

Report of the Executive Director

CHANGE IN CREMATION SERVICE TIMES

1. Purpose of the report

To seek approval for a change to the cremation service times to 60 minutes.

2. Background

Currently service slots are scheduled for 45 minutes. The standard time for the length of services within the local crematoria is 60 minute.

Currently there are 21 service slots each day across the two chapels. It is extremely unusual for all service slots to be filled within the day with on average there being around 8 services a day in the Serenity Chapel and 5 in the Reflection Chapel.

As part of the emerging marketing strategy aimed at increasing the number of customers using Bramcote Crematorium it is proposed to increase the cremation service time to 60 minutes. The benefits of moving to a 60 minute cremation service are:

- Allows additional time for a family to spend celebrating their loved ones' life.
- Aligns Bramcote Crematorium service times to the other local competitor crematoriums.
- Has the potential to attract more custom with feedback to the crematorium employee's being that families want an hour slot.

Further information relating to changing the cremation service time to 60 minutes is shown in the appendix.

3. Financial Implications

There are no financial implications at this stage.

Recommendation

The Joint Committee is asked to RESOLVE that a change to a 60 minute cremation service time is approved.

Background papers Nil

APPENDIX

Changing cremation service slots to 60 minute

All of the local Crematorium's operate a 60 minute service time. It is therefore proposed to mirror the service times provided by the Crematorium's competitors and change the service times from 45 minutes to 60 minute slots.

Funeral directors and ministers will be able to use the allotted time for a 40 minute service (within the hour) leaving 20 minutes for cleaning in between services and for families to enter and leave the chapel.

The current and proposed service times are shown below:

Current service times

Serenity Chapel	Reflection Chapel	Reflection Direct
08:45	09:45	08:05
09:30	10:30	08:15
10:15	11:15	08:50
11:00	12:00	09:10
11:45	12:45	
12:30	13:30	
13:15	14:15	
14:00	15:00	
14:45	15:45	
15:30	16:30	
16:15		

Proposed service times

Serenity Chapel	Reflection Chapel	Reflection Direct
09:00	09:30	08:05
10:00	10:30	08:15
11:00	11:30	08:30
12:00	12:30	08:45
13:00	13:30	
14:00	14:30	
15:00	15:30	
16:00	16:30	

There will be a reduction in service slots from 21 to 16 services a day. However, on average there are only around 13 services per day. It is therefore anticipated that this change will not have any detrimental impact on the income for the Crematorium and, for the reasons outlined in the report, is more likely to result in a growth in the number of cremations.