

APSE Cemeteries and Crematoria Seminar 2019

Shedding new light on service innovation and best practice



Friday 15 November 2019

Crewe Hall, Weston Road, Haslington, Crewe, CW1 6UZ

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Programme

9:00 *Registration and Exhibition Viewing*

10:00 *Session One*

Addressing the issues of grave re-use and grave ownership

- Grave re-use – is it likely to become a future option nationally?
- The complexities surrounding identifying grave ownership explained
- Future issues for bereavement services managers

Mat Crawley, Institute of Cemetery and Crematorium Management

Gaining and Retaining Families by using a CRM

- Customer Relationship Management (CRM) explained
- The first step towards effective marketing and sales activity
- The case for a specific crematorium and cemetery CRM solution vs a generic tool
- Where to start and practical first steps

Laura O'Neill, CRM Administrator, PlotBox

The unauthorised memorials dilemma – managing unauthorised memorials in cemeteries

- What should you do about unauthorised memorials
- What is being done to manage this issue in both the public and private sector
- Dealing with removing unauthorised memorials – protecting our staff.

Lee Snashfold, APSE Associate

11:15 *Coffee break and Exhibition Viewing*

11:45 *Session Two*

Graveyard conservation: An overview of opportunities and issues

- Building relationships between the living and the dead
- The importance of developing action plans
- Evaluating the impact of works undertaken
- Lessons learned with case studies examples

Dr. Susan Buckham, Hon. Research Fellow, University of Stirling, Edinburgh World Heritage Graveyards Project Manager

Gedling Pet Cremation Service – an innovative service which has brought unexpected benefits

- Identifying a need and developing a business case
- Creating a financially sustainable service
- The wider benefits

Melvyn Cryer, Service Manager, Parks and Street Care, Gedling Borough Council

Always look on the bright side of life... and death! – The changing face of UK funerals

- The death of the Victorian funeral model?
- 'Ashes to ashes' – the growing appeal of direct cremation
- The rise of the 'fun funeral'

Wayne Priestley, APSE Principal Advisor

13:00 *Lunch and Exhibition Viewing*

14:00 *Session Three*

Developing a Customer Focused Service - APSE Best Service Award Winner Cemeteries and Crematoria 2019

- Identifying service visions and goals
- The road to developing a customer focused service
- Successes and benefits achieved.

Carmel Thomas, Strategic Implementation Officer, Cardiff City Council

Developing digital applications for Memorial Safety inspections

- What would the app do?
- The benefits of using the application.
- Where do we go from here?

Ian Jones APSE Associate

15:15 *Close*

About the seminar

Bereavement services, despite being high profile council services, are still under increasing pressure to become self-sustaining commercial ventures. In a time of austerity, local authorities continue to find their budgets shrinking and, as such, managers and staff alike are having to look for ways to compensate against these losses, either through service efficiencies, generating new sources of income, or innovative service delivery methodologies. All these aspects need to be considered whilst still taking into account the vulnerability of their service users.

More recently, greater pressure is being placed on bereavement services to demonstrate that their services are affordable and not exploiting the bereaved, particularly at a time when funeral poverty is making daily headlines.

The service area is also facing changing cultural requirements as well as being held responsible for caring for the environments in which their services work. For example the historical value of cemeteries and their assets is being increasingly recognised and, therefore, action plans and digitised records are having to be put in place to manage these spaces.

Added to this catalogue of responsibilities is the need to meet a long list of new and current legislative demands and health and safety requirements.

But, whilst these challenges have to be met, the heart of the service is still to ensure it considers its customers' needs during the most vulnerable time in their lives.

Service delivery is therefore having to change. APSE recognises this need and, through the provision of this seminar and its wider networking services, APSE can help elected members, managers and officers hear examples of how these changes can be brought about. The aim of the seminar is to highlight best practice and innovation, which, together, will prove invaluable to the development of future bereavement services.

Delegates will learn about:

- Will grave re-use become a real option? And how to deal with the complexities of ascertaining grave ownership
- The importance of customer relation systems to retaining and gaining future business
- The importance of producing action plans for graveyard conservation and the benefits this can bring to a wide range of stakeholders
- How the introduction of an innovative collect and return pets cremation service can not only bring additional income but also wider service benefits
- How to deal with unauthorised memorials and memorabilia and the need to protect front-line staff when enforcing the associated memorial rules and regulations
- The APSE Service Award 2019 winner in Best Cemetery and Crematorium Service will be speaking on how they have developed a successful customer-focused service and the benefits this has delivered
- Considering the use of a digital application for carrying out

memorial inspections

- How the face of the traditional funeral is changing and the opportunities this can offer to local authorities

It is hoped delegates will take away ideas and experiences which will help services become more sustainable and ready to meet future opportunities and challenges.

The conference is planned to allow time for debate and questions as well as giving delegates the chance to meet exhibitors of products and services which will help bereavement managers in delivering higher quality services.

Who should attend?

- Service Directors
- Managers and officers (bereavement services, funeral services, cemeteries and crematoria, grounds maintenance, greenspace, climate change and environmental services)
- Policy advisors, accountants and lawyers
- Performance Management officers
- Health and Safety Managers
- Sustainability and environmental officers
- Trade Union representatives
- Contractors and suppliers
- Voluntary organisations

Reserve your place now by completing the booking form and emailing it back to Stephen Cull at scull@apse.org.uk or by completing the online booking form at www.apse.org.uk

Venue

Crewe Hall, Weston Road, Haslington, Crewe, CW1 6UZ

Contact details

Contact name Authority

Address

Postcode

Email Telephone

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

Delegate Packages Exclusive of VAT

What's included?

The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included.

APSE member delegate fee: **£175 + VAT**
 Non member delegates fee: **£259 + VAT**
 Commercial delegates: **£375 + VAT**

Payment details

Please find enclosed cheque made payable to APSE

Please invoice me

(if required please include purchase order number) _____

VAT registration number 519 286 915

Delegate details

Delegate name	Position	Email

Please confirm that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: www.apse.org.uk.

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to scull@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Register for the seminar:

1 Online form:
www.apse.org.uk

2 Email this form to:
scull@apse.org.uk