

Older people stretch wings as Wise Owls service launches across Hackney

Job-seekers aged 45-plus and small businesses based in Hackney are set for success with the launch of several exciting new projects across the borough. Wise Owls, a not-for-profit company dedicated to tackling ageism and boosting business across Hackney, have recently launched a programme to help to train older people for entry into the workplace while another ground-breaking service is providing small / medium sized firms with up to £1,500 of free commercial guidance and support.

As part of an on-going job-finding service (run in conjunction with key job-search services in east London) Wise Owls operates an Internet-based employment agency for people aged 45-plus which helps older people successfully find meaningful employment. The re-designed facility also provides an information, advice and guidance service specialising in job brokerage and training alongside work experience programmes.

As a further part of its training focus Wise Owls is now providing free courses aimed at Hackney residents aged 45-65 including classes in: IT for Office Work, English Language, Computer Engineering, and Website Development. It is hoped that the courses will assist older job-seekers to fill skills shortages across the whole of London and the south east and to help them find well-paid work through their new areas of expertise.

Wise Owls is also carrying out a major operation aimed at small business owners based in across east London. Titled 'Enterprising East End' the scheme connects east London firms with a wide range of skilled guidance provided by expert organisations including Shomedia, ACAS, the Health and Safety Executive and Global Action Plan (GAP).

"Wise Owls is embracing the changing nature of Hackney's workforce with open arms and new ideas", says Chris Walsh, Managing 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 job-search schemes 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