

Assessment 1

Community Development Project

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Community Care and Development

Module Code:BMHP6022

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Submission Date: 5th April 2024;

2pm(UK time)



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Introduction to Merton Borough

- Tucked down in the centre of Southwest London, Merton Borough is a vibrant blend of suburban charm and urban vibrancy. (search.ebscohost.com, n.d.).
- For Merton, the community is more than just being close by; it is also about a deep-seated dedication to building bonds, caring for relationships, and enabling people to prosper in a constantly changing metropolitan environment. (Wikipedia Contributors, 2020c).
- Merton has a plethora of venues and chances for locals to interact, cooperate, and enhance the general well-being of their communities. (data.merton.gov.uk, n.d.).



High prevalence of joblessness in young people and the mental impact of the young people in the community of Merton Borough.

Financial difficulties :

- Merton Borough has fewer work chances because of industrial changes, economic downturns, and competition for entry-level positions, especially for young people. (Mind, 2023).

Educational Barriers:

- Inability to access suitable education and training programs for the regional workforce demands. (www.mind.org.uk, n.d.).

Unequal Structure:

- Disproportionate effects of unemployment on underprivileged groups in Merton Borough, such as members of low-income households, people of colour, and Black, Asian, and Minority Ethnic (BAME) population.(NHS, 2021)



The Digital Divide:

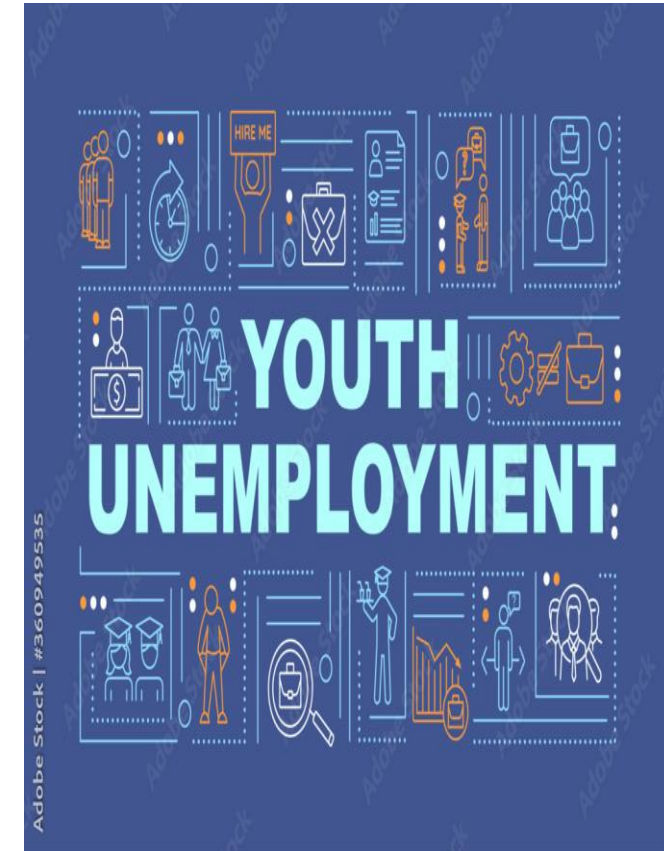
- Disparities in young people's access to technology and digital literacy make it harder for them to compete in a job economy increasingly driven by technology. (Rawlings, 2020).

Anxiety and Stress:

- Future uncertainty and unstable finances cause young individuals without jobs to experience elevated levels of stress and anxiety. (Kim, Oh and Rajaguru, 2022).

Poor confidence and self-esteem:

- The detrimental effect on confidence and self-worth limits young people's capacity to take advantage of opportunities and participate in their communities. (Youth Employment UK, 2022).



Hopelessness and Depression:

- Chronic despondency and depression brought on by extended unemployment and a sense of unmet potential.(Tapper, 2024).

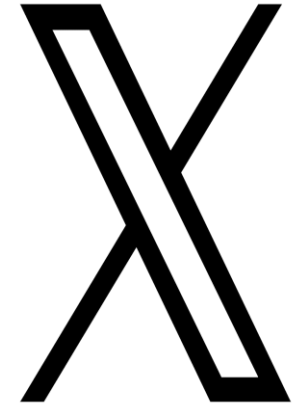
Effect on Interpersonal Relationships:

- Ties with family and friends are strained due to the financial hardship and psychological suffering brought on by unemployment.(Merton.gov.uk, 2019).



Title of the Project:

Addressing Joblessness and the Impact on Mental Health among Young People in Merton Borough.



- Aim of the project:
 - The objective of tackling youth unemployment in Merton Borough is to comprehend the root causes, implications, and possible remedies for this urgent problem.
- High Unemployment Rates:
 - Merton Borough is confronted with issues about high joblessness rates among youth, namely in the 16–24 age range. Structural injustices, economic issues, and a lack of employment options exacerbate this problem. (Westberg et al., 2022).

SOCIAL MEDIA icon collection



- Educational achievement: The capacity of young people to find employment may be impacted by differences in educational achievement and access to training programmes. (www.bing.com, 2022f).
- Digital Skills Divide: In an increasingly technologically advanced world, differences in access to technology and digital literacy might make youth unemployment worse. (Chesters and Wyn, 2019).
- Improving employability requires closing the digital skills gap by offering training in digital technologies and using social media to promote educational sources. (www.ons.gov.uk, 2024).



Demographics

- Demographic Population: Merton Borough is one of the smaller boroughs in London in terms of population size, with about 200,000 residents. (www.citypopulation.de, n.d.).
- Ethnicity: A sizable fraction of Merton's population is a member of ethnic minority groups, demonstrating the city's well-known ethnic diversity. White British, Black British, Asian British (including communities of Indian, Pakistani, Bangladeshi, and Chinese people. (Varbes, n.d.).
- Religion: The most common religion is Christianity, which is represented by several Christian denominations, including Protestantism, Catholicism, and Anglicanism. (data.merton.gov.uk, n.d.).



- Cultural Diversity: Throughout the year, Merton has a plethora of lively festivals, community activities, and cultural festivities that showcase its diverse population. (www.ons.gov.uk, 2024b).

Unemployment-young people:

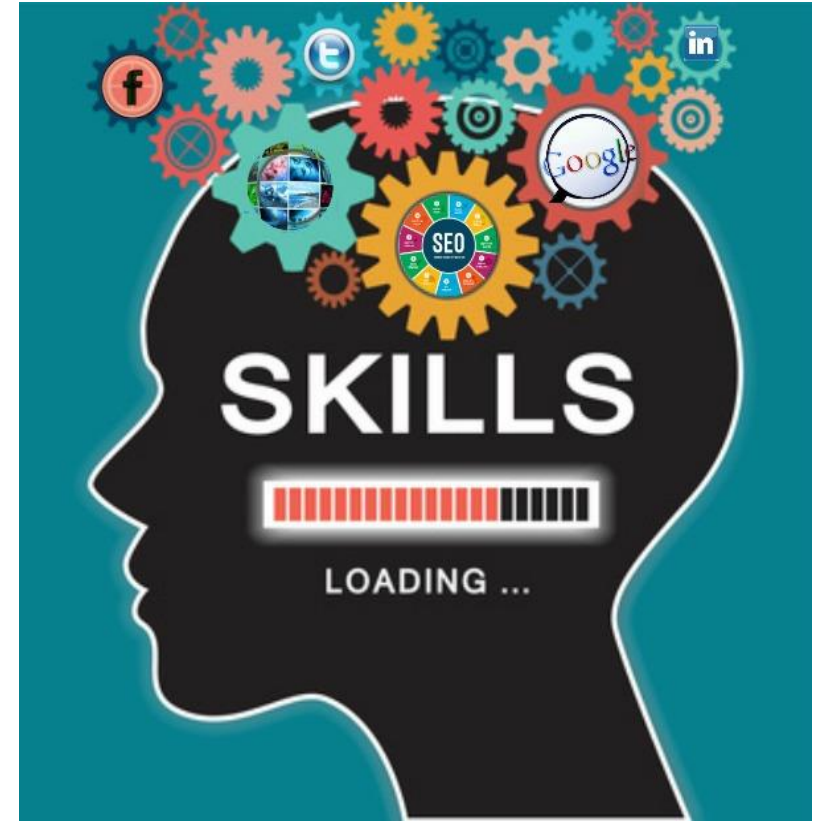
- Unemployment Rates: High unemployment rates, especially among young people, may present issues for Merton Council and many other local authorities. (Powell, Francis-Devine and Foley, 2020).
- Youth Unemployment: Young people frequently have more excellent unemployment rates than older people. Merton Council might need help meeting the unique requirements and obstacles that young people without jobs confront, such as a lack of work experience, a mismatch in skills, and restricted access to chances for training and education. (Wikipedia, 2024).

Digital Skills Divide:

- ✓ In an increasingly digital world, disparities in digital literacy and access to technology can exacerbate unemployment challenges. (www.tectraining.co.uk, n.d.).
- ✓ Merton Council may need to invest in initiatives to bridge the digital skills gap and ensure that residents have the necessary capabilities to thrive in the digital economy.

Digital Skills Training Programmes:

- ✓ Merton Council might work with nearby companies, training providers, and educational institutions to offer a variety of youth-focused digital skills training programmes. (www.merton.gov.uk, n.d.).



Online Platform Advertising (Twitter): Merton Council might use Twitter to reach many stakeholders and young people to promote these projects. The campaign could be set up like this:

- ❑ Engaging Hashtags: Include a particular hashtag in every tweet about the project to provide job possibilities and training programmes for digital skills. (Kenan, 2023),
- ❑ Educational Tweets: Provide links to the Merton Council website or an online registration form so interested parties can get additional information and register. (Merton Council Health and Wellbeing Board, 2023).

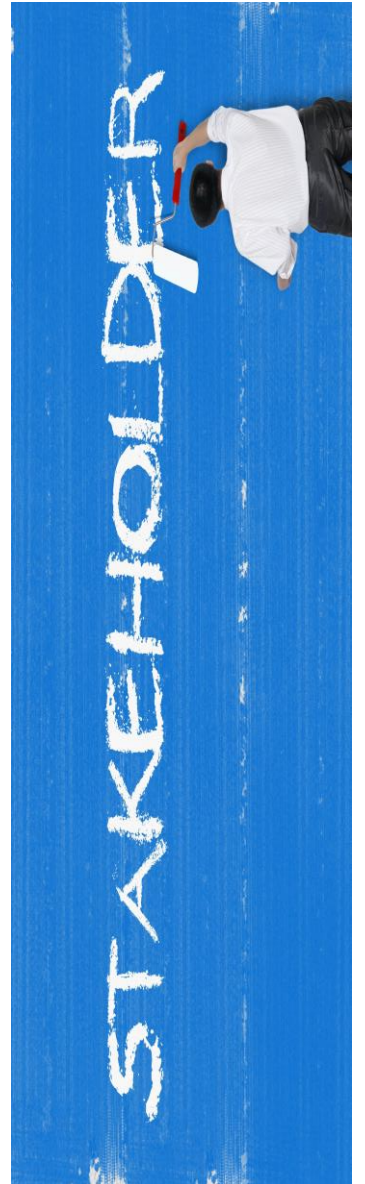


- ✓ Interactive Content: To address queries and offer insights into the training programmes.
- ✓ Host Twitter conversations, Q&A sessions, and live streaming with programme coordinators, trainers, and previous participants. (jobs.merton.gov.uk, n.d.).
- ✓ Call to Action: To raise awareness of the opportunities, ask young people to retweet, like, and share the tweets.
- ✓ Ensure to include a prominent call to action encouraging them to sign up for the online courses or contact Merton Council for more details. (www.bing.com, 2022b).



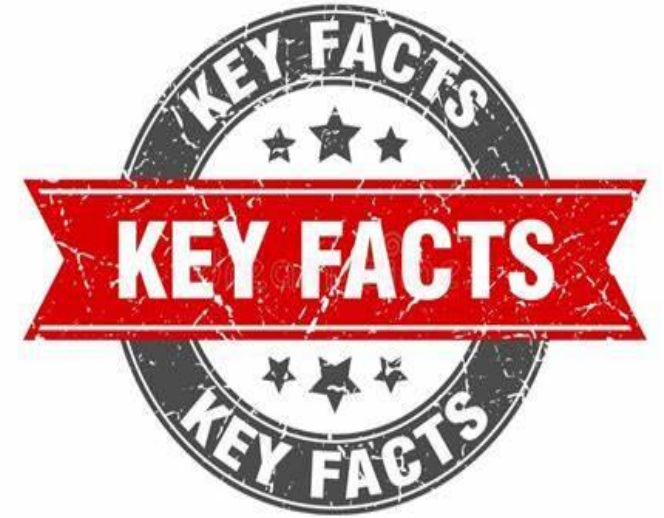
Stockholders:

- ✓ Merton Council: Merton Council, the borough's governing body, would lead the project and provide the programme with resources, finance, and strategic direction. (MacDonald et al., 2005).
- ✓ Local Academic Establishments: Merton Borough's colleges, universities, and schools would be crucial collaborators in providing courses on digital skills training. (www.educationandemployers.org, n.d.).
- ✓ Industry experts and providers of training: Programme participants may cooperate with outside training providers specialising in digital skill development to offer customised workshops and courses. (www.bing.com, 2022h).



Key Facts:

- Academic Achievement: In Merton Borough, between 60 and 70 per cent of people 16 years of age and older have at least Level 3 qualifications comparable to A-levels or occupational credentials. (www.merton.gov.uk, n.d.).
- Lack of a home: There were between 300 and 400 homeless households Merton Borough each year in the past.
- The makeup of the Household: In Merton Borough, 40–50% of homes are from private landlords or social housing providers, and the remaining 50–60% are owner-occupied.
- Population with Disability: Roughly 15% to 20% of Merton Borough's population is thought to report having a chronic illness or disability. (www.merton.gov.uk, n.d.)



Ethnicity

- White British: In Merton Borough, between 60 and 70 per cent of people identify as White British.
- Black British: The Black British community makes up about 10% to 15% of Merton Borough's population.
- Asian British: Approximately 15-20% of Merton Borough's population is Asian British, including those with South Asian ancestry. (www.ons.gov.uk, n.d.).



Needs of the young residents of Merton Borough.

- Educational
- Mental Health
- Employment
- Volunteers' opportunity for young adults

(mertonzb, 2021)



Policy and Legislations

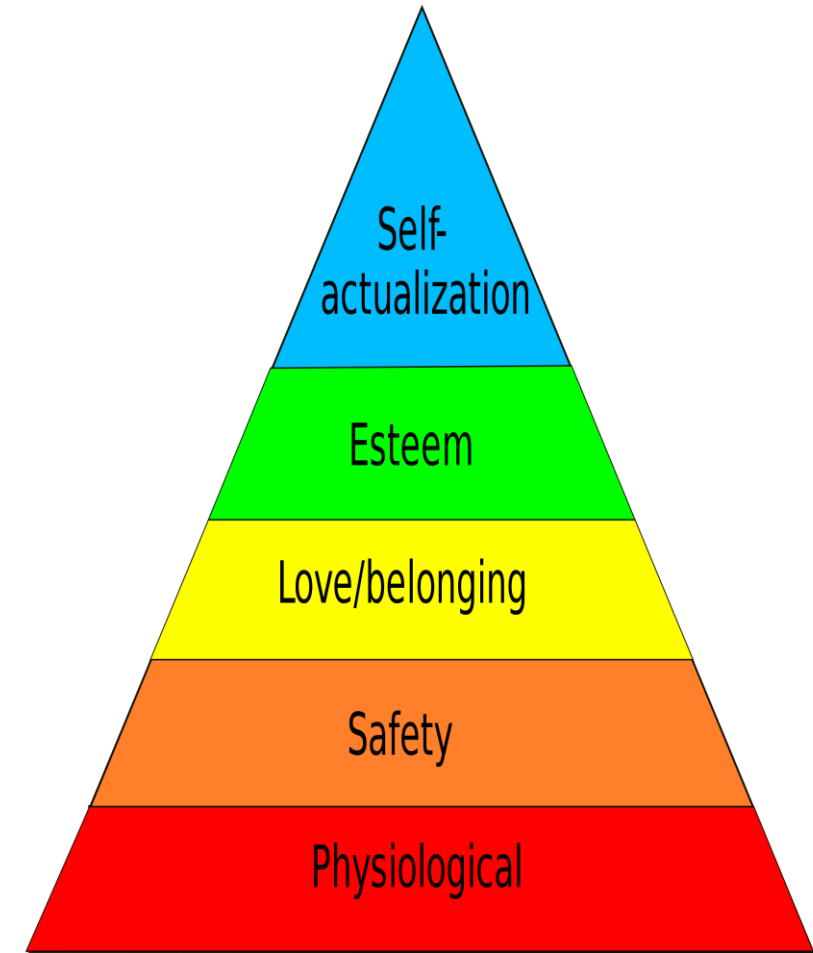
- Mental Health Act 1983.
- Human Rights Act 1998.
- The protection of Young Persons (Employment) Act, 1996.
- Education and Skills Act 2008.
- Apprenticeships, Skills, Children and Learning Act 2009.
- The Youth Contract.

(Abogado, 2023)

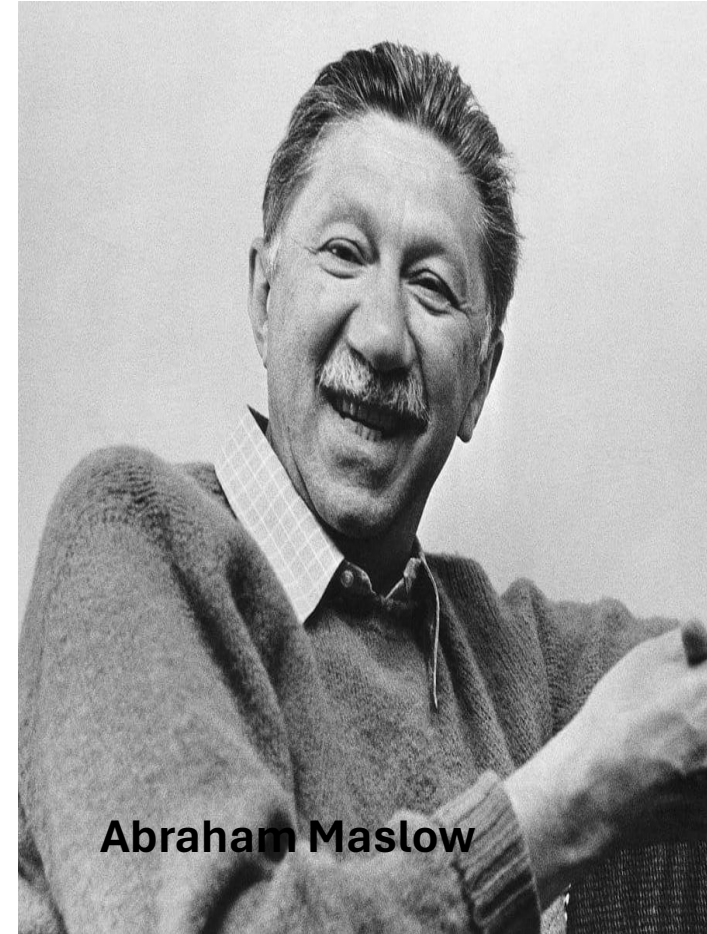


Abraham Maslow`s Hierarchy of needs.

- **Basic Needs:** People with jobs could struggle to provide for their fundamental physical requirements, like food and shelter.
- **Safety and Security:** The borough might provide services to help unemployed people find work, financial aid, or skill development to increase their employability and sense of security. (McLeod, 2024b)
- **Social Networks:** Jobless youth may feel alone and unwelcome in their surroundings. To assist them in creating social networks and support systems, the borough could host networking events, youth clubs, or community engagement programmes. (McLeod, 2024).



- **Self-Esteem:** Prolonged unemployment can impact people's confidence and sense of self-worth.
- Merton Borough may provide workshops, mentorship programmes, or counselling services to foster resilience, self-assurance, and the ability to achieve personal objectives. (UKEssays.com, 2018).
- **Self-Actualization:** Being unemployed might make it more difficult for people to reach their goals and realize their full potential.
- To help young people fulfil their potential, the borough might offer resources for business, education, professional development, or artistic endeavours. (Wikipedia Contributors, 2018).



Abraham Maslow

Conclusion

- Adopting a strategic strategy that prioritises participation, authenticity, and transparency is crucial to maximising the efficacy of social media in marketing job opportunities.
- This entails using user-generated testimonials, storytelling, and multimedia content to represent the employer brand and corporate culture accurately.
- Furthermore, developing online alliances and communities can increase outreach initiatives and establish cooperative networks to exchange knowledge and resources. (Ku, 2020).



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