

Report of the Executive Director

CREMATION NUMBERS1. Purpose of Report

To provide the Joint Committee with an update on cremation numbers.

2. Recommendation

The Joint Committee is asked to NOTE this report.

3. Detail

In accordance with the Joint Committee's request shown below is a table detailing the number of services on a year by year basis. Following data queries the data for 2021/22 has been reviewed and revised. A more accurate trend on whether the number of cremations is increasing or decreasing will be able to be ascertained over the next year. The cremations in the first eight months of 2022/23 are slightly down on the previous year.

Month	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
April	249	310	257	179	221	190	302	226	180
May	233	229	229	225	241	230	283	184	212
June	206	299	241	228	194	212	188	239	227
July	236	232	209	190	174	196	178	179	180
August	234	210	196	175	196	194	179	177	215
September	233	219	231	187	150	175	182	192	176
October	261	235	212	197	189	207	202	193	193
November	268	231	252	201	212	210	222	224	217
December	298	289	250	196	195	202	262	195	0
January	309	250	310	276	273	272	224	217	0
February	321	301	307	259	238	204	303	224	0
March	323	294	258	257	211	240	272	228	0
Total	3171	3099	2952	2570	2494	2532	2797	2478	1600

Further information showing the breakdown of the different service types are shown in the appendix.

Further information relating to the activities undertaken as part of the marketing strategy to increase the number of customers is also shown in the appendix.

4. Financial Implications

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

The variation in the number and type of cremations completed will have a direct impact on the Crematorium's income budget and overall financial performance.

5. Legal Implications

The comments for the Head of Legal was as follows:

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

6. Human Resources Implications

No comments

7. Union Comments

No comments

8. Data Protection Compliance Implications

No comments

9. Equality Impact Assessment

No comments

10. Background Papers

Nil

APPENDIX

Types of Services breakdown

The table below shows the different types of cremations which have taken place in 2022/23.

The key for the information in the table is show below:

Full Service: A normal 60-minute service and cremation.

Committal Service: The service was held at a church/chapel first then, a quick service and cremation.

Direct Services: A normal cremation but where there is no service.

Hospital Body: The Cremation of a body received direct from the hospital.

Hospital Body Part: The Cremation of a body part received direct from the hospital.

Low Cost Services: A normal cremation involving a 60-minute service only at 9:00am in the Serenity Chapel.

As is evident the majority of cremations are 'total cremations'. In 22/23 Directs will increase on the previous year, potentially highlighting a trend move in the market.

TOTALS	Full Service	Committal Service	Directs	Hospital Body	Hospital Body Part	Low Cost Funeral	Cremations Total
2021/22	2227	133	58	15	36	9	2478
2022/23	1446	55	55	22	11	11	1600

Note: Low cost funerals started in December 2021.
2022/23 data is for April to August 2022

Marketing

The following activities have been undertaken as part of raising the profile of the Crematorium:

- Increased exposure and messages through social media channels
- Reviewing and of website and migration to new host
- Partnership event aimed at increasing the awareness and support for bereaved families
- Delivery of Christmas Services of Remembrance
- Full page advert in the publication 'Bereavement- A helpful guide for the bereaved'. This is distributed to the families of people who are in palliative care to assist with dealing with the loss of a loved one.
- Social media promotion with Nottingham Hospice EMATION