

Wise Owls goes from strength to strength

Exciting things are happening at Wise Owls' Dalston offices.

The not-for-profit company, which is dedicated to tackling ageism across the UK and beyond, has recently launched several new projects across the capital. The London-wide programmes are now helping to champion older peoples' rights alongside supporting small and medium sized businesses.

As part of an on-going training initiative Wise Owls is now running free courses aimed at boosting the skills base of people aged 45-65 which include IT for Office Work, English Language, Computer Engineering, and Website Development.

It is hoped that the courses will assist older job-seekers to fill the skills shortages across the whole of London and the south east and to find well-paid work through their new areas of expertise.

In a further development Wise Owls has unveiled an ambitious scheme called Age Works which will match baby-boomers seeking work to employers offering work experience. The scheme covers the London boroughs of Islington, Camden, Westminster, Kensington and Chelsea, Wandsworth, Southwark and Lambeth and will allow baby-boomers the chance to get workplace-based experience with accredited employers. The course is being carried out on behalf of the educational body the Learning Skills Council London Central and incorporates respected employment arbitrators ACAS alongside the National Council for Work Experience. Wise Owls is also carrying out a major operation to boost the fortunes of small / medium sized enterprises based in Hackney, Newham and Tower Hamlets. Titled 'Enterprising East End' the scheme connects east London firms with up to £1,500 worth of free training provided by a wide range of expert organisations including HM Revenue and Customs, the Health and Safety Executive and Global Action Plan (GAP).

"Wise Owls is embracing the changing nature of the British workforce with open arms and new ideas", says Chris Walsh - Marketing Director of the firm. "The whole country is getting older and, at the same time, more and more people are becoming self-employed. Older workers are a much under-estimated national resource and we have created these schemes including Age Works to put baby-boomers at the front of the UK's economic development. Furthermore, with more business start-ups than ever before it is important that companies get the best advice they can in the fields of taxation and finance, marketing and PR, environmental business and web presence for example - Enterprising East End provides all that assistance".

For more information about any of the schemes mentioned above email admin@wiseowls.co.uk or telephone 0207 923 7771 or check the websites: www.wiseowls.co.uk and www.enterprisingeastend.co.uk