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NAME : MAGNUS AMADI

STUDENT I.D. 1921681

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LECTURER : DR LAILA SURANI

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## **INTRODUCTION- CHILD POVERTY**

### **Definition of community development**

A method by which organisations assist members of a community in recognizing problems that are crucial to them and in taking action as a group.

(Australia Institute of Family Studies , 2017).

### **Definition of poverty**

Poverty is defined as amount of individual households living with income less than 60% of the national median wage (Joseph Rowntree Foundation, 2009).

# CHILD POVERTY PREVELANCE AND LIFE EXPECTANCY TOWER HAMLETS

- In the UK, child poverty rank highest in Tower Hamlets.
- In 2019/20 child poverty rate was 56% after housing cost is considered.
- Between 2014/15 to 2019/20 around 6000 more children fell into poverty.
- In Tower Hamlets, 49% of children living in poverty lives in a single parent household, while 51% lives in a house hold with both parents.
- Life expectancy at birth for male (79.3 years ) while female is (83.2 years).

(HM Revenue and Customs, 2018; Towers Hamlets Council 2021b; Tower Hamlets Council 2020).

## DEMOGRAPHY OF TOWER HAMLETS.

**POPULATION** - 310 000. (52.1% male) and (47.9% female).

**ETHNICITY** – Asian (44.4%), White (39.4%), Black (7.3%), Mixed (5%), Others, (5.0%).

**RELIGION** – Christians (22.3%), Buddhist (1%), Hindu (2.0%), Jewish (0.4%), Muslims (39.9%)  
Sikh (0.3%), Other (34.0%).

(Office for National Statistics, 2021).

# EXISTING MEANS OF COMMUNICATION

Local actions carried out by Tower Hamlets Council to support low income house holds includes

- 100% cut in council tax for lower income families
- Around 19 000 primary school children benefitted from the council school free meals
- Inhabitants impacted by welfare reforms received assistance from poverty tackling fund
- in order to provide children with best start in life all child facilities remained opened.
- Residents were communicated with using advertisements, leaflets, websites, internet and social media sites such as YouTube, Twitter and Facebook. (Tower Hamlets Council, 2021b)

# EXISTING DIGITAL MEDIA AND COMMUNICATION

- Digital software called “LIFT” gathers data about, income , pension, tax credits etc and disburses fund to low income families without residents requiring to filling in application form.
- websites, leaflets, advertisement, internets and social media such as Twitter, Face book, YouTube are digital tools used in communicating information to the residents

(Policy in practice, 2022).

## **CURRENT LEGISLATION AND POLICY**

Childcare Act 2016 – children aged 3 and 4 living in families where both parents are working, the Act increases the number of hours of free childcare to thirty more than 38 weeks in a year.

Child Poverty Strategy 2014 -2017- This act tends to eradicate root causes and generational poverty by

Increasing the income of low income families through raising minimum wage and tax allowances as well as assisting them find employment.

Jobcentre Plus in order to assist unemployed families offers help through Help to work scheme, Work Programme and flexible support.

(HM Government, 2014; Local Government Association, 2016).

# RECOMMENDATIONS

- Early financial intervention – assisting low income families through raising their income, lowering the cost of living as well as assisting families struggling with financial debt and homelessness.
  - Employments and skills – assisting families combat the issue of low pay, offering skills and training assisting them find employment by the council and it partner organisations.
  - Assisting children from low in come household with the same opportunities as other children as well as assisting them in getting off to a good start in life through the support of the council and it partner organisations.
- (Tower Hamlets Councils, 2021a).

# CONCLUSION

- Partner organisations, governments and stake holders should play active role in child poverty alleviation in creating better future for children.

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