

Appendix

Marketing

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

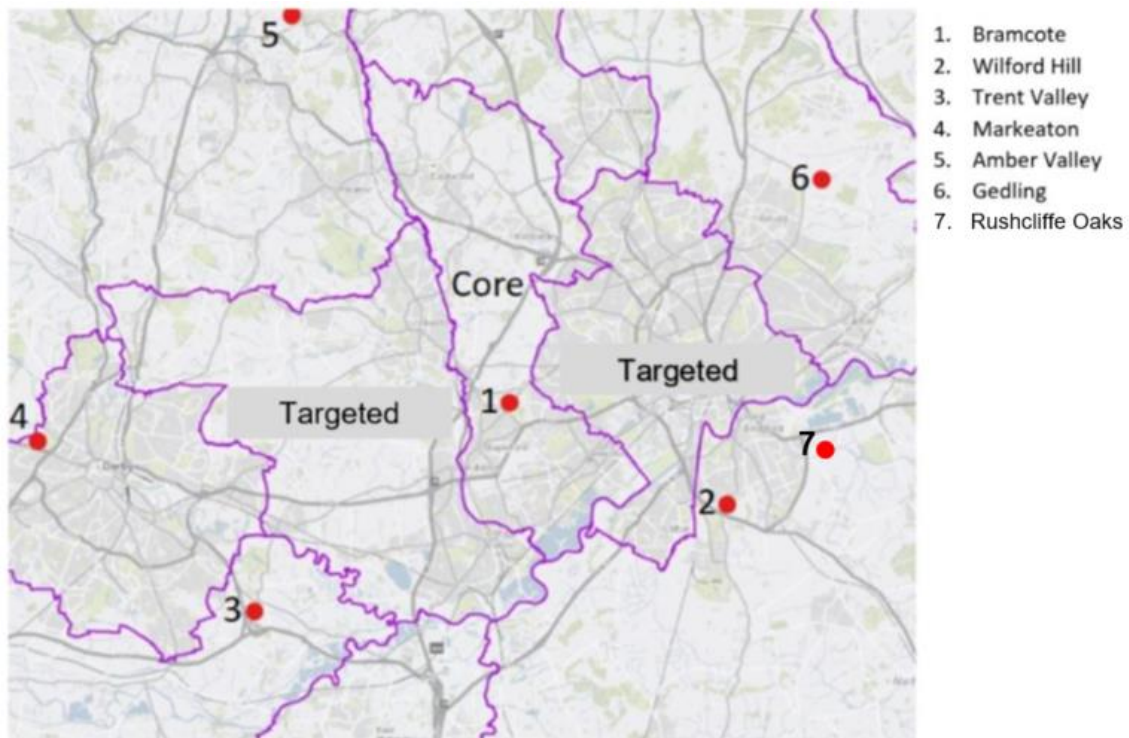
Analysis will be carried out monthly to establish the market share for the services held at the Crematorium. For every cremation held at the crematorium this will involve recording the district where each of the deceased lived set against the overall death rate for the corresponding district. The market 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 the designation of the areas together with the competitor's locations.



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.
- Attendance at Nationwide seminars to Network and investigate new opportunities within the industry.

Performance

The table below details the number of fee charging cremations on a year-by-year basis. The number of fee charging cremations facilitated at Bramcote Crematorium between 1 April 2025 and 30 September 2025 in the core, targeted and out of area has decreased by 65 compared to the same period 2024/25, resulting in 1,054 fee charging cremations.

Despite the decrease in cremation numbers, the value of cremation invoices raised between 1 April 2025 to 30 September 2025 equates to £976,425. This compares to £950,728 in the same period 2024/25, an increase of £25,697.

The decrease in numbers can be attributed to the popularity of Pure Cremation, further details are included later in this report.

Month	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
April	300	226	180	166	221	186
May	280	184	212	195	197	192
June	183	239	227	181	192	176
July	176	179	180	197	202	187
August	178	177	215	162	158	154
September	181	192	176	165	149	159
October	199	193	194	196	169	
November	217	224	217	178	170	
December	259	195	193	190	178	
January	222	217	252	246	199	
February	303	224	214	196	183	
March	267	228	219	230	173	
Total	2,765	2,478	2,479	2,302	2,191	1,054

Types of Services breakdown

The table below shows the different types of cremations which have taken place. The key for the data in the table is as follows:

Full Service: A regular 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 regular cremation but where there is no service.

Attended Direct Service: A regular cremation involving a 15-minute service at our direct times with limited mourners and eulogy delivered by the Bramcote Bereavement Services team.

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 regular cremation involving a 60-minute service only at 9:00am in the Serenity Chapel.

	2024/25	01/04/25 to 31/08/2025
Full Service	1,849	900
Committal Service	88	43
Direct Service	82	53
Attended Direct Service	35	29
AW Lymn Direct Contract	75	0
Hospital Body	19	21
Hospital Body Part	1	1
Morning Sunrise Service	11	1
Children Funeral Fund	31	6
Cremations Total	2,191	1,054

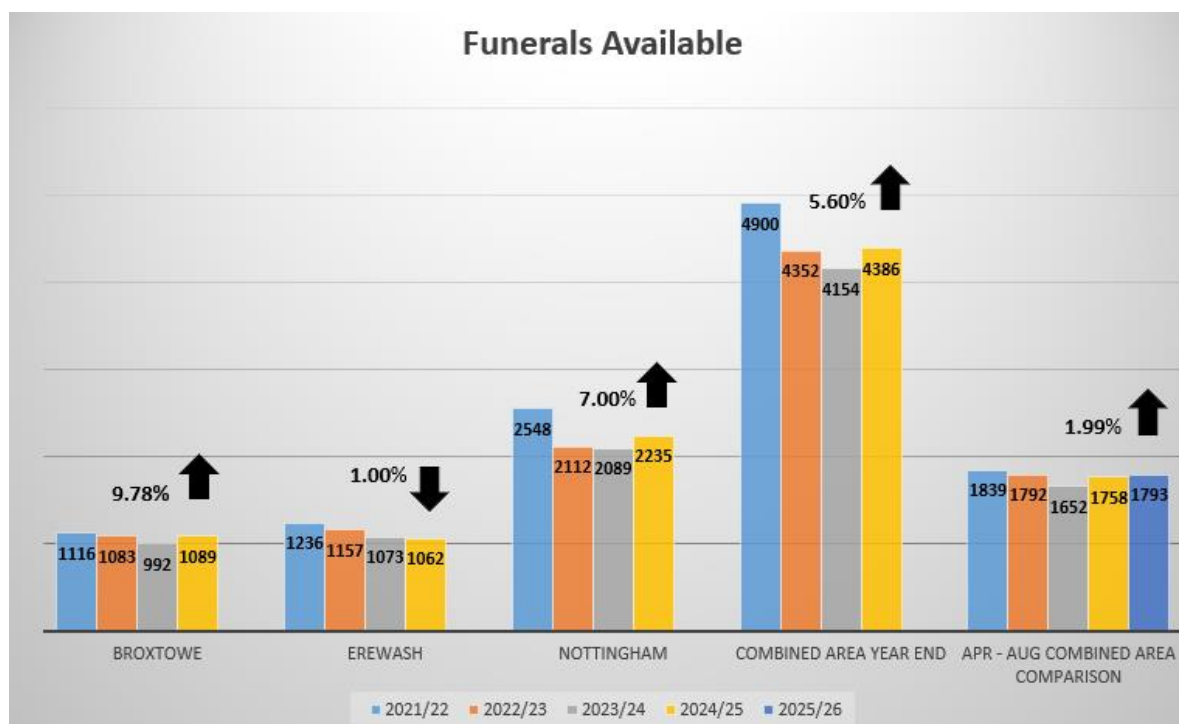
Note: AW Lymn direct contract started 1 January 2024. AW Lymn in June 2024 purchased their own crematorium resulting in all direct cremations now being conducted at their own facility.

Death rate and funerals available

The death rate is collated from the website below:

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

Funerals available for cremation in the core and targeted area between 1 April 2025 and 31 August 2025 has increased by 1.99% compared to the same period 2024/25. The graph provided below illustrates the data gathered from registered deaths in Bramcote Bereavement Services core and targeted areas.



Market Share

Despite the increase in cremations available, the overall market share in the core and targeted areas has decreased by 1.58% in the period 1 April 2025 to 31 August 2025 compared to the same period 2024/25 from 46.70% to 45.12%.

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.



Cremations by Crematoria

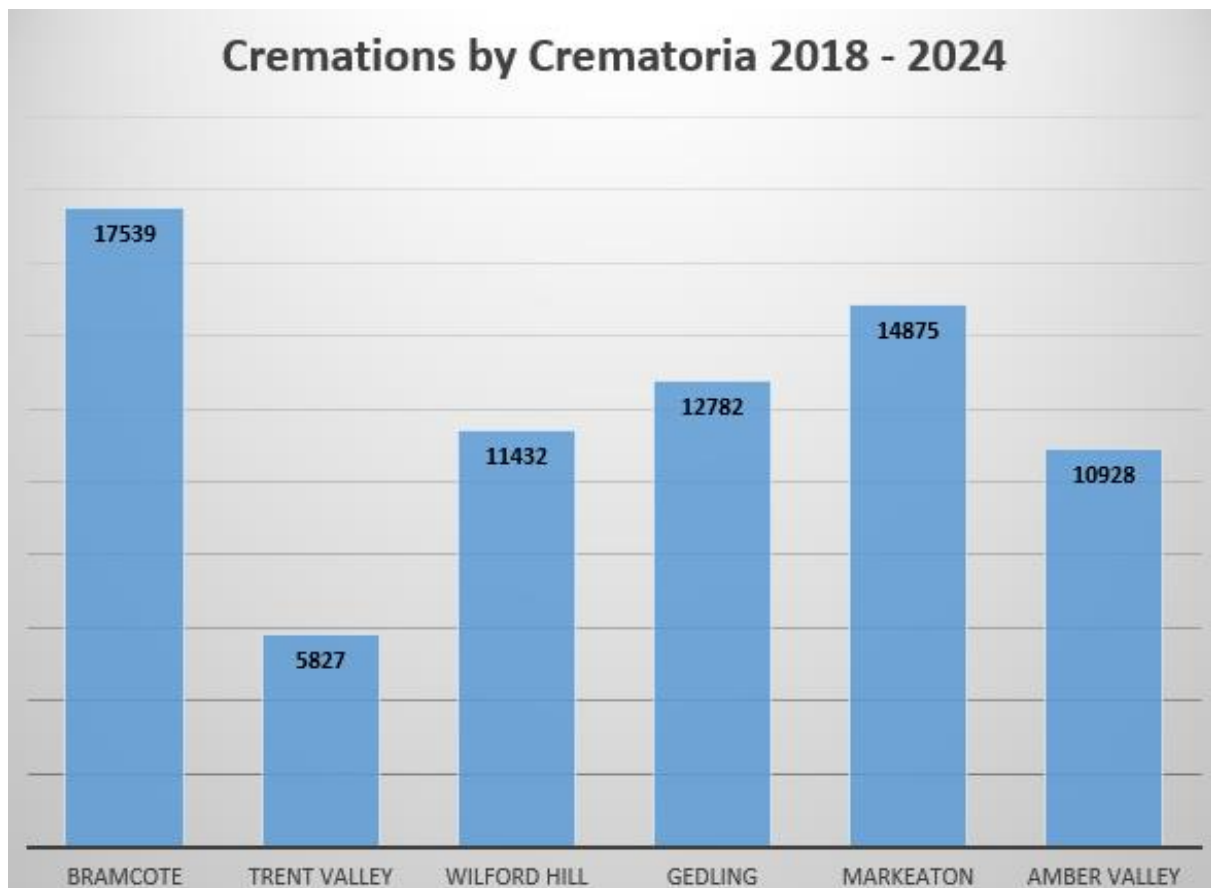
The table below details the number of cremations on a year-by-year basis since 2018 by local crematoria, the graph details the total numbers in the same period.

The data highlights the reduction in cremations at four of the six crematoriums. Amber Valley and Trent Valley both operate their own funeral director business which enhances the number of cremations at their facilities.

Pure Cremation began operating December 2018 and from January 2019 to January 2025 had seen an increase of business of 512%. This has resulted in 14,530 cremations being facilitated at their crematorium in Andover. This figure does not consider Pure Cremations facilitated at other crematoria.

The data confirms the erosion of cremation numbers and the impact Pure Cremation has on funerals staying in the local area. It also highlights the current market trend moving more towards the direct cremation market.

Year	Bramcote	Trent Valley	Wilford Hill	Gedling	Markeaton	Amber Valley
2018	2,639	182	1,816	1,371	2,593	1,489
2019	2,530	592	1,753	1,444	2,101	1,434
2020	2,703	857	1,913	1,648	2,305	1,644
2021	2,580	955	1,705	1,631	2,042	1,544
2022	2,462	950	1,636	1,949	2,045	1,763
2023	2,318	1,127	1,440	2,431	1,932	1,453
2024	2,307	1,164	1,169	2,308	1,857	1,601



Community Events

During 2025/26 Bramcote Bereavement Services will deliver several events to help the bereaved remember their loved ones in a dignified and respectful manner.

Father's Day June 2025: Bramcote Bereavement Service Officers opened the intimate Reflection Chapel for the bereaved to sit, light a candle and reflect. Attendees were invited to choose a special piece of music to play whilst remembering their loved one. Approximately 180 members of the public attended this event. A small selection of feedback received is below.



Compliments

Bramcote Bereavement Services receive compliments and thanks for their services, professionalism and attention to detail. Below is just a small selection from over 22 compliments captured 1 April 2025 to 31 August 2026.

- *My dad wanted to pass on his thanks for everything you did to try and help him have a safe place to visit.*
- *Thank you so much for such a beautiful tribute it was exactly what we wanted.*
- *Thank you so much for all of the support you have given me, it's meant the world!*
- *Had my daughter's funeral and the staff had me crying the level of respect they had. I got presented with a teddy bear at the end of the service. Couldn't thank them enough. I do visit a lot and the grounds are so lovely.*

- *The personal service from Paul and Clare was amazing. We cannot thank them enough.*
- *Compliments to the chapel attendant (A. Hay for showing me around the chapel and letting me know of the wreaths you offer. The funeral director hadn't done so, and the family are so pleased the deceased can be honoured this way.*

Strategic Operational Improvement

In order to improve energy efficiency and reduce gas usage, changes were made to the operations of the cremators. Between April and June 2025 energy costs amounted to £14,700 compared to £29,100 during the same period in 2024/25. A reduction of £14,400 has been achieved.

Current efficiency data available has already seen a reduction in emissions of 16 tons of Carbon which equates to a 24% reduction. This is over the three months of April to June 2025 and compared to the same period 2024. Since this data was captured the new abatement system has now been installed and commissioned and with the installation of the plate heat exchange and heat recovery process, will only further improve these efficiency figures. As further data becomes available the Joint Committee will be updated in relation to emissions and efficiency of the new cremators.