

Joint Report of the Interim Director of Environment and Leisure and the Strategic and Business Development Manager

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 the report

3. Detail

Regular analysis is carried out on a monthly basis to establish the market share for the services held at Bramcote Crematorium. In addition, data is collated to provide the Joint Committee with the most recent details regarding service performance. Further details are provided in the **Appendix**.

4. Financial Implications

The comments from the Interim Deputy Chief Executive and Section 151 Officer were as follows:

The Bramcote Crematorium Medium-Term Financial Strategy identifies cremation fee income as one of the highest rated risks in terms of the Crematorium achieving its objectives. Any variation in the number and type of cremations completed will have a direct impact on the Crematorium's income budget and overall financial performance. For example, a potential decrease of 100 cremations at the full-service fee could reduce revenues by almost £100k.

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

Not applicable.

7. Union Comments

Not applicable.

8. Climate Change Implications

Any 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

There is no requirement for an Equality Impact Assessment.

11. Background Papers

Nil.

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).

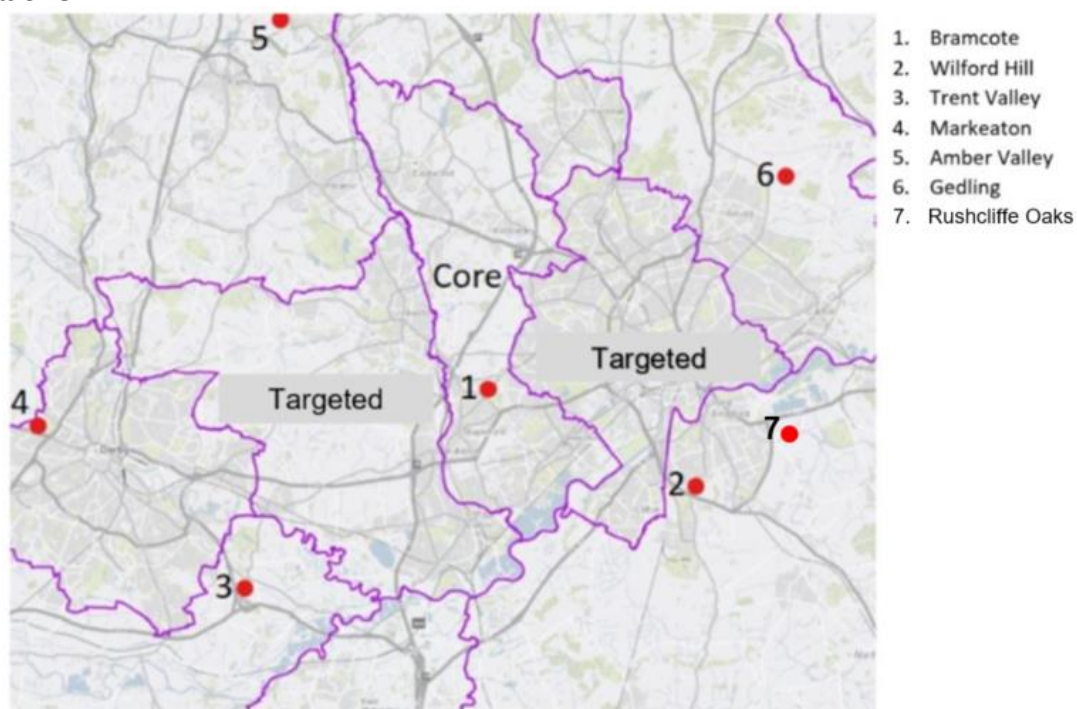
Analysis is carried out monthly to establish the market share for the services held at Bramcote Crematorium. For every cremation held at the Crematorium, this will involve recording the district where each of the deceased lived set against the overall death rate for the corresponding district. The market 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.
- Launch 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 2026 and 31 August 2026 in the core, targeted and out of area has decreased by 85 compared to the same period 2025/26, resulting in 810 fee charging cremations.

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

Month	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
April	226	180	166	221	186	166
May	184	212	195	197	192	142
June	239	227	181	192	176	203
July	179	180	197	202	187	164
August	177	215	162	158	154	135
September	192	176	165	149	159	
October	193	194	196	169	160	
November	224	217	178	170	152	
December	195	193	190	178	183	
January	217	252	246	199	189	
February	224	214	196	183	194	
March	228	219	230	173	180	
Total	2,478	2,479	2,302	2,191	2,112	810

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.

	2025/26	01/04/26 to 31/08/26
Full Service	1,811	666
Committal Service	84	29
Direct Service	110	29
Attended Direct Service	54	20
Hospital Body	28	8
Hospital Body Part	1	0
Morning Sunrise Service	9	6
Children Funeral Fund	15	8
Your Cremation Direct	0	20
Your Cremation Attended Direct	0	15
Your Cremation Full Service	0	9
Total Cremations	2,112	810

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 2026 and 31 August 2026 has decreased by 11.40% compared to the same period 2025/26. 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 increased by 0.09% in the period 1 April 2026 to 31 August 2026 compared to the same period 2025/26 from 44.84% to 44.93%.

Investigation suggests that the increase in popularity of Direct Cremation through nationwide providers had 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

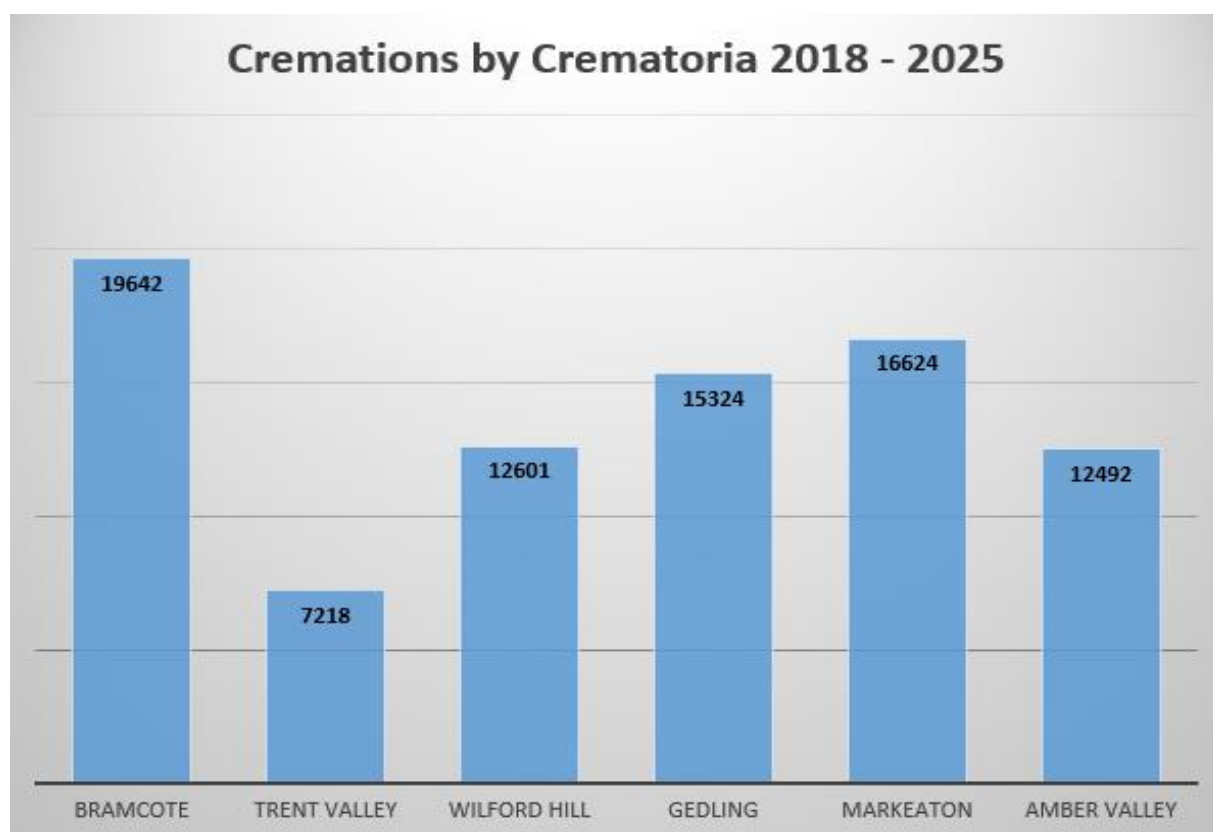
The table below details the number of cremations on a year-by-year basis since 2018 by local crematoria, the graph details the total numbers in the same period.

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

Year	Bramcote	Trent Valley	Wilford Hill	Gedling	Markeaton	Amber Valley
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
2025	2,103	1,391	1,169	2,542	1,749	1,564



Community Events

Community events Bramcote Bereavement Services have and 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.

Your Cremation

Bramcote Bereavement Services launched 'Your Cremation' on 13 April 2026. The new service has attracted nationwide interest from other local authority crematoria, resulting in meetings being arranged to share the experience of becoming a funeral service provider.

The Bramcote Bereavement Services Strategic and Business Development Manager attended the annual three-day Institute of Cemetery and Crematorium Management (ICCM) Seminar in September where a presentation was delivered to attendees.

Your Cremation has been well received and gains traction with its popularity.

Your Cremation 'At Need'

At the time of writing this report, 64 families 'at need' have instructed Your Cremation as their funeral service provider, with 62 funerals with cremations having taken place and a further two deceased received and in care with funerals to take place shortly.

The table below details the type of funeral service delivered and associated revenue generated.

	Service Provided	Revenue Generated
Your Cremation Direct	26	£25,870
Your Cremation Attended Direct	21	£25,200
Your Cremation Full Service	15	£28,425
Total Your Cremations Completed	62	£79,495
Currently in our care	2	£1,990
Total Your Cremations	64	£81,485

Your Cremation Pre-paid Service

25 weeks since its launch, Bramcote Bereavement Services has sold 121 'Your Cremation Pre-paid service certificates'.

The total value of certificates held on account, as of 10 September 2026, was £139,840 plus £30,250 collected in administration and other fees. The average age of the person to be covered by the scheme at time of purchase is 78 years.

To serve those experiencing loss now, 'at need', continued promotion is critical to the success of the service, ensuring families are aware and can make the informed decision to choose Your Cremation as their funeral service provider.

Your Cremation is currently advertised in 6 NHS Bereavement booklets. The recent release of these documents has seen an increase in enquiries from bereaved families at time of need.

Strategic Operational Improvement

In order to improve energy efficiency and reduce gas usage, changes were made to the operations of the cremators. The data below details that of the old cremators previously operated compared to the new cremators now in operation. Between 1 April 2026 and 31 July 2026 energy costs amounted to £12,441 compared to £36,604 during the same period in 2025. A reduction of £24,163 has been achieved.

As detailed in the table below current efficiency data has already seen a reduction in emissions of 2 tCO₂e which equates to a 52% reduction. This is over the period 1 April 2026 to 31 July 2026 and compared to the same period 2024/25.

	KWh	tCO ₂ e
1 April 2025 to 31 July 2025	14,448	3
1 April 2026 to 31 July 2026	6,982	1
Reduction (units)		2
Reduction (percentage)		52%