

From: sara.clarkson@commonpurpose.org.uk
To: Simon.gilby@sheffieldpct.nhs.uk
Subject: Follow up to our Advisory Group Meeting
Date: Wed, 7 May 2008 14:06:00 +0000

Email shared in confidence to Advisory Group members

Dear Simon

You may have seen the article in the Yorkshire Post, on 6 May 2008, that focused on the pro bono use of office space that the Department of Children, Schools and Families provides to Common Purpose in Sheffield. This office space has been used by Common Purpose to run its Sheffield programme from since 1997.

Like most other not for profit organisations, Common Purpose benefits from the generous pro bono support of a wide range of organisations. The use of the office space has enabled Common Purpose to keep its costs down and to offer as many as possible bursary places to those who would otherwise not be able to afford to attend our programmes.

The article also mentions government money being spent on sending public sector employees on Common Purpose programmes. As you know, Common Purpose programmes deliberately bring leaders from all sectors together, group diversity is central to the learning as a source of creativity and deeper problem-solving. The perspectives and experiences from those in the public sector, and their peers in other sectors, are a crucial element of that learning and enrich the group in a way that all participants benefit.

The Chair of the Board of Trustees for Common Purpose Charitable Trust, Jude Kelly, has written a letter to the Editor of the Yorkshire Post.

I would be happy to answer any questions you have about the article. Please get in touch on Tel: (0)20 7608 8145 by email:

joanna.thorpe@commonpurpose.org.uk

<<http://mail01.mail.com/scripts/mail/compose.mail?compose=1&.ob=37df10585fd36ad462fe6ec733565ac6d768e5ef&composeto=joanna.thorpe%40commonpurpose.org.uk>>

Joanna Thorpe, Marketing Director/Chief Executive, Civilia, Common Purpose

From: sara.clarkson@commonpurpose.org.uk
To: Simon.gilby@sheffieldpct.nhs.uk
Subject: Common Purpose
Date: Wed, 28 May 2008 12:48:00 +0000

Dear Simon

If you have searched on Google recently for Common Purpose, you will be aware that a very small group of people are making some strange, untrue, and in some cases defamatory, claims about Common Purpose,

not least that we are a criminal and conspiratorial group plotting to abolish the UK. Normally we would simply ignore these sorts of claims. Due to the way they link to each other, these sites are appearing high in Google rankings and as such, we would like to try to showcase Common Purpose's positive impact. Rather than click on these listings and push them further up the Google rankings, I would ask that you can read about the claims on www.commonpurpose.net.

We care about the reputation of the Common Purpose community and would like to create the opportunity to show the benefits of participating in one of our leadership programmes - by capturing the reflections of current and recent participants about their programme, and to promote the many achievements of Common Purpose graduates that are making a positive contribution to their workplaces and communities.

We would like to take the opportunity to ask graduates to, if they wish, comment on their Common Purpose experience and the impact of the programme. We have set up a blog for this purpose <http://mycommonpurposeexperience.wordpress.com>
<<http://mycommonpurposeexperience.wordpress.com/>>

This will link to a microsite where we will highlight the case studies from our website, recent statistics from our impact studies and quotes from our Trustees and some supporters.

If you would like to link your website (or your blog if you have one) to this microsite or our www.commonpurpose.org.uk site, please do so.

If you would like to be a case study for our website, we would be delighted to hear from you too.

Please post a comment on <http://mycommonpurposeexperience.wordpress.com>
<<http://mycommonpurposeexperience.wordpress.com/>>

With thanks and best wishes

Sara