



REGENT
FUNERAL
SERVICES

Helping make a difficult time easier

Introduction

Marc Morley

Service Manager, Street Scene



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Why a funeral business?

- We wanted to provide a comprehensive service
- The rising cost of funerals was a key issue for council members
- An opportunity to help regulate the market place
- Develop our commercial skills



Business model options:

- Private
- Public private partnership
- In-house
- New company



Launching a new company

- Flexibility
- Financial benefit to council –
income plus 11% capital loan return
- Ability to expand



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**How long
did it take
to set up?**

2 Years

What was involved?

- Market Research - Northumbria University
- APSE – Business Case
- Developing a 10-year detailed business case
- Challenge and approvals process
- Setting up the company and the governance (board of directors)



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- **Premises** - location, planning approval
- **Recruitment** and selection process
- **Partners** - coffins, suits, embalming equipment
- **NAFD membership**



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Lessons learned

- Changing terms and conditions to employ staff
- Penalties for delayed building construction and design
- Early designing and sorting of premises



- Resilience and commitment to deliver
- The ability to find solutions to challenging issues
- Be a can do team!



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Developing the business



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- Pre-paid funerals
- Developing networks
- Coroner's body conveyance work
- Franchising the brand



Communications and marketing (internal / external)

Becoming the local family funeral director



Your new
local
funeral
service

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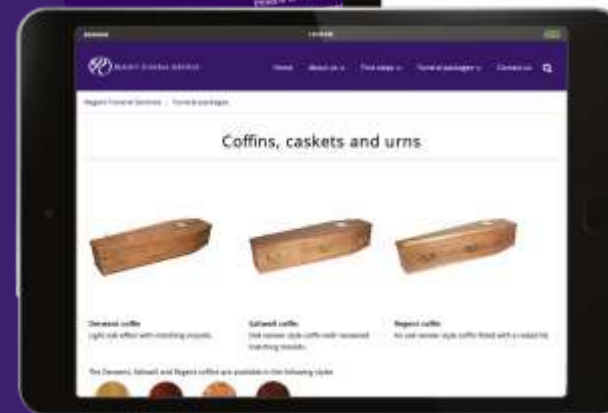
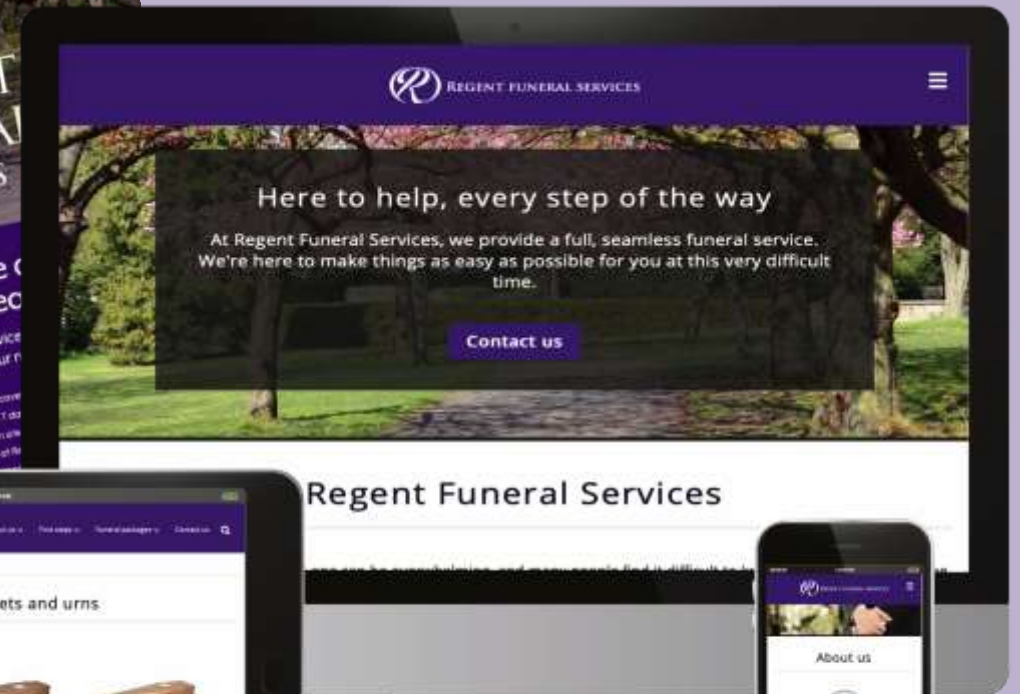
All types of funerals and areas covered
Available 24 hours a day, 7 days a week
Private Chapel of Rest
Set in a tranquil location within Saltwell Park

0191 433 4499
regentfuneralservices.co.uk

Saltwell Road South, Saltwell Park, Gateshead, NE9 6DT

A Gateshead Council owned company

- Raising awareness locally
- Website
- Social media
- Advertising in local press, publications and outdoor
- Promotional materials eg pens, calendars





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Your guide to arranging a funeral

arrangements following
organisations to notify

worry about.



can also be contacted on

al Housing, Council
adges, Adult Services,
ollection of Payment for
ral Services).

nsing Agency



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Coffin and
Casket Range

Traditional Chestnut Willow

Hand-woven, natural willow (wickel) coffin in a traditional shape. Can be supplied with a wooden nameplate.



Water Hyacinth

Traditional coffin shape and created with a strong inner wooden frame with a hand woven water hyacinth outer shell.



Banana Leaf

Traditional coffin shape and created with a strong inner wooden frame with a hand woven banana leaf outer shell.





Saltwell Road South, Saltwell Park, Gateshead, NE9 6DT
 Tel: 0191 433 4499
 enquiries@regentfuneralservices.co.uk
 www.regentfuneralservices.co.uk

Regent Funeral Services Limited. Registered Office: Civic Centre, Regent Street, Gateshead, NE8 1HH. Company Number: 10669594.
 A company registered in England and Wales and controlled by Gateshead Council.



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Full Name of Deceased _____

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Caller Name _____
 Address _____

Name of Deceased _____
 Age _____ Date of Birth _____
 Deceased Address _____

Next of Kin _____
 Address _____
 Postcode _____ Tel _____

Cremation/Burial at _____
 Address _____
 Postcode _____ Tel _____

Contact for Arrangements _____
 Address _____
 Postcode _____ Tel _____

Arrangements at _____
 Funeral Director _____
 Deceased transferred to _____
 Jewellery and personal effects _____

Notes _____

Call taken by _____ Date _____
 1st Mon _____ 2nd Mon _____
 Arrival at Transfer _____ Time of _____

Declaration. Please read carefully and sign below:
 This Funeral Arrangement Form incorporates the Terms and Conditions of the Company which govern the provision of the Services. By signing this Funeral Arrangement Form you are confirming:

- (a) That You agree to be bound by the Terms and Conditions;
- (b) That You are aged over 18 years old;
- (c) You are authorised to make the funeral arrangements;
- (d) You agree for Us to provide the Services in accordance with the Terms and Conditions;
- (e) You shall be fully liable for the cost of the funeral arrangement and making payments to Us as detailed in the Terms and Conditions; and
- (f) You expressly confirm that You agree to Us starting to provide the Services within the Cooling Off Period referred to in clause 7 of the Terms and Conditions and in the event of a cancellation notice is served under clause 7.2 You shall be liable to pay all the costs, charges and disbursements which have been incurred by Us in providing the Services up until the date of cancellation.

Instructions confirmed by funeral director: _____
 Date: _____

Client name (please use capitals): _____
 Client signature: _____
 Address: _____
 Postcode: _____ Tel _____

Account to: _____
 Address: _____
 Postcode: _____ Tel _____

Name of executor if known: _____

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