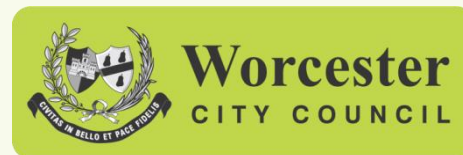




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Creating and managing Biodiversity in a cemetery setting on a budget and managing customer expectations.

Outcomes and next steps



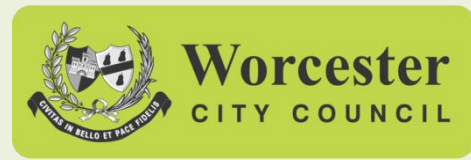
What is Biodiversity and why is it important

- Our climate is changing
- What does this mean for Biodiversity
- Why does this matter
- What can be done ?
- Land-use change
- How can this help





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WCC

Bereavement

Services

- 2 active cemeteries
 - Astwood
 - St Johns
- 15 closed church sites
- Crematorium



Our operational offer

- We have a 2-acre natural burial area
- 55000 graves at Astwood and 10,000 at St Johns
- We offer a wide range of cremation options and have immense flexibility
- We have invested in several new memorial sales features as well as increasing our portfolio of memorial options by 65%
- We introduced a standalone website with full functioning E-Commerce





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The approach

- Focus resource
- Review- Including risk recognition
- Partnerships
- Communication plan
- Targets



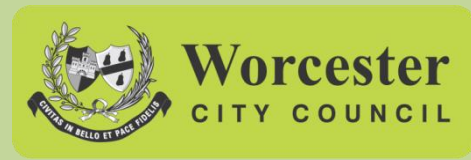
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The delivery

- Brand
- Launch comms
- Refresh what we had
- Work with our new partners
- Further comms
- Year 1
- Year 2





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Results across Yrs. 1&2

- Increase in wildflower varieties across the site identified by our local experts on two separate walk arounds
- A visible increase in invertebrates
- Large quantities of honey and an additional swarm added to our hives for 2023/24
- Reduced use of chemicals with the plan to ultimately phase them out all together in 2024 using controlled burning via a lance
- Self-sufficient in wood chip and compost created by our own works team
- Green Flag 2 years running
- ICCM Gold status for outdoor operations for the first time
- All for a budget of £2,000

Our future Plans

- Bird species survey
- Wildlife and wildflower survey
- Public survey
- Create working management plan for our other site, St Johns which has a very different distinct set of issues to address before we can apply for Green Flag status

