TECH2503-17 Community Media Production

Lecture Seven: Urban Ecologies

	Introduction
001	**Principles of Community Development & Practice** "The development of actual practice will vary from community to community and from community worker to community worker. Each situation calls for a process of seeing how the important principles of community development can be applied within the specific local context" (Ife, 2013, p. 267).
002	**Foundational Principles**
003	**Valuing the Local**
004	**Process Principles & Global & Local Principles**
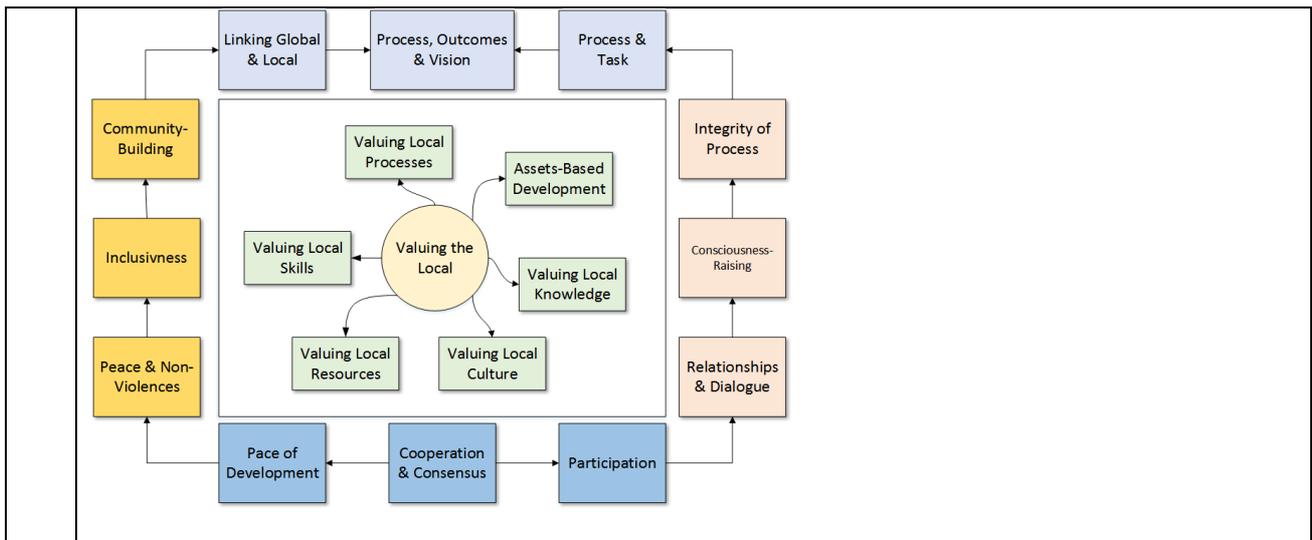
005	
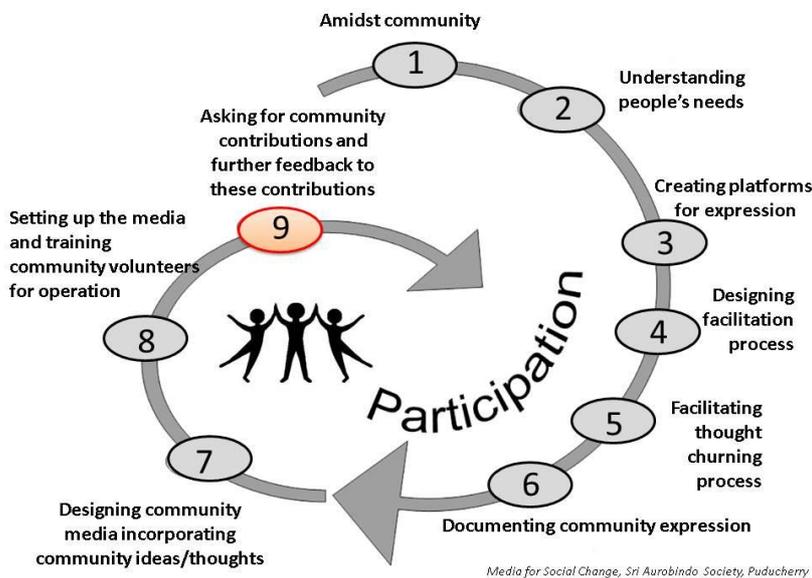
Media for Social Change, Sri Aurobindo Society, Puducherry

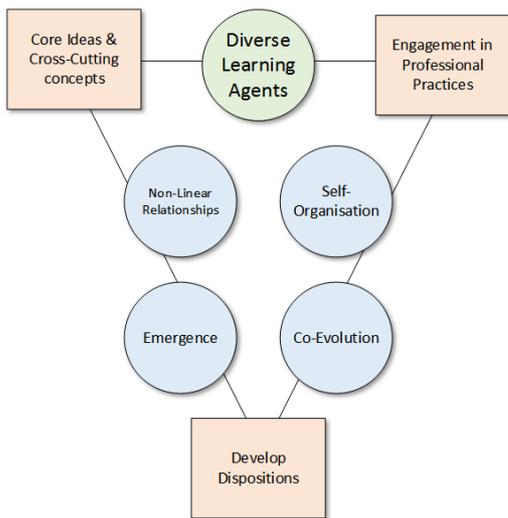https://mediaandpeople.wordpress.com/tag/community-media/

Table 3.1 Knowledge, Practices, and Dispositions for Sustainable Planning in and for CAS

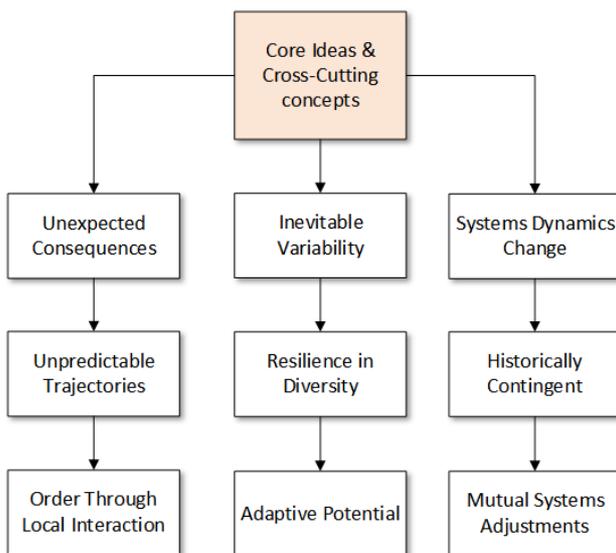|	Understanding Core Ideas and Cross-Cutting Concepts	Engage in Professional Practices	Develop Dispositions
Diverse Learning Agents	Variability is inevitable; diversity is a source of resilience and adaptive potential.	Create diverse teams; manage the social and task challenges associated with working in diverse teams.	Cultivate appreciation for diversity.
Nonlinear Relationships	Actions have unexpected consequences; expect surprise; systems have unpredictable trajectories.	Pay mindful attention, learn to learn instead of learn to know; develop relationships to deal with surprise.	Base your identity on your ability to deal with emergent futures rather than your expertise in solving yesterday's problems.

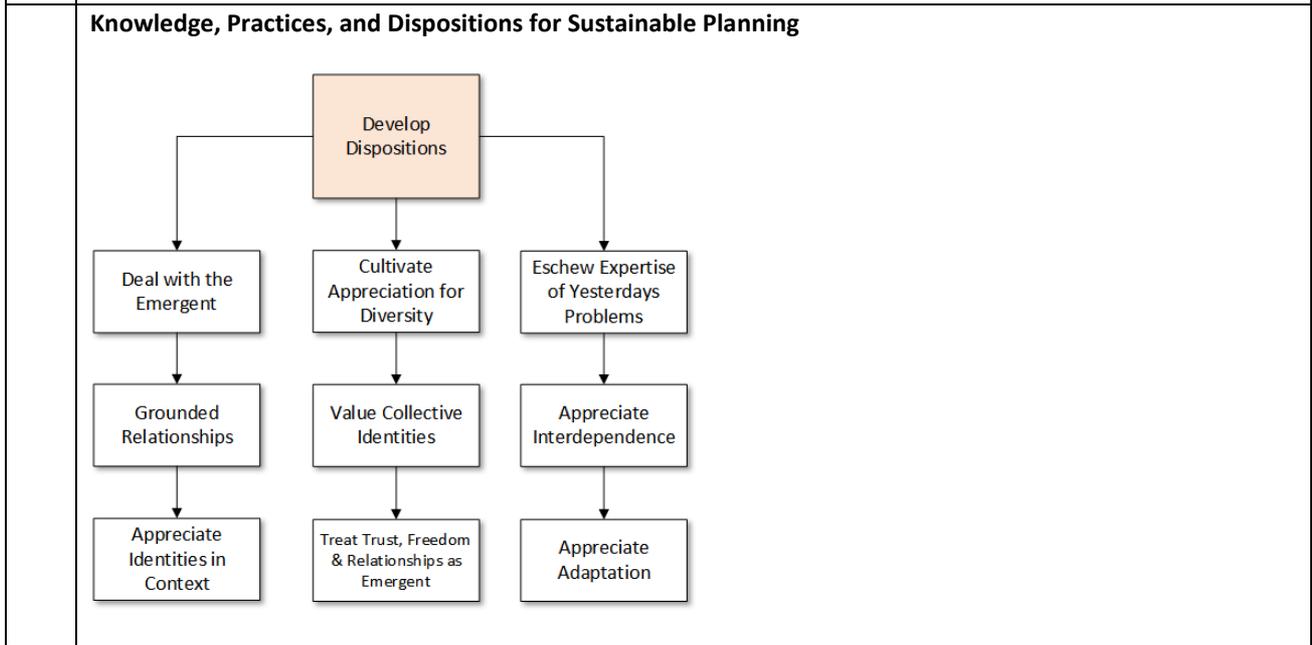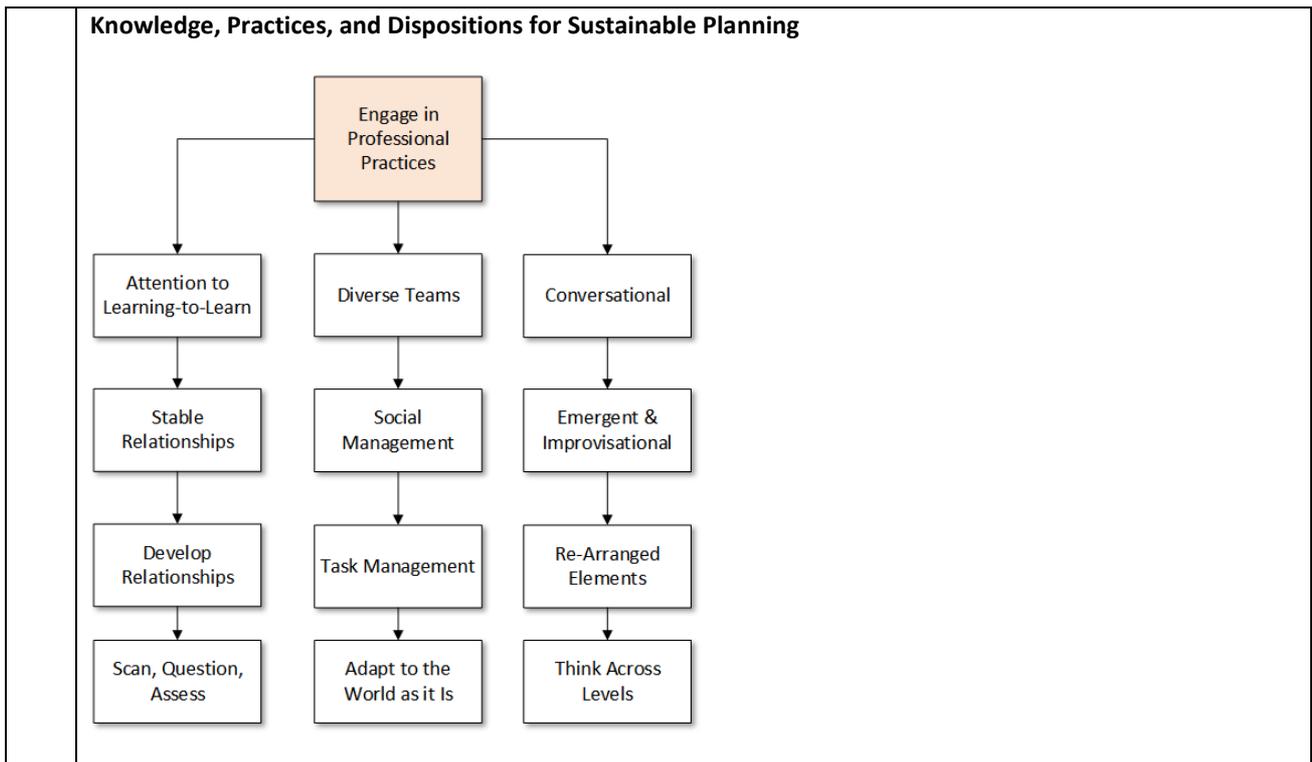|			
Self-Organisation	Order and structure are created through local interaction but may not be apparent at a local level.	Develop relationships (one's own and others'), treat conversation as collective improvisation with emergent insights.	Ground your identity in relationships and help others to do the same, appreciate identities in context.
Emergence	Systems' dynamics change over time and are history dependent.	Re-arrange spatial and temporal relationships to allow the possibility of new elements and new systems.	Value collective identities and help others do the same; treat trust, freedom, and relationships as emergent.
Co-Evolution	Systems of systems make mutual adjustments.	Adapt to the world as the world is adapting to you; scan question, assess; think across levels.	Appreciate interdependence and surprises; they are the essence of CAS in which we live.

(Lanham, Jordan, & Jr, 2016, p. 58)

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007   **Knowledge, Practices, and Dispositions for Sustainable Planning**

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008   **Knowledge, Practices, and Dispositions for Sustainable Planning**

Knowledge, Practices, and Dispositions for Sustainable Planning

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                    │   Engage in      │
                    │   Professional   │
                    │   Practices      │
                    └──────────────────┘
         ┌──────────────────┼──────────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│  Attention to    │ │  Diverse Teams   │ │  Conversational  │
│ Learning-to-Learn│ │                  │ │                  │
└──────────────────┘ └──────────────────┘ └──────────────────┘
         │                    │                    │
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│     Stable       │ │     Social       │ │   Emergent &     │
│  Relationships   │ │   Management     │ │  Improvisational │
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┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│    Develop       │ │ Task Management  │ │   Re-Arranged    │
│  Relationships   │ │                  │ │    Elements      │
└──────────────────┘ └──────────────────┘ └──────────────────┘
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┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ Scan, Question,  │ │  Adapt to the    │ │   Think Across   │
│    Assess        │ │  World as it Is  │ │     Levels       │
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Knowledge, Practices, and Dispositions for Sustainable Planning

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                    ┌──────────────────┐
                    │    Develop       │
                    │  Dispositions    │
                    └──────────────────┘
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┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│  Deal with the   │ │   Cultivate      │ │ Eschew Expertise │
│    Emergent      │ │ Appreciation for │ │  of Yesterdays   │
│                  │ │    Diversity     │ │    Problems      │
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         │                    │                    │
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│    Grounded      │ │ Value Collective │ │    Appreciate    │
│  Relationships   │ │    Identities    │ │  Interdependence │
└──────────────────┘ └──────────────────┘ └──────────────────┘
         │                    │                    │
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│   Appreciate     │ │Treat Trust,Freedom│ │   Appreciate    │
│  Identities in   │ │& Relationships as │ │   Adaptation    │
│    Context       │ │    Emergent       │ │                 │
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009	**Poverty in Leicester** People in Leicester are officially the poorest in the UK according to a report by the Office for National Statistics. The study looked at gross disposable household income (GDHI), which is the amount of money individuals have available for spending or saving once bills, rent, mortgages and other out-goings are paid. The ONS published its report today and found that the average GDHI for people in the city of Leicester was £11,739. Top of the list was Westminster. http://www.leicestermercury.co.uk/people-leicester-poorest-country-national-report/story-26583767-detail/story.html
010	**Food Banks** Leicester Child Poverty Commission - Update on the Commission's Recommendations, March 2015

	There are currently 31foodbanks operating in Leicester. In 2012 there were 12. Foodbanks operate with different supply chain models; some rely on FareShare supplies exclusively, some operate with a combination of FareShare supplies and other donated supplies and some operate with donations and supplies from supermarkets. It is calculated that around 3,400 food parcels are distributed from the city's foodbanks each week. The most common reasons for foodbank referrals in Leicester are benefit changes, benefit delays and low income and budgeting problems. https://www.leicester.gov.uk/media/179784/child-poverty-update-paper-march-2015.pdf
011	**Child Poverty** Leicester is among the 10 worst areas for child poverty in the UK with more than 26,500 city children living below the poverty line. The End Child Poverty campaign says nearly 40 per cent children in the city are classed as being in poverty.http://www.leicestermercury.co.uk/leicester-slips-uk-s-10-areas-highest-child/story-23180183-detail/story.html **End Child Poverty** End Child Poverty has published new figures (November 2016) on the level of child poverty in each constituency, local authority and ward in the UK. http://www.endchildpoverty.org.uk/poverty-in-your-area-2016/

012	**Local Authority Breakdown**
	Save the Children issues new research which "reveals the number of children living in deepest poverty remains unacceptably high at 1.6 million." Save the Children has provided a local authority breakdown of the figures, detailing the top ten authority areas with the highest levels of severe child poverty:
	    1) Manchester 27%
	    2) Tower Hamlets 27%
	    3) Newham 25%
	    4) Leicester 24%
	    5) Westminster 24%
	    6) Nottingham 23%
	    7) Liverpool 23%
	    8) Birmingham 23%
	    9) Blackpool 22%
	    10) Hackney 22%
	http://www.charity-link.org/one-in-five-children-are-living-in-poverty-in-leicester
	
	UK's social mobility problem holding back Thatcher generation, says report
	Commission says those born in the 1980s are the first to not start their careers with higher incomes than their parents. The generation that grew up under Margaret Thatcher were the first to start with lower incomes than their parents and have endured an increasingly divided Britain, according to the government's social mobility commission. Its annual "state of the nation" report published on Wednesday morning found that "Britain has a deep social mobility problem which is getting worse for an entire generation of young people". According to the commission, established by David Cameron as prime minister, those born in the 1980s are the first cohort since the second world war to not start their careers with higher incomes than their parents and immediate predecessors. https://www.theguardian.com/education/2016/nov/16/uks-social-mobility-problem-holding-back-thatcher-generation-says-report

013	**Poverty Line** "The poverty line was meant to provide a clear indicator to government about where state support was required. The early social surveyors believed that the idea of the poverty line would be a powerful weapon to provoke action from the state. They wanted to show that the use of empirical social scientific methods could highlight urgent social problems and point government in the right policy directions" (Stuart Isaacs in Isaacs et al., 2015, p. 47). "The household Below Average Income (HBAI) is the standard measure that the Department of Work and Pensions (DWP) employs for all social security payments. The poverty line is set at 60 per cent of the median average income. In other words, to qualify for most of the income-related benefits that people receive from the

state, households have to be at least 40 percent below average income" (Stuart Isaacs in Isaacs et al., 2015, p. 47).

"Simply drawing upon quantitative data to analyse poverty is not enough. We would always need more and more data to fill the gaps" (Stuart Isaacs in Isaacs et al., 2015, p. 47).

"These publications provide statistics and commentary on living standards in UK households, as determined by disposable income. They include the number and percentage of people living in low-income households, and changes in income patterns over time". https://www.gov.uk/government/collections/households-below-average-income-hbai--2

In terms of global poverty criteria, the United Kingdom is a wealthy country, with virtually no people living on less than £10 a day. In 2012-13, median income was approximately £21,000 a year but varies considerably by age, location, data source, occupation and gender. There is both significant income redistribution and income inequality; for instance, in 2013/14 income in the top and bottom fifth of households was £80,800 and £5,500, respectively, before taxes and benefits (15:1). After tax and benefits, household income disparities are significantly reduced to £60,000 and £15,500 (4:1). http://www.wikiwand.com/en/Income_in_the_United_Kingdom

014	**Social Construction of Poverty**
	"The solely empirical and 'commonsense' approach to defining and measuring poverty, based around income, is narrow and limited. To get a fuller understanding of poverty in the UK using quantitative methods would require a wide range of indicators, including historical shifts, the gap between rich and poor (and indeed across various occupational levels) and the cost of living. Even then, quantitative evidence alone could not capture the social and cultural dimensions of poverty: what has been understood as relative poverty in the past and, more recently, what we take to be social exclusion" (Isaacs et al., 2015, p. 48).
	"The social construction of poverty" (Isaacs et al., 2015, p. 48).
	"The linking of poverty, welfare and work is a discourse which is reinforced in government policy" (Isaacs et al., 2015, p. 48).
	Pay Day | Benefits Street (S1-Ep3) | Channel 4
	https://youtu.be/sLL7ek_sQrU
015	**No Such Thing as Society**
	"They are casting their problems at society. And, you know, there's no such thing as society. There are individual men and women and there are families. And no government can do anything except through people, and people must look after themselves first. It is our duty to look after ourselves and then, also, to look after our neighbours." – Margaret Thatcher in an interview in Women's Own in 1987 http://www.margaretthatcher.org/document/106689
	"This type of construction of the poor as taking 'something for nothing' and being a drain on societies resources is a moralised and individualised approach to poverty" (Isaacs et al., 2015, p. 49).
	"This sort of moralised individualist approach to poverty feeds off people's limited personal experiences and anecdotal evidence. It focusses on the emotive, sensational issues that the stuff of newspaper headlines and TV reports designed to create newsworthy stories. It is not based on social research or sociological analysis. It ignores the underlying social institutions and structures that give rise to inequalities that are the causes of poverty" (Isaacs et al., 2015, p. 49).
	"These are particular and diverse: a range of factors that come together to limit people's opportunities and life chances. It might be poor housing which undermines educational achievement; racist attitudes; assumptions about children on free school meals; lack of awareness of disability; local or national economies that

	have failed, causing long-term high unemployment; poor neighbourhoods where gang and anti-social behaviour have become alternative sub-cultures. All these institutional and structural issues as well as many other social problems identified [here] might underlie poverty" (Isaacs et al., 2015, p. 49).
016	**Working Poor** "One of the first things that the social research tells us is that poor people tend to work harder than anyone else" (Isaacs et al., 2015, p. 49). "The poor work longer and harder now than they did forty years ago. Comparing the wages of some of the lowest paid workers… illustrates how the poor have seen their wages rise more slowly than the rest of the population" (Isaacs et al., 2015, p. 49). "The social construction of the poor as work shy does not match up to the social experience of many" (Isaacs et al., 2015, p. 50). **Millions of working Brits in "poverty trap"** In Britain's current economic climate, if you have a job, then you're one of the lucky ones. And the government says things are getting better, as employment rates increase. But the reality is, for the first time ever, the majority of people in poverty in the UK are actually working households. 5.2 million people are in low paid jobs; getting a minimum wage but not actually able to meet their rising living costs. In London, the minimum wage is £6.31 an hour but the living wage someone in the capital needs is actually £8.80. This gap has left millions in a poverty trap that has been called a national scandal. Even if you have a job, maintaining the roof on your head, is proving impossible for millions. On average Brits take home just over £1700 a month. https://youtu.be/Fe-sNqAehwc
017	**Welfare** "Increasingly the use of the terms 'benefit' and 'welfare' have come to replace 'social security' and 'social protection'. This language is ideologically loaded. Whereas security and protection sound like claims that social citizens might reasonably make on the state, claiming 'cash benefits' or 'welfare' implies using other people's taxes for your own unearned income. Increasingly those reliant upon the state for additional income to live face being seen as welfare spongers" (Isaacs et al., 2015, p. 50). "As well as having to cope with poverty they also have to take the blame for their poverty. The idea that there ought to be some form of social security to protect vulnerable people from the risks of the market economy and the insecurities of the labour market seems to be withering away. There is, then, a construction of the poor as welfare dependents and the architects of their own circumstances through their unwillingness to work" (Isaacs et al., 2015, p. 50).
018	**Representations of Poverty** If the social construction of the poor as lazy and not wanting to work is so easily dismissed by social research, why then is it so prevalent? One of the reasons might be the invisibility of the poor. Cheap clothes stores, new and second hand, as well as cheap technology, might disguise the visible sense of poverty" (Isaacs et al., 2015, p. 51). "The poor on the whole may not be starving, although according to the Child Poverty Action Group a sizeable minority do go hungry" (Isaacs et al., 2015, p. 51). We don't think anyone in our community should have to face going hungry. That's why we provide three days' nutritionally balanced emergency food and support to local people who are referred to us in crisis. We are part of a nationwide network of foodbanks, supported by The Trussell Trust, working to combat poverty and hunger across the UK. https://leicestersouth.foodbank.org.uk/
019	**Neo-Liberalism** "Another reason why the poor might be constructed negatively may have something to do with politics and ideology. Ha-Joon Chang (2010) suggests that since the early 1980s the neo-liberal, free-market discourse has

dominated the way that we think about poverty. He argues that reflecting upon social problems begins with the assumption that individuals have total control over their own lives and destinies, regardless of their personal circumstances and background" (Isaacs et al., 2015, p. 51).

"Hollywood actors, and so on deserve their wealth because they have worked for it. The implication is that the poor are poor because they haven't. This takes away from structural inequalities such as historically deprived neighbourhoods where many have inappropriate, insecure housing, lack of localised investment in jobs and people, educational underachievement because of insufficient household resources or knowledge, as well as disadvantaged because of discrimination, based on ethnicity, gender, sexuality or disability" (Isaacs et al., 2015, p. 51).

https://www.theguardian.com/commentisfree/2016/nov/16/globalization-trump-inequality-thomas-piketty
https://www.theguardian.com/commentisfree/2016/nov/15/rust-belt-middle-class-wiped-out
https://www.theguardian.com/commentisfree/2016/nov/14/neoliberalsim-donald-trump-george-monbiot

020	**Consumer Society** "In a consumer society where material wealth is often prized as a mark of success in itself – regardless of the achievement – the poor have suffered just as the very wealthy have benefited" (Isaacs et al., 2015, p. 51). "Blaming the poor for being poor ignores the underlying causes of poverty, which are institutional and structural. Individual circumstances will be particular and may indeed involve responsibility on the part of that person. But thinking through the issues as social scientists, looking at the research the evidence and the arguments, it is wrong to suggest that the poor are work shy and underachieving" (Isaacs et al., 2015, p. 52).
021	**How Does Community Media Deal with Issues of Poverty?** **Fighting Poverty - Utilizing Community Media in a Digital Age** "Putting the poor and marginalized people at the centre of development is an essential value in development cooperation. Participation, inclusiveness and ownership are not empty vessels of promise but rather fundamental components in the fight against poverty. The concept and practice of "Communication for Development" (C4D) as a social process encapsulates this key empowerment of the poor and marginalized in defining their own development objectives through fostering dialogue and participation." http://www.share4dev.info/telecentreskb/documents/4762.pdf
022	**How Does Community Media Represent the Poor?** **Making Poverty the Story: Time to Involve the Media in Poverty Reduction** Poverty reduction has risen up the political agenda, making it more newsworthy for journalists and providing significant opportunities for those wishing to engage the media. Policy change has often stemmed from shifts in public and political opinion, and the media's reach makes it valuable in raising public awareness and increasing debate. The media's potential roles include: • informing a wide range of audiences on poverty reduction issues • providing an open forum to reflect different public views, including those of poor people • scrutinising and holding actors to account. Key challenges and constraints facing the media in low-income countries are commercial and political pressures and resource limitations. Heightened competition resulting from media liberalisation threatens the diversity of coverage and the quality of content. The increased number of media players standardise outputs in pursuit of conventional, better-off audiences, and poverty reduction may not be seen as an 'attractive' subject. Further, journalists are often under-skilled, under-trained, poorly paid and precariously employed. They may not have the time, skills or resources to research poverty reduction sources, and tend to rely on (limited) official sources of information. http://www.gsdrc.org/document-library/making-poverty-the-story-time-to-involve-the-media-in-poverty-reduction/

The Media, Poverty and Public Opinion in the UK
How the media in the UK represents poverty and its effect on wider public understanding. The media fulfils an important role in shaping, amplifying and responding to public attitudes toward poverty. This study, part of the 'Public Interest in Poverty Issues' research programme, explores the role of national, local and community media in reflecting and influencing public ideas of poverty and welfare. The research aimed to:

- Compare representations of poverty across different contemporary UK media;
- Identify the principal factors and considerations influencing those involved in producing media coverage of poverty;
- Understand how UK media representations of poverty relate to the public's understanding of poverty, and any differences between the responses of different groups;
- Identify examples of effective practice in communicating poverty issues to the public and derive transferable lessons from these.

The researchers analysed coverage of poverty in news reporting; looked at how the same poverty news story was reported across different news outlets; reviewed how poverty was presented across different genres of television programme; interviewed key informants involved in the production, placement and presentation of poverty coverage in the mass media and explored public interpretations and responses to media coverage of poverty through focus groups/workshops.
http://ww.spectacle.co.uk/uploads/other%20media/PovMMedia,%20poverty%20and%20public%20opinion%20FINAL.pdf

023	**How Does Community Media Frame Debates & Arguments?**

Cathy Come Home trailer feat. Ken Loach
To mark the 50th anniversary of Ken Loach's powerful film classic, we are bringing a community production of Cathy Come Home to the Barbican on Tuesday 5th July 2016. This theatrical adaptation will be performed by our Members, all with experience of homelessness themselves. In this updated trailer, Loach talks about the project and his original landmark film. Following the performance there will be a panel discussion asking: "Homelessness 50 years on – what's changed?" chaired by Samira Ahmed (Radio 4 and BBC) and featuring Campbell Robb, (CEO Shelter), Adrian Jackson (CEO/Founder Cardboard Citizens), Eska (Mercury-prize nominated singer) and James Murray (Deputy Mayor for Housing).
https://youtu.be/LedLYkDLYuc

I, Daniel Blake - Official Trailer
https://youtu.be/f4KbJLpu7yo

Ken Loach: life in austerity Britain is 'consciously cruel'
For over fifty years Ken Loach has made films that rage against social injustice in the UK. His work has made us confront many of the issues we'd rather avoid. He retired in 2014, but made a return in response to the Conservative Victory last year - and now wants us all to take a hard look at austerity Britain. He's joined by Conservative MP Kwasi Kwarteng to debate what's happening within Britain's welfare system today.
https://youtu.be/-V7Iaycp5IU

The Media Could Do More In Its Coverage of Poverty
https://youtu.be/KSAE3CsQTsE

024	**Does Community Media Empower Poor People?**

A Role For Media: Empowering Local Voices In Development Debates
"All human and development processes rely on the flow of information and communication between individuals and groups," begins a PANOS paper. For communication helps donor countries, NGOs, development organizations, and other actors to understand the needs of the poor in developing countries, to form partnerships, to build consensus, and to facilitate change. Media can play a crucial role in facilitating this flow of infor-

mation. As outlined in a POLIS [report](), media can work to both build public awareness and support for development issues. It can also work to build a pluralistic public sphere where actors working in the field of development are constructively critiqued.http://blogs.worldbank.org/publicsphere/role-media-empowering-local-voices-development-debates

The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio
Through media skills training and access to the airwaves, a community radio facilitates a number of capacity building activities. The exchange of information, networking of groups, the provision of skills and training and these undoubtedly are key elements of developing a community. Again, a radio facility for a community facilitates the promotion of awareness of community groups and facilities in the area as well as providing the avenue for the empowerment of these groups to use radio to promote themselves and to speak directly to the community. https://factsreports.revues.org/869

Community Radio Social Impact Assessment Removing Barriers Increasing Effectiveness
"Measurements of Community Radio Social Impact must be people centred Community Radio practitioners and stakeholders agree that measurement of Community radio social impact should be people–centred and based on multidimensional understanding of poverty. In this perspective the key indicators of community radio social impact are related to voice, empowerment and local ownership of communication processes" http://www.amarc.org/documents/books/AMARC_Evaluation_book_June-10_2007.pdf

Communication for Empowerment: Developing Media Strategies in Support of Vulnerable Groups
This Practical Guidance Note aims to demonstrate that media can play a crucial role in empowering vulnerable and marginalized groups. This can best be achieved if media support and media capacity development is directed in a way that enables the media t better respond to and reflect the information and communication needs of these groups. This kind of media support can be called Communication for Empowerment. Communication for Empowerment is a critical driver for securing the necessary participation, ownership and accountability for achieving the MDGs. http://www.communicationforsocialchange.org/pdfs/communication%20for%20empowerment.pdf

025	**Social Exclusion** "If we situate our understanding of poverty within the context of social exclusion we are able to compile a set of broad issues that affect the poor. Unlike the poverty line tradition, using a theory of social exclusion enables us to think about circumstances beyond the distribution of wealth and income" (Stuart Isaacs in Isaacs et al., 2015, p. 52). "One way of explaining the social exclusion perspective is to see it as originating in the debate about relative poverty. In 1979 Peter Townsend (1980) published a landmark study entitled *Poverty in the UK.* In this text he argued that poverty ought to be understood in terms of relative deprivation, rather than just in terms of income. To cut a very long study short, Townsend argued that there is a social-cultural dimension to poverty. In order to understand the real impact of poverty on people's lives a methodology was needed that took account of changing living standards, affluence and people's expectations" (Stuart Isaacs in Isaacs et al., 2015, p. 52).
026	**Relative Poverty** "Without access to three or more of the listed consumable or activities people could be deemed to be 'relatively poor'. In other words, they fell (and possibly felt) outside of a social norm as defined by the majority of the population. They were not able to participate in what might be considered an average lifestyle. This may well have had its underlying cause in a lack of income but the effects of this were that people were 'excluded' from a perceived normal way of life" (Stuart Isaacs in Isaacs et al., 2015, p. 53). A lack of progress in tackling poverty in Wales is of "deep concern", assembly members have warned. Figures are static despite numerous initiatives since 1999 while half of those in poverty are working. Ministers have treated the symptoms, not the causes, and not been innovative enough, the cross-party communities and equality committee said. The Welsh government said it was refreshing its approach to focus "more relentlessly" on the root causes. The proportion of people living in relative poverty in Wales - 23% - is the highest in

	the UK outside London. It also has the highest percentage of children living in poverty - one in three - of any nation in the UK. http://www.bbc.co.uk/news/uk-wales-33080593
027	**Social Determinism** "The notion of relative poverty gets us some way to understanding the notion of social exclusion as a way of constructing poverty. But social exclusion as a concept goes further than Townsend's relative poverty model" (Stuart Isaacs in Isaacs et al., 2015, p. 53). "It is in the work of the American libertarian social scientist Charles Murray, whose perspective is directly the opposite that of Townsend, that we find the next development. Murray is notorious for suggesting that intelligence and genetics underlie individual achievement. However, we must remember that he did also acknowledge that social factors had a part to play too. In his study of the underclass he maintained that as well as the poor being determined by their genetic heritage and IQ, there are also historical, social and cultural factors at play. Murray argued that people living in poverty become welfare dependents. Over the years this developed into a way of life, a norm that was passed on from generation to generation" (Stuart Isaacs in Isaacs et al., 2015, p. 53). "Writing in the 1980s and 1990s, Murray argued that the key to removing these generations of poor families away from their poverty cycle is to empower them to take charge of their own lives. In other words, to integrate them into mainstream society so that they feel that they are socially included. This might most successfully be done, he suggested, through the education system and employment" (Stuart Isaacs in Isaacs et al., 2015, p. 53).
028	**Social Inequalities** "Socially excluded now generally defines any individual who is disadvantaged in multiple ways so that they are excluded from a 'normal' course of life expectations, particularly in education and work" (Stuart Isaacs in Isaacs et al., 2015, p. 54). "Murray would not agree, but social exclusion is now most often associated with underlying social inequalities. This is because the types of social groups linked with social exclusion are also those that are most commonly found to suffer some form of discrimination. This includes low-income pensioners, people with a disability or impairment, lone-parents, young adults, certain minority ethnic groups, the long-term unemployed and asylum seekers. In the case of these groups, they are socially excluded not only in relative terms but also because they have cumulative obstacles to overcome. That is, as well as low incomes there may be problems of poor education and training, lack of employment, inadequate housing, issues to do with healthy lifestyles and nutrition and difficulties accessing transport, as well as means of communication (such as the internet)" (Stuart Isaacs in Isaacs et al., 2015, p. 54).
029	**New Labour** "New Labour appeared contradictory in its approach. On the one hand, it had a thorough analysis of the way that poverty was linked to issues of social exclusion. But, on the other, it often implemented these policies within the context of loading individuals with responsibility and not addressing the structural aspects of inequality that underlay people's personal circumstances" (Stuart Isaacs in Isaacs et al., 2015, p. 55). "During its time in office New Labour believed that paid employment was the golden route to social inclusion. If people had a job, then they would have a stake in society. There was an assumption here too that disregarded structural inequalities, a belief that the labour market functioned according to merit, regardless of age, gender, ethnicity, sexuality, disability or any other forms of social identification. Finally, there was probably the most fundamental assumption of all underlying this strategy: jobs would always be available. It was simply up to individuals to take responsibility to go and get one" (Stuart Isaacs in Isaacs et al., 2015, p. 55). "The National Audit Office reporting on the data of the NDYP [New Deal for young People] in 2002, stated that a worrying aspect of the scheme was that 30 per cent of young people had dropped out of it. It claimed that the NDYP had actually bred resistance to work among these young people. They had not only left their New Deal jobs but had actually dropped out of the benefit system altogether. Their destination was 'unknown'" (Stuart Isaacs in Isaacs et al., 2015, p. 56).

	"[NDYP] constructed the problem along the lines of work-shy youth. However, the issues for young people was not being work shy but needing to feel as if the jobs they were being offered gave them genuine opportunities. Offering a low-paid job with little substantive training and no prospects was not enough to make them feel socially included" (Stuart Isaacs in Isaacs et al., 2015, p. 56).
030	**Social Inclusion** "A report in 2012 by the Institute of Fiscal Studies (IFS), sponsored by the Joseph Rowntree Foundation, concluded that improvements in education and employment under New Labour did little to prevent poverty in the long term" (Stuart Isaacs in Isaacs et al., 2015, p. 57). "The IFS study illustrated that insecure and low-paid jobs do not resolve issues of poverty. Employment remains sporadic in these cases and does not necessarily make poor households better off" (Stuart Isaacs in Isaacs et al., 2015, p. 57). "In terms of what government can effectively do, good, old-fashioned redistribution of wealth has a more immediate effect. This is not to say we ought to dismiss theories of social exclusion as a way of understanding poverty. However, the New Labour period suggests that if this theory were to be applied in practical terms it would need a much more considered approach" (Stuart Isaacs in Isaacs et al., 2015, p. 57). "'Top-down' policies set around national and universalist criteria have not proved to be effective" (Stuart Isaacs in Isaacs et al., 2015, p. 58).
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