

## PRESS RELEASE

Thursday 24 February 2005

### Turning Silver into Gold

Knowsley Economic Forum and Ideopolis International are searching for people aged over 50 who are currently running; starting up or thinking about beginning their own business. We will be holding a series of focus groups to understand this exciting and growing area of business, especially the opportunities, challenges, barriers and attitudes facing these mature business builders – especially at a time when so much attention is paid to youth enterprise.

The over 50s are becoming increasingly important not only in number, but in economic power and their ability to shape the development of markets. People are living longer, staying healthier and are more frequently seeking new outlets for their energies when their mortgages are paid off, their careers have ceased to be a challenge and their knowledge/expertise has increased in value.

The voices of these 'Silver Entrepreneurs' are seldom heard. The focus groups aim to redress the balance and produce quality research into the area. The research will be used by economic policy makers of the future.

These sessions will be entirely confidentially on an individual level and will give these more mature entrepreneurs the chance to discuss their challenges with others facing the same issues and leading experts on business creation.

If you would like to participate, please do not hesitate to contact Karen at Ideopolis International on 0151 708 0875 or email [Karen@ideopolis.info](mailto:Karen@ideopolis.info) for further details.

#### *NOTES TO EDITORS:*

**Ideopolis International** is a knowledge & ideas company, formulating and sourcing the best research available globally to develop the great urban communities of the future. We recognize that true regeneration and prosperity is rooted in ideas, hearts and minds. We focus on strategies for action and positive change with diversity, creativity & inclusivity at their core.

**Knowsley Economic Forum** are a private/public sector partnership who drive the economy of the borough. They aim to make it easier to do business in Knowsley by driving forward economic policy and projects in the Borough.

*For further information please contact Aimee on 0151 708 0875 or [aimee@ideopolis.info](mailto:aimee@ideopolis.info)*

*The focus groups will take place during March 2005.*