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Developing & Delivering a Grave Maintenance Scheme

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Introduction

- Cardiff Bereavement Services
- 8 Cemeteries
- 1 Crematorium
- 2700 Cremations
- 1200 Burials
- Cemetery of the Year Winners x 3
- APSE Service Team Winners
- APSE Innovation Award



Why Provide this Service?

- Idea from listening to Public feedback
- Questionnaires provided data
- Some people want more than the 'basic' standard
- Families now more Transient and Dispersed
- Live in other parts of UK or Abroad



What is a Grave Maintenance Scheme?

- We provide a basic and acceptable standard
- General Grounds Maintenance (Grass Cutting)
- Some families want more
- Cost to increasing standards
- Needs to be met from the Consumer
- Offer a range of options
- Customer pays an annual fee
- Staff undertake the additional maintenance



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What does a Personalised Scheme Include?

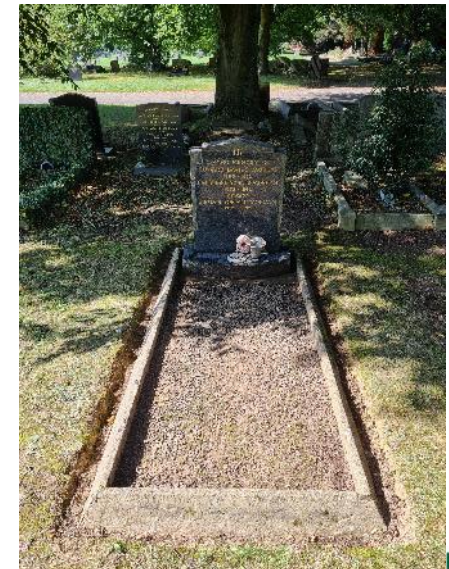


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	Option 1	Option 2	Option 3	Option 4	Option 5
Number of tendings	2	4	8	8	1
Cut grass on and/or around grave plot	✓	✓	✓	✓	-
Clear memorial of cuttings & wash with water	✓	✓	✓	✓	-
Halfmoon/ edge up memorial	✓	✓	✓	✓	-
Twice per year place a wreath/flowers	+ £45	+ £45	-	✓	-
Bedding plants	-	-	✓	✓	-
Cleanse and resoil once	-	-	-	-	✓
Photograph	✓	✓	✓	✓	✓
Cost	£50.00	£100.00	£170.00	£200.00	£90.00

- Grave Maintenance Scheme
- Full Size Graves
- Lawn & Traditional Options



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What does a Personalised Scheme Include?



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Cremated Remains Sections – Maintenance Scheme

	Option 1	Option 2		Option 3	
Number of tendings	1	2		In October & in March for the next five years	
Halfmoon / edge up around memorial	✓	✓		✓	
Clear memorial of cuttings & wash with water	✓	✓		✓	
Photograph	✓	✓		✓	
Cost	£15.00	£25.00		£100.00	



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What are the Benefits?

- New Income Stream
- Improved Service for the Public
- Improved Grounds Maintenance Standards

Summary



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- To date we have around 100 customers
- Generates net amount of around £5k - £7k
- Uptake can be slow
- Needs Commitment and Management to Work
- Marketing
- Competing with Private Operators
- Need some Flexibility



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