

The Wise Owl

Issue February / March 2005

Fact Box:

- 69% of over-55s indicated that they always vote in UK general elections; Compares with only 17% of 18-24 year olds (Source: Age Concern)
- 61% of UK employers have yet to introduce anti-ageism policies (Source: Recruitment Confidence Index)
- In Japan there are now 23,000 people aged over 100; This grows by 13% annually (Source: BBC)

Wise Owls website hits 3 million mark

Wise Owls is now attracting more than 200,000 hits a month (statistics: Live Metrix Data) after last year's successful redesign. The total number of hits now totals 3 million since Wise Owls went online in 1999. Hits and viewer rates have more than doubled since the summer relaunch and mark a high point for the Wise Owls' website.

The site now boasts a dynamic job search facility with additional services for both job-seekers and employers. There is also a vibrant business-boosting section for small and medium sized enterprises alongside a regularly updated news, comment and campaigns area.

As part of Wise Owl's final

redesign, set for completion this Easter, programmers have ensured even greater levels of interactivity and up-to-date design. Stay tuned at www.wiseowls.co.uk!!!



Wise Owls: No 1 for the over 45s

WIN TICKETS !!!

Exclusive offer to attend mock ACAS employment tribunal ... entrance usually £176! Call 020 7923 7771 or admin@wiseowls.co.uk

Work experience for older job-seekers in central London

Work experience is now available for Wise Owls' clients through a range of selected companies located across central London (Camden, Islington, Kensington and Chelsea, Lambeth, Southwark, Wandsworth and Westminster).

An LSC London Central contract has enabled Wise Owls to provide businesses with training needs analysis and to help them benefit from diversity in

employment. Wise Owls is dedicated to recommending older workers who can provide their employers with knowledge, experience and commitment and are able to meet the needs of older clients.

Wise Owls are actively opposed to exploitative working practices and all the firms we are working with have guaranteed that the

work experience will be fulfilling, educational and may lead to a real job. We are currently operating this service with the National Council of Work Experience and ACAS.

For further info (both for work experience candidates and companies wishing to participate) contact Jo Norman on 020 7923 7771 or marketing@wiseowls.co.uk.

with project aimed to make local firms more competitive.

Businesses in Hackney, Tower Hamlets and Newham have welcomed a new enterprise-boosting initiative with open arms, says Wise Owls which is running the new service.

Aimed at encouraging east London's small to medium enterprises (SMEs) become better and more effective at business

through workshops, one-to-one consultancy advice and targeted training the project - called

Enterprising East End - has already attracted over 50 businesses from across the east end.

and guidance through a voucher scheme worth £1,600. The scheme boasts an ambitious programme of events on issues such as Legal Contracts, Accounting, Tax, Marketing and Promotion, Human Resources, Website Development, Health and Safety and a free Environmental Audit for local businesses wanting to 'go green'.

Enterprising East End (www.enterprisingeastend.co.uk) brings together the expert knowledge and experience of leading business advice groups including the Inland Revenue Advisory

The principle funding for the scheme is provided by the Government Office for London, the European Regional Development Fund and local government.

"We are hoping to address the fact that the east end is among one of the seven worst regions for business failure in the UK" says Wise Owls Marketing Director Jo Norman. "Enterprising East End is aimed at sharpening up business practice in this part of the capital so that it can really compete".

- For further information please contact Wise Owls on

ENTERPRISING EAST END - A WORLD OF FREE BUSINESS SUPPORT TO MAKE YOUR BUSINESS MORE PROFITABLE

Workshop Title / Information :	Date:	Time:	Location:

IMPORTANT: ONE TO ONE ADVICE SESSIONS CAN ALSO BE ARRANGED. SIMPLY CALL 0207 923 7771 OR EMAIL MARKETING@WISEOWLS.CO.UK

A flying start ... Wise Owls employment agency reaches new heights in campaign to tackle ageism

Every week Wise Owls puts dozens of new jobs on its website connecting talented older job-seekers with a range of employers from across London.

Wise Owls is a leading not-for-profit company within the employment sector specialising in finding work for the over 45s. It was one of the first in the UK to recognise the unique needs of older workers and some of the challenges they faced in finding work.

Since it was founded in 1999 Wise Owls has successfully

human resources needs of many firms helping them to realise the huge human potential of the capital's ageing workforce.

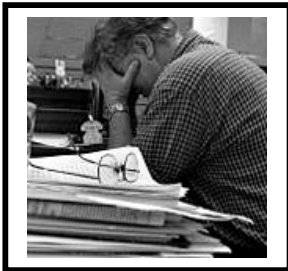
Many stereotypes about older people in the workplace still exist but Wise Owls has helped to combat these ideas. The most powerful evidence against ageism is through direct experience of employing older people: Productivity has risen in many companies when older workers have been recruited; Staff turn-over is reduced; Sickness / time off is

boosted.

In October 2006 European Union legislation will outlaw ageism in the workplace. Leading institutions are realising that as the population grows older attitudes will have to change if the economy is to survive this major change.

Many companies are choosing to change now rather than face a future personnel nightmare alongside the stiff economic penalties associated with the European anti-ageism laws.

Contact Wise Owls to discuss



STRESSED ???!!! DON'T BE - HELP IS AT

- Wise Owls provides employment info, advice and guidance
- Wise Owls has dozens of new jobs every week
- Wise Owls offers a complete personnel service for people aged 45 plus

WISE OWLS' JOBS – CHECK OUT WHAT'S ON OFFER

