

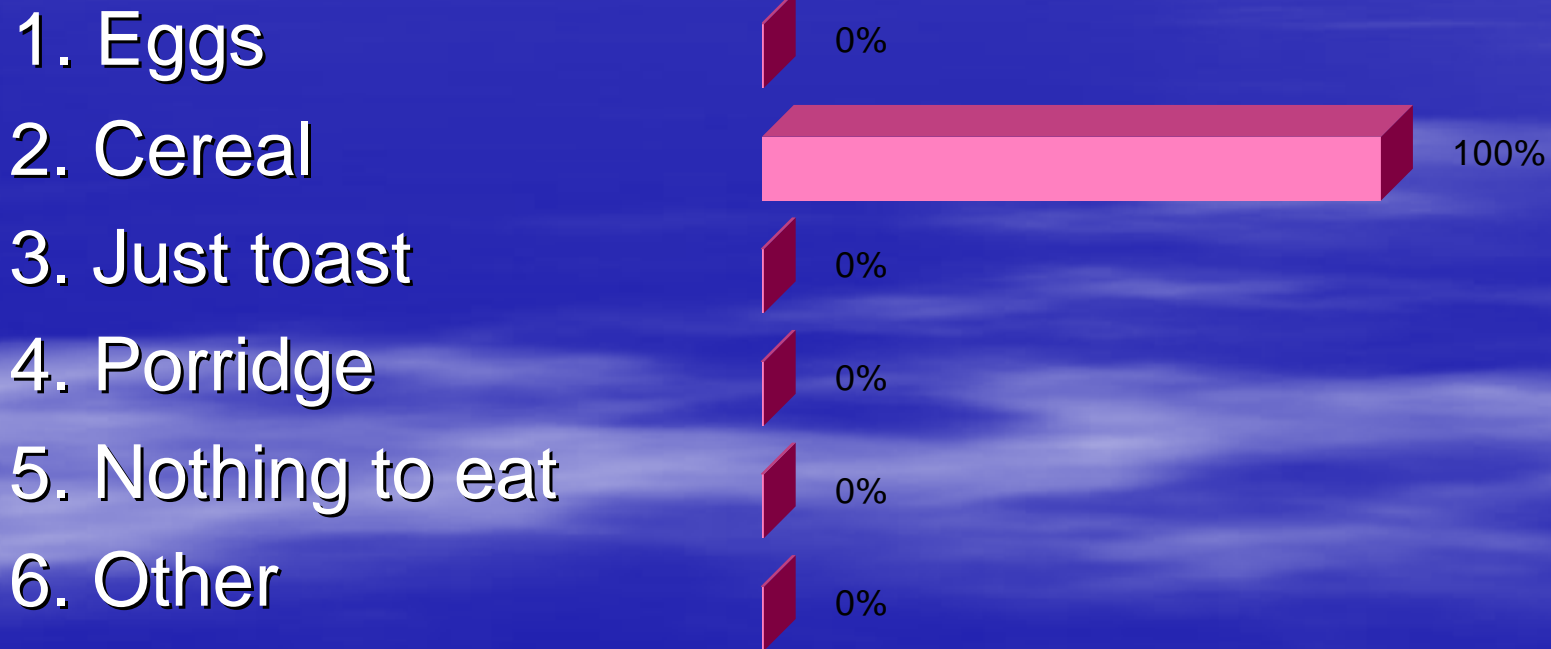
# Joined Up for Jobs Partnership Forum

Thursday 6 December  
2007

City Chambers

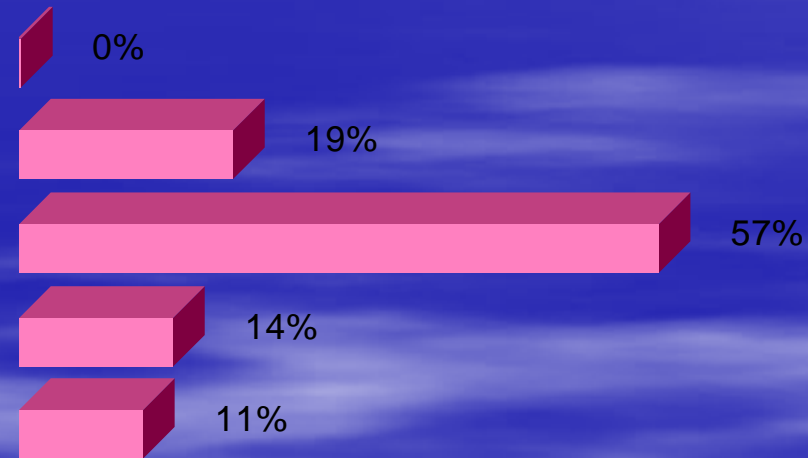
# Taster Question

What did you have for breakfast today?

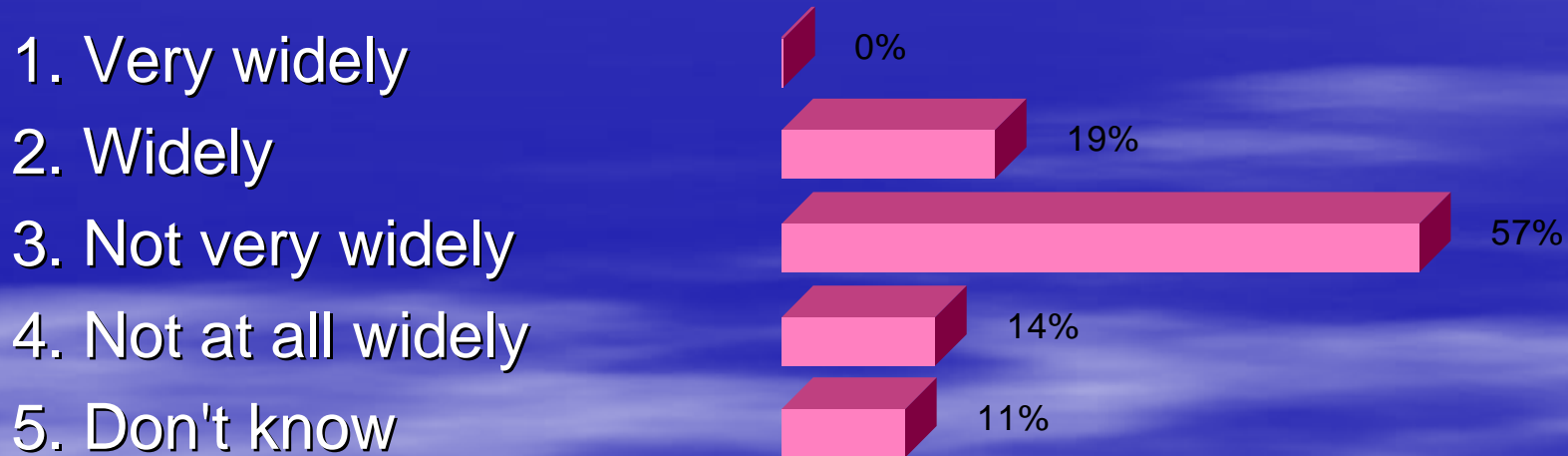


# How important is a Jobs Strategy brand in presenting the strategy to Employers

1. Very Important
2. Important
3. Not very important
4. Not at all important
5. Don't know

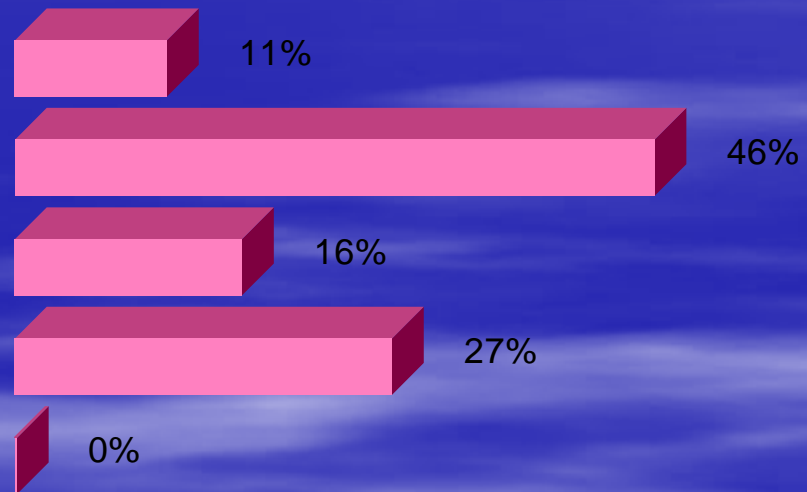


# How widely recognised and understood do you think the existing Joined Up For Jobs brand is?



# How important is a Jobs Strategy brand in presenting the strategy to Job Seekers?

1. Very Important
2. Important
3. Not very important
4. Not at all important
5. Don't know



# How important is a Jobs Strategy brand in presenting the strategy to service providers and agencies, employability professionals

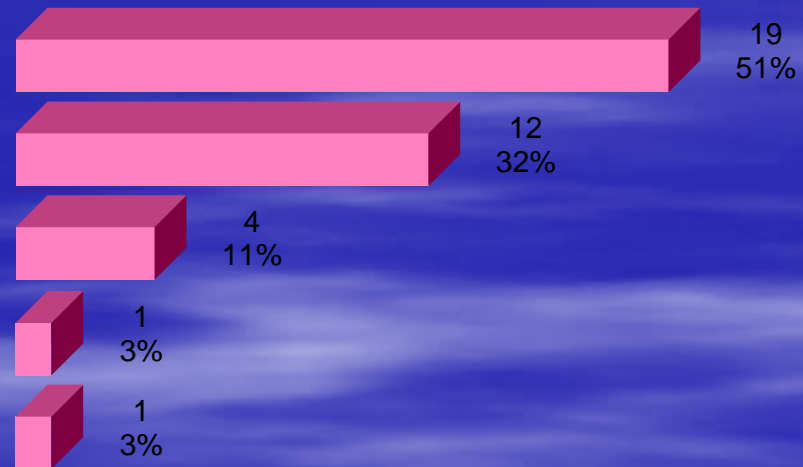
1. Very Important

2. Important

3. Not very important

4. Not at all important

5. Don't know



# How important is a Jobs Strategy brand in presenting the strategy to referring agencies and services e.g. health

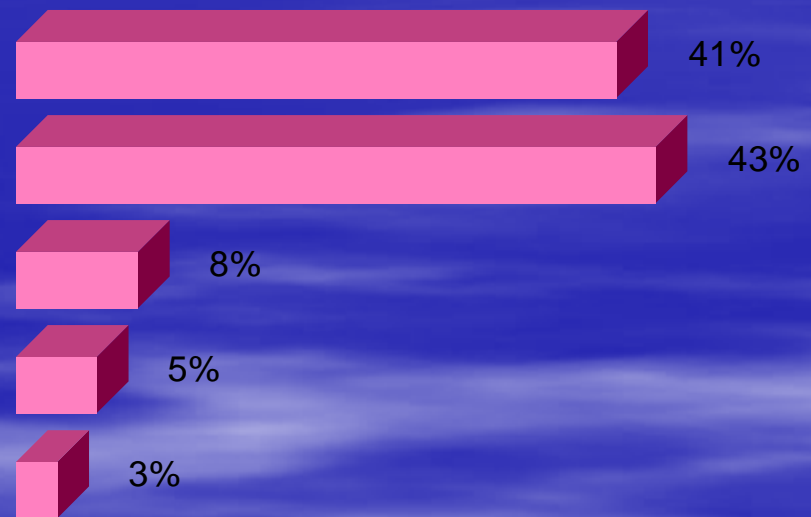
1. Very Important

2. Important

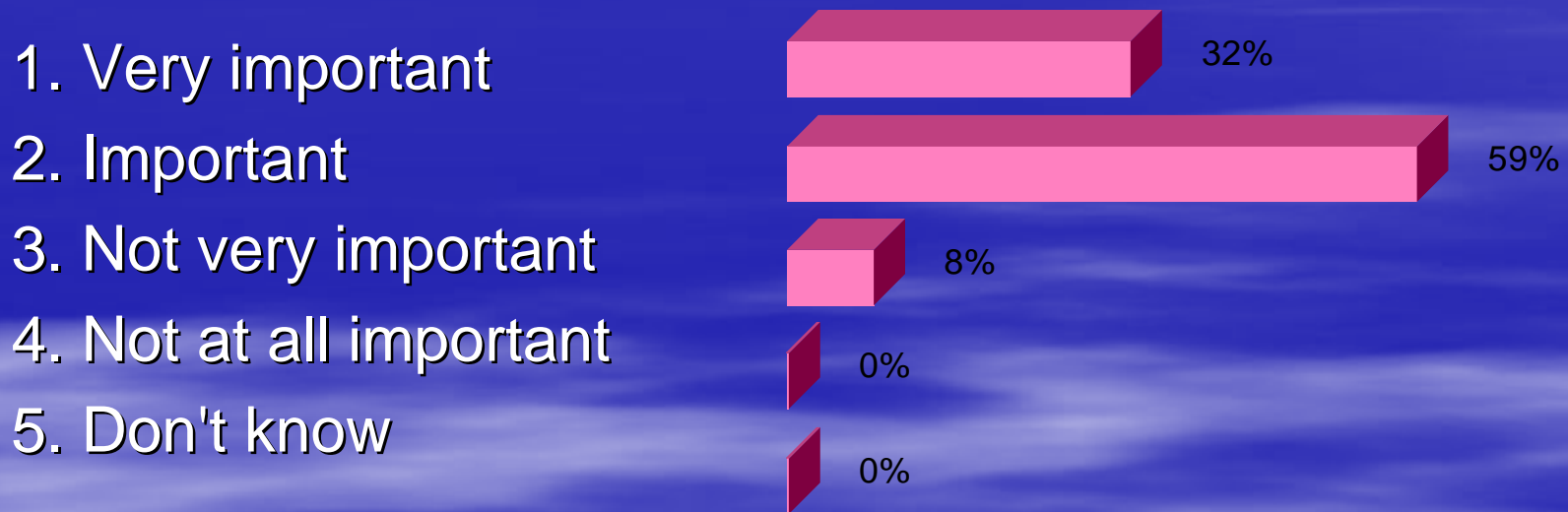
3. Not very important

4. Not at all important

5. Don't know

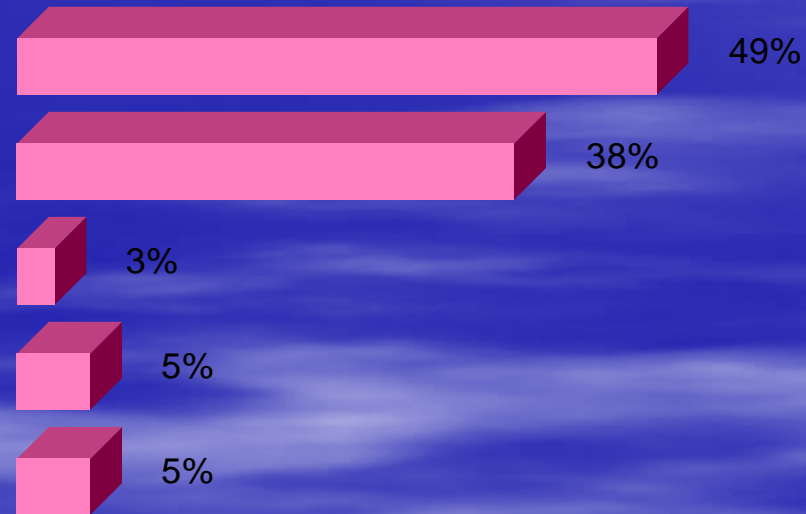


# How important is a Jobs Strategy brand in presenting the strategy to elected representatives and officials



# How important is a Jobs Strategy brand in presenting the strategy to funders

1. Very important
2. Important
3. Not very important
4. Not at all important
5. Don't know



What values would you want to see represented by the brand

## JOINED-UP PARTNERSHIP WORKING?

1. Yes



2. No



What values would you want to see represented by the brand

## SPECIFIC TO EDINBURGH AND LOTHIAN

1. Yes



2. No



What values would you want to see represented by the brand

## PART OF A NATIONAL INITIATIVE

1. Yes



2. No



What values would you want to see represented by the brand

PROFESSIONAL, RELIABLE, HIGH STANDARDS OF SERVICE

1. Yes



2. No



What values would you want to see represented by the brand

## RESPONSIVE TO CUSTOMERS

1. Yes



2. No



# What values would you want to see represented by the brand

## SUCCESSFUL

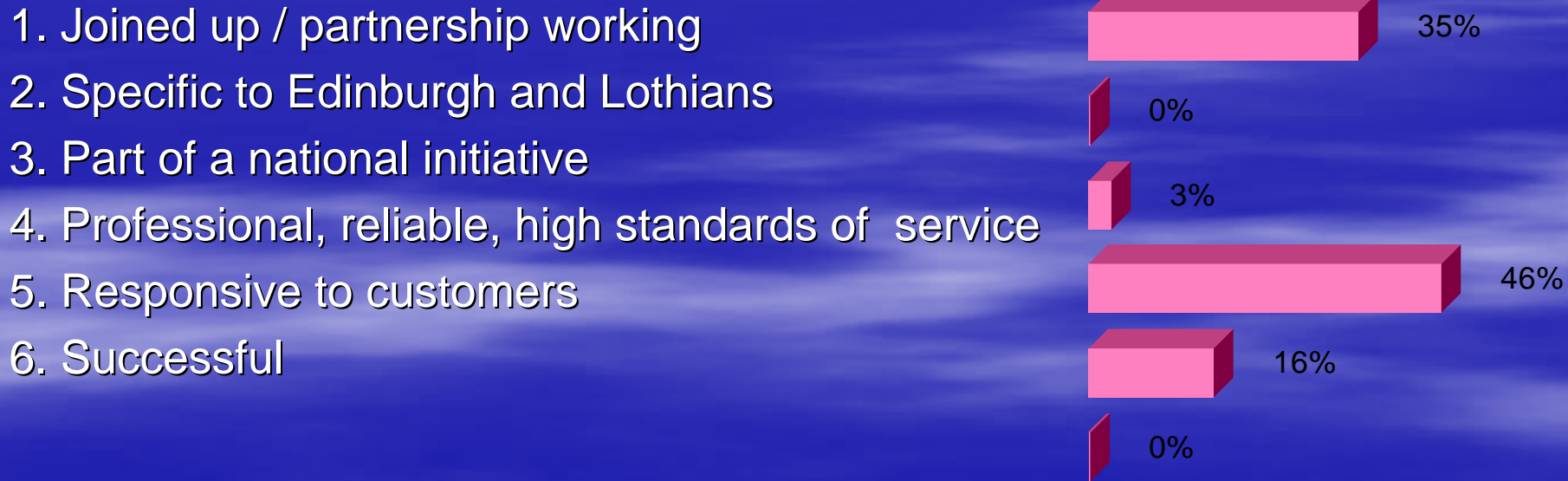
1. Yes

2. No



Please press the number that you think is highest priority for you.

What values would you want to see represented by the brand



Thinking about the previous presentation  
please press the number of your  
preferred option.

1. - Edinburgh City Jobs Strategy

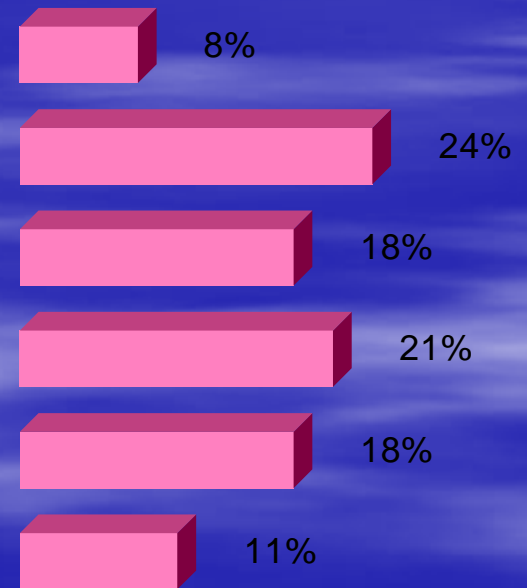
2. - Inspiring Jobs

3. - Joined up for Jobs

4. - Joined up for Jobs (updated with a strapline)

5. - Working Capital

6. - None of the above



# Would your organisation use a brand and logo on your own materials?

1. Yes



2. No



Is a common "Charter" of minimum service standard across the partnership desirable?

1. Yes



2. No



Is a common "Charter" of minimum service standards across the partnership achievable?

1. Yes



2. No

