

Report of the Executive Director

CHANGE IN COST OF A DIRECT CREMATION AND THE INTRODUCTION OF A LOW COST CREMATION

1. Purpose of the report

To seek approval for a change in cost for a direct cremation and the introduction of a low cost cremation.

2. Background

The current price for a direct funeral is £500. The take up of direct cremations has been relatively low. In January 2021 a neighbouring crematoria reduced their price for a direct cremation. As part of the emerging marketing strategy aimed at increasing the number of customers using Bramcote Crematorium it is proposed to reduce the fee for a direct funeral to £395 in line with the Crematorium's closest competitor.

A further proposal to increase custom as part of the emerging marketing strategy is to introduce a low cost cremation service for the first slot of the day. This time slot is often not booked and so it is anticipated that introducing a £600 low cost cremation service for this slot would attract additional revenue into the Crematorium.

Further information relating to changing the cost of a direct cremation and introducing a low cost cremation is shown in the appendix.

3. Financial Implications

There are no financial implications at this stage with any future financial implications being reported back to Committee in due course.

Recommendation

The Joint Committee is asked to RESOLVE that a change in cost for a direct cremation and the introduction of a low cost cremation be approved.

Background papers Nil

APPENDIX

Direct Cremation

A direct cremation is where the coffin is delivered to the Crematorium but there is no accompanying service. The Crematorium first began to provide direct cremations in November 2019. There are 4 slots a day (Monday to Friday) for direct cremations.

The number of direct cremations received at the Crematorium are shown in the table below.

Month	Number of Direct Cremations	Month	Number of Direct Cremations	Month	Number of Direct Cremations
Apr-19		Apr-20	24	Apr-21	5
May-19		May-20	12	May-21	4
Jun-19		Jun-20	10	Jun-21	2
Jul-19		Jul-20	9	Jul-21	2
Aug-19		Aug-20	7	Aug-21	
Sep-19		Sep-20	5	Sep-21	
Oct-19		Oct-20	9	Oct-21	
Nov-19	1	Nov-20	7	Nov-21	
Dec-19	1	Dec-20	9	Dec-21	
Jan-20	2	Jan-21	11	Jan-22	
Feb-20	3	Feb-21	10	Feb-22	
Mar-20	9	Mar-21	3	Mar-22	
Total			116		

In January 2021 Wilfred Hill Crematorium reduced their fee for a direct cremation to £395. Feedback from the funeral directors that use Bramcote Crematorium is that the Crematorium is not the preferred choice for direct cremations due to the cost difference. In order to try and encourage a growth in direct cremation numbers it is proposed that the cost of a direct funeral is reduced to £395.

The results of a bench marking exercise with regards to comparing the costs of direct cremations is shown below:

Crematorium	Attended or Unattended	Times Available	Service Included	Fee
Markeaton Crematorium				
Direct Cremation	Unattended	9.00am or 9.30am	No Service	£502.00
Direct Cremation	Attended Simple Service	9.00am or 9.20am	Simple Service	£530.00

Crematorium	Attended or Unattended	Times Available	Service Included	Fee
Trent Valley Crematorium				
Direct Cremation	Unattended	None Specified	No Service	£470.00

Wilford Hill Crematorium				
Direct Cremation	Unattended	8:30 am, 9:00a m, 9.30 am, 15:00 pm, 15:30 pm and 16:00pm	No Service	£395.00

Gedling Crematorium				
Direct Cremation	Not Specified	None Specified	Not Specified	£500.00

Loughborough Crematorium				
Direct Cremation	Attended	9.30am	No Service	£675.00
Direct Cremation	Unattended	9.30am	No Service	£499.00

Low Cost funeral

Members are asked to consider a second proposal; the introduction of a low cost cremation for the first slot of the day. The first slot has only been used three times since April 2021 and so is evidently not an attractive time slot. It is anticipated that the introduction of a £600 low cost cremation would be attractive to families so would have a positive effect on income generation for the Crematorium.