

**Report of Director & Registrar of Joint Crematorium Committee
To
Mansfield and District Joint Crematorium Committee
On
10 December 2018**

Mansfield & District Crematorium – the future image of

1. SUMMARY

1.1 This report discusses the proposal to modernise the service and create a new public image.

2. RECOMMENDATIONS

To be resolved:

- i). That re-branding of the crematorium is an essential move to ensure that we are in line with our neighbouring competition, promoting a fresher and more polished image.
- ii). That a stand alone website and social media presence is to be adopted.
- iii). That the adoption of the 'Forget me not' be approved.
- iv). That the re-branding includes simplifying the name by which we are known.
- v). That approval be given to hold an 'Open Day' during the warmer months of 2019 to help promote the crematorium.
- vi). That £2000 be set aside from existing budgets to promote the new brand.

3. BACKGROUND

3.1 Since its conception in 1959 and opening in 1960 the crematorium has gone by the name of Mansfield & District Crematorium and operated very much under the auspices of being a Local Authority owned establishment with a Local Authority image.

3.2 As a result of new, predominantly privately owned, competition and changes in the bereaved families expectations of what services we provide we have looked at what is currently being offered within Nottinghamshire and Derbyshire with the aim at building on that to meet not only the bereaved family's needs but also those of funeral directors, ministers, officiants and other users of our services.

3.3 There is also the opportunity of looking not only at our fees and charges but also whether we are providing the right services at the right times to meet local need as well as encouraging up-take of the service.

3.4 Company name

We are officially listed as Mansfield & District Crematorium, however very few people use the 'and district' and certainly when looking at what service sheets appear for funerals it is apparent that most people know us as 'Mansfield Crematorium'.

Whilst there is an historic argument to stick with 'Mansfield & District Crematorium' there is also a need to consider how easily people identify with us and how they would search for us so in order to re-define ourselves it raises the question as to whether it is necessary to

remain as 'Mansfield & District Crematorium' or adopt a shortened version or an entirely different name.

- 3.5 We currently have no official image and as an improvement to the service and for promotional purposes it would be beneficial to adopt a symbol and colour that could be incorporated in our letterheads, website, ID's etc – it is therefore suggested that we adopt the 'Forget-me-not' as there is currently no crematorium using it within the area and it is a sentiment that is appropriate for the service we provide.
- 3.6 We currently utilise the Mansfield District Council website as a point of contact and information. In order to bring us up to date and in line with neighbouring crematoria, both publicly owned and privately, it would be most beneficial to have a standalone website which has the ability to be linked to the individual constituent authorities and enables us to develop the service with regards to payments and other services.
- 3.7 The new website would be easier to use and find with its own domain name.
- 3.8 A Social Media site but with administration control.
- 3.9 The aim would be to adopt a new image and ensure it was in place for 1st April 2019 to tie in to the new fees and charges launch and then embed the image one day during the warmer weather whereby we would propose to hold an 'Open Day' with the opportunity of allowing people to view our establishment, ask questions and hopefully invite trades persons to demonstrate their skills/services together with light refreshments and promotional material.

4. RISK ASSESSMENT OF RECOMMENDATIONS AND OPTIONS

Risk	Risk Assessment	Risk Level	Risk Management
Financial – that any re-branding might have a negative impact.	That in depth analysis of neighbouring crematorium data and services has been studied to enable tailoring of the service.	Low	The proposals are in line with the Joint Crematorium Committees corporate priorities
Reputational – That the proposed changes damage the reputation of the Joint Crematorium Committee	Work has been undertaken to establish what the competition is and where the bereaved wish the service to go through utilising customer feedback forms and funeral directors/clergy comments	Low	The proposals are in line with the Joint Crematorium Committees corporate priorities

5. ALIGNMENT TO COMMITTEES PRIORITIES

This report is directly aligned to ensuring effective management of the Crematorium.

6. IMPLICATIONS RELATING TO RELEVANT LEGISLATION

- (a) Relevant Legislation: No direct impact
- (b) Human Rights: It is not considered that individual human rights will be infringed.
- (c) Equality and Diversity: No direct impact.

- (d) Climate change and environmental sustainability: The Environmental Permitting (England and Wales) Regulations 2017 – the Environmental Protection (England) (Crematoria Mercury Emissions Burden Sharing Certifications) Direction 2010.
- (e) Crime and Disorder: No direct impact.
- (f) Budget / Resources: The income anticipated from the proposals will be included in the 2019/2020 revenue budgets and the Capital Fund Reserve. The impact of any amendments will be assessed.

CONSULTATION

The proposals have been provided by the Director and Registrar of the Mansfield & District Crematorium and discussed with transformation at both Ashfield and Mansfield District Councils and the Treasurer.

8 BACKGROUND PAPERS

Comparison fees and charges and services provided by neighbouring crematoria .

Report Author	-	Sally Curtis
Designation	-	Director & Registrar
Telephone	-	01623 463429
E-mail	-	scurtis@mansfield.gov.uk