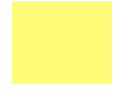


prime



**Senior Enterprise
Workshop
6th October 2010**

**50+, labour
markets &
enterprise**

Laurie South
Chief Executive



prime



PRIME

Established in 1999 as an initiative of Prince Charles

The only national organisation dedicated to promoting 50+ self-employment and enterprise

Mission

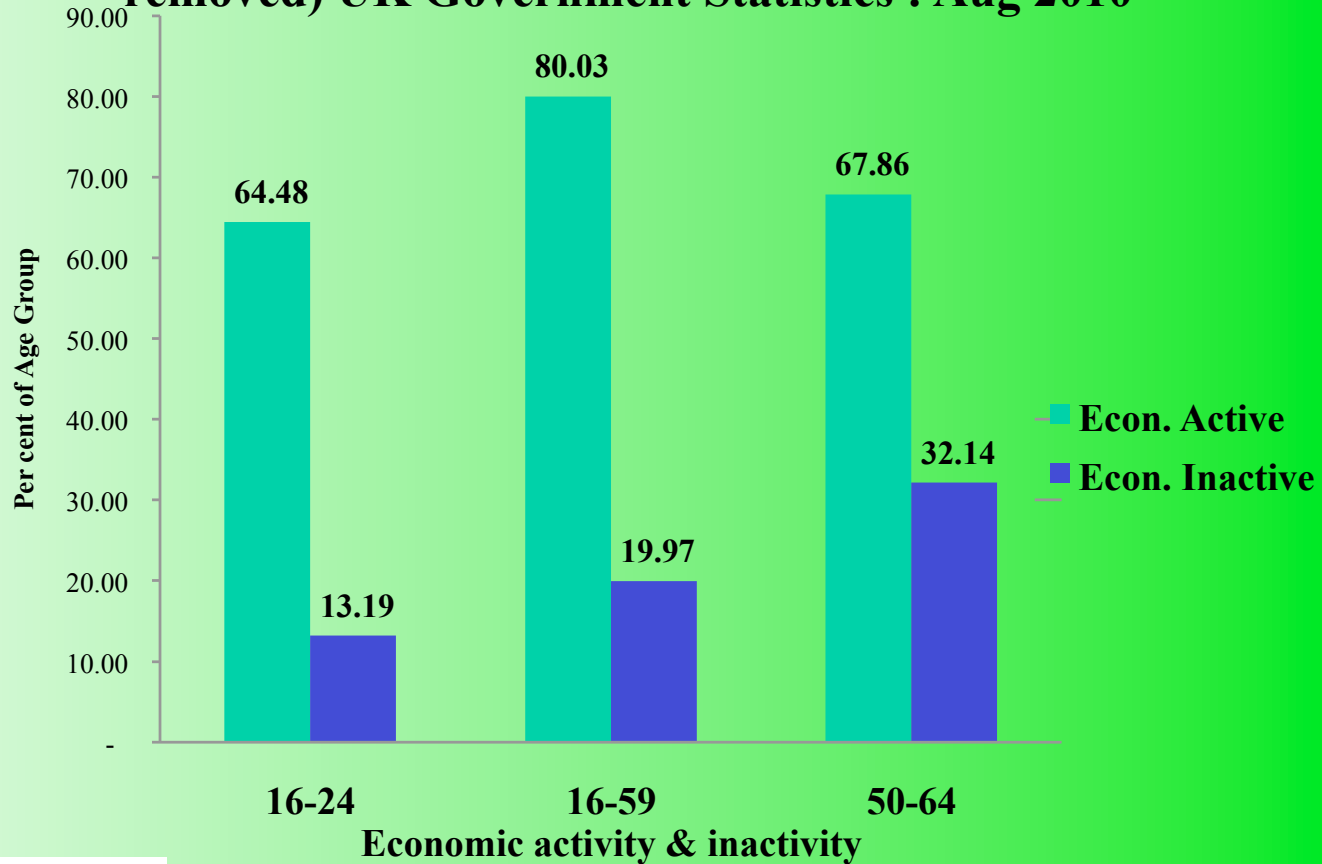
To ensure everyone aged 50+ has the opportunity for financial, social and personal fulfilment through sustainable self-employment, business or social enterprise



prime

Why is PRIME necessary?

Economic Activity / Inactivity by age group (students removed) UK Government Statistics : Aug 2010





The Demographic Challenge

The challenges of an ageing population

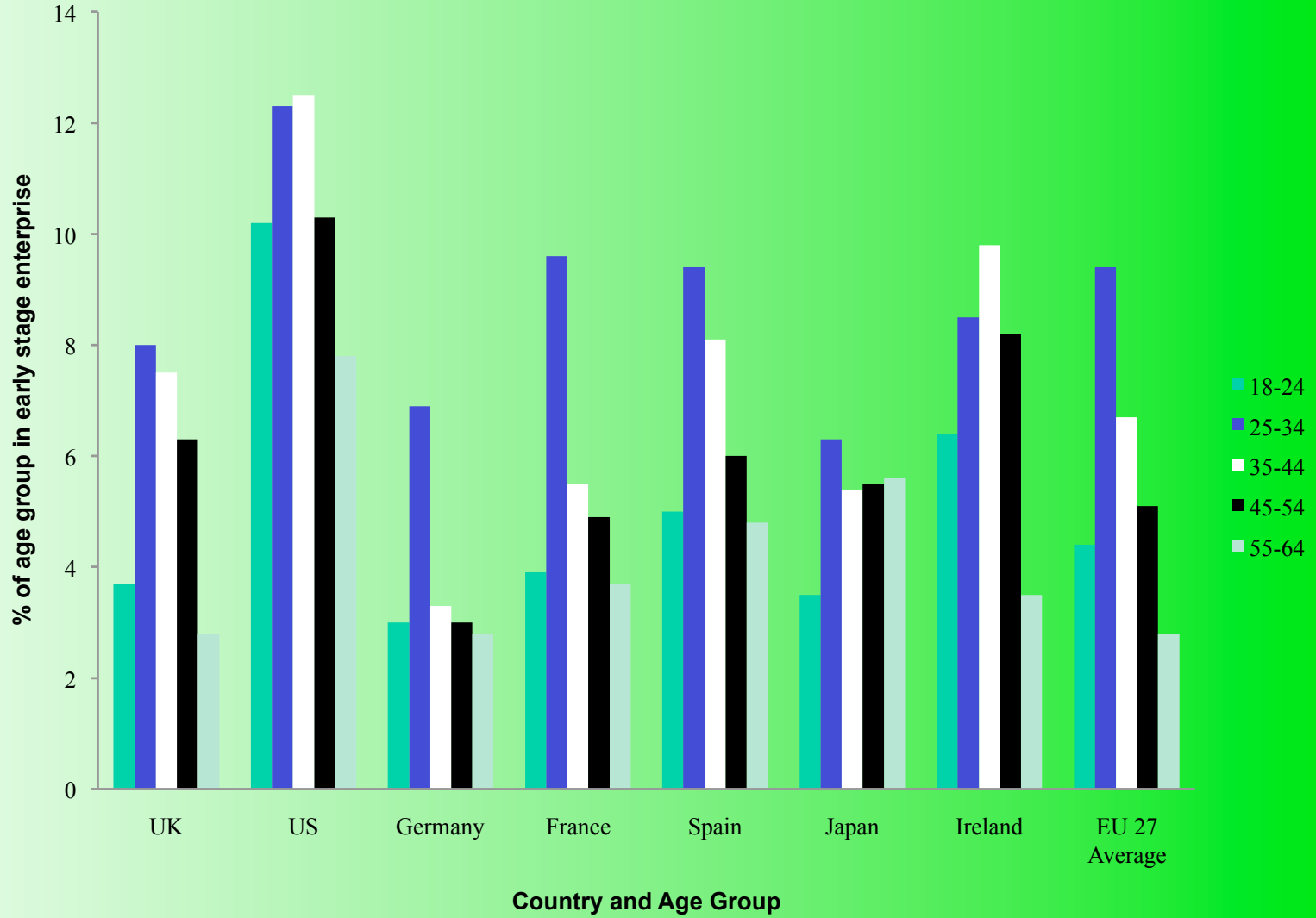
- next 20 years

- ageing workforce
- greater unemployment
- State Pension Age goes up
- changing needs of employees
- caring
- health
- dependency ratio



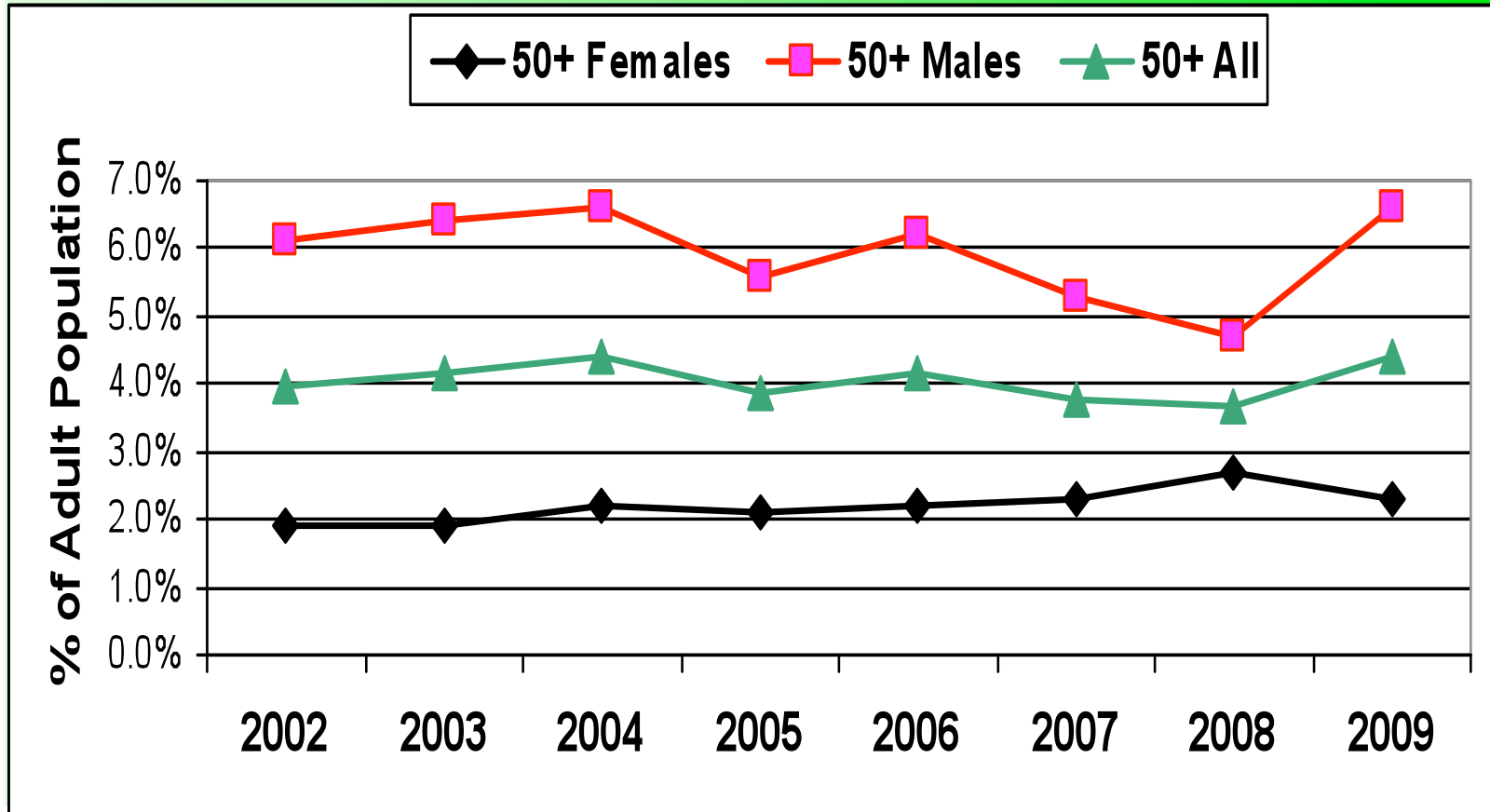
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Early stage entrepreneurship by age: GEM 2008



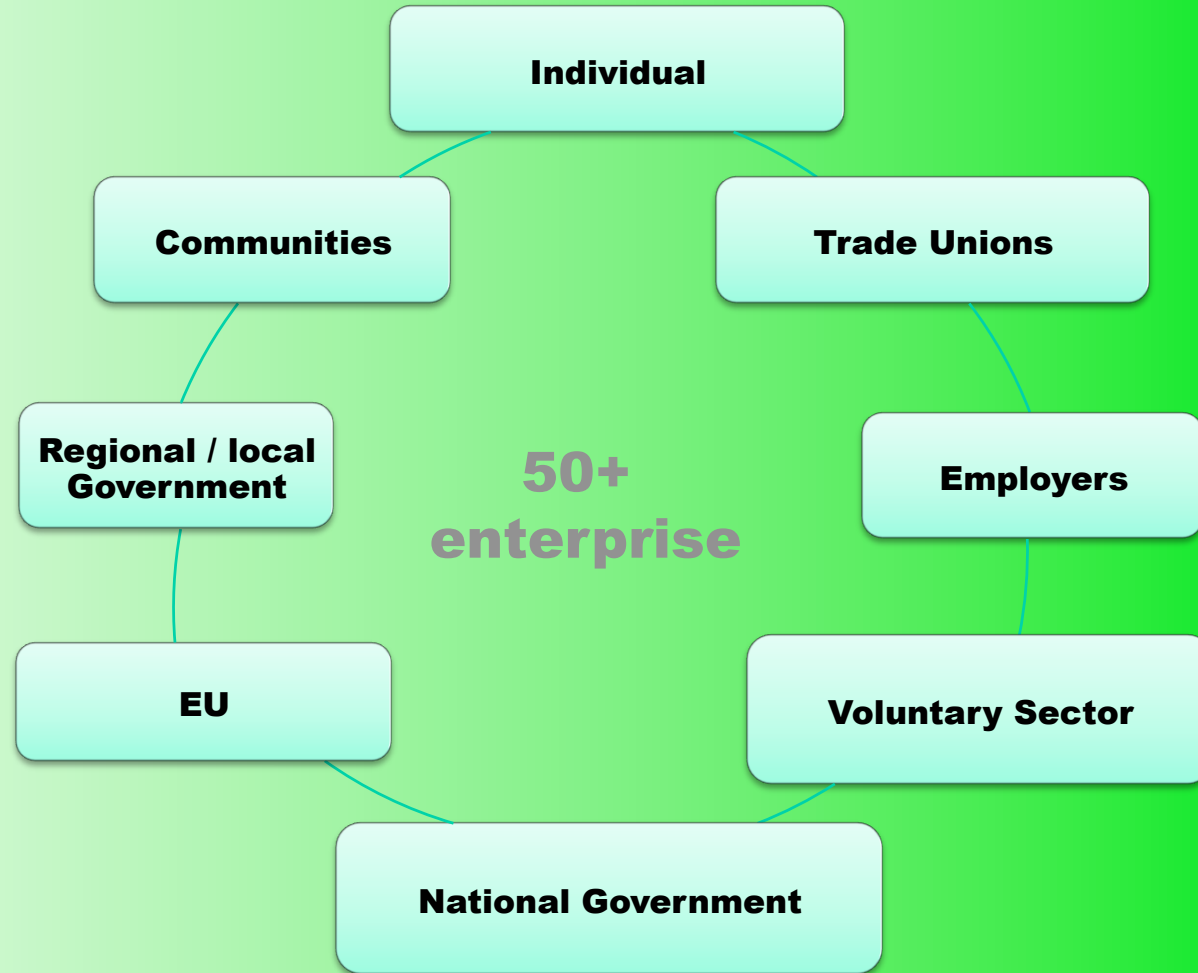
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Early Stage Enterprise 50+ Men & Women in UK: GEM





SENIOR ENTERPRISE: the players





The role of each players

Individual

- **Advice, guidance, support, learning, opportunity**

Employers

- **Age Management, outplacement for enterprise, training, supply chain**

Government

- **Policies on age, financial incentives,**

EU

- **Directives, work programme, projects**



SENIOR ENTERPRISE: the role of each player

Communities

- **Culture of support**

Trade Unions

- **Negotiations, work place learning**

Regional / local Government

- **Economic planning, taxes, incentives**

Voluntary sector

- **Ideas, lobbying, delivery of support**