Poverty may be overlooked in the UK, because it is a developed country. But behind the substantially great image known to the world, problems still affect the country under the covers - poverty being a crucial one.

Poverty is a stage many people can fall into. From failing in one's personal work field, their work skills not meeting today's standards; because it is mostly technology based and even inequality can cause big effects to one's life.

Society has created an image that people must live up to, to qualify for a good paying job. The image of yourself, how you look, how you dress, how you act impacts on how society will allow you to deserve a good job. Yes, these features, your personality and work ethics have a role on acceptance to a job, but even coming in a non-suit and tie for an office position, not shaving your beard, cutting your hair, wearing makeup - not looking presentable and up to societies ideal image, can make you fail, nothing being your fault. Regardless of if you have skills beyond what the company you desire to get into needs.

Joseph Rowey, a knowledgeable man from the UK has created the JRF charity group, aiming to solve as much of the UK's poverty as he and his community can. How he sees poverty is a great way in defining how poverty is in the UK. He quotes; ***'Poverty affects millions of people in the UK. Poverty means not being able to heat your home, pay your rent, or buy the essentials for your children. It means waking up every day facing insecurity, uncertainty, and impossible decisions about money. It means facing marginalisation – and even discrimination – because of your financial circumstances. The constant stress it causes can lead to problems that deprive people of the chance to play a full part in society.'***

Highlighting the section where he quotes, 'facing discrimination-because of your financial circumstances' Just proves how society can label you, and group you into something that lessens your chances of finding a good job or even reaching a chance of getting a new job.

Design thinking is a strategy many businesses go through to develop their company in the successful companies they are today, maybe not even knowing they are going through the process. The Design thinking process is Empathy, ideate, Prototype and test. Big companies today such as Apple, have used this strategy. Steve jobs, who created apple first thought of what society needs, and empathised with the need for a device where you can communicate with others. He then had an idea, to create a flat screen device, where it has

buttons installed into the software instead of there being actual buttons. After creating many prototypes to see if this idea would work, he had to run tests. After dedicated working time, a strong will and mindset to revolutionize; he presented the world with the first ever flat screen phone - the iPhone.

As the U. K had set out laws that medical treatment and fees would be free, of course still paying taxes; they have Newley introduced in England that there will be payments due if you need treatments medically. The world has become so desperate for money and many people are beginning to live in caution, fear and rationality – the enjoyment of life has become to just surviving. Today, everyone is struggling.

When the U.K separated from the E.U impacted the financial coming massively, that was just the start of the down tumble for the finances for the country, whole.

The war between Ukraine and Russia has massively impacted the U. K's economics and petrol shortages. September 2021 the Whole of the U. K went into a petrol crisis, Petrol raised to substantial expenses, from being 87p in 2019, to £1.41 in 2023.

During the pandemic, poverty struck as if it was the plague. People upon people were affected with shortages of all things and struggled to even find essentials. During the pandemic most children were affected with 27.1% in poverty. Child poverty increased in number during 2020-2022 mostly because caring for a child was an extra battle for a parent with low income and left children in shelters and maybe even on the streets. These levels of poverty were mostly found in large cities such as London, Birmingham and Manchester.

During covid many students worked to provide themselves financially for their education and general living, covid out runed many businesses, therefore part-time students were left hopeless and stressed for providing for their living circumstances. This was damaging for so many students. These young adults fell into a state of mind that deprived them into depression.

College students and sixth formers who were about to get into university, had to receive rejection forms from good unis because their 'grades where not good enough.' This was unfair, because to make every student have a fair, equal chance into getting a good education, The academic board changed many student test scores to 'even' out the plate and allow more students to

get into Uni’s. We can predict that this may have been a strategy to gain more funds into the U. K’s economics.

All these situations have led to the U. K’s state today. Everything that we do, society does to the world has an impact on everyone's lives, even the richest and highest status countries. All these challenges are created by society, and society must deal with it too. Poverty is inflicted on so many people, and every day more and more people fall into poverty.

It is hard for many people who are labelled as poor, to get back on their feet and start working without feeling insecure, without feeling belittled.

Society has a big impact because of its ideal types of people that is wanted, and once people cannot live up to those standards, or try and then fail, they become a laughingstock. This is unfair, and unjust which just shows how inequality affects so many people. And how poverty does not just affect third world countries, but all countries, all of us.