

Manage Discrimination Case Study

MATURE ACCOUNTANTS LIMITED

Martin Lloyd-Penny found that people over the age of 40 seemed to be having great difficulty finding employment within the accountancy and finance industry, a discovery which led him to set up Mature Accountants Limited in 2005, a recruitment website, specialising in placing mature workers within the sector.

Martin had first hand experience of these difficulties and so was keen to come forward in support of **Manage Discrimination**.

Manage Discrimination is an initiative which has been launched to inform SME employers in the East Midlands about the forthcoming legislation on age discrimination. It is hoped that by showcasing the 'real life' stories of regional employers and employees, other companies will be alerted to the positive aspects of employing mature workers.

After a lengthy and successful career as a chartered accountant, including 14 years experience at board level for a number of SME companies, Martin, (now 53), found himself unexpectedly out of work two years ago after joining a new business venture in the internet print management area as Managing Director.

"I was out of work for nine months because I just couldn't find anything. I visited a number of recruitment agencies over this period and told them that I was willing to do a job at a lower level for less money than I had previously earned. Rather than try and capitalise on my experience, the attitude seemed to be that I would get bored and therefore couldn't be considered as a long-term prospect.

m/f

“At around the same time, I saw an article in one of the key accountancy publications reporting that people over 50 were experiencing problems in finding and retaining employment within the sector. It basically summed up my disillusion. So along with a friend, I took the plunge and set up a website, www.matureaccountants.com to act as a first port of call for those looking for help, advice, or who just wanted somewhere to air their views.”

Martin decided to write back to the magazine voicing his own opinions on the matter, and thanking them for giving him the inspiration to set up the site. The letter struck a nerve with others in similar situations and subsequently triggered a huge response, leading Martin to realise there was an increasing need for this service.

“Once the website had gone live we found ourselves being contacted by employers asking us to find mature employees for their businesses. We’ve now got over 100 very experienced finance professionals ready and willing to work who have registered on our database, a figure which is growing every week, and our message board is full of praise from others who want to offer us their support, which is great.”

“I think that employers often do not see the benefits that employing older workers can bring, which is why I’m pleased to see a dedicated campaign like **Manage Discrimination** try and tackle this. It’s quite ironic because the government now wants us to work longer, which is all very well providing that older workers can find employment in the first place!”

www.matureaccountants.com is steadily growing and Martin now has a small team working on the project. “I am looking forward to growing our service further and to hopefully help more and more mature workers across the country find employment.”

Manage Discrimination will partner with other organisations including *EMDA*, Jobcentre Plus, Acas, and the LSC as a part of its campaign, to offer a complete support network to employers, providing them with information on what the legislation will mean for them and how they can benefit from it.

If you are an employer or an employee wishing to put your business forward as an age positive champion, then please access the **Manage Discrimination** website at www.managediscrimination.com where you will be able to submit your details.

ENDS

For further information please contact Isabel Jones or Kiren Pooni at Eden PR on 0115 852 4717 or at Isabel@edenpr.co.uk

Notes to editors:

Manage Discrimination will support two existing government campaigns, 'Age Positive' and 'Be Ready' in their work to help employers prepare for the 1st October legislation and promote the benefits of retaining and recruiting mature workers. For more information on these campaigns and the impending age legislation visit www.agepositive.gov.uk