

The Organisational Name

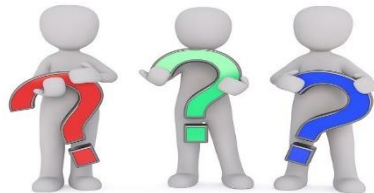
- Current Primary Branding – Under Carers Trust



- Carers Trust Future branding – Awaiting confirmation



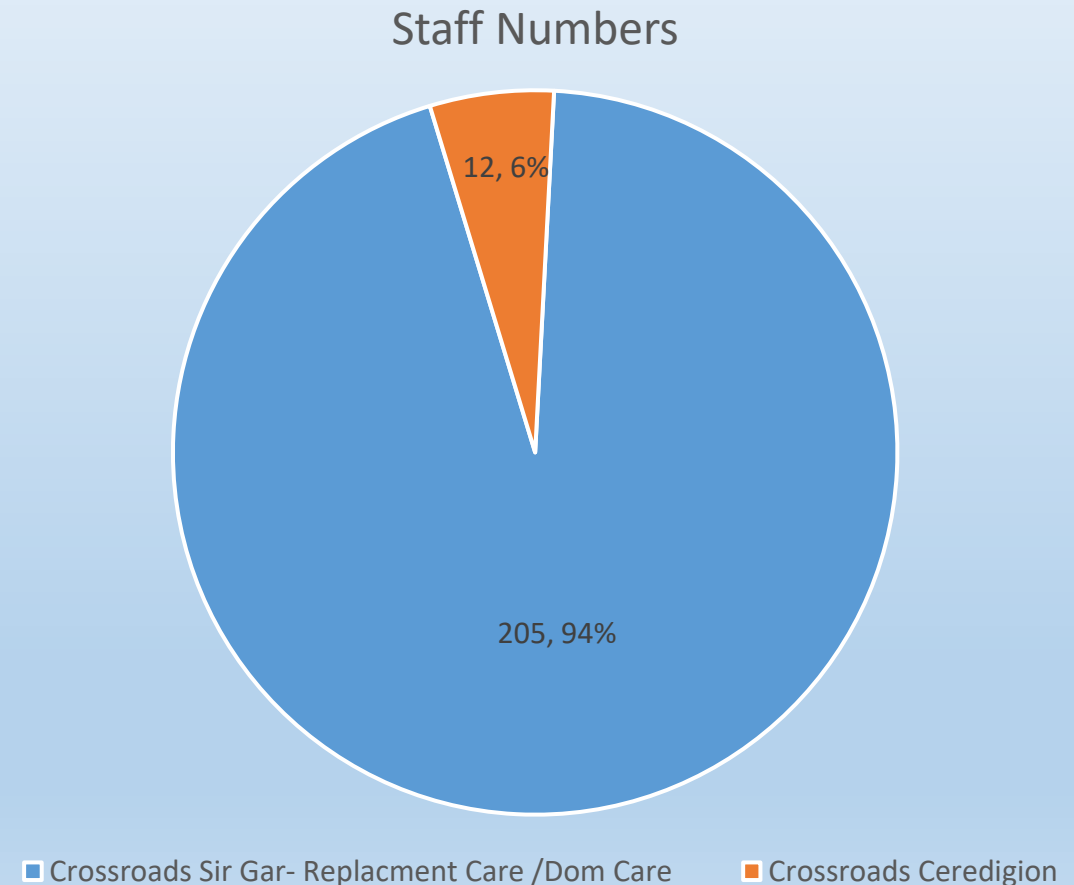
- For the future



Overview

There are currently 217 staff who are employed within the organisation across.

- Carmarthenshire
- Ceredigion -



Overview

Within the Organisation it has

Services

Crossroads Replacement Care / Dom
Care- Carmarthen- Ceredigion

CIS- Outreach

Catch Up

YAC /CEY

liC

Day Services / Clubs

Gofalwyr Ceredigion Carers

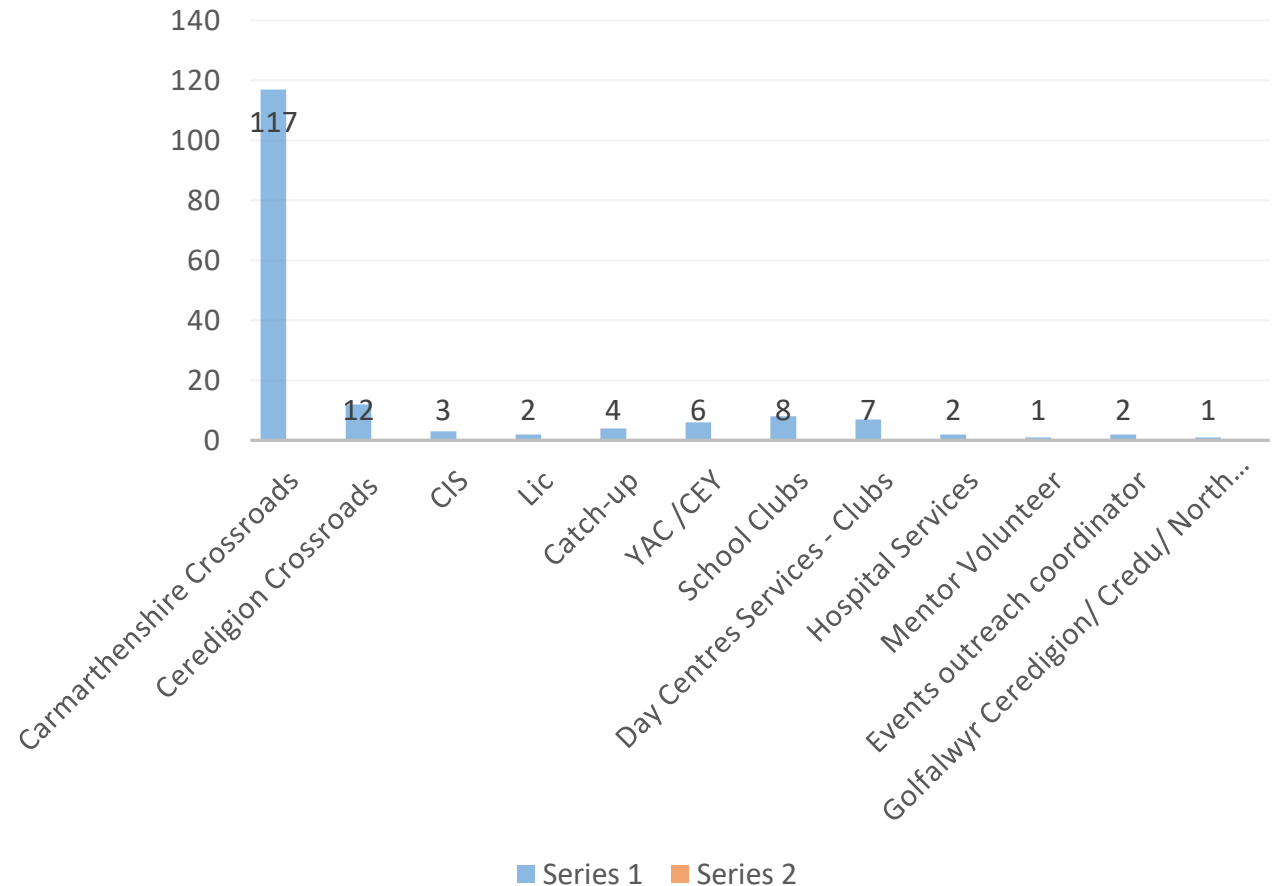
Childrens Services – Afterschool's and
Clubs

Hospital services

Volunteer Mentor Services

Events outreach Co-Ordinator.

Diverse Services



Statistics

Out of **217** staff

Only **65** staff completed the questionnaire

Comments made and suggestions.

Two questions were asked.

1. Have you a suggestion, If so please (write below)
2. How do you feel about the name change ?

Some Comments Made.....

No , something different.

HAPPIER IF IT'S A SIMPLER NAME

Not too sure , People are happy with Crossroads so be shame to change it.

Needs to happen soon as we've been waiting for CT rebranding and need to produce leaflets

Whatever is chosen it should reflect the diversity of the organisation

I think the registered care (replacement Care/ Dom care etc, should still be known as Crossroads, but as the name for that specific service rather than the org. name.

Why do we need to change it?

I Like the name

Crossroads has a story

I think it should stay as Crossroads it will be confusing to public/ business

If we change it too much , it will be really confusing for service users

Why Change a good name and reputation

Please keep crossroads name.

Some Comments Made.....

Keep the name but add Cymru to show the expansion of the company....

NEEDED UPDATING

We need to keep the good name of Crossroads

Required

Only change it If somehow it keeps the Crossroads name, everyone knows crossroads and their good reputation

Nearly everyone knows crossroads and the service it delivers

Don't fix what isn't broken

Not happy always been Crossroads Care so why the change?

Confusing

No, ,No keep Crossroads...

Why not ... great a change at last!

ALWAYS LIKE A CHANGE

Keep Crossroads

Out of all the comments made - 57 out of 65 ... wished to keep Crossroads in the change of name. Such as

Crossroads West Wales

Carers Trust Crossroads

Crossroads Care Dyfed

Crossroads South West

Crossroads Sir Gar

Crossroads South West Wales

Crossroads

Crossroads Cymru

Crossroads For Wales

Crossroads Carers Trust

Crossroads Wales

Crossroads Cambrian

Crossroads Wales Trust

Crossroads Care

Crossroads Care Wales

Crossroads Yn Gofal

Crossroads Care West Wales

Other.. New Name Suggestions

Gofal

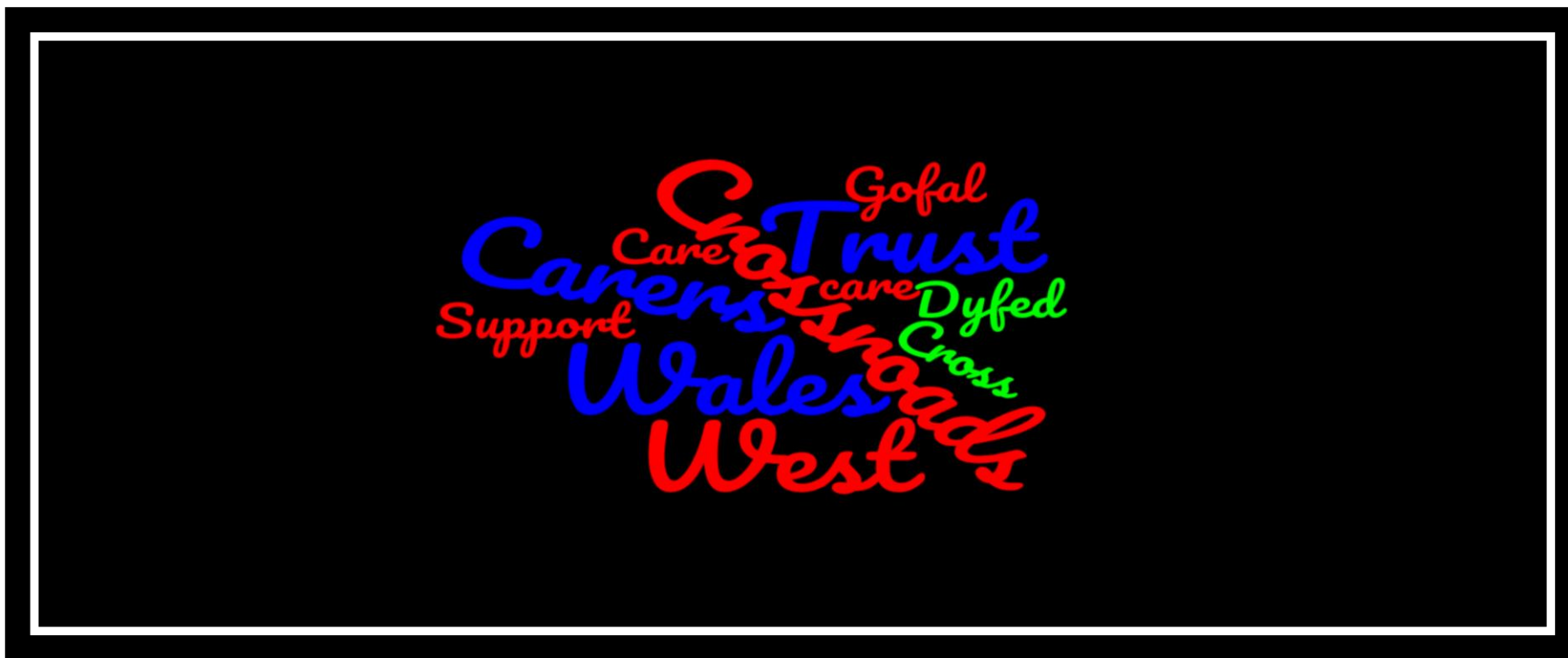
Carers Trust Carmarthenshire

Carers Trust West Wales

West Wales Care

Cross Support

Words used in the Suggestions by Staff.



The Name ?

