

SUPPORTED BY
MAYOR OF LONDON



EXPERIENCE WORKS

UNLOCK THE POWER OF AGE
DIVERSITY

SOLUTIONS FOR YOUR ORGANISATION



Challenge

- Help increase skilled 50+ workers for London's employers through age focused training & support
- fill labour market gaps with older & diverse staff in your borough
- Build age friendly & age diverse London employment opps, by promoting business benefits of age diversity to employers



Connecting the Dots: Age and Jobs

☐ Business Challenges:

- Labour and skills shortages.
- Underutilisation of 50+ workers.
- Lack of mentors for younger employees.
- Missing out on 'silver consumers.'

☐ Barriers for Older Workers:

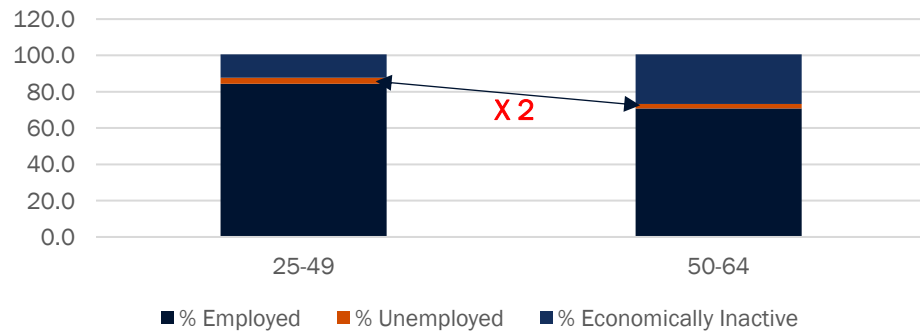
- Age discrimination.
- Economic inactivity and lack of support.
- Barriers like disability, health, caregiving, poverty, isolation.

☐ **TRAIN THE TRAINERS: SUPPORT THE 50+ & EMPLOYERS TO BE AGE FRIENDLY SESSIONS NOW AVAILABLE**

September 2024

CHALLENGE LDN NO WRONG DOOR INNOVATION CHALLENGE

Employment Statistics, UK. August 2024
(ONS)



Statistics

- **27.4%** 50-64s economically inactive
- Only 12.8% 25-49s economically inactive
- OECD Estimate: 19% GDP per capita increase by providing more opportunities for older workers.
- Economically inactive workers who would like to work: >20% nationally, >50% London
- Older workers will also help address problems of retaining young people. (Ask McDonalds).
- McDonalds: 20% increase in customer satisfaction, 84% of customers liked it, positive impact on profits.& productivity

Our 'Training the Trainers' Model for 50+ support organisations.

- **Transfer Knowledge:** Share best practices with public bodies, e.g. boroughs, GLA DWP & voluntary 50+ organisations
- **Create Networks:** Build a support network for age and employment best practices.
- **Address Challenges:** Educate employers on older worker issues and solutions.
- **Overcome Barriers:** Combat myths and highlight benefits of age diversity.



Marketing and Promotion

- We offer webinars & face to face information, education & practical best practice training for management & staff to better boost the lives & employment of over 50s in your borough
- Help you inform your local employers of benefits of age diversity in their marketing, business operations and equity solutions, in person + our website and our social media presence, drawing on 25 years of age positive knowledge & successful experience
- We actively engage and secure buy-in for age diversity from boroughs, employers, voluntary agencies, regional & central government decision-makers, networks, corporates. & trade unions to promote the business, economic and social benefits to London & its employers





Impacts & Measurement

WE OFFER PRACTICAL HELP TO BEING AGE FRIENDLY

- How to: Carry out :Age Audits & and post-intervention surveys
- Corporate Age analysis of staff & customers
- Use Best Practice templates to being age friendly
- Promote Business benefits of age diversity + later impact assessment
- Meet government age & employment equality legislation
- Offer : Best Practice guides for employers & 50+
- Practical ongoing advice & support to enable success



Our Team

Meet some of the other key people at Wise Age, who have years of age, employment and diversity experience, expertise and empathy.



Chris Walsh
Chief Exec/Trainer



Oliver Azadi
Webmaster, Social Media



Valery Small
Trustee/Director, Trainer



Tim Whitaker
Trustee/Director



Anna Stapleton
Personal Support/Life Coach



Jane Gibson
Employment Advisor



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Finance/Admin



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**WISDOM
FUELS
INNOVATION**

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March 2025