

How we chose 'Keech Hospice Care'



Before we settled on the name 'Keech Hospice Care', the charity went through a thorough process of research and consultation involving staff, volunteers, patients, families and the general public.

Although we explored the idea of a completely new name, our research soon identified that this was not the solution we were looking for. Instead, we decided to develop our existing branding so that one name could be used across all our hospice services.

We issued a survey to residents across our catchment area, the aim of which was to give us a clear idea of what the public knew about our work, values and existing names. The results proved without doubt that 'Keech' was the most recognised name. Among all respondents, 84% recognised the name Keech compared to 62% for The Pasque Adult Hospice.

The survey also indicated that the word 'hospice' was an important description of our services and that 'care' was seen as the value at the core of everything we do. Out of this came the name 'Keech Hospice Care'.

Downloads

-  [Background information](#)
-  [Name Q&As](#)