

## Appendix

**Marketing**

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

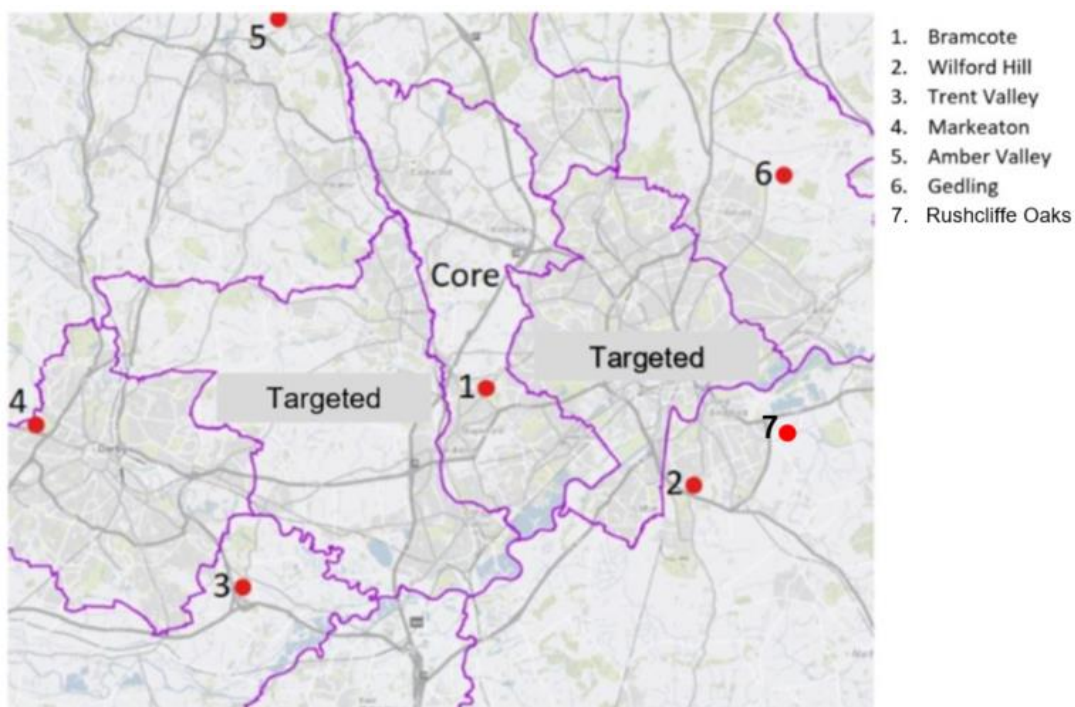
Analysis is carried out monthly to establish the market share for the services held at Bramcote Crematorium. For every cremation held at the Crematorium, this will involve recording the district where each of the deceased lived set against the overall death rate for the corresponding district. The market 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 the 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.
- Weekly discussions with funeral directors to look at potential improvements with the services offered.
- Discussions ongoing to create exclusive service contracts with Funeral Directors.
- Near launch 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 28 February 2026 in the core, targeted and out of area has decreased by 84 compared to the same period 2024/25, resulting in 1,934 fee charging cremations.

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	160
November	217	224	217	178	170	152
December	259	195	193	190	178	183
January	222	217	252	246	199	189
February	303	224	214	196	183	196
March	267	228	219	230	173	
Total	2,765	2,478	2,479	2,302	2,191	1,934

### **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.

**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.

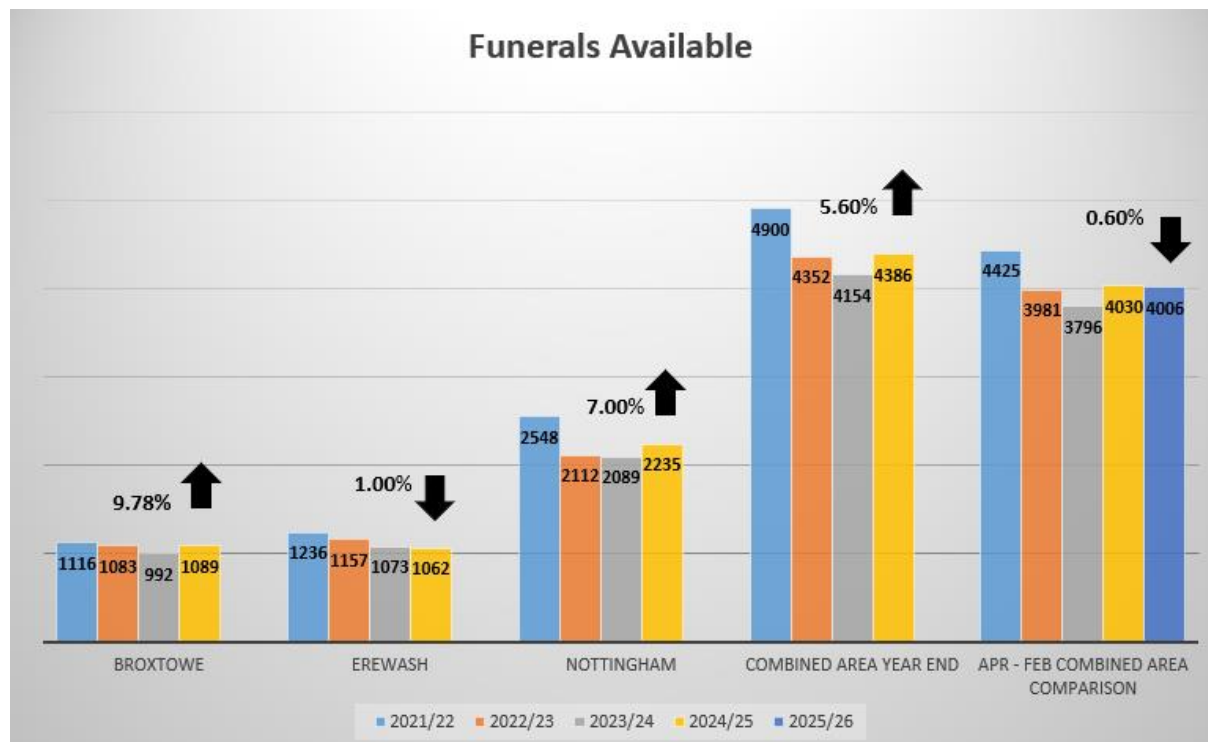
	2024/25	01/04/25 to 28/02/26
Full Service	1,849	1666
Committal Service	88	78
Direct Service	82	96
Attended Direct Service	35	43
Hospital Body	19	28
Hospital Body Part	1	1
Morning Sunrise Service	11	9
Children Funeral Fund	31	13
<b>Total Cremations</b>	<b>2,191</b>	<b>1,934</b>

### **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 28 February 2026 has decreased by 0.60% 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.



Between 2025 and 2035, the Office of National Statistics (ONS) expect generally falling death rates due to improving mortality rates, with projections showing increased life expectancy. Data published indicates a reduction in the death rate of 8.6% in the UK over this period.

**Market Share**

The overall market share in the core and targeted areas has decreased by 0.44% in the period 1 April 2025 to 28 February 2026 compared to the same period 2024/25 from 44.04% to 43.60%.

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. With the purchase of a crematorium in North Nottinghamshire by Pure Cremation, the market share may see further reductions.



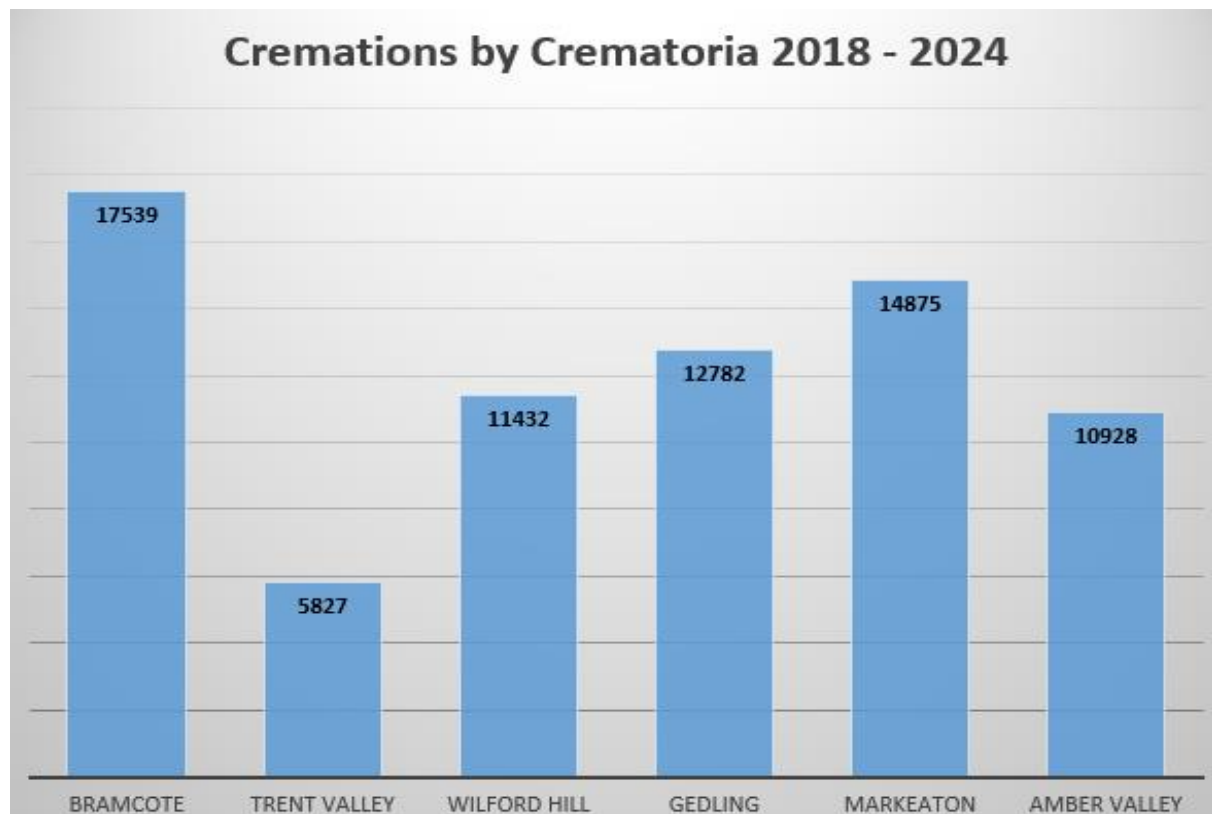
**Cremations by Crematoria**

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 local 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. Pure Cremation have now purchased Barnby Moor Crematorium in North Nottinghamshire. 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**

Community events Bramcote Bereavement Services will deliver in 2026:

- Mother's Day – Sunday, 15 March 2026
- Father's Day – Sunday, 21 June 2026
- Open Day – Saturday, 18 July 2026
- Christmas Service of Remembrance – Friday, 4 December 2026.

### **Compliments**

Bramcote Bereavement Services receive compliments and thanks for their services, professionalism and attention to detail. Below is just a small selection of compliments captured 31 December 2025 to 28 February 2026.

- *I am in the US. I just watched the service via your streaming service. It was excellent and easy to use. I wanted to commend you*
- *We lost our father yesterday and came to the crem for advice. The place was absolutely spotlessly clean.*
- *Just a quick email to thank you for your preparations in respect of my father's cremation yesterday. The service went without hitch*
- *To your staff member who wrote and delivered the eulogy can we just say what a beautiful and respectful job they did of reading the eulogy for Una? You turned what was a very emotional and anxious time into something respectful and special. Everyone who attended said what a lovely service it was for her. Once again, thank you.*

### **Pre-Paid Cremation Plans**

Bramcote Bereavement Services has sold 57 'Pre-paid Cremation Service Plans' since its launch in late 2024 (less three that were subsequently cancelled and refunded). Three plans have since been redeemed in 2025/26, with their value being brought into the general cremation fees income.

The total value of plans held on account, as at 31 January 2026, was £29,310 plus £4,455 collected in administration and other fees. The notional value on investment interest earned on these plans across the whole period of sales is £849.

### **Strategic Operational Improvement**

In order to improve energy efficiency and reduce gas usage, changes were made to the operations of the cremators. Between 1 April 2025 and 31 December 2025 energy costs amounted to £40,589 compared to £78,564 during the same period in 2024. A reduction of £37,975 has been achieved.

As detailed in the table below current efficiency data has already seen a reduction in emissions of 91 tons of Carbon which equates to a 39% reduction. This is over the period 1 April 2025 to 28 February 2026 and compared to the same period 2024/25.

	KWh	tCO2e
1 April 2024 to 28 February 2025	1,267,657	232
1 April 2025 to 28 February 2026	771,663	141
Reduction (units)		91
Reduction (percentage)		39%