

## Media Release

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### **High ranking West Midlands police officer to receive Cabinet calibre briefing to help region thrive in the future**

A West Midlands Police Inspector is flying the flag for Birmingham as part of a select group of leaders from across the country spending a week with some of the Europe's foremost economists, entrepreneurs and scientists from 13 – 17 June.

It's part of an initiative designed to give leaders from the business, voluntary, and public sectors access to the skills and contacts to help secure the West Midlands' future as a leading region.

Chief Inspector Ellie Bird is one of 40 people taking part in a unique programme developed by international leadership organisation Common Purpose. Called 20:20 2005, the annual programme brings together participants from across the UK to examine the forces that will drive change in society, so they and their organisations can be better prepared to meet future challenges.

Through briefings from top businesspeople, politicians, civil servants and economists, participants are able to expand their horizons; develop their strategic vision by sharpening their understanding of national and international issues; and raise their game at a national level.

Speakers taking part in 20.20 include the Prime Minister's Political Secretary John McTernan, Channel 4's Economic Correspondent Liam Halligan, and Dr Hans Reckers, Board Member of German banking giant Deutsche Bank.

Speaking under 'Chatham House Rules' terms - which allows both the speakers and delegates to speak freely, on the understanding they'll never be quoted outside the session – 20:20 will present an unprecedented look at what's really going on in the national and international corridors of power.

Providing a combination of insider insights in both London and Brussels, and top-level contacts, 20:20 aims to help delegates better understand the workings of the systems that directly or indirectly touch on every area of life in Birmingham. In addition, it arms them with the contacts and know-how to affect real social change.

Ellie Bird says: "I see 20:20 as a fantastic opportunity to add to the experiences I have gained through Common Purpose. Since joining the programme I have learnt what makes this city tick, and more importantly what I, and those around me can, and should be doing, to take the city forward.

Senior Programme Director, Birmingham Carol Coombes says: "Ellie shows strong leadership skills. 20:20 is a challenging programme and Birmingham can be proud to have a voice in this unique arena. I'm sure the insights she brings back will benefit the whole community."

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Anyone wishing to learn more about Common Purpose should contact Birmingham Senior Programme Director Carol Coombes on 01274 375 554. The Birmingham based sister programme to 20.20, Matrix, is open to those in senior roles in the private, public and voluntary sectors that can demonstrate exceptional leadership ability. To find out more information about Matrix visit: [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk)

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#### **Notes for editors**

**Common Purpose is an independent leadership organisation that aims to improve the way organisations and society work. Common Purpose operates throughout the UK and worldwide in Ireland, Sweden, The Netherlands, South Africa and Germany. For further information visit [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk)**

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