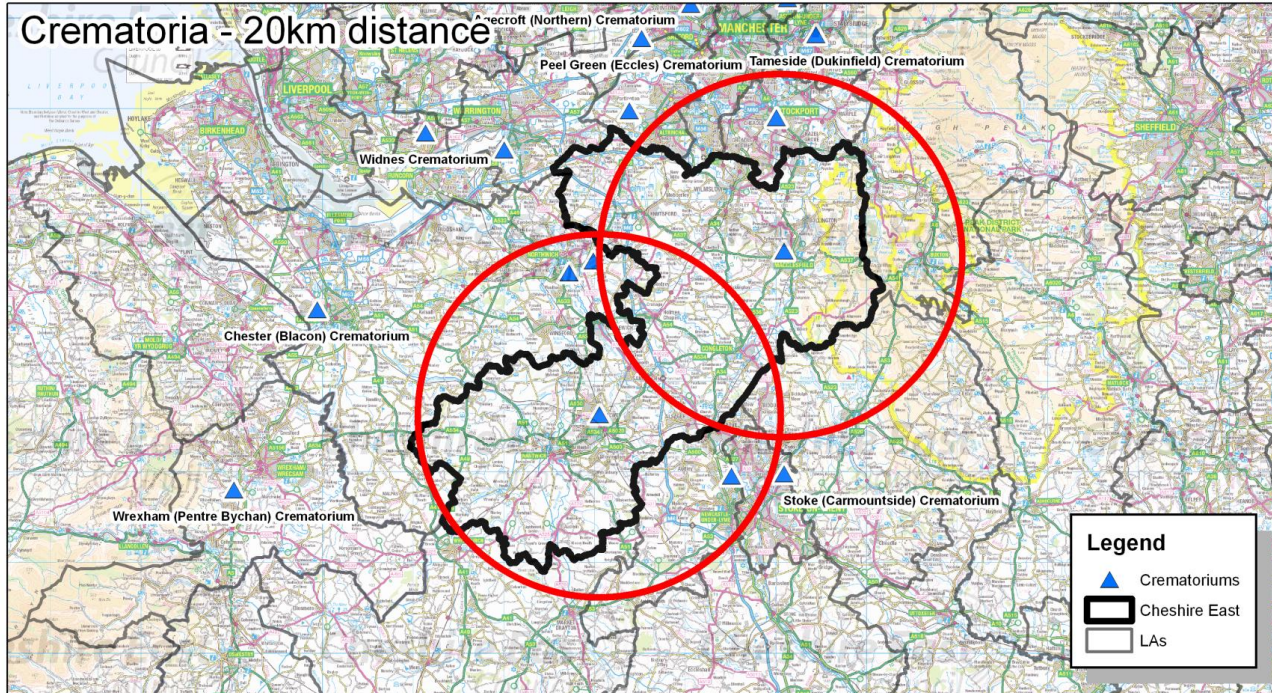


# Orbitas Bereavement Services – a new approach

Speaker: David Marren, Chairman.

# Crematoria- setting the scene



© Crown copyright and database rights 2014. Ordnance Survey 100049045.  
Ref: O:\RandCIRRequests\James\2014\20140109\_Mary-Slinn\_Cemeteries



# Cheshire East Bereavement Services – setting the scene

11 Cemeteries

2 crematoria

370,000 residents

360 interments

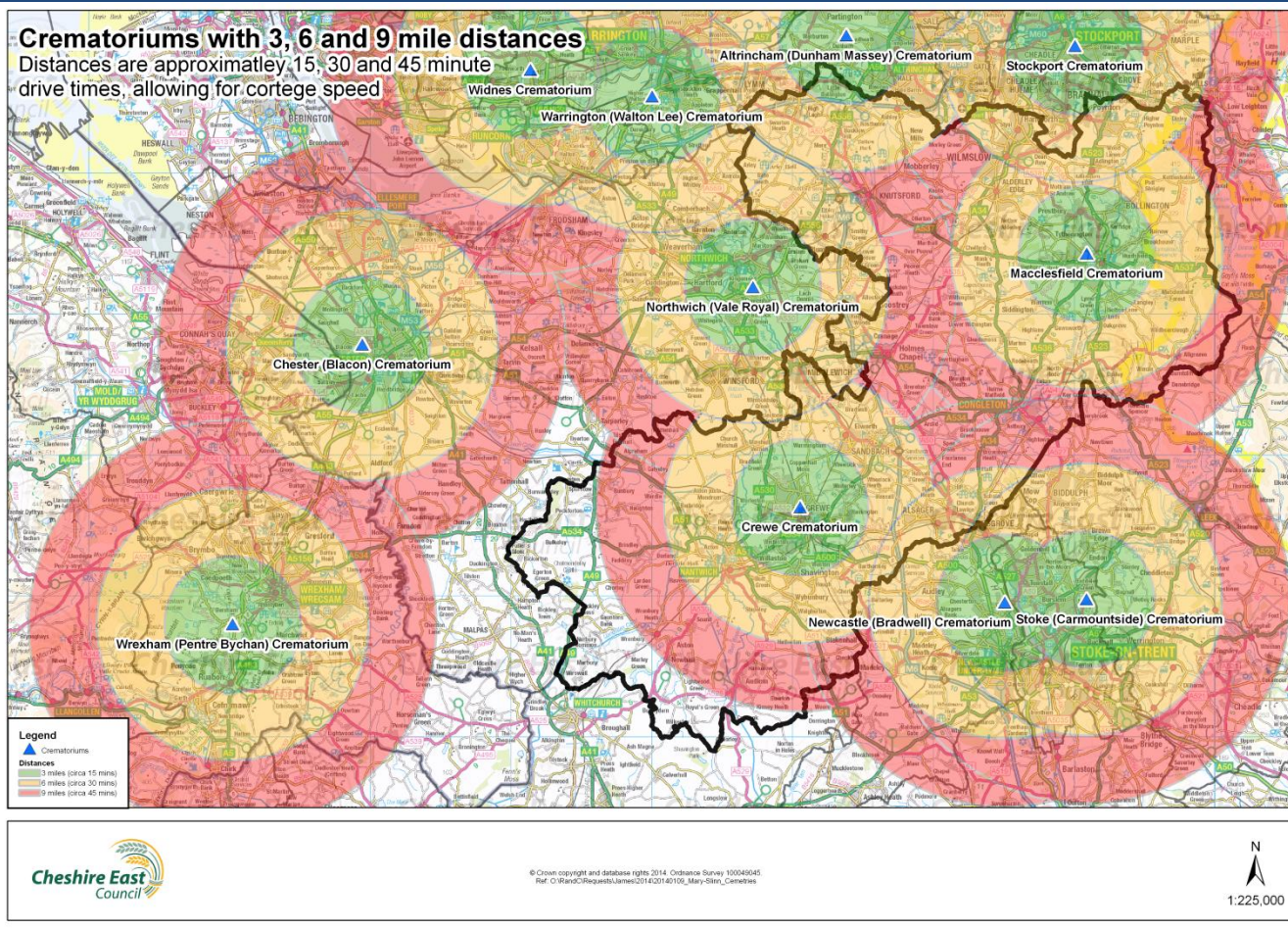
2,800 cremations

28 staff

135 acres of land



# Crematoria-Setting the scene





# The Driver of Change

*'Even with the anticipated increase in market competition the company can be financially viable as a stand-alone entity by reducing operating costs and increasing income.'*

*The company provides real opportunity for the Orbitas team to shape how the service is designed, delivered and provided. This increased level of involvement in running the service, coupled with the ability to act promptly on decisions is undoubtedly a key way of engaging and motivating the team'*

# A range of Alternative Service Delivery Vehicles (ASDVs)

Outsource

Non-Profit distributing organisation

Charitable Trust

Remain in house

Transfer of business

Shared Services

Wholly owned Company

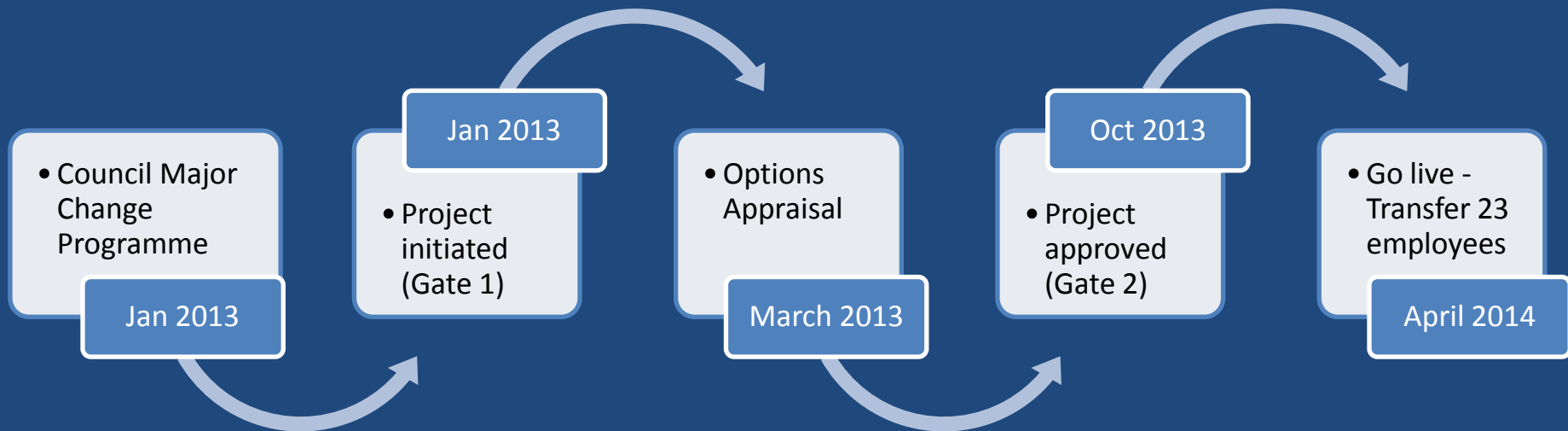
Orbitas

Staff Mutuels

# Key Considerations

- Control over the service
- Public Procurement rules & Teckal
- Corporation Tax
- VAT
- Public Scrutiny and Governance
- State Aid
- Financial Pressures

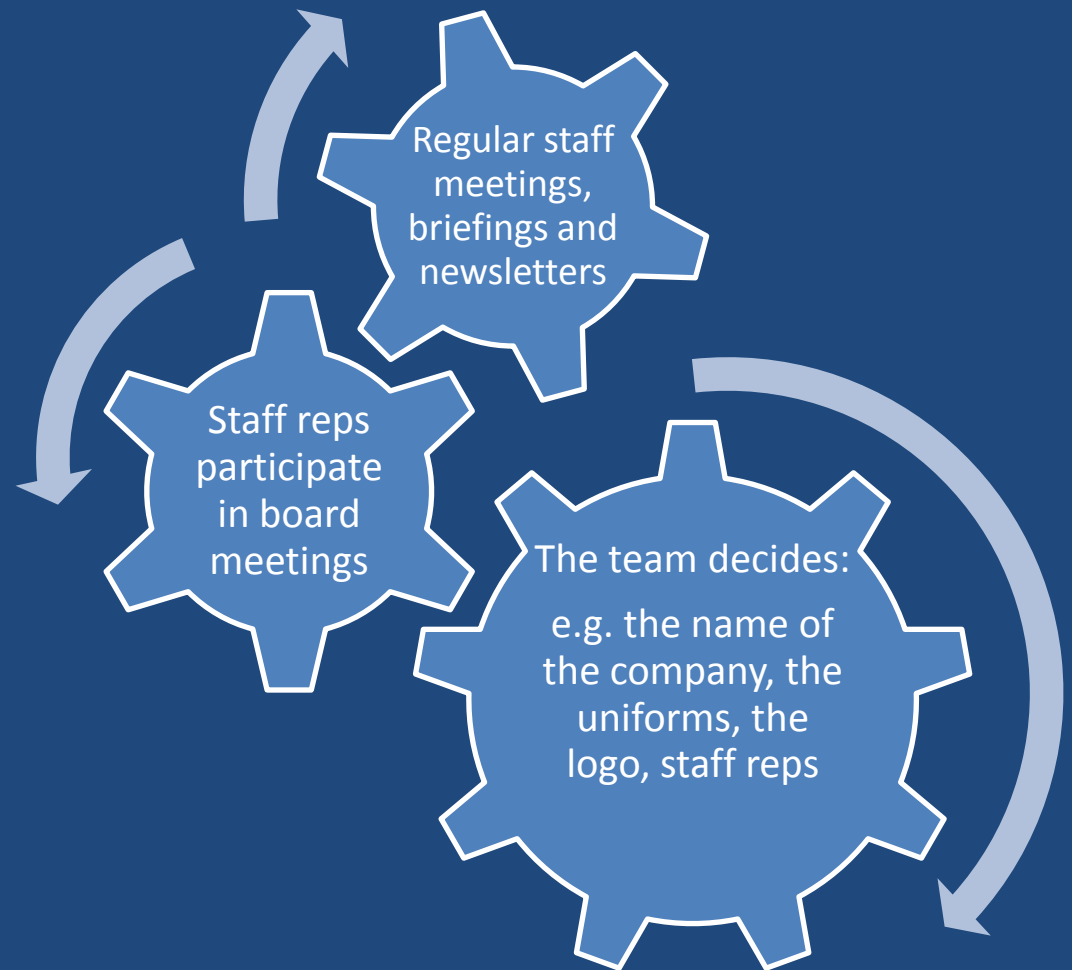
# The Business Journey





# The Team Journey

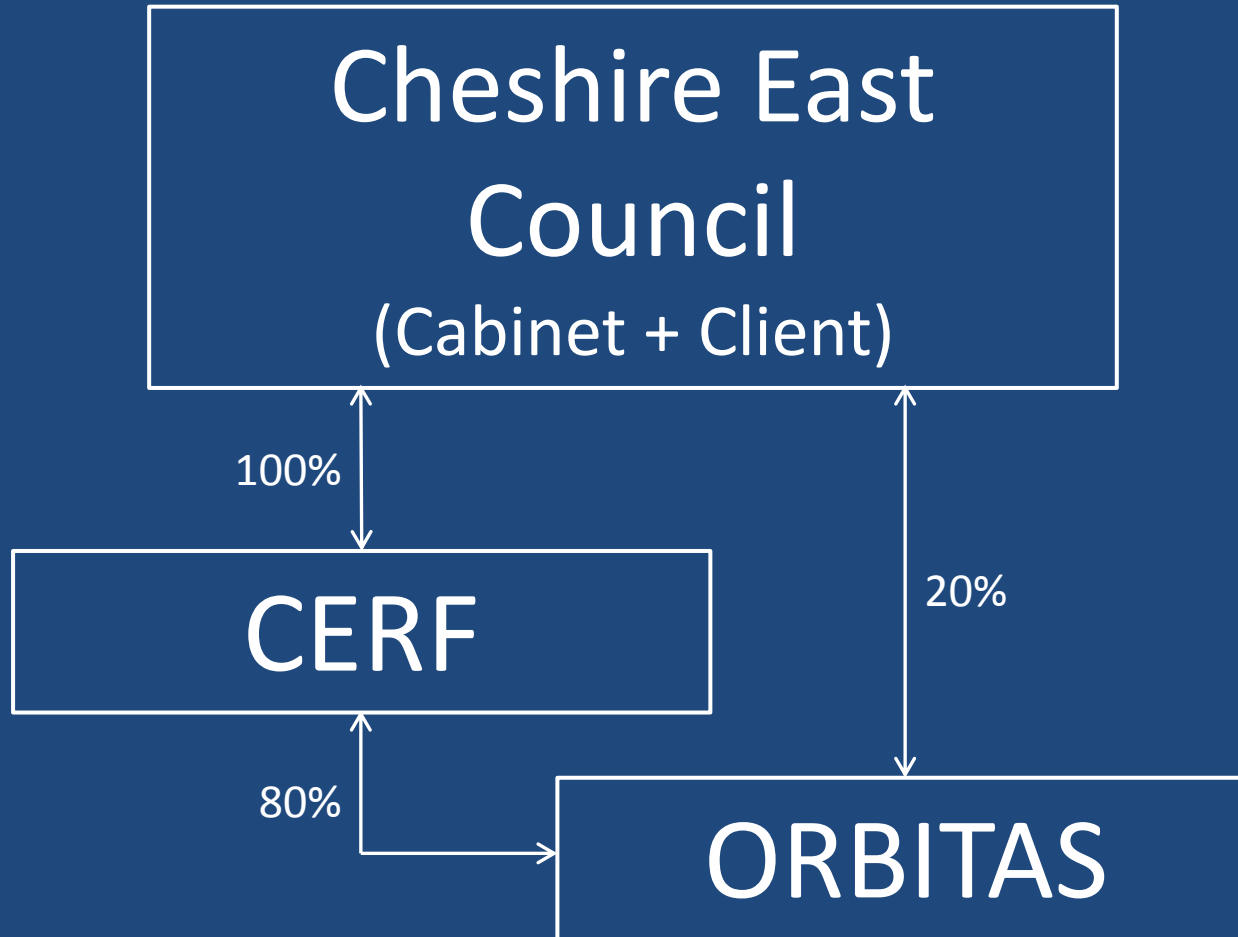
The current and future success of any business depends on the engagement and dedication of its staff. Staff and Union involvement was and remains critical at every stage of the establishment and development of Orbitas.



# April 1 2014 – Launch Day



# Governance and Scrutiny



# Governance and Control

- Articles of Association
- Director's Mandate
- Shareholder's Agreement
- Mandate for the Shareholder's representative
- The Contract
- The Orbitas Board

# Payment Mechanisms

- Income
- Operating Costs
- Dispute resolution
- Overdraft facilities
- VAT implications

# Benefits of the new delivery Model

- The Council retains its assets
- Promotes efficiencies
- Freedom from Council restrictions
- Ability to reinvest
- Quicker Decisions
- Ability to trade outside of the council
- Corporate Costs Reduced
- Increasing year on year the return to the shareholder (Cheshire East Council)
- Clarity and Transparency
- Protection for staff (TUPE)
- Opportunity to develop a new Culture
- Entrepreneurial and commercial opportunities

# Benefits of the new delivery Model

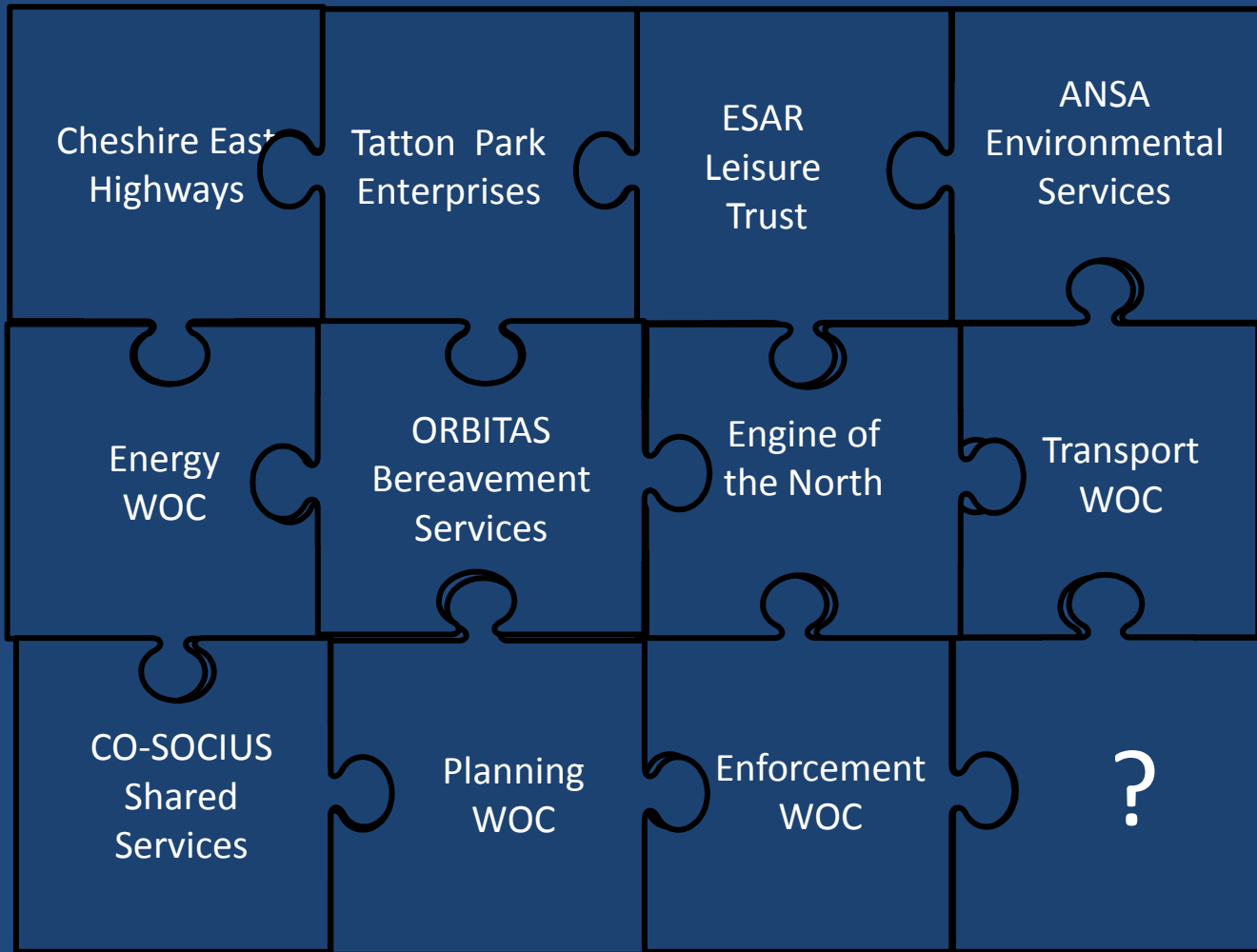
- Maintain existing relationships with local communities and voluntary groups
- Owned company model retains future profits within the council / company rather than sharing with a private partner
- Maintain and improve service levels and offerings
- Provides a vehicle for future additional council service delivery
- Opportunity for joint council working via Teckel Model
- Speed of set up compared to other models considered
- Reputational risk associated with service delivery remains within the control of elected members
- Incentivised performance management
- Create new identity for the service to enhance the user experience
- Increased investment in the local economy – job retention/creation

# Where are we going?

- Care and Repair
- The Orbitas Funeral
- Funeral business?
- IT and Web based products
- Registration Services?
- Pet Cemetery?
- Modular burial systems
- Extended memorialisation range



# We are not alone!



# Orbitas Bereavement Services – a new approach



Orbitas