highly effective in reducing chances of unemployment among the youth. They are also involved in developing the potentials of the generation so as to ensure a sustainable future resulting in economic prosperity. Young Enterprise work in collaboration with varied schools as well as universities so as to provide educational opportunities to all the children inclusively (Doyle, 2020). They are highly committed to their ultimate goal of supporting the deprived communities in England as well as Wales. It has been estimated that Young Enterprise has been successful in ensuring better partnership which bring about involvement of about 4 lakh 82 thousands youth so as to empower them and build upon their capabilities to engage in entrepreneurial careers.

Determining the relationship between the stakeholders and Young Enterprise

The Young Enterprise in UK has strengthened its relationship with the stakeholders and they work with schools and government. The stakeholders are able to build upon their relationship with the young children which enabled them to acquire better ideas through real life learning and they followed the principle of practice by doing which had resulted in advancement of academic achievements successfully. Money as well as employer management had been their key responsibilities so as to make them aspire towards a productive career opportunity. The social enterprise has been able to advance its mission through a closer collaboration with the government who had been concerned with equipping young individuals to develop an awareness about the importance of education that would make them independent in future to assert their identity on their professional careers (Brentnall and Culkin, 2018). The secretariat has been engaged in exploring the role of financial education and promoting better understanding among the young people by instilling them with the knowledge. The relationships of the stakeholders with the ministers in the government had enabled them to outline the scope of their functioning that would meet the needs of the young people by

providing them with equal opportunities and raise in protest against the deprivation of social justice and job opportunities that would make the community a far better place to thrive devoid of the crime, injustices, prejudiced attitude (Lancaster and Malcolm, 2018). These stakeholders have been thoroughly concerned with the developing the problem solving abilities of the young children and it has been further reported the availability of jobs in UK had raised to 30% thus ensuring better sustainability of the economy.

Use of social media platforms to outreach the project of Young Enterprise

Social media platform has been an effective strategy to widen the scope of operation of the Young Enterprise in UK. The creative thinking as well as the advancement of the professional practices of the young learners have been ensured through the project to uplift the prevalent existing conditions of the community. It has been using several social media platform like Facebook, Instagram, LinkedIn, as well as Twitter to make the youth aware of the opportunities which they are providing with respect to education. It has been able to convey its message of being a trusted community programme that seeks to collaborate with the teachers, volunteers, government, influencers with the sole objective of sustaining the economic as well as social progression of the community (Danson, *et al.*, 2021). The advertisements used by Young Enterprise had been attractive for the young children and it grabbed their attention into the deliverance of financial education in the community. Further the youth aged between 11 to 25 years are able to download the application across England as well as North Ireland to direct them of the career opportunities. The use of websites have been efficient in determining their annual reports recoding the achievements and it has been a source of outreaching the youth in UK so as to gain proper mastery on their interpersonal skills and advancement of their knowledge to change the world and pose themselves as the role models through better community participation (Wilde and Leonard, 2018).

Community participation, collaboration, socio-cultural integration and multiculturalism

Young Enterprise in UK which was developed in 1963 became a global organisation which had been embracing multicultural young adults to provide them with the best opportunities of financial education and seeks to provide scope for employment without being concerned with

the individual differences or their position within the society. Further the charity programme is widely engaged in corporate partnerships which would seek to bring about developmental programs for the children to ensure better educational opportunities to them (Lee, *et al.*, 2019). They are concerned with a long term partnership collaboration so as to ensure better community participation without bothering on the varied cultural backgrounds to which they belong. UK Enterprise strives to meet the CSR objectives through recruiting skilled young people who would be responsible enough to fulfil the organisational responsibilities. They provide volunteering opportunities to their employees as they are solely involved in showcasing the potentialities of the children in UK and more them better scope of progression through education. They have been quite flexible in incorporating diversity as well as inclusion in their working strategies by coordinating with the multi- cultural partners all over the globe which had led to creation of brand awareness to generate community awareness. Further the educational opportunities which they provide are equally applicable to all the children irrespective of their cultural background which brings about better integration of varied cultural groups (Parkhouse, *et al.*, 2019). Their financial education is directed towards programs like *Young Money Challenge* which would seek to offer resources as well as effective training facilities to the children inclusively that would boost up their level of confidence and value each individual's preferences of greater aspirations that they harbour in themselves. The community children are directed towards greater scope for developing their future career which do not make them a victim of the societal evils like discrimination of the basis of their caste, creed, religion, race but provides them with a golden opportunity to showcase their talent as well as secure a future for their productive learning scope. Young Enterprise in UK has been quite promising to provide at least one million opportunities to the children through greater collaboration among the individual staffs who would try their level best to deliver a far advanced performance to fulfil their targets positively and work for this productive mission of creating job perspectives for the young learners (Karacabey, *et al.*, 2019).

Internal and external factors that influence community development

Community engagement practitioners are responsible to foster a wider looking approach that would seek to evolve their mission and mind set of improving the conditions of the society which is prevalent. The existing condition seeks to inhibit the creative competencies of the

children in some way or the other. Therefore charitable organisations like Young Enterprise would be highly effective to base their future strategy of investing about sixteen million pounds that would secure the lives of many children through their diversified and inclusive educational targets through partnerships. The Young Enterprise would be in a way an eye opener for the people of the community to determine the factors which are responsible for the considerable development of their society so as to ensure better sustainable future and make the society highly productive to encounter future challenges. This can be fostered through the power of education that would eliminate the illiterates within the society and make the community worth living with their proper reasoning faculty to look into the practical problems and devise the solutions on their own. The community is affected by the human elements who are the internal factors to bring about strengthening of relationships among one another irrespective of their cultural differences. Further the availability of the resources within the community can be regulated through the improvement of the financial status of the society. This is interrelated with the smooth availability of job opportunities which would be possible through education by strengthening of own skills and competencies (Andrews,*et al.*, 2020). The environmental factors which would be the external ones are to be taken into consideration to foster development of the community through a conjoint functioning of the individuals present in it who would be guided by a thorough understanding to perform productively. This education of the community would be significant to enable them to develop their base knowledge about the reasons which can affect their overall well-being. Thus organisations in UK like the Young Enterprise are determined with a positive approach to develop skilled staffs and promote customer satisfaction through their services (Chrysikosand Catterall, 2020). They would be advancing in their ultimate mission of educating the youth of the community who would be the pillars of success in the near future.

Conclusion

Improvement of community engagement is directed by modification of the mind- set of the people living in the community. It is their approach who needs to be changed through education that would prevent the community from the practice of social evils and discriminatory practices. This report seeks to establish the case of Young Enterprise in UK which has been quite determined in its approach to promote employment opportunities to the young children that would enable them to shape their minds into productive purposes as well

as strengthen their inherent skills. Also, it can be concluded that this charitable organisation in UK has been able to shun the community of its evil practices and sense of beliefs by promoting multi culturalism that would bring about collaboration and coordination among the youth from a very young age (Willett and Cruxon, 2019). Further they have been advancing in all spheres along with the use of social media platforms to generate a wider customer base and promote community management. It is recommendable that Young Enterprise can impart training programs to its employees and staffs so as to ensure their professional progression and make them quite competent in warding off any evils from the community. The practitioners would be able to spread the awareness of the various factors that can affect the living of the individuals within the community and instead build upon their collaborative approach for educating the children who would be the pillars of success and ensure better achievement in all fields of study.

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