

Report of the Executive Director

UPGRADE TO MEDIA AND AUDIO SYSTEM1. Purpose of Report

To consider the options for upgrading the media and audio system, determine which option is to be explored and approve the appropriate budget for the cost of upgrade and installation.

2. Recommendation

The Joint Committee is asked to consider the options for the upgrade of the audio and media system and RESOLVE accordingly.

3. Detail

There is an opportunity to upgrade the media and audio system at Bramcote Crematorium which would enhance the services offered to users and raise standards in line with other local crematoria.

The current media and audio system has been in place since 2005 with the latest contract ending November 2024. A review has suggested that moving the service to the new provider would enhance both the user and customer experience. The preferred supplier is the leading supplier of funeral industry media and audio solutions, operating in 71% of the crematoria in the UK.

The current provider has lost market share, seemingly due to lack of investment in the customer experience and market trends. This has been evidenced by the number of crematoria who have already made the transition. The new provider would deliver new innovative ideas and products to ensure the service remains current. A quotation on a number of options has been obtained from the market leader. As part of the initial procurement exercise a quote has also been obtained for upgrading the webcast system and the media control systems within the chapel to bring that up to modern standards. Further details of the cost and benefits of upgrading the system are provided in the appendix.

4. Financial Implications

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

The total cost of the upgrade of the media and audio systems is in the region of £29,000. Whilst there is currently no budget in 2023/24 for the cost of upgrading the media and audio systems, it is not anticipated that any funds required would be required until summer 2024. As such, this proposal (if agreed) will be added to the list of revenue developments put forward as part of the budget proposals for 2024/25 to be considered by the Joint Committee in January 2024.

5. Legal Implications

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

There are no direct legal implications arising from the recommendations in this report.

6. Human Resources Implications

No comments

7. Union Comments

No comments

8. Climate Change Implications

There are no further climate change issues in this report.

9. Data Protection Compliance Implications

No comments

10. Equality Impact Assessment

No comments

11. Background Papers

Nil

APPENDIX

Cost for upgrading the system

The different costs associated with upgrading the media and audio system are shown in the table below:

Options – Description	Cost
Option 1: No upgrade	-
Option 2: Replacement and upgrade of all hardware associated with current levels of media, audio and webcast systems in both chapels. Current chapel screens to be relocated in Serenity chapel waiting area	£20,439
Option 3: Replacement and upgrade of all hardware associated with current levels of media, audio and webcast systems in both chapels. Current chapel screens to be relocated in Serenity chapel waiting area. Upgrade to webcast tribute switching, improving customer experience and bring it up to end user expectation.	£24,853
Option 4: Replacement and upgrade of all hardware associated with current levels of media, audio and webcast systems in both chapels. Current chapel screens to be relocated in Serenity chapel waiting area. Upgrade to webcast tribute switching, improving customer experience and bring it up to end user expectation. Lectern touch remote system enhancing celebrant and minister interaction within any service.	£28,993

Option 1 – Total Cost: £0

No changes to the current system.

Option 2 – Total Cost £20,439

The upgrade would include:

- A 55” display screen and all associated media/audio hardware replacement for the Reflection Chapel
- Two 55” display screen and all associated media/audio hardware replacement for the Serenity Chapel
- Relocation of current chapel display screens to the Serenity Chapel waiting area and all associated relocation costs
- Complete Maestro music system in both chapels
- Remote fobs in both chapels
- Webcast encoder, camera, audio processor and microphone in both chapels
- HDMI amplifier in both chapels

Option 3 – Total Cost £24,853

In addition to option 2 above, the upgrade would include for both chapels:

- Webcast tribute switching capability
- HDMI switcher, custom software, HDMI converter and HDMI amplifier

Option 4 – Total Cost £28,993

In addition to option 3 above, the upgrade would include for both chapels:

- Lectern touch remote system and all associated hardware

Benefits of the Upgrades

The improvement and upgrade to modern standards will enhance the funeral directors, service users and families experience. This will offer a far superior service than currently being offered.

The additional screen within the Serenity Chapel, together with larger size screens, would provide the congregation with an improved visual user experience. In addition the larger size screens in the Serenity Chapel waiting area would improve the user experience for those members of the congregation that cannot have access to the chapel area.

The user experience would benefit from enlarging the size of screens within the chapel areas and having two screens within the Serenity Chapel. It is believed that the current audio system is around 18 years old. The latest equipment would provide a much improved quality of sound within the chapels so enhancing the user experience.

The webcast tribute switching will enhance the experience for those who cannot attend the service in person further promoting the sale of the webcast facility.