

The reasons for our name change

For many years, the charity has run two hospice services from the same site with one shared set of values, but has operated under three different names – The Pasque Charity, The Pasque Adult Hospice and Keech Cottage Children's Hospice.



Over time, we realised this caused a lot of confusion for our patients, their families, supporters and staff. The difficulties included:

- 'The Pasque Charity' said nothing about what we do. It didn't include the word 'hospice' and so usually required further explanation or the use of the two hospice logos.
- Our separate hospice names and logos shared nothing that linked them together. As a result, what people within our community knew about us and called us varied enormously. This made every day functions such as answering the telephone or introducing the charity to an audience problematic. In many cases, we had to first consider whether we are 'Pasque' or 'Keech' that day!
- Both hospice names, especially 'Keech Cottage', inferred that our services are building based. In fact, more and more of our work is conducted out in the community.
- Designing and printing literature with the different colour logos (and often producing two different versions entirely) added to the confusion and was costly for the charity too.

By creating one clearly defined identity for all of the charity's services, our aim is to overcome these issues.

Importantly, we believe this will help create a better understanding of the work we do across the communities we serve, potentially leading to more patients accessing our services and more supporters for the charity.

Downloads

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-  [Name Q&As](#)