

NEWS RELEASE
DATE: 17 November 2010
FOR IMMEDIATE RELEASE
ISSUE NUMBER: 656

Lord Ashcroft KCMG leads on new lecture series

Lord Ashcroft KCMG shares his views on leadership

Anglia Ruskin University's Chancellor and Chairman of Trustees of the Ashcroft Technology Academy Lord Ashcroft KCMG has launched a new lecture series to mark the tenth anniversary of the formation of the Ashcroft International Business School.

He presented a lively and polished lecture entitled 'Aspects of Leadership' to an invited audience in which Lord Ashcroft outlined the dozen key qualities he considers are vital for strong leadership.

The inaugural lecture took place on 16 November in the Michael A Ashcroft Building at Anglia Ruskin University's Chelmsford campus.

Lord Ashcroft - who has donated £10m to establish two dedicated buildings for the Ashcroft International Business School - is one of Anglia Ruskin's University's most distinguished and successful alumni and has been Chancellor since 2001. He studied at Anglia Ruskin University's predecessor institution Mid-Essex Technical College in Chelmsford before embarking on his highly successful business career. Lord Ashcroft has written six books – his latest, ***George Cross Heroes*** is the third he has written on the subject of bravery. Earlier this year he published ***Minority Verdict*** which gives his view of the Conservative Party's 2010 election campaign. His first book, published in 2005, was ***Dirty Politics, Dirty Times*** about his battles with New Labour and The Times newspaper.

Lord Ashcroft supports a wide range of charities, most notably covering crime prevention and education. He is the Founder and Chairman of Crimestoppers, and the Chairman of Trustees of the Ashcroft Technology Academy in South London.

After attending the lecture, Anglia Ruskin University's Vice Chancellor Professor Michael Thorne said: 'Lord Ashcroft's lead on this annual lecture gives an indication of the calibre of speaker we will have each year. This dynamic event will further raise the growing worldwide reputation of the Ashcroft International Business School which is now marking its ten-year anniversary.'

'The Ashcroft International Business School is approaching business and management education in a different way from the majority of UK business schools. We are constantly engaging with businesses and organisations through the delivery of our degree programmes and as we help to nurture and develop the business leaders of the future.'

The Ashcroft International Business School is collaborating with a growing number of high-profile employers including Harrods, Barclays Bank, UPS, Vision Express and Specsavers.

Ashcroft International Business School, at Anglia Ruskin University, is one of the largest business schools in the East of England with over 80 full-time teaching staff, over 4,000 students in the UK and overseas and a global network of businesses and academic partnerships. It offers a range of awards suitable for undergraduate and postgraduate students who wish to follow their studies either full-time or part-time.

It is located at the two main campus sites in Cambridge and Chelmsford.

Notes to Editors

Lord Ashcroft

Lord Ashcroft, KCMG is an international businessman, philanthropist and author.

He has many, varied business interests with significant investments and participation in both public and private companies in the United Kingdom, United States and Caribbean.

He is former Deputy Chairman of the Conservative Party in the UK and is Deputy Treasurer of the International Democratic Union.

Alongside his business acumen, Lord Ashcroft also has altruistic endeavours that focus on his areas of particular interest, crime prevention and education.

Lord Ashcroft is founder and Chairman of the Board of Trustees of Crimestoppers, the only UK charity dedicated to solving crimes, and Chairman of the Trustees of Ashcroft Technology Academy, originally the ADT City Technology College which he founded in 1991 to provide a free education for more than 1,000 inner city children of all abilities and backgrounds. The school was converted to ATA as part of the new Government-backed Academy programme. He also supports education, health, arts and sports charities in the Caribbean and Central America. In 1993 he endowed The Ashcroft School in the Turks and Caicos Islands in the British West Indies.

For more information visit www.lordashcroft.com

Anglia Ruskin University

Anglia Ruskin University is passionate about the advancement of knowledge and the education of students, and we pride ourselves on taking university education in imaginative new directions. Our key contribution is to the enhancement of social, cultural and economic well being. We have two main campuses, in Cambridge and Chelmsford, with over 28,000 students and 1,000 academic staff.

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