



# **WISE OWLS**

Employment Agency Ltd

**PRESS RELEASE ... PRESS RELEASE ... PRESS RELEASE ... PRESS RELEASE**

## **Study into older workers looks East**

An ambitious new study aimed at profiling the lives of East Londoners aged 50 and over has been commissioned by East London's Learning and Skills Council.

The principle purpose of this ground-breaking research (which will involve the participation of over 1,000 older people) is to help paint an accurate picture of the vocational experiences of East London's older residents. Researchers are hoping that the information will help to highlight the training and work-based needs of this key age group while also helping to steer more appropriately targeted provision of resources and facilities.

The survey (part funded by the European Social Fund) is part of a wider campaign by the LSCLE (WHAT DOES THIS STAND FOR? – PLEASE PLACE LSCLE IN BRACKETS AFTER THE NAME, EG UNITED NATIONS (UN). YOU FOLLOW MY DRIFT?) which is actively seeking to gauge the training and work-related needs of socially-excluded groups. Researchers are particularly keen to focus on men and women in East London who have experienced social exclusion because of their age, abilities, ethnicity or because they were unemployed. The information gleaned from the survey will be invaluable in helping the LSCLE to spearhead future strategies and funding priorities for some of its key user groups.

Mr / Mrs X, the LSCLE's Head of Research / Chief Executive, said: "We are committed to meeting the needs of local people of all ages and of local employers looking for suitably skilled staff. This will help us match peoples' skills and needs with the requirements of local businesses. The over 50s have enormous experience, motivation and a wide range of skills, but are often disregarded as a result of either ageism or a lack of updated skills. Employers in East London are finding it increasingly difficult to get the right candidates to fill job vacancies and we need to help match local older workers' skills to meet local employment needs. We hope that this research will give us a better understanding of what older peoples' experience of the job market and of training provision has been and what changes they would like to see, so that as far as possible we can try to provide it."

The Print House  
18 Ashwin Street  
London E8 3DL

Tel: 020 7923 7771/020 7254 0206  
Fax: 020 7923 9230

Email: [admin@wiseowls.co.uk](mailto:admin@wiseowls.co.uk)  
Website: [www.wiseowls.co.uk](http://www.wiseowls.co.uk)



# **WISE OWLS**

Employment Agency Ltd

The research is being carried out by Wise Owls – London’s leading employment and research agency and website for the over 45s. Suitable people wishing to participate can contact Wiseowls on 020 7923 7771 or through their website [www.wiseowls.co.uk](http://www.wiseowls.co.uk).

Wiseowls have extensive research experience in the realm of age discrimination. A survey entitled ‘Age Discrimination and Employers’ Perceptions of Older workers in East London’ was carried out two years ago and the findings of this important study can be found at: [www.wiseowls.co.uk/projects/results/index.htm#4](http://www.wiseowls.co.uk/projects/results/index.htm#4).

**FURTHER INFORMATION OBTAINED THROUGH: CHRIS WALSH (DIRECTOR), OR  
JO NORMAN (HEAD OF PROJECTS) THROUGH CONTACT DETAILS BELOW**

The Print House  
18 Ashwin Street  
London E8 3DL

Tel: 020 7923 7771/020 7254 0206  
Fax: 020 7923 9230  
Email: [admin@wiseowls.co.uk](mailto:admin@wiseowls.co.uk)  
Website: [www.wiseowls.co.uk](http://www.wiseowls.co.uk)