



# Bereavement Services

Alan Sheldon

Bereavement Services Manager

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**Population of Dacorum Borough is 144,847**

**The Borough had 1,243 deaths in 2013**

**4 Cemeteries totalling 37 Acres**

**A new cemetery at master planning stage 25 acres  
Member of Cremation Board West Herts Crematorium**

**We offer a good service to  
the Bereaved of Dacorum?**

**How do we make that  
GREAT?**



# Dacorum Bereavement Services

**Are we a service?**

**Are we a business?**

**We are currently a politically sensitive business in the service industry!**



# What do we do



We looked at our four main areas of service delivery

- Burial
- Cremation
- Memorialisation
- Bereavement Care





# Burial

We currently offer a limited burial service

## Full Earth Interment.

- Traditional and Lawn grave plots
- Woodland/Natural grave plots
- Children and Baby grave plots
- Burial Plots oriented to Mecca

## Cremated Remains Interment.

- Lawn interment with flat or desk type memorial





# Cremation

A good cremation service delivered as part of the Cremation Board of West Herts Crematorium at Garston.

- Dacorum Borough Council
- Hertsmere Borough Council
- St Albans City and District Council
- Three Rivers Council
- Watford Borough Council





# Memorialisation

We currently offer a very limited memorialisation service

- Trees
- Benches
- 1 plaque system

*Our current marketing strategy is very poor with very little training and support media*





# Bereavement Care



- No interaction with bereavement counselling providers
- No leaflets in reception
- No liaison with end of life care at NHS
- No liaison with clergy
- Limited experience in front facing team to guide bereaved







# How do we get to GREAT?

We considered the following areas

- Ourselves
- Our Customers
- Our User Groups
- Our Cemeteries





# Developing A High Performance Bereavement Service

## Ourselves

- How can we do things differently  
how can we do things better?
- Service.
- Policy and Procedure.
- Finance.
- Assets.
- IT systems.
- Team.
- User Group.
- We have always done it like that  
culture.....





# Developing A High Performance Bereavement Service

## Customers

- How can we do things differently  
how can we do things better?
- Who are our customers.
- New customers.
- What do they want.
- Information /Marketing.
- Issues.
- We have always had this service....

Suggested Post



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# Developing A High Performance Bereavement Service

## Our User Groups

- How can we do things differently how can we do things better?
- Do we interact or engage ?
- Documentation easy to understand?
- Information easily accessible?
- Do we offer training?
- What are there problems and issues?
- How do they want us to engage?
- Simplify Forms and administration.
- E-working.
- 'We have always done it like that culture' as have you....





# Developing A High Performance Bereavement Service

## Our Cemeteries

- How can we do things differently how can we do things better?
- Choice.
- Asset.
- Fit for Purpose.
- Crematoria.
- Development.
- They looked like we have always done it like that cemeteries....





## Emerging Issues



- Needed to improve our communication
- Needed to improve our offer to the bereaved
- Needed to improve our offer to our user groups
- Needed to refine our customer service
- Needed to develop our behaviours
- Needed to improve our infrastructure
- Needed to learn form our mistakes
- Get away from our 'Always done it like that' culture





# What is the future for DBC Bereavement Services



- Develop area for new burial.
- Develop more user friendly processes.
- Rebrand and market our new improved services.
- Distribute information to a wider group.
- Work SMARTer.
- Encourage the Cremated Remains customer back to Dacorum.
- Formation of Friends Group.
- Manage our closed church yards.
- Green Flag Awards.
- Develop Relationship with NHS Herts Valleys Clinical Commissioning Group.
- Introduction of new types of interment options in all cemeteries.

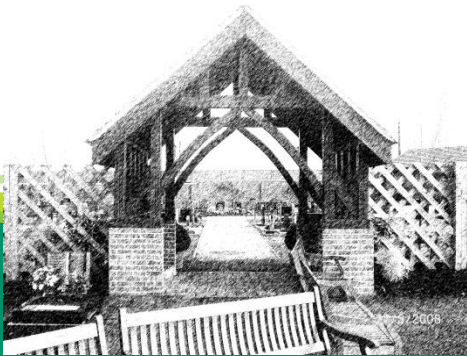




**Can we help you?  
Can you help us?  
Can we deliver an improved service  
to the bereaved together?**

We are committed to delivering a quality  
Bereavement Care Service.

We will look after our customers before  
some else does it for us!







# Thank You

Alan Sheldon (AICCM)  
Bereavement Services Manager  
Woodwells Cemetery  
Buncefield Lane  
Hemel Hempstead  
HP2 7HY  
01442 228066  
07770 832327  
[alan.sheldon@dacorum.gov.uk](mailto:alan.sheldon@dacorum.gov.uk)  
[cemeteries@dacorum.gov.uk](mailto:cemeteries@dacorum.gov.uk)

