

Keech Hospice Care

Different name, same quality of care

From 1 October 2009, Keech Hospice Care is the new name for our charity, replacing our previous names – The Pasque Charity, the Pasque Adult Hospice and Keech Cottage Children's Hospice. The question many of our families and supporters will be asking is 'why have we made this change?' Here, we share our reasons for renaming the charity along with the process we went through before deciding upon 'Keech Hospice Care'.

Setting the scene

This is not the first time the charity has changed its name. When our adult hospice opened in 1991 it was called the Luton and South Beds Hospice – a name that neatly reflected the catchment area it served. Nine years later, we opened Keech Cottage Children's Hospice, a service that covered a much wider area – the whole of Bedfordshire and Hertfordshire (and more recently Milton Keynes too).

With the charity's work extending beyond its original Luton and South Beds boundaries, the organisation was renamed The Pasque Charity in 2002. This name, which was chosen with the locally grown pasque flower in mind, was also applied to the Pasque Adult Hospice, while our children's hospice retained its association with its major benefactor – the Keech family.

Three names for one organisation!

Over time we've come to realise that having three names can cause lots of confusion for our patients, their families, supporters and staff. The difficulties include:

- 'The Pasque Charity' says nothing about what we do, a problem largely due to the fact that it doesn't include the word 'hospice'. We could rarely use 'The Pasque Charity' on its own as it always needed explaining and, when printed, the name had to be placed alongside the two hospice logos.
- The two separate hospice names and logos share nothing that links them together. As a result, what people within our community know about us varies enormously. Some know about one of our hospice services whilst being completely unaware of our other work. Others have heard of both hospices but do not realise they are run by the same charity. All of this can make every day functions such as answering the telephone or introducing the charity to an audience problematic. In many cases we've had to first consider whether we are 'Pasque' or 'Keech' that day!
- Both hospice names, especially 'Keech Cottage', can suggest 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) can again add to the confusion and is costly for the charity too.

Does any of this matter?

In many ways, it would have been easy for us to write off some of these problems as inconveniences and live with them in favour of maintaining the status quo.

However, there is a bigger picture to all of this, one that goes back to our vision of making high quality hospice care available to all who need it within the communities we serve. It's a real concern that, because our identity has not been clearly defined, there may be patients and families who have not accessed our care when it could have helped them. And, as a charity that needs voluntary contributions to fund most of its work, it's a worry that we may have been overlooked by potential supporters due to a lack of understanding.

We believe that having one simplified identity will help to overcome these issues and help patients and supporters to have a better understanding of the work we do locally to improve people's lives.

Choosing our name

Before settling on Keech Hospice Care as our new identity, the charity went through a thorough process of research.

A brand new name

Firstly, we considered a completely new name for the charity. To generate ideas, a small working party of staff was put together and a questionnaire was issued to staff, volunteers and patients. But there was no eureka moment! While several worthy names were put forward, none were considered better than Pasque or Keech or reflected the long, proud history associated with our adult and children's hospices.

We agreed a totally new name was not the answer to our branding issues but also agreed that doing nothing was not the solution either. That left a third option – to develop our existing branding so just one name could be used across all our hospice services.

Developing our existing brand

To tackle this task, we felt it was important to get a clear idea of what the public knew about us. Did they recognise our existing brand names? How aware were they of what a hospice actually does? And, very importantly, what words did they use to describe our work and values?

In May we sent out a survey to residents across our catchment area, the results of which proved without doubt that 'Keech' was the name more people recognised. Even among respondents living within the LU postcode, the catchment area for both hospices, 95% of respondents recognised the name Keech Cottage, compared to just 72% 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'.

Making the change

Although we sought some advice from an external agency in the early stages of our brand development, the vast majority of the work involved to make this change has been undertaken by staff at the hospice. Our new logo was designed in-house, featuring two hearts in the same colours as our previous logos. With one heart larger than the other this is intended to reflect the care we provide across all ages. We hope you like it!

Another new feature that you will see frequently used alongside our name and logo is a map, again designed in-house, that shows the catchment areas for our adult and children's services.

We will be using our new name for the charity from 1st October and have already updated some of our key means of communication within the hospices and to the public, for instance our website, stationery and important pieces of literature. Our aim is to implement the change at minimum cost, so we have run down supplies of leaflets, brochures and other materials over recent months in preparation, but it is likely you will still see our old names featured from time to time as we use up old stock.

Nothing else has changed!

Aside from having an impact on awareness and recognition of the charity, our new name and logo changes nothing about the actual work we do and the values we hold strong.

- The specialist care services we provide for adults and children remain exactly the same;
- Our dedication remains to helping patients and their families enjoy the best quality of life possible;
- Our gratitude remains with our supporters who fund most of our work;
- And the choice remains for anyone who wishes to give their support to either the children's or adult service individually or the charity as a whole.

We hope you share our belief that this is a positive step forward that will strengthen the charity's position within our community over the months and years ahead.