



Wednesday, 12 March 2025

Dear Sir/Madam

A meeting of the Bramcote Bereavement Services Joint Committee will be held on Thursday, 20 March 2025 in the Bramcote Crematorium, Coventry Lane, Bramcote, commencing at 6.30 pm.

Should you require advice on declaring an interest in any item on the agenda, please contact the Monitoring Officer at your earliest convenience.

Yours faithfully

Chief Executive

To Councillors: H G Khaled MBE  
M Radulovic MBE (Chair)  
E Winfield

J Dawson (Vice-Chair)  
B Everett  
J Hare

## A G E N D A

1. Apologies

To receive apologies for absence and to be notified of the attendance of substitutes.

2. Declarations of Interest

(Pages 3 - 10)

Members are requested to declare the existence and nature of any disclosable pecuniary interest and/or other interest in any item on the agenda.

3. Minutes

(Pages 11 - 14)

To approve the minutes of the previous meeting held on 23 January 2025.

4. Financial Performance Management Update (Pages 15 - 20)  
To advise the Joint Committee on the latest financial performance for Bramcote Crematorium for 2024/25.
5. Charitable donations 2025/26 (Pages 21 - 26)  
To seek approval of the charitable organisation which will receive the charitable donation in 2025/26 from the funds raised through the metals recycling scheme.
6. Marketing and Performance Strategy (Pages 27 - 36)  
To provide the Joint Committee with an update on performance and marketing. This is in accordance with the Council's Corporate Priority of Environment.
7. Update on replacement cremators (Pages 37 - 38)  
To provide the Joint Committee with an update on the progress of the replacement cremators project.
8. Work Programme (Pages 39 - 40)  
To consider items for inclusion in the Work Programme for future meetings.
9. Exclusion of Public and Press  
**The Committee is asked to RESOLVE that, under Section 100A of the Local Government Act, 1972, the public and press be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraphs 1, 2, and 3 of Schedule 12A of the Act.**
10. Business Growth Report (Pages 41 - 46)
11. Land sale to Peter James Homes (Pages 47 - 48)
12. Opportunity to Sell Pamela Cottage to Broxtowe HRA (Pages 49 - 50)



This page is intentionally left blank

## Report of the Monitoring Officer

### DECLARATIONS OF INTEREST

#### 1. Purpose of Report

Members are requested to declare the existence and nature of any disclosable pecuniary interest and/or other interest in any item on the agenda. The following information is extracted from the Code of Conduct, in addition to advice from the Monitoring Officer which will assist Members to consider any declarations of interest.

#### **Part 2 – Member Code of Conduct**

##### **General Obligations:**

#### **10. Interest**

10.1 You will register and disclose your interests in accordance with the provisions set out in Appendix A.

Section 29 of the Localism Act 2011 requires the Monitoring Officer to establish and maintain a register of interests of Members of the Council. The register is publically available and protects you by demonstrating openness and willingness to be held accountable. You are personally responsible for deciding whether or not you should disclose an interest in a meeting which allows the public, Council employees and fellow Councillors know which of your interests gives rise to a conflict of interest. If in doubt you should always seek advice from your Monitoring Officer.

**You should note that failure to register or disclose a disclosable pecuniary interest as defined in Appendix A of the Code of Conduct, is a criminal offence under the Localism Act 2011.**

---

#### **Advice from the Monitoring Officer:**

On reading the agenda it is advised that you:

1. Consider whether you have any form of interest to declare as set out in the Code of Conduct.
2. Consider whether you have a declaration of any bias or predetermination to make as set out at the end of this document
3. Update Democratic Services and the Monitoring Officer and or Deputy Monitoring Officers of any declarations you have to make ahead of the meeting and take advice as required.
4. Use the Member Interest flowchart to consider whether you have an interest to declare and what action to take.
5. Update the Chair at the meeting of any interest declarations as follows:

‘I have an interest in Item xx of the agenda’

'The nature of my interest is ..... therefore the type of interest is  
DPI/ORI/NRI/BIAS/PREDETERMINATION  
'The action I will take is...'

This will help Officer record a more accurate record of the interest being declared and the actions taken. You will also be able to consider whether it is necessary to send a substitute Members in your place and to provide Democratic Services with notice of your substitute Members name.

**Note: If at the meeting you recognise one of the speakers and only then become aware of an interest you should declare your interest and take any necessary action**

6. Update your Member Interest Register of any registerable interests within 28days of becoming aware of the Interest.

---

### **Ask yourself do you have any of the following interest to declare?**

#### **1. DISCLOSABLE PECUNIARY INTERESTS (DPIs)**

A "Disclosable Pecuniary Interest" is any interest described as such in the Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012 and includes an interest of yourself, or of your Spouse/Partner (if you are aware of your Partner's interest) that falls within the following categories: Employment, Trade, Profession, Sponsorship, Contracts, Land, Licences, Tenancies and Securities.

#### **2. OTHER REGISTERABLE INTERESTS (ORIs)**

An "Other Registerable Interest" is a personal interest in any business of your authority which relates to or is likely to affect:

- a) any body of which you are in general control or management and to which you are nominated or appointed by your authority; or
- b) any body
  - (i) exercising functions of a public nature
  - (ii) anybody directed to charitable purposes or
  - (iii) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union) of which you are a Member or in a position of general control or management.

#### **3. NON-REGISTRABLE INTERESTS (NRIs)**

"Non-Registrable Interests" are those that you are not required to register but need to be disclosed when a matter arises at a meeting which directly relates to your financial interest or wellbeing or a financial interest or wellbeing of a relative or close associate that is not a DPI.

A matter "directly relates" to one of your interests where the matter is directly about that interest. For example, the matter being discussed is an application about a particular property in which you or somebody associated with you has a financial interest.

A matter “affects” your interest where the matter is not directly about that interest but would still have clear implications for the interest. For example, the matter concerns a neighbouring property.

---

## **Declarations and Participation in Meetings**

### **1. DISCLOSABLE PECUNIARY INTERESTS (DPIs)**

1.1 Where a matter arises at a meeting which **directly relates** to one of your Disclosable Pecuniary Interests which include both the interests of yourself and your partner then:

#### **Action to be taken**

- **you must disclose the nature of the interest** at the commencement of that consideration, or when the interest becomes apparent, whether or not such interest is registered in the Council’s register of interests of Member and Co-opted Members or for which you have made a pending notification. If it is a sensitive interest you do not have to disclose the nature of the interest, just that you have an interest
- **you must not participate in any discussion** of that particular business at the meeting, or if you become aware of a disclosable pecuniary interest during the meeting you must not participate further in any discussion of the business, including by speaking as a member of the public
- **you must not participate in any vote** or further vote taken on the matter at the meeting and
- **you must withdraw from the room** at this point to make clear to the public that you are not influencing the meeting in anyway and to protect you from the criminal sanctions that apply should you take part, unless you have been granted a Dispensation.

### **2. OTHER REGISTERABLE INTERESTS (ORIs)**

2.1 Where a matter arises at a meeting which **directly relates** to the financial interest or wellbeing of one of your Other Registerable Interests i.e. relating to a body you may be involved in:

- **you must disclose** the interest at the commencement of that consideration, or when the interest becomes apparent, whether or not such interest is registered in the Council’s register of interests of Member and Co-opted Members or for which you have made a pending notification. If it is a sensitive interest you do not have to disclose the nature of the interest, just that you have an interest
- **you must not take part in any discussion or vote** on the matter, but may speak on the matter only if members of the public are also allowed to speak at the meeting
- **you must withdraw from the room** unless you have been granted a Dispensation.

### 3. NON-REGISTRABLE INTERESTS (NRIs)

3.1 Where a matter arises at a meeting, which is not registrable but may become relevant when a particular item arises i.e. interests which relate to you and /or other people you are connected with (e.g. friends, relative or close associates) then:

- **you must** disclose the interest; if it is a sensitive interest you do not have to disclose the nature of the interest, just that you have an interest
  - **you must not take part in any discussion or vote**, but may speak on the matter only if members of the public are also allowed to speak at the meeting; and
  - **you must withdraw** from the room unless you have been granted a Dispensation.
- 

#### **Dispensation and Sensitive Interests**

A “Dispensation” is agreement that you may continue to participate in the decision-making process notwithstanding your interest as detailed at section 12 of the Code of the Conduct and the Appendix.

A “Sensitive Interest” is as an interest which, if disclosed, could lead to the Member, or a person connected with the Member, being subject to violence or intimidation. In any case where this Code of Conduct requires to you to disclose an interest (subject to the agreement of the Monitoring Officer in accordance with paragraph 2.4 of this Appendix regarding registration of interests), you do not have to disclose the nature of the interest, if it is a Sensitive Interest in such circumstances you just have to disclose that you have a Sensitive Interest under S32(2) of the Localism Act 2011. You must update the Monitoring Officer when the interest is no longer sensitive, so that the interest can be recorded, made available for inspection and published.

#### **BIAS and PREDETERMINATION**

The following are not explicitly covered in the code of conduct but are important legal concepts to ensure that decisions are taken solely in the public interest and not to further any private interests.

The risk in both cases is that the decision maker does not approach the decision with an objective, open mind.

This makes the local authority’s decision challengeable (and may also be a breach of the Code of Conduct by the Councillor).

Please seek advice from the Monitoring Officer or Deputy Monitoring Officers, if you need assistance ahead of the meeting.



## **BIAS**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias. If you have been involved in an issue in such a manner or to such an extent that the public are likely to perceive you to be biased in your judgement of the public interest:

- a) you should not take part in the decision-making process
- b) you should state that your position in this matter prohibits you from taking part
- c) you should leave the room.

## **PREDETERMINATION**

Where a decision maker has completely made up his/her mind before the decision is taken or that the public are likely to perceive you to be predetermined due to comments or statements you have made:

- a) you should not take part in the decision-making process
- b) you should state that your position in this matter prohibits you from taking part
- c) you should leave the room.

This page is intentionally left blank

## Registerable Interests

These are interests that you are required to register in accordance with the Code of Conduct. They are interests that you would know about in advance of an item coming up (e.g. land you own) and you should have included them when filling in your register of interests.

What type of Registerable Interest do you have in this matter?

### Disclosable Pecuniary Interests

These are any interests that are described as DPIs under the Code of Conduct and include both the interests of yourself and of your partner.

### Other Registerable Interests

These are personal interests that relate to certain types of bodies that you may be involved in as set out in the Code of Conduct.

Does the matter directly relate to one of your Disclosable Pecuniary Interests?

No

Does the matter directly relate to the financial interest or wellbeing of one of your Other Registerable Interests?

No

Does the matter affect a financial interest or the wellbeing of yourself or of a friend, relative or close associate?

No

Is the financial interest or wellbeing affected to a greater extent than the financial interests or wellbeing of the majority of inhabitants?

No

Would a reasonable member of the public knowing all the facts believe that it would affect your view of the wider public interest?

No

You must:

- Disclose the interest;
- Not speak on the matter;
- Not participate in any discussion or vote; and
- Not remain in the room unless you have a Dispensation

You must:

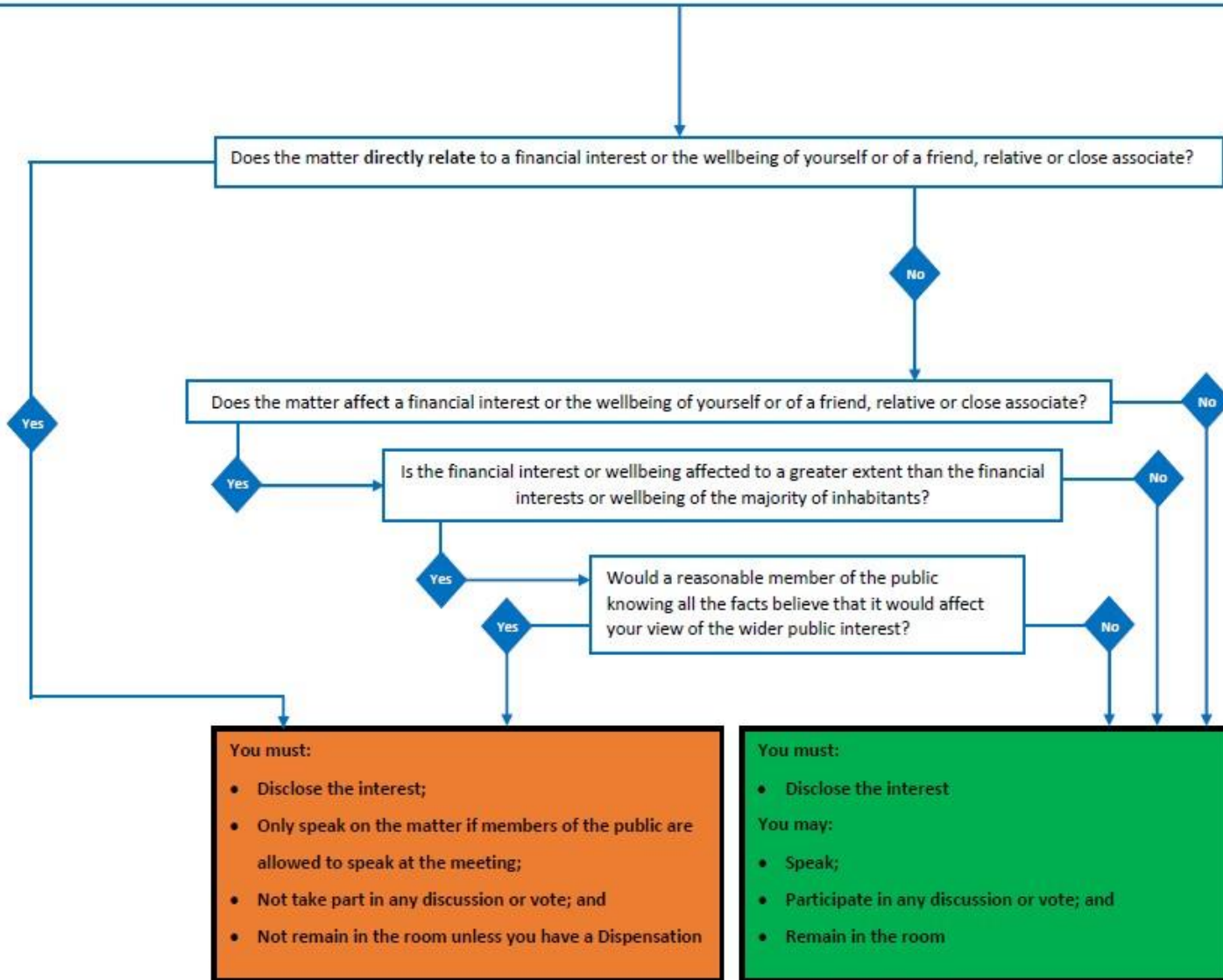
- Disclose the interest;
- Only speak on the matter if members of the public are allowed to speak at the meeting;
- Not take part in any discussion or vote; and
- Not remain in the room unless you have a Dispensation

You must:

- Disclose the interest
- You may:
- Speak;
  - Participate in any discussion or vote; and
  - Remain in the room

## Non-Registerable Interests

These are interests that you are not required to register but may become relevant when a particular item arises. These are usually interests that relate to other people you are connected with (e.g. friends, relatives or close associates) but can include your own interests where you would not have been expected to register them.



## BRAMCOTE BEREAVEMENT SERVICES JOINT COMMITTEE

THURSDAY, 23 JANUARY 2025

Present: Councillor J Dawson (Vice-Chair)

Councillors: M Alfrey (substitute)  
S J Carr  
H G Khaled MBE  
G Marshall (acting as leader of Broxtowe  
Borough Council)

Apologies for absence were received from Councillors B Everett, J Hare  
M Radulovic MBE.

### 20 DECLARATIONS OF INTEREST

There were no declarations of interest.

### 21 MINUTES

The minutes of the meeting held on 24 October 2024 were confirmed and signed as a correct record.

### 22 CHRISTMAS SERVICE OF REMEMBRANCE

The Joint Committee were provided with an update on the Christmas service of remembrance.

The service was attended by 150 members of the public, including six children.

### 23 FINANCIAL ESTIMATES 2024/25 AND 2025/26

The Joint Committee noted the proposed budgets for 2025/26, together with the revised estimates for the current financial year, in accordance with the service objective of providing efficient arrangements for funeral directors and clergy which meet the need of their service users at a reasonable cost.

The Joint Committee noted the estimated levels of revenue account balances at the respective financial year-ends, and the proposed distribution of a total of £800,000 in 2024/25 and £900,000 in 2025/26, split equally between Broxtowe and Erewash Borough Councils.

#### **RESOLVED that:**

- 1. The revised estimate for 2024/25 and the base budget for 2025/26, as outlined, be approved.**

2. **The fees and charges, as detailed, be approved and implemented.**
3. **A total amount of £800,000 be distributed to the constituent authorities in 2024/25 and an increased total amount of £900,000 be distributed to the constituent authorities in 2025/26.**

24 MEDIUM TERM FINANCIAL STRATEGY 2024/25 TO 2028/29

Members considered the Medium Term Financial Strategy for Bramcote Crematorium through to 2028/29 in accordance with the service objective of providing efficient arrangements for funeral directors and clergy which meet the need of their service users, at a reasonable cost.

The financial forecast through to 2028/29 demonstrates that all anticipated spending can continue to be met whilst maintaining a level of distribution of £450,000 to each constituent authority in 2025/26 and for this to continue at this level through to 2028/29. General balances were set to be maintained above the minimum recommended level of £100,000 throughout the period.

**RESOLVED that the Medium Term Financial Strategy for Bramcote Crematorium be approved.**

25 MARKETING AND PERFORMANCE STRATEGY

The Joint Committee noted the Joint update on performance and marketing.

The number of fee charging cremations achieved between 1 April 2024 and 30 November 2024 in the core, targeted and out of area has increased by 18 compared to the same period 2023/24, resulting in 1,458 fee charging cremations.

Invoices for cremation fees raised between 1 April 2024 and 30 November 2024 equates to £1,227,260 compared to £1,147,220 during the same period 2023/24. This is an additional £80,000 in revenue mitigating the additional costs related to service provision.

26 UPDATE ON REPLACEMENT CREMATORS

The Joint Committee were provided with an update on the progress of the replacement cremators project.

It was noted that the project was currently 3 weeks behind schedule. However, work continues to be undertaken to replace the cremator without disruption of services.

27 WORK PROGRAMME / SCHEDULE OF MEETINGS

The Joint Committee discussed the Work Programme.

**RESOLVED that the Work Programme be approved.**

This page is intentionally left blank



**Report of the Treasurer and the Executive Director**

**Financial Performance Management Update**

1. Purpose of Report

To advise the Joint Committee on the latest financial performance for Bramcote Crematorium for 2024/25.

2. Recommendation

**The Committee is asked to NOTE the report.**

3. Detail

The **Appendix** sets out financial performance for period to April 2024 to January 2025, including the latest outturn projections, compared with the annual budget and the revised budget for the corresponding period.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

As identified in the Medium-Term Financial Strategy for the Crematorium, the assessment of risk associated with income from cremation fees is considered as 'high risk'. The income budget assumes 2,400 adult cremations in both 2024/25 and 2025/26. There is a risk that if numbers fall below the budgeted amount this could impact upon distribution levels.

As noted in the marketing report elsewhere on this agenda, there has been fewer than anticipated cremations since writing the budget report. This has potentially created an income budget shortfall of over £250k. The likely reduction in income has been partially mitigated by reduced spending, including a development budget which is not needed at this time.

The Crematorium's budget is now under pressure. The forecast closing balance on 31 March 2025 included in the budget report was around £300k. If outturn balances were to fall below the minimum balance of £100k, the surplus distribution to the constituent authorities would have to be reduced accordingly.

Further summary comments are included in the Appendix.

5. Legal Implications

The comments from the Head of Legal Services were as follows:

There are no direct legal implications that arise from this report.

6. Human Resources Implications

There were no comments from the Human Resources Manager.

7. Union Comments

Not applicable.

8. Climate Change Implications

There are no further climate change issues in this report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

As there is no change to policy an equality impact assessment is not required.

11. Background Papers

Nil.

## Appendix

## Budget Update – 31 January 2025

Key Budgets	Revised Estimate 2024/25 £	Profiled Budget 31/01/25 £	Actual/ Committed 31/01/25 £	Variance to Estimate £	Latest Projection 2024/25 £	Comments
Employee Related Expenses (including Salaries and Agency)	548,050	456,700	423,367	(33,333)	507,000	Spend includes pay award for 2024/25. Current savings are from a vacant post from October and a full-time post becoming part-time.
Repairs/Maintenance - General and Cremators	135,000	112,500	69,967	(42,533)	130,000	New cremator being installed. Repairs budget will cover major repairs not previously accounted for in the budget.
Resurfacing Development	60,000	50,000	-	(50,000)	30,000	Brought forward budget for the resurfacing of some pathways on site.
Car Park and Drainage Development	27,100	22,500	-	(22,500)	-	Brought forward budget to improve the car park and drainage, including surface repairs, patching and relining, is no longer required at this time.
Cremator Replacement including Project Management Development	1,917,700	1,598,200	1,476,451	(121,749)	1,917,700	Development for the installation of new replacement cremators and associated works. The budget includes £117k brought forward from 2023/24 and £1.8m approved for 2024/25.
Audio and Media System Development	29,000	29,000	28,768	(232)	29,000	New development for the replacement and upgrade of hardware associated with current levels of media, audio and webcast systems in both chapels.

Key Budgets	Revised Estimate 2024/25 £	Profiled Budget 31/01/25 £	Actual/ Committed 31/01/25 £	Variance to Estimate £	Latest Projection 2024/25 £	Comments
Fuel, Light and Water	189,400	157,800	130,355	(27,445)	194,200	Actual spend is affected by the timing of bills. With more cremations completed compared to the same period in last year, this will increase energy usage.
Business Rates	140,750	140,750	150,150	9,400	150,150	Annual Business Rates paid. Budget needs to be increased due to increased rateable value.
Trade Waste and Other Premises Related Costs	33,200	27,600	17,121	(10,479)	30,750	Less spending than budgeted.
Materials and Equipment	5,000	4,100	4,480	380	4,500	Less spending than budgeted.
Book of Remembrance/ Other Memorialisation	32,500	27,000	12,184	(14,816)	20,000	Less spending than budgeted.
Medical Referee Fees	47,000	39,200	33,822	(5,378)	45,000	Less spending than budgeted.
Other Supplies and Services	165,100	137,600	122,327	(15,273)	159,000	Budget includes £8,600 carry forward for marketing. Outturn anticipated to be in line with estimates.
Grounds Maintenance	38,550	-	-	-	38,550	Year-end internal recharge.

Key Budgets	Revised Estimate 2024/25 £	Profiled Budget 31/01/25 £	Actual/ Committed 31/01/25 £	Variance to Estimate £	Latest Projection 2024/25 £	Comments
<b>Income:</b>						
Cremation Fees Income	(2,198,450)	(1,832,000)	(1,549,548)	282,452	(1,940,000)	Reduced revenues due to increasing popularity of nationwide direct cremation companies and loss of contracts. The cremator has been shut down for a few days to allow the new cremator project to commence.
Memorialisation Income (including visual tributes and book of remembrance)	(128,100)	(106,700)	(95,778)	10,922	(128,100)	Income less than expected due to competitive markets and lower than anticipated cremations.
Other Income (including rents, miscellaneous and vending receipts)	(32,200)	(26,800)	(34,770)	(7,970)	(37,950)	Outturn expected to be slightly higher than budgeted.

This page is intentionally left blank

## Report of the Executive Director

### Charitable Donations 2025/26

#### 1. Purpose of Report

To seek approval of the charitable organisation which will receive the charitable donation in 2025/26 from the funds raised through the metals recycling scheme.

#### 2. Recommendation

**The Committee is asked to CONSIDER which charitable organisation will receive the charitable donation in 2025/26 from the funds raise through the metals recycling scheme by Institute of Cemetery and Crematorium Management and RESOLVE accordingly.**

#### 3. Detail

It is common place in modern medical practice for people to have artificial orthopaedic implants such as hip and knee replacement joints. Often these implants are metal. Following the cremation, the metal implants are extracted from the cremated remains. The separated metals are subsequently classified as waste and need to be disposed of accordingly.

The Institute of Cemetery and Crematorium Management, as the recognised industry body, facilitates an approved national metal collection service. The metals are collected for recycling by the Institute of Cemetery and Crematorium Management approved contractor. Bramcote Crematorium is one of the many crematoriums in the country which are part of this collaborative approach to metal recycling.

The Institute of Cemetery and Crematorium Management receive payment from the contractor for the metals collected. The funds are then shared out equally on an annual basis amongst the crematoriums who support the national scheme. It is anticipated that the value of the contribution on this round will be announced August 2025. Funds are allocated on the basis that they are then given to local bereavement charities. Since its creation the national scheme has raised over £24 million for charities.

Previous donations were awarded to Cruse Bereavement, Age UK Nottingham & Nottinghamshire Branch, Age UK Derbyshire Branch, and Maggie's, each receiving £2,900. The total charity donation was £11,160.

The recycling of metals resulting from cremation is only carried out with the written consent of each bereaved family. If a family wishes to have the metal implants returned to them this is arranged.

Two bereavement charities have approached Bramcote Crematorium requesting that they be considered for a donation in 2025/26. It is considered that Members of the Joint Committee should be the deciding arm with regards which charity should receive the annual donation. Whilst Members may decide a different charity is more appropriate, the two charities which have expressed their interest in being considered for the donation are:

- Treetops Hospice, Derbyshire
- Alzheimer's Society, Nottingham Branch

Further information on the three charities are shown in the **Appendix**.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

There are no direct financial implications that arise from this report.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

There are no direct legal implications that arise from this report.

6. Human Resources Implications

The comments from the Human Resources Manager were as follows:

Not applicable

7. Union Comments

The Union comments were as follows:

Not applicable.

8. Climate Change Implications

The climate change implications are contained within the report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.



10. Equality Impact Assessment

Not applicable.

11. Background Papers

Nil.

**Appendix****Treetops Bereavement Support**

Treetops Hospice provides support to over 2,500 patients and their families each year, offering all services free of charge.

Their services include counselling and complementary therapy for both adults and children who have experienced bereavement. In the 2023-24 period, 418 adults and 177 children and young people received counselling, while 94 individuals benefited from complementary therapy.

Additionally, they host a drop-in Wellbeing Café every Thursday from 10am to 3pm, offering support and information for people facing life-limiting illnesses and those who have experienced loss. Due to high attendance, a similar session has been added on Mondays. In the 2023-24 period, a total of 290 visitors attended these cafés, resulting in 2,053 visits.

On Wednesdays, the hospice runs “Tears to Laughter,” a peer support group for those who have been bereaved. Each year, 29 local individuals who may be grieving or living with a life-limiting illness are supported by a Treetops Volunteer Befriender.

The annual operating cost of Treetops Hospice exceeds £5.3 million. They receive only a small portion of funding from government bodies—approximately 18%. The majority of their funding comes from community support.

Every day, the hospice needs to raise £14,520 to continue its operations, with £11,906 coming from community efforts such as shops, fundraising activities, and donations, and £2,614 from government sources.

**Alzheimer's Society**

Dementia is the leading cause of death in the UK. This condition devastates families, stripping away people's identities and independence. Each day, 900,000 individuals face the relentless challenges that dementia presents. As the condition progresses, they often feel frightened and vulnerable.

There are universal services available to support those affected by dementia, accessible seven days a week. These include:

**Dementia Support Line:** Many people reach out when they feel overwhelmed. Specialist dementia advisers are available to help guide them toward a way forward.

**Information and Signposting:** Their website addresses common questions to help individuals understand dementia and provides guidance on specific issues, such as dementia-related dental care.

Companion Calls: Recognising that dementia can be isolating, Companion Calls connect individuals with friendly volunteers over the phone, allowing for meaningful conversations.

Donating to the Alzheimer's Society is crucial for helping those living with dementia adjust to their condition and manage it effectively. Contributions also fund pioneering research that aims to improve the future for individuals with dementia, enabling them to lead happier and more fulfilled lives. Additionally, the organisation works to amplify the voices of people with dementia, ensuring their perspectives are heard by decision-makers nationwide.

Statistics show that 1 in 3 people born today will develop dementia. People with dementia deserve much more support.

This page is intentionally left blank

**Report of the Executive Director**

<b>Marketing and Performance Strategy</b>
---

1. Purpose of Report

To provide the Joint Committee with an update on performance and marketing.

2. Recommendation

**The Joint Committee is asked to NOTE the report.**

3. Detail

Analysis is carried out on a monthly basis to establish the market share for the services held at the Crematorium. In addition, data is collated to provide the Joint Committee with the most recent details regarding service performance. More detail is provided in the **Appendix**.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

The Bramcote Crematorium Medium-Term Financial Strategy identifies cremation fee income as one of the highest rated risks in terms of the Crematorium achieving its objectives. The variation in the number and type of cremations completed does have a direct impact on the Crematorium's income budget and overall financial performance. For example, a potential decrease of 100 cremations at the full-service fee would reduce revenues by almost £100k.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

6. Human Resources Implications

The comments from the Human Resources Manager were as follows:

7. Union Comments

The Union comments were as follows:

8. Climate Change Implications

The climate change implications are contained within the report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

There is no requirement for an Equality Impact Assessment.

11. Background Papers

Nil.

## Appendix

**Marketing**

The success of the marketing strategy will be determined by the positive impact that is achieved on measureable goals. These measureable goals form the Key Performance Indicators (KPIs).

Analysis will be carried out on a monthly basis to establish the market share for the services held at the Crematorium. For every cremation held at the crematorium this will involve recording the district where each of the deceased lived set against the overall death rate for the corresponding district. The market share can then be calculated.

The target markets for the Crematorium are grouped into:

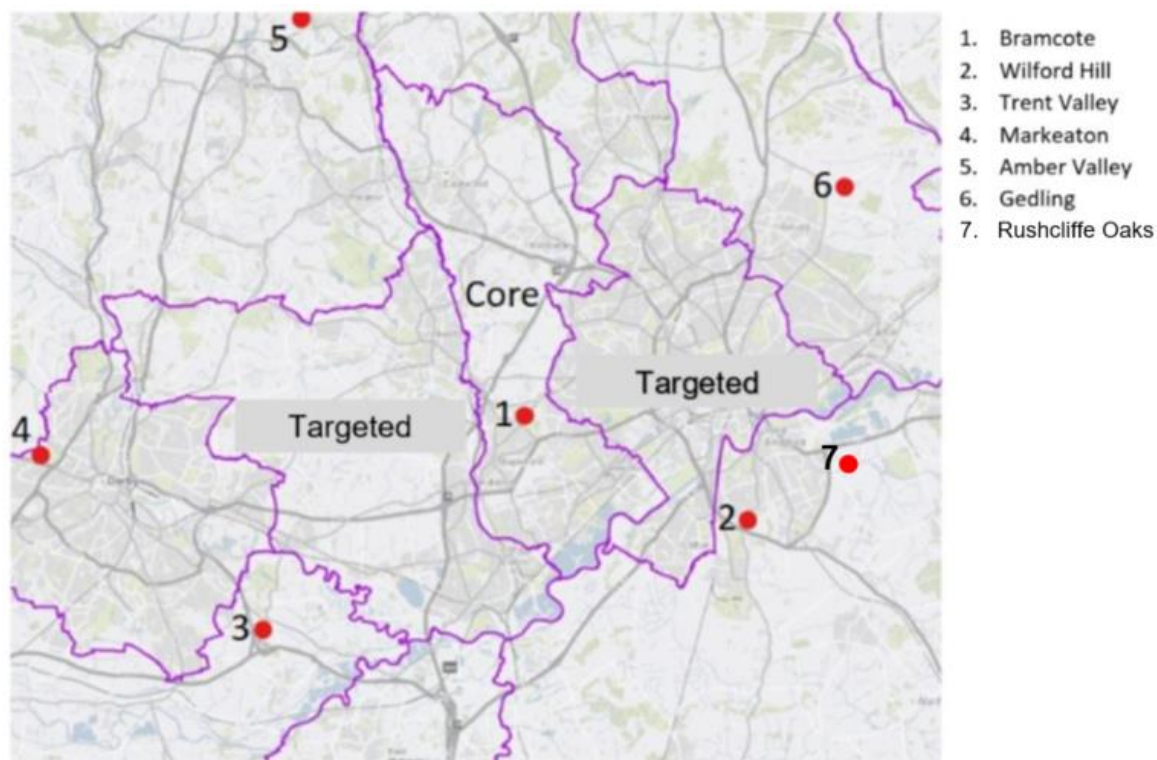
- Core area (Broxtowe area)
- Targeted area (Erewash and Nottingham City, - due to close proximity of competitors)
- Out of area (surrounding areas).

The term 'core area' refers to the region where the crematorium is expected to attract the vast majority of custom based on being the primary service provider within that area.

The term 'targeted area' is the marketing term for an area that companies compete with each other to develop, sell or control.

The term 'out of area' refers to the area where attracting custom from that region will be a challenge based on factors such as the proximity and competitors.

The map below shows designation of the areas together with the competitor locations.



The death rate is collated from the website below:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/datasets/monthlyfiguresondeathsregisteredbyareaofusualresidence>

This report will be crucial to determine where to concentrate our marketing strategy and efforts. The crematorium should have a greater percentage of the market share in its core area, with the percentage decreasing in the targeted area and out of area where other crematoriums operate.

The following activities have been undertaken as part of raising the profile of the crematorium in both the core and targeted area:

- Continuation of increased exposure and messages through social media channels.
- Regular website updates actioned to enhance the customers experience including mobile device enabled. Regular updates of news and events. Google reviews now included on the website home page.
- Continuation of regular meetings with local community groups and charities to work closely promoting services and organising joint events further promoting services and facilities on offer.
- Weekly discussions with funeral directors to look at potential improvements with the services offered.



- Discussions ongoing to create exclusive service contracts with Funeral Directors.
- Investigations continuing on an innovative project which will see Bramcote Bereavement Services becoming the crematorium of choice in both core and targeted areas.
- The recent launch of the Pre-Paid Cremation Plan and associated marketing campaign.

### **Performance**

The table below details the number of fee charging cremations on a year by year basis. The number of fee charging cremations achieved between 1 April 2024 and 31 January 2025 in the core, targeted and out of area has decreased by 41 compared to the same period 2023/24, resulting in 1,835 fee charging cremations.

The decrease in numbers can be attributed to the restriction of services for four days in January to accommodate works relating to the new cremator project. In addition, recent data supplied by The Office of National Statistics (ONS) details that since the last report submitted to the Joint Committee the death rate in the core and targeted areas has decreased by 10.4% having a direct impact on funerals available.

Invoices for cremation fees raised between 1 April 2024 and 31 January 2025 equates to £1.547m compared to £1.469m during the same period 2023/24. This is an additional £78k in revenue helping to mitigate the additional costs related to service provision.

Month	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
April	187	300	226	180	166	221
May	226	280	184	212	195	197
June	211	183	239	227	181	192
July	187	176	179	180	197	202
August	192	178	177	215	162	158
September	171	181	192	176	165	149
October	203	199	193	194	196	169
November	208	217	224	217	178	170
December	201	259	195	193	190	178
January	270	222	217	252	246	199
February	203	303	224	214	196	
March	239	267	228	219	230	
Total	2,498	2,765	2,478	2,479	2,302	1,835

**Types of Services breakdown**

The table below shows the different types of cremations which have taken place. 2023/24 data is for the entire financial year, 2024/25 data is for the period 1 April 2024 and 31 January 2025. The key for the data in the table is as follows:

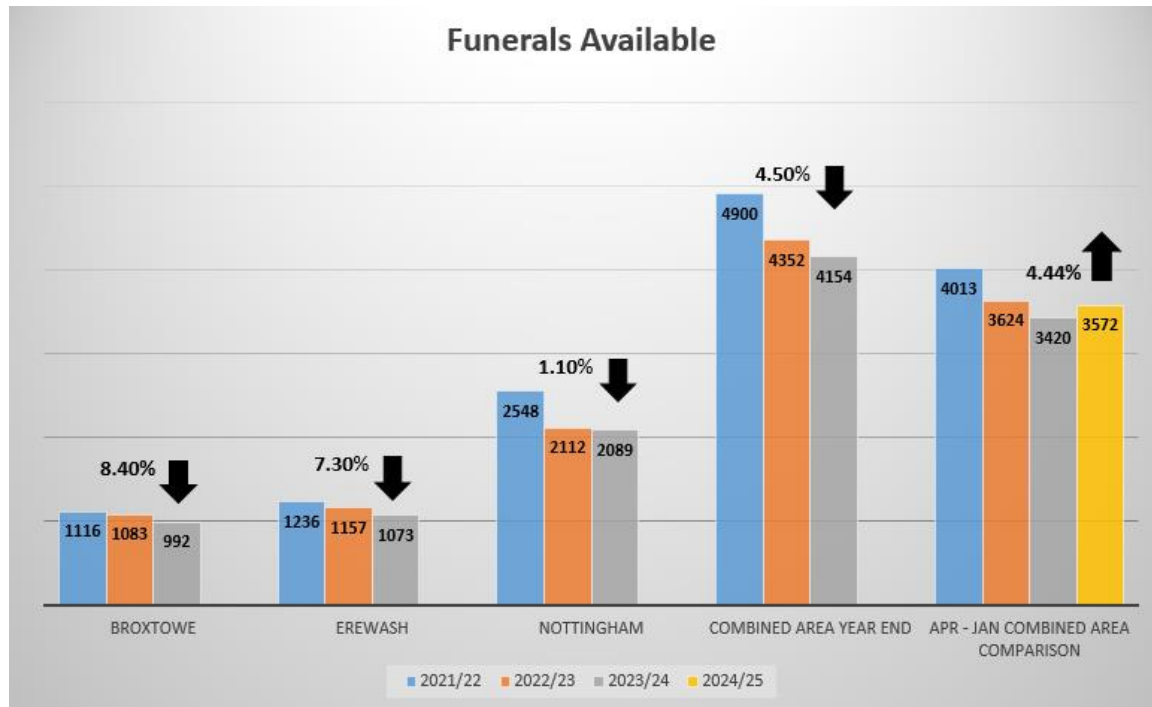
<b>Full Service:</b>	A normal 60-minute service and cremation.
<b>Committal Service:</b>	The service was held at a church/chapel first, then a short service and cremation.
<b>Direct Service:</b>	A normal cremation but where there is no service.
<b>Attended Direct Service:</b>	A normal cremation involving a 15-minute service at our direct times with limited mourners and eulogy delivered by Bramcote Crematorium staff.
<b>AW Lymn Direct Contract:</b>	A normal cremation but where there is no service.
<b>Hospital Body:</b>	The Cremation of a body received direct from the hospital.
<b>Hospital Body Part:</b>	The Cremation of a body part received direct from the hospital.
<b>Morning Sunrise Service:</b>	A normal cremation involving a 60-minute service only at 9:00am in the Serenity Chapel.

	2023/24	01/04/2024 to 31/01/2025
Full Service	2,009	1,535
Committal Service	91	78
Direct Service	84	68
Attended Direct Service	26	24
AW Lymn Direct Contract	49	75
Hospital Body	21	19
Hospital Body Part	0	1
Morning Sunrise Service	9	11
Children Funeral Fund	13	24
<b>Cremations Total</b>	<b>2,302</b>	<b>1,835</b>

Note: AW Lymn direct contract started 1 January 2024. In June 2024 AW Lymn purchased their own crematorium resulting in all direct cremations now being conducted at their own facility.

**Death rate and funerals available**

Funerals available for cremation in the core and targeted areas between 1 April 2024 and 31 January 2025 has an average annual increase of 4.44% compared to the same period in 2023/24. The graph provided below illustrates the data gathered from registered deaths in Bramcote Bereavement Services core and targeted areas.



Bramcote Bereavement Services have historically calculated funerals available for cremation from the Office of National Statistics (ONS) Registration of Deaths data recorded for each of the core and targeted areas, with an allowance of an anticipated 10% of deaths opting for burial.

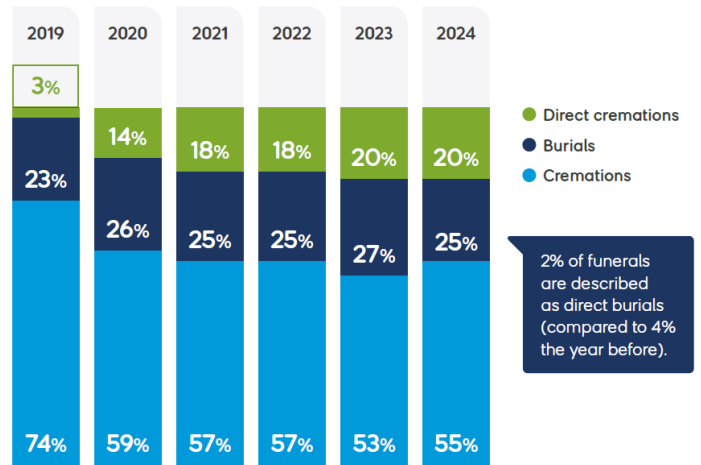
Emerging data from a recent report by SunLife suggests that the percentage choosing burial over cremation may be higher than the 10% used to determine market share. It is hoped that as further information becomes available the percentage can be revised and inform a more accurate and potentially more favourable position.

## What type of funeral are people choosing?

At 55%, a simple attended cremation with a service is the most popular type of funeral, increasing by 2% on the previous year. In contrast, the percentage of funerals that are burials has gone down by 2% to 25%.

1 in 5 (20%) people describe the funeral they organised as a direct cremation – the same as the year before. And awareness of this affordable option has risen yet again, with 80% of people now aware of it. That's an increase of 28% since 2019.

3 in 5 (59%) of people are aware of direct burials, with 2% saying this was the option they chose for their loved one.



2% of funerals are described as direct burials (compared to 4% the year before).

Type of funeral (2019–2024)

## Market Share

Despite the increase in cremations available, the overall market share in the core and targeted areas has decreased by 4.10% in the period 1 April 2024 and 31 January 2025 compared to the same period 2023/24 from 48.90% to 44.80%.

Investigation suggests that the increase in popularity of Direct Cremation through Nationwide providers has a direct impact on Market Share and cremation numbers. Discussions with local Funeral Directors also suggests a decrease in funerals staying in the local area is attributable to this factor.



**Strategic Operational Improvement**

During the project to replace the Crematorium's older cremators with more modern alternatives it has been necessary to operate just one of the two cremators. In order to ensure that families can continue to use Bramcote Crematorium as their crematorium of choice and to minimise disruption to service delivery cremations have been organised from 6am to 10pm each day. Employees have worked to support and care for local families.

This page is intentionally left blank

## **Report of the Executive Director**

### **Update on Replacement Cremators**

1. Purpose of Report

To provide the Joint Committee with an update on the progress of the replacement cremators project.

2. Recommendation

**The Joint Committee is asked to NOTE the report.**

3. Detail

At the time of this Committee meeting the first stage of enabling works will have been completed with the new FTIII cremator in position, commissioned and operational. During this phase the project team have worked to overcome issues that have arisen, which includes a failing lintel and electrical wiring issues.

Phase four of the project will commence on 24 March 2025. This will see the removal of the second cremator and associated enabling works for the installation of the second FTIII cremator.

The project is currently on target to complete in July 2025.

At the time of writing this report the appointed main contractor has withdrawn from the project. The project team initiated a dialogue with the contractor to agree a final price for the work, but unfortunately the talks broke down mid-February 2025 without an agreement being reached.

The Nottingham County Council Procurement department advised that due to the reduced timescales and in order to directly award the contract a Financial Procedure Rules waiver would be required. A report was submitted to the Broxtowe Borough Council Cabinet on 11 March 2025 seeking approval of the appropriate waiver.

Broxtowe Borough Council approached Miller Knight (MK) and provided it with all required tender information to enable it to submit a price by 28 February 2025.

A full verbal update will be given on the evening of the Joint Committee in order to confirm the appointment of a new contractor.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

The approved budget for 2024/25 includes £1.8m for the installation of new replacement cremators and associated works. The cost of this capital investment is being jointly and equally funded by Broxtowe and Erewash Borough Councils who have arranged the financing within their respective capital programmes.

There is also the balance of £117k brought forward from an earlier development budget approved in 2023/24 towards initial consultancy costs.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

6. Human Resources Implications

The comments from the Human Resources Manager were as follows:

7. Union Comments

The Union comments were as follows:

8. Climate Change Implications

The climate change implications are contained within the report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

Not Applicable.

11. Background Papers

Nil.



## Report of the Executive Director

<b>Work Programme/Schedule of Meetings</b>
--

1. Purpose of Report

To consider items for inclusion in the Work Programme for future meetings.

2. Recommendation

**The Joint Committee is asked to CONSIDER the Work Programme and the Schedule of Meetings and RESOLVE accordingly.**

3. Detail

Items which have already been suggested for inclusion in the Work Programme of future meetings are given below. Members are asked to consider any additional items that they may wish to see in the Programme.

19 June 2025	<ul style="list-style-type: none"><li>• Annual Report and Statement of Accounts 2024/25</li><li>• Replacement Cremator Update</li><li>• Sale of Land Update</li><li>• Pamela Cottage Update</li><li>• Marketing and Performance Strategy Report</li></ul>
--------------	---

4. Financial Implications

Comments from the Head of Finance Services were as follows:

There are no financial implications.

5. Legal Implications

Comments from the Head of Legal Services were as follows:

The terms of reference are set out in the Council's constitution. It is good practice to include a work programme to help the Council manage the portfolios.

6. Background Papers

Nil.

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank



Document is Restricted

This page is intentionally left blank