

## Report of the Executive Director

**CREMATION NUMBERS**1. 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 adult cremations on a year by year basis. The number of adult cremations between 1 April 2022 and 31 March 2023 has increased by one compared to the same period 2021/22.

It should be noted that the death rate in our core & targeted areas between 1 April 2022 and 31 March 2023 has decreased by 11.18% compared to the same period in 2021/22. Despite the decrease in the death rate the overall market share in the core and targeted areas has increased by 11.3% resulting in an increase of one adult cremation.

The overall growth in cremation numbers and increase in market share can be attributable in part to the successful implementation of the Marketing Strategy adopted by the Joint Committee in 2022.

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	194
November	268	231	252	201	212	210	222	224	217
December	298	289	250	196	195	202	262	195	193
January	309	250	310	276	273	272	224	217	252
February	321	301	307	259	238	204	303	224	214
March	323	294	258	257	211	240	272	228	219
Total	3171	3099	2952	2570	2494	2532	2797	2478	2479

Further information relating to the breakdown of the different service types and the activities undertaken as part of the Marketing Strategy is 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 from the Head of Legal Services were 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. Climate Change Implications

The comments from the Climate and Change Manager were as follows:

An increase in cremation numbers will directly correlate with an overall increase in carbon emissions. It is important that the Council continue to identify and adopt sustainable practices to minimise the impact on the environment.

9. Data Protection Compliance Implications

No Comments

10. Equality Impact Assessment

Not applicable

11. 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 shown 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 Service:** 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.

**Morning Sunrise Service:** A normal cremation involving a 60-minute service only at 9:00am in the Serenity Chapel.

As is evident the majority of cremations are 'full Service cremations'. The increase may in part be attributable to the changes made to personalise the chapels linked to the delivery of the Marketing Strategy. In 2022/23 'Directs' have increased on the previous year, potentially highlighting a trend move in the market.

	Full Service	Committal Service	Directs	Hospital Body	Hospital Body Part	Morning Sunrise Funeral	Cremations Total
2021/22	2227	133	58	15	36	9	2478
2022/23	2255	84	89	24	11	16	2479

**Marketing**

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

- Increased exposure and messages through social media channels
- Website migrated to new host and updates actioned to enhance the customers experience including mobile device enabled.
- Partnered event with Funeral Directors and Broxtowe Women's Project to support the Bereavement Service's wider community and other projects

- Treetops Hospice Community event attended by local Funeral Directors and crematorium team members discussing guidance and advice on the funeral industry
- Radio Nottingham interview covering the benefits of the metal recycling scheme and how money raised helps local charities
- Bereavement Services 5 A-side charity football tournament raising money and awareness for Portland College and Day Nursey. A charity which has huge relevance to the employees at the crematorium.
- Personalising the Crematorium chapels.