



Lea Fields Crematorium

Inception to award winning

Cllr Owen Bierley – Leader West Lindsey

District Council

Adrian Selby – Assistant Director Operational
and Commercial Services





Idea

- **Funding gap**
 - **Three pronged strategy**
 - **Commercial element**
-

Truly entrepreneurial for WLDC

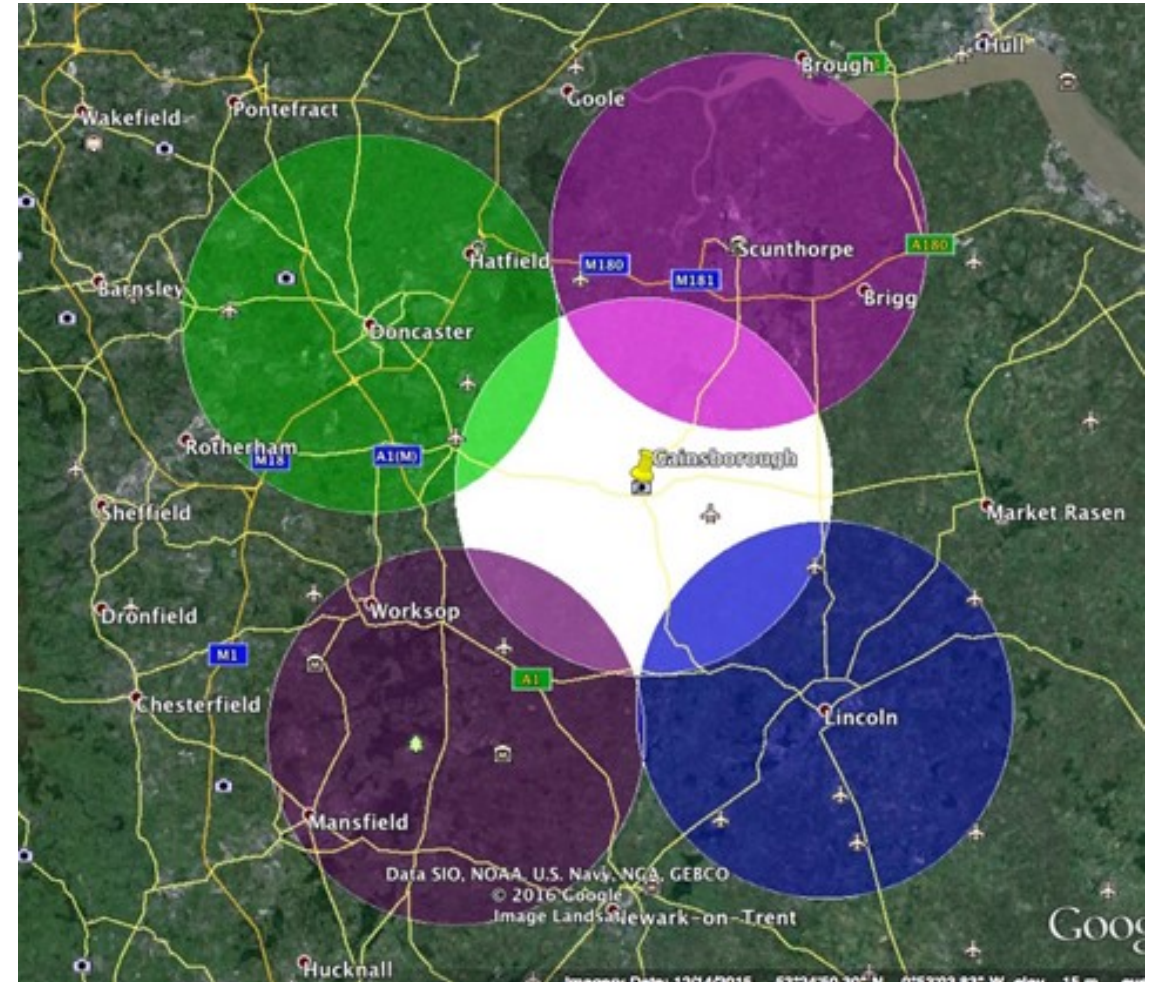
- **Capital investment for long term revenue income**
 - **Genuinely commercial approach to operating the service**
 - **Toe to toe with operators from both the private and public sectors**
-

Business Case

- **Initial investment of c£4m**
 - **Break even after 10 years with growing contribution thereafter**
 - **Cumulative revenue return of £88.5m over 50 years**
-

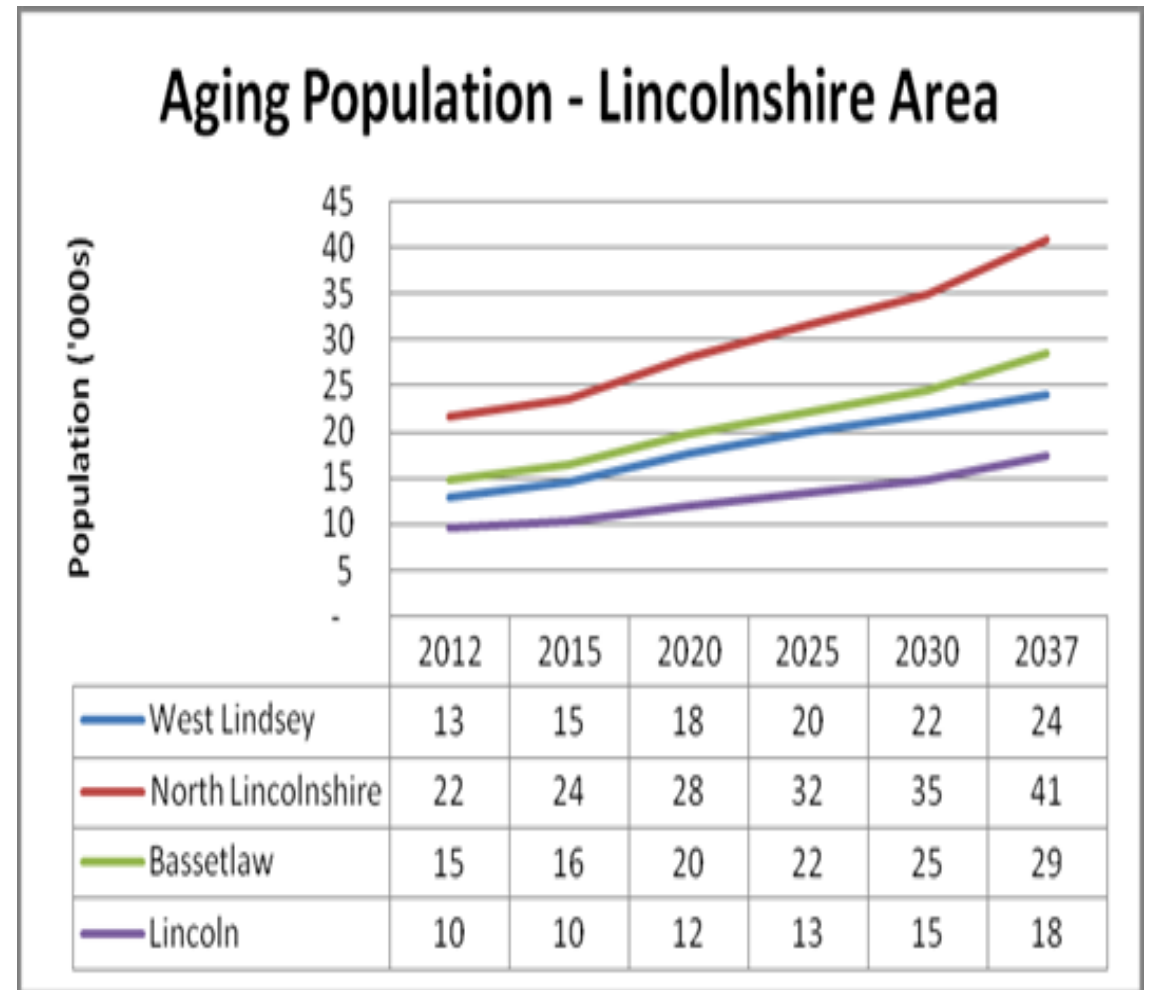
Local Need

- Current demand supports four crematoria, with at least one struggling to meet peak levels of demand
- Bereaved residents with a journey of between 25 – 40 minutes to a cremation facility.



Local Need

- Aging population coupled with local development plans that, when delivered, will significantly boost the base population in Gainsborough and surrounding areas



Local Need

- **Shrinking burial capacity within the town**
 - **3 to 4 week wait time for cremation**
 - **No local facility for ‘oversize’ cremation facilities**
-

Commercial Opportunity



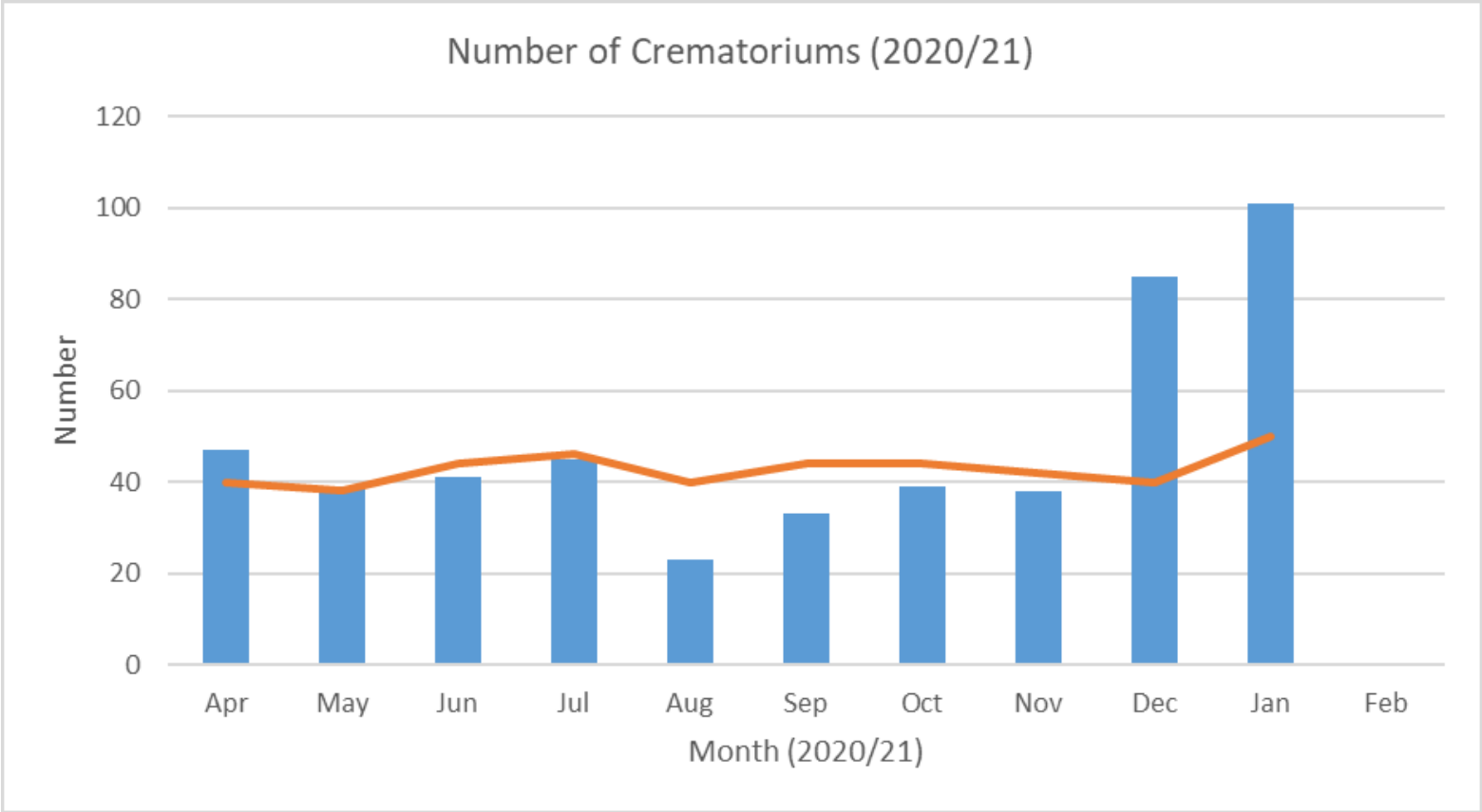
- **State of the art facility**
 - **Choice – direct service, webcasting, flexible service space, online booking**
 - **Direct marketing to Funeral Directors**
-



Where are we now?

- **Apse award winners – Best Service Team 2020 Cemetery and Crematorium Service**
 - **Civic Trust Award Winners**
-

Where are we now?



**As at
March
2021 –
12%
ahead of
activity
target**

Challenges

- **Judicial Review**
 - **Long term landscaping plan**
 - **Covid – limited capacity**
-

What did we learn ?

- **Employing Crematorium Manager ahead of build completion – has paid dividends in relationship building, quality of recruitment and team creation**
 - **Whilst remote from most WLDC employees place of work – one team philosophy still possible and thriving**
 - **Landscaping – Rabbits !!!!!**
-



Leader Perspective

- **Cllr Owen Bierley**
-

Questions from the floor