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Cardiff Bereavement Services

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Cardiff Bereavement Services

1 crematorium at Thornhill & 7 cemeteries throughout Cardiff
4500 funeral services per year of which 2700 are cremations
Hourly burial services and 45 minute cremation services



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Our improvement journey towards a customer focused service

- Journey started in 2004 with the development of a Bereavement Services Strategy
- Strategy has provided the driver for all improvements and encompassed a number of corporate and local initiatives
- Five yearly reviews of the strategy and we are now half way through our second strategy which was started in 2014.



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Strategy Aims

What we said we would do:

- Listen to customer feedback
- Develop an improvement culture
- Become a self-financing unit
- Create a reserve fund to provide improvements and investment in the service with no impact on the Council's Capital Budget.
- Make major structural improvements
- Improve the services we provide to our customers and provide more choice



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Strategy outcomes

What we did:

- New Book of Remembrance Room with a digital book of remembrance
- Consistent provision of sections and memorial options across all sites.
- Set service standards and service monitor forms
- Development of a new horticultural team
- Refurbished the chapels along with new cremators and abatement equipment
- Cemetery extension
- New office with additional interview rooms
- Provision of a same day burial service for those with a cultural need 360 days per year. (Booking at 10:30, funeral time 14:30)



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Strategy outcomes

Measured this by becoming a:

Multi-award winning cemetery and crematorium service.

Gold rated Charter for the Bereaved service

2 Green Flag sites & 1 heritage award site

Environmental Green Dragon Award

Establishing Friends groups and work with local schools, groups and Community payback



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Performance Information

- Performance measures introduced to monitor performance against service standards –
 - Grass cutting complaints
 - Grounds maintenance requests completed within a number of working days
 - Service monitor forms – monitoring requests received
 - Environmental targets – reduce the number of days operate three cremators



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Customer Strategy

Strategy recently been introduced to bring together all that we do from questionnaires to correspondence.

Don't be afraid to ask your service users what they think:

- Questionnaires sent to all bereaved families with cremation letters and grave deeds. Developed with Registration Department so monitors both services
- Service monitors – types of requests and complaints
- Six monthly stakeholder meetings with officiants, funeral directors, monumental masons
- Provided area within questionnaire to allow us to consult on a number of issues: grave re-use, heat re-use, café etc.

Look at trends and listen to and act upon the answers



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What we did....

- Increased service times
- Developed picture style grave choice forms
- Provided consistency across all our open cemeteries so that bereaved families have the same options for burial and memorialisation across Cardiff
- Improved our chapel facilities
- Developed a new Book of Remembrance Room with a digital book of remembrance
- Introduced a Horticulture Team



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UCHELGAIS
PRIFDDINAS
CAPITAL
AMBITION



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Further avenues to explore

- Use of APSE performance networks
- Use of national benchmarks & core city benchmarks
- ICCM Charter for the Bereaved Assessment
- Green Flag Awards
- Green Heritage Awards
- Active Friends group in our Heritage Site
- Use of Community Payback in our Heritage Site
- Accredited staff training – APSE & ICCM



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Anti-poverty Strategies

Cardiff Council Funeral Service:

Developed as an anti-poverty measure over twenty years ago.

Tendered agreement with a local funeral director for a low cost fixed price funeral with no hidden costs:

Current service cost including disbursements:

Cremation: £1784.00

Burial: £2550.00

Development of an Affordable Funerals Strategy –similar to the Scottish Government Initiative but what we can do at a local level. Looking at three main areas: information and preparation; funeral costs and working with third sector and external organisations.



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Current Improvements

- Recently completed the internal and external refurbishment of our two crematorium chapels
- Provide an in-house Public Health Funeral Team who ensure continuous client care and reduced cost to the council to provide the service
- Partnership working with Community Payback Team in maintaining our Green Flag Heritage Award Site
- Direct cremation service



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The Future

- New Cemetery
- Revising the current Bereavement Strategy
- New Baby Memorial Garden in Western Cemetery

Always important to keep improving the service that we provide and to test what people want.

What is relevant today may not be relevant tomorrow – change is always happening and we need to be prepared to adapt to the needs of those we serve.



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