

BRANDING THE EDINBURGH JOBS STRATEGY

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The “Joined up for Jobs” Strategy has developed a general recognition within the local partners, other cities and increasingly within national agencies, but there has never been an explicit development or promotion of a “brand” for the partnership and its work. This means that the potential or validity of branding for the strategy has never been adequately explored.

The securing of Pathfinder status provides an opportunity for the partnership to have a closer consideration of branding issues, not just in terms of visual imagery, but also the underlying commitments and quality of service that will develop confidence in the Job Strategy brand.

The Jobs Strategy Group (JSG) of 7th June considered the issue of branding looking at whether the status quo was sufficient, or whether it should be adapted or superseded as part of the ongoing development of the strategy.

The decision of the JSG group was that any change in branding should emphasise both continuity (with Joined Up For Jobs) and change, recognising the significant developments associated with the Pathfinder status, so that existing brand strength was retained.

This was therefore referred for action to the Communications Sub-group of the Pathfinder for discussion.

Working towards a Jobs Strategy brand

The Communications group recognised that this is not just an issue of visuals, but a more fundamental issue for the partnership, as the brand has to have underlying substance and is of direct relevance to the *Offer to Jobseekers & Employers*. This leads to a number of key questions;

1. Who is the “brand” for?
2. What does the “brand” stand for, what are its values?
3. What is the added value of a “brand” to the partnership?
4. How do you develop and protect “brand” value?

These questions cannot be answered in isolation by the Jobs Strategy or Communications group, but requires a discussion on the issue to ascertain organisational views on branding of the strategy and how there could be joint work to develop and implementing a brand strategy.


It was for this reason that the Communications group is using our existing networks (Delivery Partners, Employers, Lothian Authorities, and Service Users) to take soundings and help give a more rounded answer to the questions posed above.


Potential Options

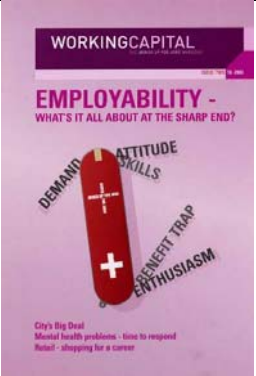
As outlined above the JUFJ Partnership does not start with a blank slate as it already has a number of established names/logos that could be used to front the Strategy and Partnership Brand. These are given below;

1. Edinburgh City Jobs Strategy:		N/A
This is the interim name that has been adopted by the strategy partners during discussions on the future branding of the Edinburgh Jobs Partnership.		
Owner:	The Edinburgh City Jobs Strategy Partnership	
Pros:	Name clearly identifies geography and focus	
Cons:	<p>Low awareness in stakeholders groups</p> <p>This could be viewed as a primarily Edinburgh Brand that would hamper joint working across a larger geography</p> <p>There will be costs associated developing, designing and rolling out brand to existing JUFJ products</p>	

2. Inspiring Capital (Inspiring Jobs):		
<p>The Edinburgh City Region Brand is a public private partnership, with the public sector partners including the City of Edinburgh Council, Scottish Enterprise Edinburgh and Lothian and the VisitScotland.</p> <p>The brand is a new concept and seeks to build on the City Region's existing strengths to promote the city to key stakeholder. It draws together a number of strategic strands in the city, such as Jobs, Tourism, Inward Investment and Festivals.</p> <p>The brand team have agreed to the partners adapting the "Inspiring Capital" logo to "Inspiring Jobs" as a focus for Job Strategy activities.</p>		
Owner:	City Region Brand Partnership	
Pros:	<p>It actively seeks to engage with the private sector and neighbouring authority areas to promote the city- a core element of the Pathfinder.</p> <p>Was established as a City Region brand</p> <p>The maintenance of the brand is handled by the brand team</p>	
Cons:	There will be costs associated rolling out brand to existing JUFJ products, but brand toolkit is already available to use.	

3. Joined up for Jobs: This is the existing branding associated with the Jobs Strategy in Edinburgh		
Owner:	The Edinburgh City Jobs Strategy Partnership	
Pros:	Strong recognition within local/ national agencies and providers. There is also awareness within other cities and European circles.	
Cons:	Primarily viewed as an Edinburgh brand, which may hamper any use on a wider geographical basis. Does not recognise the achievement of securing Pathfinder status.	

4. Joined up for Jobs (amended) This is the existing branding associated with the Jobs Strategy in Edinburgh, but amended to reflect the securing of pathfinder status. This could be realised in a number of forms, such as strap lining or modifying logo to reflect change		
Owner:	The Edinburgh City Jobs Strategy Partnership	
Pros:	Strong recognition within local and national agencies and organisations.	
Cons:	Primarily viewed as an Edinburgh brand, which may hamper any use on a wider geographical basis There will be costs associated rolling out brand	

5. Working Capital This is the current title of the publication that is associated with the strategy.		
Owner:	City of Edinburgh Council & Edinburgh City Jobs Strategy Partnership	
Pros:	Strong association with the JUFJ strategy	
Cons:	There will be costs associated developing, designing and rolling out brand to existing JUFJ products	