

Appendix**Marketing**

The success of the marketing strategy will be determined by the positive impact that is achieved on measureable goals. These measureable goals form the Key Performance Indicators (KPIs).

Analysis will be carried out on a monthly basis to establish the market share for the services held at the Crematorium. For every cremation held at the crematorium this will involve recording the district where each of the deceased lived set against the overall death rate for the corresponding district. The market share can then be calculated.

The target markets for the Crematorium are grouped into:

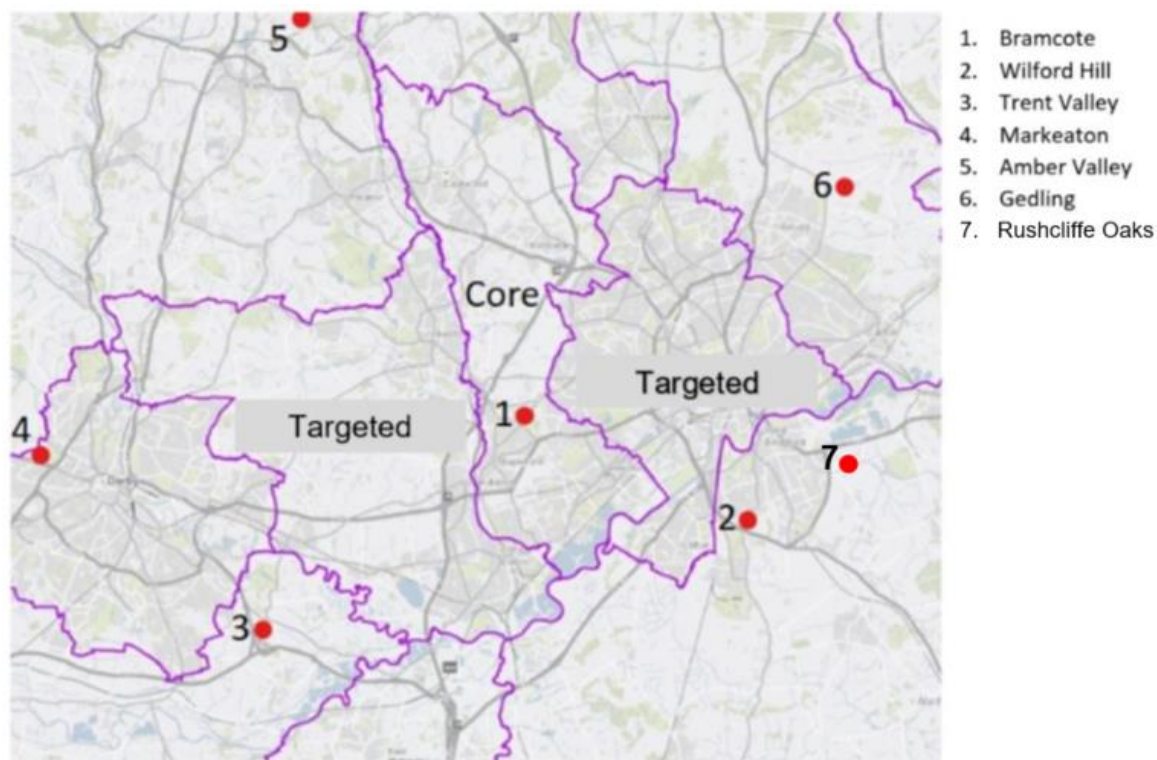
- Core area (Broxtowe area)
- Targeted area (Erewash and Nottingham City, - due to close proximity of competitors)
- Out of area (surrounding areas).

The term 'core area' refers to the region where the crematorium is expected to attract the vast majority of custom based on being the primary service provider within that area.

The term 'targeted area' is the marketing term for an area that companies compete with each other to develop, sell or control.

The term 'out of area' refers to the area where attracting custom from that region will be a challenge based on factors such as the proximity and competitors.

The map below shows designation of the areas together with the competitor locations.



The death rate is collated from the website below:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/datasets/monthlyfiguresondeathsregisteredbyareaofusualresidence>

This report will be crucial to determine where to concentrate our marketing strategy and efforts. The crematorium should have a greater percentage of the market share in its core area, with the percentage decreasing in the targeted area and out of area where other crematoriums operate.

The following activities have been undertaken as part of raising the profile of the crematorium in both the core and targeted area:

- Continuation of increased exposure and messages through social media channels.
- Regular website updates actioned to enhance the customers experience including mobile device enabled. Regular updates of news and events. Google reviews now included on the website home page.
- Continuation of regular meetings with local community groups and charities to work closely promoting services and organising joint events further promoting services and facilities on offer.
- Weekly discussions with funeral directors to look at potential improvements with the services offered.

- Discussions ongoing to create exclusive service contracts with Funeral Directors.
- Investigations continuing on an innovative project which will see Bramcote Bereavement Services becoming the crematorium of choice in both core and targeted areas.
- The recent launch of the Pre-Paid Cremation Plan and associated marketing campaign.

Performance

The table below details the number of fee charging cremations on a year by year basis. The number of fee charging cremations achieved between 1 April 2024 and 31 January 2025 in the core, targeted and out of area has decreased by 41 compared to the same period 2023/24, resulting in 1,835 fee charging cremations.

The decrease in numbers can be attributed to the restriction of services for four days in January to accommodate works relating to the new cremator project. In addition, recent data supplied by The Office of National Statistics (ONS) details that since the last report submitted to the Joint Committee the death rate in the core and targeted areas has decreased by 10.4% having a direct impact on funerals available.

Invoices for cremation fees raised between 1 April 2024 and 31 January 2025 equates to £1.547m compared to £1.469m during the same period 2023/24. This is an additional £78k in revenue helping to mitigate the additional costs related to service provision.

Month	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
April	187	300	226	180	166	221
May	226	280	184	212	195	197
June	211	183	239	227	181	192
July	187	176	179	180	197	202
August	192	178	177	215	162	158
September	171	181	192	176	165	149
October	203	199	193	194	196	169
November	208	217	224	217	178	170
December	201	259	195	193	190	178
January	270	222	217	252	246	199
February	203	303	224	214	196	
March	239	267	228	219	230	
Total	2,498	2,765	2,478	2,479	2,302	1,835

Types of Services breakdown

The table below shows the different types of cremations which have taken place. 2023/24 data is for the entire financial year, 2024/25 data is for the period 1 April 2024 and 31 January 2025. The key for the data in the table is as follows:

Full Service:	A normal 60-minute service and cremation.
Committal Service:	The service was held at a church/chapel first, then a short service and cremation.
Direct Service:	A normal cremation but where there is no service.
Attended Direct Service:	A normal cremation involving a 15-minute service at our direct times with limited mourners and eulogy delivered by Bramcote Crematorium staff.
AW Lymn Direct Contract:	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.

	2023/24	01/04/2024 to 31/01/2025
Full Service	2,009	1,535
Committal Service	91	78
Direct Service	84	68
Attended Direct Service	26	24
AW Lymn Direct Contract	49	75
Hospital Body	21	19
Hospital Body Part	0	1
Morning Sunrise Service	9	11
Children Funeral Fund	13	24
Cremations Total	2,302	1,835

Note: AW Lymn direct contract started 1 January 2024. In June 2024 AW Lymn purchased their own crematorium resulting in all direct cremations now being conducted at their own facility.

Death rate and funerals available

Funerals available for cremation in the core and targeted areas between 1 April 2024 and 31 January 2025 has an average annual increase of 4.44% compared to the same period in 2023/24. The graph provided below illustrates the data gathered from registered deaths in Bramcote Bereavement Services core and targeted areas.



Bramcote Bereavement Services have historically calculated funerals available for cremation from the Office of National Statistics (ONS) Registration of Deaths data recorded for each of the core and targeted areas, with an allowance of an anticipated 10% of deaths opting for burial.

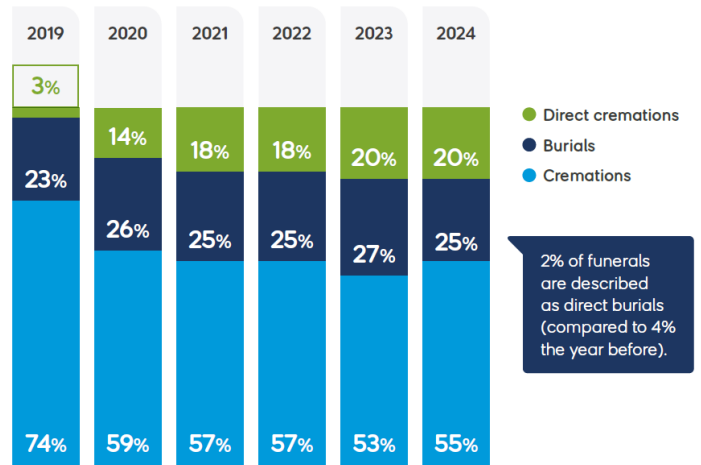
Emerging data from a recent report by SunLife suggests that the percentage choosing burial over cremation may be higher than the 10% used to determine market share. It is hoped that as further information becomes available the percentage can be revised and inform a more accurate and potentially more favourable position.

What type of funeral are people choosing?

At 55%, a simple attended cremation with a service is the most popular type of funeral, increasing by 2% on the previous year. In contrast, the percentage of funerals that are burials has gone down by 2% to 25%.

1 in 5 (20%) people describe the funeral they organised as a direct cremation – the same as the year before. And awareness of this affordable option has risen yet again, with 80% of people now aware of it. That's an increase of 28% since 2019.

3 in 5 (59%) of people are aware of direct burials, with 2% saying this was the option they chose for their loved one.



2% of funerals are described as direct burials (compared to 4% the year before).

Type of funeral (2019–2024)

Market Share

Despite the increase in cremations available, the overall market share in the core and targeted areas has decreased by 4.10% in the period 1 April 2024 and 31 January 2025 compared to the same period 2023/24 from 48.90% to 44.80%.

Investigation suggests that the increase in popularity of Direct Cremation through Nationwide providers has a direct impact on Market Share and cremation numbers. Discussions with local Funeral Directors also suggests a decrease in funerals staying in the local area is attributable to this factor.



Strategic Operational Improvement

During the project to replace the Crematorium's older cremators with more modern alternatives it has been necessary to operate just one of the two cremators. In order to ensure that families can continue to use Bramcote Crematorium as their crematorium of choice and to minimise disruption to service delivery cremations have been organised from 6am to 10pm each day. Employees have worked to support and care for local families.