



Common Purpose

**Birmingham**

**Profile Pack**

**10 – 11 June 2008**

*“A fascinating and highly informative couple of days! I greatly enjoyed the opportunity to hear the many, highly appropriate speakers and have access to their knowledge. I was impressed that you were able to attract the calibre of speaker, a huge credit to Common Purpose and how it goes about its business. Part of the pleasure of these intense days is getting to know the other participants. This was as valuable as hearing the invited speakers.”*

Christopher Barron, Chief Executive, Birmingham Royal Ballet

## Application process

We are delighted that you are considering applying for the Profile programme in Birmingham. The dates for the programme are 10 – 11 June 2008.

The fee is £1000 + VAT.

Participants are approved by our local Common Purpose Advisory Group, consisting of senior leaders in and around the area.

You will be notified approximately one to two weeks after we receive your application as to whether you have been successful.

## Checklist

1. Complete an application form.
2. Application forms are available in several formats: paper, an emailable Word document (available on request from [birmingham@commonpurpose.org.uk](mailto:birmingham@commonpurpose.org.uk) ) and online at [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk)
3. Complete an equal opportunities form. We value diversity on our programmes and positively encourage applications from all sections of the community. This form is not considered in the selection process – but is designed to assist us in monitoring our commitment to diversity.
4. Send us your completed application to Common Purpose, c/o Pinsent Masons, 3 Colmore Circus, Birmingham, B4 6BH, remembering to include:
  - an application form
  - signed terms & conditions
  - an equal opportunities form (for monitoring purposes).

## Advisory Group

Janette Rawlinson (Chair)  
**Just Real Solutions**

Chris King  
Regional Director, **Lovell**

Tom Magrath  
Projects Director, **Centro**

Parminder Jutla Singh  
Development Manager,  
**UnLtd**

Debbie Walsh,  
**Royal Institute of  
Chartered Surveyors**

Nick Winterbotham  
Chief Executive Officer,  
**Millennium Point**

Sally Hannah  
Assistant Regional  
Director, **CBI West  
Midlands**

Louise Rogers  
Regional Training  
Manager  
**Trinity Mirror Midlands**

Martin Clark  
Assistant Chief Fire  
Officer, Director of  
Service Delivery  
**West Midlands Fire  
Service**

# What is Profile?

Profile is Common Purpose's leadership programme that provides a two-day briefing to people who need to know their area better. They can be leaders who want to take a fresh look at Birmingham in its current context, or leaders who are new to our area and want an introduction to the important issues, players and institutions that are crucial to the areas success.

Profile is also highly effective for groups of leaders who are working together on local strategy and who would benefit from looking at Birmingham together in order to understand each other's perspectives.

In two intense and fast-paced days, Profile gives participants an overview of Birmingham and offers an introduction to key players. Participants are able to get behind the scenes to examine how the various agencies and services operate and see aspects of the area with which they might not otherwise come in contact.

On Profile, participants will:

- be briefed by local experts to gain an overview of the area
- visit different places to gain a sense of the area and the centres of power in Birmingham
- tackle crucial issues – such as the economy, education, employment and regeneration with the people who actually set the agenda for them in Birmingham
- ask tough questions – of outside speakers and of each other
- apply their individual creativity and collective abilities to address threats and opportunities that are hitting the region
- connect with peers in different sectors
- experience the sense of Common Purpose that comes from working together with a diverse group of other stakeholders in Birmingham

# Is it for me?

Profile participants are people who, either personally or through their organisations, impact on – and are impacted by – the local community and economy. We would welcome your application if you are a decision maker or opinion former who has the ability to effect change in your organisation or in the area.

All of Common Purpose's leadership programmes are deliberately cross-sector and Profile is no exception. Each participant brings his or her own perspective on the issues in Birmingham and contributes to the breadth of the experience. Participants frequently comment that they learn as much from each other as they do from the programme itself. In fact, this is considered a crucial part of the programme.

Size of the participant group is usually between ten and twenty people.

# What are the benefits?

Profile benefits participants, their organisations and the area in several important ways, including:

- new leaders get integrated faster and are able to contribute to the area's success.
- local partnerships are able to work more effectively together
- leaders are able to get a fresh perspective on the area and reflect on ways on which they and their organisations can have a greater impact
- connections are made across sectors that can lead to increased collaboration and co-operation.

## Sample agenda – day one

Introduction to Profile		
8.45 am	Arrive at Martineau Johnson for refreshments	Objectives and conventions
9.00 am	<p><b>Welcome to Martineau Johnson</b> Keith Dudley, Partner</p> <p><b>Welcome, introductions and briefing</b> Louise Teboul, Regional Director</p>	<p>How to make the most of the programme</p> <p>Meet your fellow participants</p>

Birmingham – a historical perspective		
9.15 am	Chris Upton, Historian, Newman College	<p>How did we get to where we are today?</p> <p>Key historical info and context to present day Birmingham</p> <p>Challenges and opportunities ahead</p>

View from the top – local government		
10.00 am	Stephen Hughes, Chief Executive, Birmingham City Council	<p>How does the UK's largest council operate?</p> <p>The scale and scope of the work of the Council</p>
11.00 am	Refreshments	Who are the key partners?

Birmingham in view - tour		
11.15 am	Ian Jelf, Blue Badge Guide	<p>Explore Birmingham and consider the variety of districts and areas</p>
1.00 pm	Lunch	See the city from a range of different viewpoints

Birmingham – a diverse city		
2.00 pm	Aaron Reid, Executive Director, Birmingham Professional DiverCity	<p>Is cultural diversity a route to social cohesion?</p> <p>Why is the city unique?</p> <p>What are the challenges and opportunities?</p>

<b>Educating Birmingham</b>		
3.30 pm	<ul style="list-style-type: none"> <li>Richard Riley, Senior Tutor, Small Heath School</li> <li>Andrea Quigley, Partnership Director, Learning &amp; Skills Council</li> <li>Trevor Cornfoot, Deputy Director, Skills Partnership, Advantage West Midlands</li> </ul>	<p>Priorities in educational provision</p> <p>The skills agenda</p> <p>Does our educational provision meet our needs as citizens and as a workforce?</p>

<b>Insight into the third sector</b>		
4.30 pm – 5.15	Sarah Crawley, Chair, Birmingham ChangeUp Consortium	<p>Insight into the third sector</p> <p>What are the drivers for change?</p> <p>What is the ChangeUp agenda?</p>

<b>Arts and culture visit – tour of the Birmingham Rep</b>		
5.45 pm	Tour, talk and supper with Steve Ball, Associate Director (Learning & Participation)	

8.00 pm	Close	
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## Sample agenda – day two

<b>Introduction to day two</b>	
8.30 am	Arrival at Pinsent Masons for refreshments
8.45 am	<b>Welcome to Pinsent Masons</b>
	<b>Welcome to day two and briefing</b> Louise Teboul, Regional Director

<b>Transport – the challenges ahead</b>	
9.00 am	<p>Panel chaired by Tony Hawkhead, Chief Executive, Groundwork UK</p> <ul style="list-style-type: none"> <li>• Steve Jasper, Customer Services Director, Travel West Midlands</li> <li>• Tom Magrath, Projects Director, Centro</li> <li>• Peter Langley, Lecturer in Transport Planning, Centre for Urban &amp; Regional Studies, University of Birmingham</li> <li>• Andy Holding, Community Affairs Officer, Birmingham International Airport</li> </ul>
	<p>What are the challenges ahead?</p> <p>How do we create a transport system to meet the needs of Birmingham in the 21st Century?</p> <p>What about the environmental considerations?</p>
10.30 am	Refreshments

<b>“Hold the front page”</b>	
10.45 am	<p>Trinity Mirror Group visit</p> <p>Marc Reeves, Editor, Birmingham Post</p>
	<p>What are the key drivers for the Birmingham Post</p> <p>What is the role of the media?</p> <p>What are the main concerns of their readers</p>

<b>Regenerating Birmingham</b>	
12.00 pm	<p>Waheed Nazir, Assistant Director, Development Planning and Regeneration, Birmingham City Council</p>
	<p>Key facts about the city regeneration plan</p> <p>What are the plans for the future</p> <p>Where are the key areas</p>

**Birmingham – a good place for business?**

2.00 pm

- Rob Ewen, Regional Director, MACE
- Barry Tomes, Managing Director, Gotham Records
- Alex Bishop, Partner, Shoosmiths Solicitors

Your chance to hear some different perspectives on doing business in the city

What's good and bad about doing business in Birmingham?

How does doing business in Birmingham differ from other cities?

**Managing crime in the city**

3.30 pm

West Midlands Police visit

Tour of Steelhouse Lane Police Station with Acting Chief Inspector Paul Ford

An insight into the work of West Midlands Police

How do you manage crime in a diverse city?

How is technology helping?

**A picture of health?**

4.45 pm

Birmingham Children's Hospital visit with

- Andrew Hughes, Chief Commercial Development Officer
- Kevin Stringer, Chief Financial Officer

What's the reality behind the headlines?

What does the future hold?

What are the key challenges?

6.15 pm

**Review and close**



## **Common Purpose Profile Programme Feedback**

Some feedback from recent Birmingham Profile graduates ...

**Christopher Barron, chief executive, Birmingham Royal Ballet:**

“A fascinating and highly informative couple of days! I greatly enjoyed the opportunity to hear the many, highly appropriate speakers and have access to their knowledge. I was impressed that you were able to attract the calibre of speaker, a huge credit to Common Purpose and how it goes about its business. Part of the pleasure of these intense days is getting to know the other participants. This was as valuable as hearing the invited speakers.”

**Geoff Fenlon, general manager, ICC:**

“An excellent programme, well. A terrific way to get a real insight into Birmingham.”

**Kathryn Holland, corporate communications director, Mitchells & Butler:**

“Excellent, relevant debate and honesty about the issues. Very useful networking opportunity, thought-provoking and inspiring.”

**Marc Reeves, editor of Birmingham Post:**

“Astonishingly well-paced and planned event - top level speakers and excellent discussions. I can't think of a wasted minute in the programme, and you did an incredible balancing act by covering so many subjects in so much depth. My contacts book is now overflowing as a result!”

**Simon Hart, office managing partner at Baker Tilly:**

“Far, far more useful and informative than I could have hoped for.”

**Jim Titley, superintendent ops, West Midlands Police:**

“As a new person ... these two days were a valuable introduction and insight into the key people and key issues.”

**Richard Edwards, practice senior partner, Deloitte:**

“Overall an excellent two days.”

**Mike Mason-Williams, account director, KPMG:**

“Very impressed with both panels of speakers and attendees.”

**Julie Burgess, chief executive, Birmingham Women's Hospital NHS Trust:**

“Extremely useful and varied programme.”

**Frank Coldwell, service director, Amey plc:**

“I should have done it earlier! Excellent two days – very well spent.”

**Tracy Taylor, director performance & delivery, Birmingham East & North PCT:**

“Absolutely fantastic insight into the drivers of the city. Well worth the time spent.”

**Keith Fraser, assistant superintendent/operations manager, West Midlands Police:**

“Excellent overview of issues and complexity impacting on Birmingham. Very valuable. “

**Philip Amison, director of strategy, Advantage West Midlands:**

“An excellent way of hearing different perspectives on and the issues facing Birmingham.”

**Chris Everall, Director, Integra Project Management:**

“The Profile programme has been one of the most valuable training sessions I’ve ever undertaken. It was great to meet such a wide range of people (both delegates and speakers) and I found it very inspiring and useful.”

**Andrew Webster, Methodist Church Minister:**

“It was a genuinely stimulating two days. A strength of the course was the bringing together of a wide variety of people and perspectives ... and challenge them as to what they consider the key elements of a successful city.”

**Peter Brammall, Area Director for Birmingham & Solihull, Learning & Skills Council:**

“An excellent two days for which I will certainly be nominating some of my team. Thanks.”

**Jane Liptrot, Job Developer, National Employment Panel Ltd:**

“A thoroughly enjoyable programme that has given me a different insight to activities/business across the City.”

**Chief Superintendent Malcolm Coall, West Midlands Police:**

“This would be an excellent insight to new arrivals to the region. This programme provides engagement, interaction with key partners across a broad range of services that is having an impact on society.”

## Past participants

David Adams  
Deputy Corporate Director  
**Barclays Bank PLC**

John Adler  
Chief Executive  
**Sandwell & West Bham Hospitals NHS Trust**

Melanie Alker  
Deputy Director  
**Government Office West Midlands**

Carol Bannister  
Head of Acute Commissioning  
**Eastern Bham PCT**

Nick Booth  
Director  
**Birmingham City Pride**

Jerry Blackett  
Chief Executive  
**Birmingham Chamber of Commerce & Industry**

Sophia Christie  
Chief Executive  
**Eastern Birmingham PCT**

Ian Clarke  
Asset Manager  
**Argent Group PLC**

Marc Reeves  
Editor  
**Birmingham Post**

Philip Amison  
Director of Strategy  
**Advantage West Midlands**

Andrew Webster  
Minister  
**Methodist Church**

Keith Fraser  
Assistant Superintendent  
**West Midlands Police**

Mike Mason-Williams  
Account Director  
**KPMG**

Geoff Fenlon  
General Manager  
**ICC**

Chris Barron  
Chief Executive  
**Birmingham Royal Ballet**

Simon Hart  
Office Managing Partner  
**Baker Tilly**

Richard Edwards  
Practice Senior Partner  
**Deloittes**

Philippa Smethurst  
Development Manager  
**Symphony Hall**

Sharon Annakie  
Chief Executive  
**Servol Community Trust**

Craig Errington  
Chief Executive  
**Wesleyan Assurance**

David Gowdy  
Director, Policy & Commissioning  
**Eastern Birmingham PCT**

David Hersey  
Regional Director  
**Royal Bank of Scotland**

Frank Coldwell  
Service Director  
**Amy plc**

Jackie Ripley  
HR Manager  
**Gambling Commission**

Tina Brown-Love  
Director of Resources  
**St Basils**

Sylvia Parkin  
Regional SaBRE Campaign Director  
**SaBRE**

Kathryn Holland  
Corporate Communications Director  
**Mitchells & Butler**

Julie Burgess  
Chief Executive  
**Birmingham Women's Hospital NHS Trust**

## Organisations involved in Common Purpose include\*:

Advantage West Midlands

Baker Tilly

Barclays

BBC

Birmingham Chamber of Commerce & Industry

Birmingham City Council

Birmingham Forward

Birmingham International Airport

Birmingham Post and Mail

Birmingham & Solihull Connexions

Deloittes

Diocese of Birmingham

Ernst & Young

Government Office West Midlands

Groundwork UK

Heart of Birmingham Teaching Primary Care Trust

HM Prison Birmingham

KPMG

Pinsents

PWC

Royal Bank of Scotland

St Basil's

The Birmingham Hippodrome

Urban Splash

West Midlands Fire Service

West Midlands Police

Wragge & Co

## Profile application form

**PLEASE PRINT CLEARLY USING BLACK INK**

This form is also available online at [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk) or as an emailable Word document.  
Common Purpose will use the information you provide on this form to process and evaluate your application.  
This information may also be used for programme administration and for the purposes set out at the end of this form.

Programme applying for	
First name	
Surname	
Preferred name	
Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>
Age range	Under 35 years <input type="checkbox"/> 35-45 years <input type="checkbox"/> 46-55 years <input type="checkbox"/> 56-65 years <input type="checkbox"/> over 65 years <input type="checkbox"/>

Organisation name	
Position	
Work address	
Tel	
Fax	
Mobile	
Email	

The following information will be used by Common Purpose to determine whether you will be offered a place on the programme. Should you require more space, please continue on no more than one A4 sheet.

If you have a disability that requires us to make a reasonable adjustment to enable you to apply, please notify your nearest Common Purpose programme office.

What do you hope to gain from Profile?

## Financial Assistance

There are a few part fees available for candidates who can demonstrate a clear need for financial assistance. To be considered, please document your need in a separate letter and submit it with this application.

## Completing your application

I confirm that in signing this application I have read and understood the terms and conditions, and that I have the authority to agree them.

Name	
Participant's Signature	
Date	

**Please return your completed application and signed Equal Opportunities form to the following address:**

Common Purpose, c/o Pinsent Masons, 3 Colmore Circus, Birmingham, B4 6BH  
email: [Birmingham@commonpurpose.org.uk](mailto:Birmingham@commonpurpose.org.uk)  
tel: 0121 625 3269, fax: 0121 626 1040

**We value diversity on our programmes and positively encourage applications from all sections of the community.**

# Terms and conditions

These terms and conditions apply to all participants on a Common Purpose Profile programme.

## Attendance

- A participant on a Common Purpose Profile programme undertakes to attend for the full duration of the Profile event.
- A place on one Common Purpose programme is not transferable to another Common Purpose programme, but may be transferred to another individual at an appropriate level within the same organisation.
- Common Purpose retains the right to change the advertised agenda for a Common Purpose day or event without notice to the participants.
- Participants will be given reasonable notice in advance if the venue for a Common Purpose programme day or event is changed.

## Conduct during the programme

- When booking and paying for Profile, Common Purpose is acting as an agent on the participant's behalf. Participants will be subject to the terms and conditions of the venue.
- It is the participant's responsibility to ensure that while attending Profile and while on any third party premises he or she does not behave in an improper or disorderly manner or in a way which risks or causes damage to property, or in a way which is in breach of the terms and conditions of those premises.
- In the event of such improper behaviour, Common Purpose will have the right to require the participant to withdraw from Profile. In such circumstances, Common Purpose will be entitled to retain the Profile fee.
- The participant will also be liable to indemnify Common Purpose for any expenses or other liability it incurs or suffers as a result of any such improper behaviour.
- All participants are expected to abide by the Common Purpose Conventions (see attached).

## Payment terms

- Attendance on a Common Purpose Profile programme is conditional on receipt in full of the fee by Common Purpose prior to the start of Profile. (This condition also applies in the case of a part fee agreed for a participant who has demonstrated a clear need for financial assistance.)

## Cancellation and refunds

Notice of cancellation must be received in writing by post or by fax and is subject to the following terms:

- where notice of cancellation is received 21 days or fewer prior to the first day of the Profile programme, the payer will be liable for 100% of the programme fee
- where notice of cancellation is received more than 21 days but fewer than 42 days prior to the first day of the Profile programme, the payer will be liable for 50% of the programme fee
- where notice of cancellation is received 42 days or more prior to the first day of the Profile programme, the payer will receive a full refund of the fee paid
- no refund of fees will be made for absence due to illness or for withdrawal from the Profile programme for any reason.

## Data protection

Common Purpose is the data controller for the purposes of the Data Protection Act 1998. Please contact Annette Ward at [annette.ward@commonpurpose.org.uk](mailto:annette.ward@commonpurpose.org.uk) if you have any queries relating to the use of your data.

If accepted as a participant on a Common Purpose Profile, you are agreeing that Common Purpose may use your data for the following purposes:

- we will use your contact details to send you information relating to Profile and to request feedback
- we may publish your name, job title, employer organisation and Profile attended as part of our promotional materials
- we may also use your contact details to send you information about other programmes and activities we offer. Please tick if you do not wish to receive such information
- unless you object, we may publish your contact details to the members of your participant group as part of the information distributed prior to Profile. To opt out, please tick here:

Except in connection with the activities described above or where required to do so by law, we will not disclose your data to third parties without your permission.

Common Purpose takes all reasonable precautions to prevent the loss, misuse or alteration of your data.

All applicants on Common Purpose programmes together with their employer organisations (where applicable) are bound by the terms and conditions listed above. Please sign below in acceptance of these terms and conditions:

**For the participant**

Name of participant (please print)		
Name of organisation		
Full address		
	Postcode	
Fee amount		
Payment due date		
Participant's signature		
Date		

**For the participant's employer/person authorised to approve the fee** (If you are self-funding you do not have to complete this part of the form)

Name of employer/authorised person	
Employer/authorised person's job title	
Employer/authorised person's signature	
Date	

Please keep a copy of this form for your records and return the signed original, including the terms and conditions sheet, to the address below:

Common Purpose, Pinsents, 3 Colmore Circus, Birmingham, B4 6BH  
 tel: 0121 625 3269,  
 fax: 0121 626 1040



## Equal Opportunities Form

PLEASE PRINT CLEARLY USING **BLACK INK**.

This form is also available online at [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk) or as an emailable Word document.

Common Purpose monitors all applications in order that it can build an accurate picture of the make-up and diversity of those applying for and attending Common Purpose programmes.

The information in this section is designed to assist in this monitoring. It does not form part of the selection process.

The information will be stored electronically and will be published as part of a statistical summary in an anonymous format.

It would be helpful if you would complete all or part of the following in order that our statistical records may be maintained accurately. Please do not complete the following sections unless you agree to the processing of the information in the manner specified.

Name	
Programme applying for	
Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>
Date of birth	

### Ethnic origin

How would you describe your ethnic or cultural origin?

Black British	<input type="checkbox"/>	Indian	<input type="checkbox"/>	White European/Other	<input type="checkbox"/>
Black African	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>	Chinese/Other Asian	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>	Mixed Racial Origin	<input type="checkbox"/>
Black Other	<input type="checkbox"/>	White British	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>
Asian British	<input type="checkbox"/>	Irish	<input type="checkbox"/>	_____	

### Disability

Do you have a disability as defined by the Disability Discrimination Act 1995 (DDA)? The definition of a disability under the DDA is "A physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities."	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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If you do have a disability, as defined by the Disability Discrimination Act 1995, please could you give further details of the disability and any reasonable adjustments you may require in order to participate in a Common Purpose programme? This will be used to assist us in the administration of the programme. Please contact Common Purpose at [enquiries@commonpurpose.org.uk](mailto:enquiries@commonpurpose.org.uk) if you have any queries.

Please return your completed application to the following address:

Common Purpose, Pinsents, 3 Colmore Circus, Birmingham B4 6BH

Email: [Birmingham@commonpurpose.org.uk](mailto:Birmingham@commonpurpose.org.uk)