

Report of the Executive Director

Marketing and Performance Strategy

1. Purpose of Report

To provide the Joint Committee with an update on performance and marketing.

2. Recommendation

The Joint Committee is asked to NOTE this report.

3. Detail

The detail of this report is included 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. A potential reduction of 170 cremations at the full service fee would amount to a budget pressure of £157,250.

5. Legal Implications

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

There are no direct legal implications arising from this report.

6. Human Resources Implications

The comments from the Human Resources Manager were as follows:

Not Applicable.

7. Union Comments

The Union comments were as follows:

Not Applicable.

8. Climate Change Implications

The climate change implications are contained within the report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

Not Applicable.

11. Background Papers

Nil.