



Profile

Explore your city in 48 hours

Common Purpose Profile is a two-day local briefing for people who want to quickly understand the city where they live or work. Participants on the Profile course will gain a valuable overview of the city and make connections across sectors that can lead to increased collaboration.

WHO IS PROFILE FOR?

Profile is well suited to decision-makers who need a quick introduction (or update) to the important issues, people and institutions that make up a city.

WHY SHOULD YOU TAKE PART?

If you're new to an area, Profile can help you to integrate faster so you are better able to contribute to success locally. For individuals who have been in the area for some time, you'll gain a fresh perspective.

Participants learn to:

- adapt fast in new places
- challenge preconceptions about the place they live or work
- see angles they may not have appreciated and stakeholders they may need to consider

“I went on the Profile course expecting a simple ‘refresher’. How wrong I was! I learnt a huge amount about the issues, challenges and successes of the city, and particularly how the various projects planned for the city complement each other, most of which was new to me. We heard from a wide range of excellent speakers, had some lively debates over the two days, and I came away feeling very positive about the city.”

Jonathan Lowe,
Head of Business Investment,
East Midlands Development Agency

WHAT HAPPENS ON THE PROFILE COURSE?

The two days consist of a series of briefings, conversations, visits and introductions to city leaders from different sectors. Learning isn't done in the classroom – it takes place inside local organisations so participants can fully experience every aspect of their city.

Profile touches on critical issues such as:

- the economic status of the city
- business, education, transport, health and community safety
- culture and diversity and their impact on quality of life.



“Common Purpose Profile is a fantastic opportunity to meet with and challenge prominent business leaders in the area, and be able to discuss topical and controversial issues within a professional environment.”

Louise Hardy,
Tenant Business Advisor,
North East Business
Innovation Centre

WHO PARTICIPATES?

Participants come from diverse backgrounds and sectors. Organisations have included:

- BBC
- BT
- British Red Cross
- Capital One
- Community Organisations
- DLA Piper
- Ernst & Young LLP
- KPMG
- Local councils
- Open University
- Police Services
- Rolls-Royce
- Royal Mail
- YMCA

DAY 1 SAMPLE AGENDA

Introductions

Meet other leaders in your city.

Perceptions and Aspirations

What are your impressions of your city and where it's going?

Decisions

Who makes decisions in the city and how much influence does the city have in the region?

Physical and Social Infrastructure

A look at the current developments in the area. Discuss infrastructure, communities, safety, regeneration and where investments are being or should be made.

Media

What role does the local media play in promoting the area and how is the city portrayed?

DAY 2 SAMPLE AGENDA

Wealth creation

Overview of the city economy, pros and cons of business in the city and how to generate wealth in the future.

Education and the regional agenda

How does the city deal with education, skills shortage and relevant training?

Crime and Community Safety

Examine key crime issues and facts and the leadership challenges involved.

People and culture

What's the heartbeat of the city? How and what do people have access to?

Learning from Profile

What are the lessons and impact of Profile? What are the implications for myself and my organisation?

WHEN?

Courses start regularly throughout the year.

To contact your local Common Purpose office visit commonpurpose.org.uk/contact

HOW MUCH?

£1,000 + VAT per participant.

There are a number of part-bursary places available.

NEXT STEPS

To apply for your local course and see upcoming UK course dates visit commonpurpose.org.uk/profile