

PRIME

Retirement suits some people well, but others find it harder to turn their back on the world of work.



Rita and Frazer Spence launches their own internet business after they retired

PRIME's own primary task has become reaching the hard-to-reach

Whether the reason is the need to keep earning money, or simply the need to keep active, a growing number of people are setting out on a new business career in their 50s, 60s or even 70s.

So what sort of help is available for people considering the route to building a late-career business? PRIME, a charity founded by Prince Charles, is the only national organisation dedicated to helping people aged 50 or over to start their own businesses or enterprises.

PRIME's own primary task has become reaching the hard-to-reach – those individuals who are not likely to find their own way to the existing business support structure under their own steam, but for whom self-employment might still be a good solution. And there are many of them. In the UK, self-employment is a rather neglected option and many people do not realise that they might be in a position to start their own business and thereby create their own livelihood.

PRIME has a network of over 200 partner organisations that can offer free or low-cost support. Details can be found of these services on PRIME's website at www.primebusinessclub.com – just type in a postcode to find the nearest one – six are in Kent.

Case Study

Tony and Carol Avard, from Whitfield on the outskirts of Dover, for example, have built on a successful amateur interest in dogs to set up their own business.

They have been breeding and showing Dobermanns for years as keen amateurs, even producing a Crufts best-of-breed champion. When Tony was 58 the couple went professional, starting **Drava Canine Services**. Specialising in breeding Dobermanns, the business also runs training courses for other dogs and dog owners. The Avars received help and advice with arranging finance for their new venture from PRIME.

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