

'THE WISEOWL'

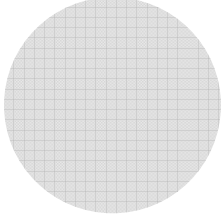
WISE OWLS 020 7923 7771

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MARKETING CAMPAIGN BOOSTS JOB-SEEKER DATABASE

Special Interest Articles:

- TALENTED CLIENTS
- UPGRADED WEBSITE
- IMPORTANT LEGAL INFO
- LUCRATIVE CONTRACTS



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More and more clients are registering with Wiseowls following our successful marketing campaign with word-of-mouth recommendations and media appearances helping to spread the word. This means that we now have hundreds more registered clients with a wide range of skills and experience available for your personnel needs. Many of our clients are highly-motivated women with admin-

istrative and office-based experience alongside customer care skills. Often they are returning to work after caring for children or parents. Vocational courses have helped maintain their skills base. As a personalised personnel service Wiseowls ensures that only suitable candidates are steered towards appropriate jobs. We also provide advice about personnel, job descriptions and person specs.

EMPLOYER FEEDBACK RESULTS

We have just finished three major research projects into the employment needs and experiences of both individuals and employers (commissioned by the Learning and Skills Councils of central, west and north London). Our research indicated that employers are happy to take on older and younger workers; people from different ethnic backgrounds and also women. However, we also found considerable employer resistance to employing people with disabilities and refugees and asylum-seekers. Many interviewees stated that they were interested in employing people from diverse backgrounds but didn't know where to find them. To answer that need we are linking up with similar organisations which have ethnic minority candidates as well as able-bodied candidates who have specific disabilities.

Concerns over candidates' IT and administrative skills were also raised. Many of our clients are highly skilled in these areas but for those that are not, we are now providing additional support with training partners such as ELATT and Bootstraps. Another concern highlighted by employers was the lack of business support on issues such as government grants. To remedy this problem a one-stop-website (www.hackneybusiness.com) and freefone service (0800 180 4240) has been established as a guide to the information 'minefield'. Wise Owls is currently running a marketing campaign to promote this business support services which is available in the borough of Hackney and has recently been extended to include major business support providers in London.

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*Bringing
Employers &
Older Workers
Together*

We're on the Web!
www.wiseowls.co.uk
and
wiseowlslearn.org

SOUND BUSINESS ADVICE

Wiseowls is now able to offer consultancy support to help businesses, social enterprises and start-ups obtain valuable funding through the Access to Finance programme run by Business Link. In

effect this means we can give you five full days guided mentoring and support in marketing, business and financial planning alongside help in raising finance. This service is 80 per cent subsidised.

TRAINING OPPORTUNITIES

We offer face-to-face training and on-line courses in a range of areas including IT, Business and Social Enterprise start-up and Employability which can all be accessed through our recently

upgraded learning website (www.wiseowlslearn.org). You can also use the comprehensive website to find information on all London-based training providers and the courses they run.

EQUAL OPPS TAKE EFFECT

A major workplace change is to come into force by the end of 2004: All Equal Opportunities law will apply to companies, regardless of size. Wise Owls has been awarded a contract (subject to final detailed agreement with the Govt. Office for London) to oversee European Objective 2 funds which provides

free business advice across east London. This service is provided in conjunction with ACAS, the Inland Revenue and the Fire Brigade and provides expertise in the areas of tax, PAYE, fire protection and, importantly, information on new and current Equal Opportunities and Human rights law.

CASH GRANTS AND CONTRACTS

Money is available through organisations such as One London, Business Link, the Dept for Trade and Industry, Hoxton Bibliotech, Prime Loan Fund and the London Development Agency to assist businesses as they start up, expand or overcome financial difficulties. Check our website links or contact us for further information. The Learning and Skills Councils across London have millions of pounds available for work which needs to be carried out in the field of

vocational learning and organisations are advised to apply as partnerships / consortia by the middle of August. The Govt. Office for London has also launched a multi-million pound round of Objective Three European funding to provide employment, training, business support and other services which also has an August deadline. Wiseowls is applying for connected contracts and are actively seeking business partners. Contact us for further information.

WEBSITE RE-LAUNCH

Our website (www.wiseowls.co.uk) has recently been expanded to include a wider range of services for businesses, including a revamped 'Market Place' section where suitable companies can advertise their services to the over-

45s and business-users. We get over 80,000 page hits per week and we are running a free three-month trial advertising deal. We also provide business information, research and business start-up support.