

## About Common Purpose Profile

### An insight into the Leeds Area

#### What is Common Purpose?

Common Purpose runs education courses across the UK, Europe and South Africa for leaders of today and tomorrow. Our aim is to inspire senior people from the private, public and community/voluntary sectors to think *outside their box* and gain powerful insights into how their area ticks. Our challenging courses provide unique opportunities to become a better-informed leader, able to network effectively across a broad range of organisations and to contribute positively to the future.

#### What is Profile?

Profiles provides a two days briefing for leaders who need a quick overview of key issues and organisations in their new patch, or for leaders who want to broaden their horizons beyond their own sector and begin to widen their circle of peers.

Participants will travel across the Leeds area to meet top decision-makers who will each give short briefings relating to the themes below. There will be the opportunity to share perspectives with the group on the issues they raise, to visit relevant organisations and to consider the context in which they are all operating.

The Leeds Profile will take place at a variety of venues throughout the area, enabling you to significantly, and uniquely, increase your knowledge of the area and the different types of organisation operating there.

*"Excellent fast-track to major themes in the city and region!"*

#### Sean Flynn, Director of Finance and Resources, Connect Housing Association

##### Main themes:

- governance and decision-making
- the economy and regeneration
- education and learning
- crime and community safety
- health, housing and quality of life
- rural issues
- community cohesion and social inclusion

##### Who is Profile for?

- very senior people from all sectors who are relatively new to the area and need to gain an overview quickly
- people from all sectors who have been recently promoted to very senior decision-making positions
- current senior executives eager to broaden, deepen and refresh their knowledge of the district.

#### When is it?

12<sup>th</sup> and 13<sup>th</sup> May 2010  
(Leeds)  
14<sup>th</sup> and 15<sup>th</sup> June 2010  
(Bradford)

#### How much is it and how do I book?

£1,000 + VAT which includes all meals, refreshments, transport and course materials.

#### Part bursaries available.

Interested organisations should contact us to discuss the level of contribution they are able to make to the cost of the course.

Apply online on [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk) (find a course)

Ring for an electronic application form and information on 01274 375 554 (Coordinator: Lucy Marie Morris) –

Email us at [leeds@commonpurpose.co.uk](mailto:leeds@commonpurpose.co.uk)

Or talk to...

#### The Leeds Advisory Group

**Peter Burrows**, Archdeacon, Diocese of Ripon and Leeds  
**Charlotte Britton**, Chair, Young Directors IOD

**Arshad Chaudhry**, Chairman, ABD Network

**Malcolm Cowing**, Managing Partner, Brahm Limited

**Martin Dean**, Deputy Director, Leeds Initiative

**Geoffrey Dodd**, Assistant Chief Constable, West Yorkshire Police

**Murray Edwards**, General Manager, Wakefield Theatres

**Neil Jenkinson**, Head of Communication, Yorkshire Forward

**Paul Kelly**, Director of Assets, KPMG

**Gary Lumby** (Chair), Head of UK Retail, Yorkshire Bank

**Martin Patterson**, Director of Fundraising, St George's Crypt

**Wednesday 12th May**

<b>Day 1</b>		
8:30am	<b>Arrival &amp; refreshments at Pricewaterhouse Cooper</b>	
9:00 am	Introductions & Briefing Veronique Raingeval, Director, Common Purpose Leeds	
<b>A regional capital: How does Leeds work for you?</b>		
9.30 am	Veronique Raingeval Senior Programme Director, Common Purpose Leeds	<i>A session discussing the internal and external perceptions of Leeds.</i>
<b>History and Background to Leeds</b>		
10.15am	<b>From then to now</b> Tbc	
11.15am	Break	<i>How did Leeds come about? How can we learn from his history to understand its identity today, and the issues at the forefront of its diverse leaders today?</i>
<b>Economy</b>		
11:30	<b>Picking up from where we left: Business as usual?</b> Paul Stephens, Leeds City Council Randal Casson, Partner (Retail), PWC.	<i>The 2008 recession in the West dented the confidence we had in markets and the free economy. 2010 has seen mixed reviews of our local economy...What is it to be ? Recovery or moving on? And what is the potential of the Leeds City-Region in this?</i>
<b>Lunch</b>		
12.30pm	Lunch at Host	

<b>Neighbourhoods and infrastructure</b>		
1:00pm	Leave host by bus for tour of Leeds	
1:30pm	<b>Shining Leeds, Shadow Leeds</b> Huw Jones, Director, Renew	
3.30pm	<b>Arrival &amp; Refreshments at ARUP Leeds</b>	
3.45pm	<b>Infrastructure challenges in Leeds</b> Steve Williamson, Chief Executive, Renew Paul Roberts, Assistant Director, Metro	
5:00pm	Depart for next Venue	<i>As Leeds prepares for a population in excess of one million people in 2050 and more climate change issues, how are we doing on the infrastructure needed to enable us to enjoy decent a standard of life?</i>
<b>Community Safety (Venue TBC)</b>		
5:30	Keith Lawrence, Chief Superintendent, Safer Leeds Partnership	
		<i>Policing standards going up...safer communities... what's not good about policing in Leeds today?</i>
6:30pm	<b>Leave for Dinner</b>	
7:00pm	<b>Dinner</b>	

Thursday 13<sup>th</sup> May 2010 - Day 2

<b>Review of Day 1</b>		
8.15am	<b>Arrival &amp; Refreshments at South Leeds High</b>	
08.30am	<b>Review</b> Veronique Raingeval, Director, Common Purpose West Yorkshire	<i>Building the learning. A review of day 1 findings and emerging issues</i>
<b>Education - South Leeds High</b>		
09.00am	Colin Bell, Headteacher, South Leeds High	
10:00am	<b>Leave for Beeston Gurdwara</b>	<i>What has been achieved in education in Leeds so far? Where are the tough nuts going forward?</i>
<b>Community Cohesion - Guru Nanak Nishkam Sewak Jatha</b>		
10:30	<b>Arrival at Beeston Gurdwara and tour</b>	
11:00	The role of faith organisations in Community Cohesion Harbans Singh Sagoo	
12:15	Lunch	<i>In the November 2009 national Comprehensive Area Assessment, Leeds narrowly escaped a "red flag" with regards to community cohesion. What is the role of faith organisations in neighbourhoods and what is their perspective on community cohesion in Leeds?</i>
13:00	Departure for Venue 6:	
<b>Environment</b>		
1:30	<b>Arrival at Tiger 11, Leeds</b> <b>Visit of the Green Building, Beeston</b> Robin Machell, Director, West and Machell Ltd Leeds	<i>Adapting to climate change – how well are we doing? What are the plans to develop sustainable housing in Beeston?</i>

<b>Health</b>		
2:30pm	<b>Health Challenges in Leeds today</b> <b>TBC</b>	<i>Budget cuts for the NHS, how much will this impact Leeds?</i>
3:45pm	<b>Leave for Leeds city Museum</b>	
<b>Culture and Art : Leeds City Museum</b>		
4:00pm	<b>Arrival and coffee and tea at Leeds City Museum</b>	
4:15pm	<b>Tour of Leeds City Museum</b> Ceï Paynon, Museum Manager	
4:45pm	<b>Cultural Partnerships for Success</b> John Roles, Head of Heritage - Department of Learning and Leisure	
		Together stronger...a review of partnerships in the cultural sector
<b>Final Thoughts</b>		
5:30pm	Learning from the two days	
6:15pm	Close and Assessment Forms	

## Profile 2009 list of participants

Philip Crabtree	Chief Planning Officer	Leeds City Council
Lee Corner	Chair	Media Centre Huddersfield
Emma Killick	General Manager	Tutti Frutti Productions
Simone Goodwill	Deputy Principal	Leeds College of Art and Design
Julie Hatton	Head of Passenger Transport	Leeds City Council
Anne McCracken	Head of Communications, North	O2 UK
Nick Morgan	Chief Executive	CAB Chapeltown
Nick Ramshaw	Managing Director	Elmwood Design
Jess Sewter	Employer Partnership Manager	Leeds Trinity & All Saints
David Smith	Director	Leeds Voice
John Weir	Head of Leeds Office	Divers Jonas
Jon Woolmore	Chief Executive	Community Links

*"I have found the last two days interesting, stimulating and thought-provoking. The extremely well-organised and presented course has not only increased my knowledge of the complexity of getting right for Leeds, it has stimulated my thoughts as to how I can contribute in a more focused way"*

**Carol Jordan, Director of Integrated Children's Services, Education Leeds**

## Profile Application Form

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

Tel: 01274 375 554

Fax: 01274 736 151

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

Common Purpose will use the information you provide on this form to process and evaluate your application. This information may also be used for course administration and for the purposes set out at the end of this form.

Course applying for	<b>Leeds Profile Course</b> <b>Wednesday 12 and Thursday 13 May 2010</b>
First name	
Surname	
By what name do you wish to be known?	

Organisation name	
Job title	
Work address	
Tel	
Fax	
Mobile	
Email	
What do you hope to gain from Profile?	
Do you have any special dietary or other requirements for you to participate in this course?	Yes <input type="checkbox"/> No <input type="checkbox"/>

If **Yes**, please give details:

How did you hear about Common Purpose? (Please tick **one** option only)

Met the course director	<input type="checkbox"/>	From someone else in the area	<input type="checkbox"/>	Trade journal	<input type="checkbox"/>
Met a former participant	<input type="checkbox"/>	National press	<input type="checkbox"/>	Other (please specify)	
From employer/colleague	<input type="checkbox"/>	Local press	<input type="checkbox"/>		

Bursaries may be available for candidates who can demonstrate a clear need for financial assistance. Do you anticipate needing financial assistance?

Yes

No

If **Yes**, please document your reasons in a separate letter and include your proposed level of contribution.

### Data Protection

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

By completing this application form you are agreeing that Common Purpose may use the information you provide in order to process your application. We will also use the information you provide on this form to contact you about this course and your application.

We may also use it to send you information about other courses and activities we offer. Please tick here if you do not wish to receive any such information

We will not keep information you supply to us for longer than is necessary. If your application is unsuccessful we will retain it for a period of six months. If you are accepted onto a course, we will keep the application form for one year from the date of the end of the course which you attend.

We will keep your contact details submitted on this form longer than one year in order to contact you in the future with details of other courses or activities run by Common Purpose, unless you have indicated above that you do not wish to receive such information.

# Terms and conditions

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

### Attendance and courses

- A place on the Common Purpose Profile course is subject to acceptance of the application by the Common Purpose Advisory Group.
- A participant on a Common Purpose Profile course undertakes to attend for the full duration of the two-day course.
- If a participant, having started the course, then withdraws from the course for any reason, it is not guaranteed that the participant will be allowed by Common Purpose to resume attendance.
- If a participant misses any part of the course due to absenteeism, this may affect whether Common Purpose confers graduate status upon the participant.
- A place on one Common Purpose Profile course is not transferable to another Common Purpose course, but may be transferred to another individual at an appropriate level within the same organisation on acceptance of this individual's application by the Common Purpose Advisory Group.
- Common Purpose retains the right to change the advertised agenda for a Common Purpose Profile course day or event without notice to the participants.
- Participants will be given reasonable notice in advance if the venue for a Common Purpose Profile course or event is changed.

### Conduct during the course

- When booking and paying for a Common Purpose course day or event venue Common Purpose is acting as an agent on the participants' behalf. Participants will be subject to the terms and conditions of the venue.
- It is the participant's responsibility to ensure that while attending the Common Purpose Profile course 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 the course. In such circumstances, Common Purpose will be entitled to retain the course 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 [www.commonpurpose.org.uk](http://www.commonpurpose.org.uk)).

### Payment terms

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

- The person who has signed the application form, or returned the form via email or the internet, agrees to these terms and conditions, and has the authority to do so. In the event that he/she is not so authorised, he/she will be personally liable for payment of the fee.

### 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 fewer than 30 days prior to the first day of the Profile course, the payer will be liable for 100% of the course fee
- where notice of cancellation is received between 30 and 56 days prior to the first day of the Profile course, the payer will be liable for 50% of the course fee
- where notice of cancellation is received more than 56 days prior to the first day of the Profile course, Common Purpose will make a full refund of the fee paid
- no refund of fees will be made for absence due to illness or for withdrawal during the Profile course for any reason.

### Data protection

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

If accepted as a participant on a Common Purpose course, 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 the course and to request feedback
- we may publish your name, job title, employer organisation and course attended as part of our promotional materials and in the Common Purpose graduate directory
- we may also use your contact details to send you information about other courses and activities we offer. Please tick if you do not wish to receive such information:
- we may publish your contact details to the members of your participant group as part of the information distributed prior to the course. To opt out, please tick here:
- we may publish your contact details including email address to graduates of Common Purpose worldwide and to members of the Common Purpose advisory groups in the Common Purpose graduate directory. 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.

### 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	

<b>Please return your signed Terms and Conditions by post or by electronic reply.</b>
Common Purpose Leeds 3 Albion Place Leeds LS1 6JL  Lucymarie.morris@commonpurpose.org.uk  <b>Tel:</b> 01274 375554 <b>Fax:</b> 01274 736 151 www.commonpurpose.org.uk

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