


Thursday 21 June 2018



**Public/Private Partnerships**  
– developing partnership approaches with the private sector

**Paul Wright**  
Divisional Manager  
Open Space Services



Unitary Authority part of Liverpool City Region  
Population of 125,000

# The Open Space Service

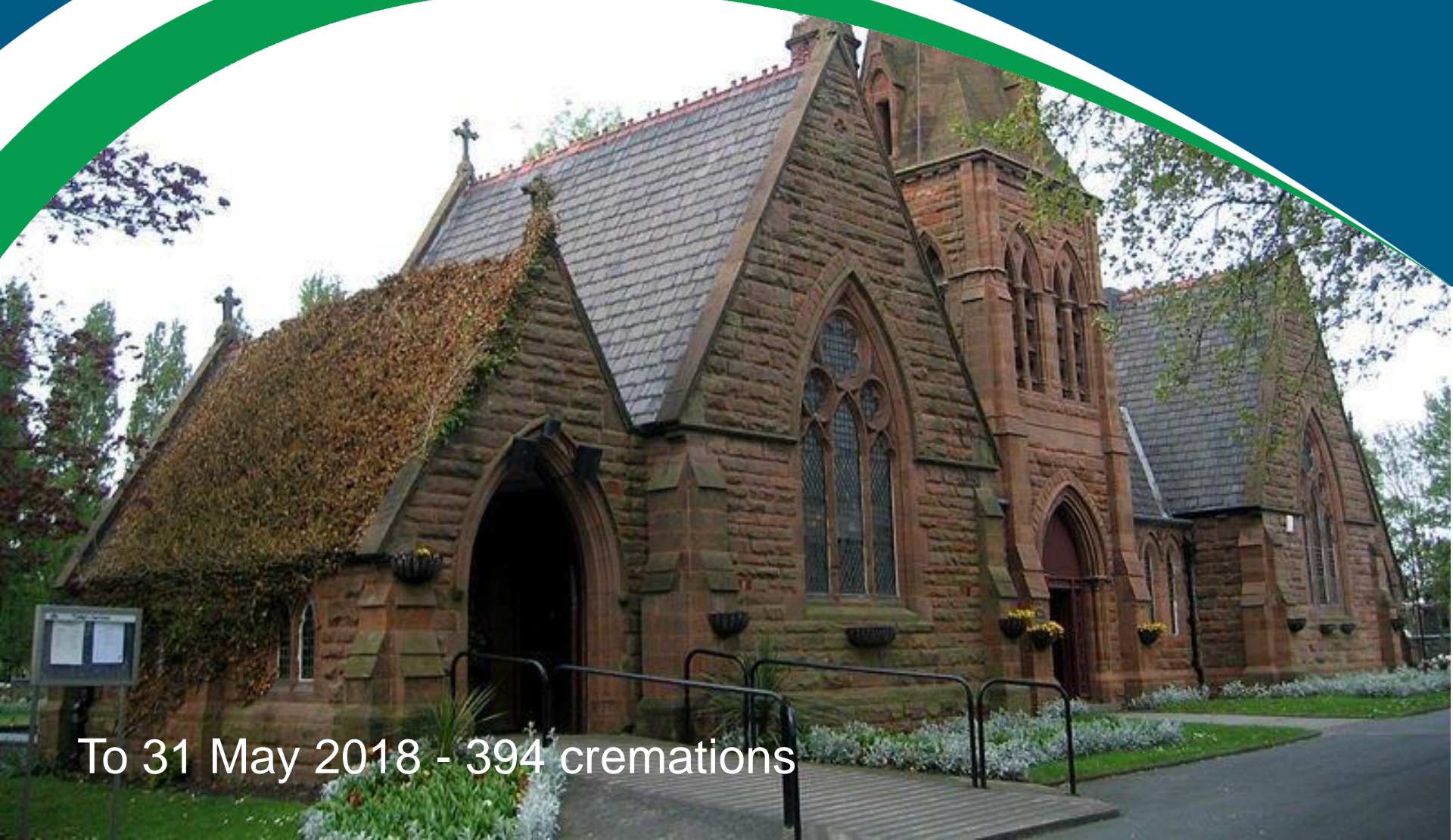


**Managerial and Technical - 7**  
**Cemeteries & Crematorium – 11 staff**  
**Parks – 30 staff**  
**Streetscene – 58 staff**  
**Design & Development – 4 staff**  
**Brindley Theatre and events – 15**  
**(and 96 part casual)**  
**Registration Service – 6 staff**



3 Cemeteries – 210 Full body Burials in 2017  
1 Crematorium – 639 Cremations in 2017  
1 new cemetery under construction.

# Income Generation – Partnership with GreenAcres group



To 31 May 2018 - 394 cremations



# GreenAcres & Halton Council Partnership

By Keely Thompson

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# Who Are GreenAcres?



**GreenAcres comprises of 6 cemetery and ceremonial parks, from Liverpool in the North West to Hampshire in the South.**

We have over 270 acres and over 83,000 burial plots

## **Our core services are**

- Burial plots
- Ash interments
- Funeral services
- **In some of our parks we also provide**
- Weddings
- Baby naming's
- Venue hire services

# Our Parks



Colney, Epping Forest and Chiltern are dedicated Woodland Burial parks featuring a beautiful Octagonal Woodland Hall with panoramic views across the Woodland.



Rainford and Heatherley Wood offer both Woodland and more traditional burial options such as Meadow, Orchard and Lawned gardens.







## Kemnal Park offers a wide range of more traditional burial options:

- Lawn graves
- Traditional graves
- Gallantry graves
- Woodland graves
- Columbarium niches
- Living memorials
- Cremated remains burial and scattering options
- Private gardens
- Mausoleums



# Why the Partnership?

# Diversification & Service Extension

- Customer need – extend our range
- Utilise buildings
- Ensure we are not too niche
- Funeral Directors offering wider range of services

## **Solution**

- Weddings 2016 – 4 licensed venues
- Cremation services 2017 - all six sites are offer cremations

# Why Offer Cremations?

**FAMILY** “we wished we could of come here for the cremation service.”

**FUNERAL DIRECTORS**

“there is a three week delay for the cremation service, they are fully booked”

**CELEBRANT** “I always feel rushed and the services are back to back so families don’t know which funeral they are attending”

**Statistics** from the Cremation Society of Great Britain show 75% of people are cremated at present BBC (2016)

## Can We Do This?

- **Strength** – we have availability, beautiful buildings and ample grounds
- **Weakness** – we don't have a crematorium
- **Opportunity** – the demand for cremations is high
- **Threat** – we are seen as too niche

## Opportunity

- The Kemnal Park model
- We spoke with three crematoriums in the local area about our new service and received positive feedback
- We also discussed the provision of a private ambulance service with a number of local Funeral Directors

# Why Halton?

- Halton were recommended by numerous Funeral Directors who spoke highly of their reputation and stakeholder customer service
- The ease of the cremation process from booking to the return of ashes
- The Halton team



# How Does the Service Work?

- Funeral Directors book with GreenAcres
- GreenAcres book onto the online system with Halton
- GreenAcres arrange for the paperwork to be delivered
- Cremation service takes place at GreenAcres
- Private ambulance arrives to take deceased to Widnes Crematorium
- Family usually receive ashes the next day

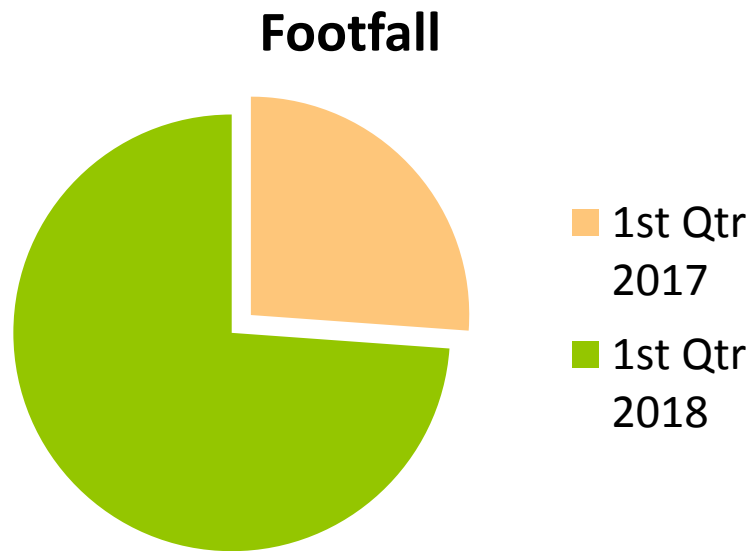


# Benefits

Increased footfall

(2017) Q1: 1,013 visitors

(2018) Q1: 2,862 visitors



An year on year increase of 183%

- Funeral Directors now have a service that they can offer
- Families have longer, dedicated time slots for their service
- Widnes have received an increase in the number of cremations they receive without the added pressure on their service team
- In addition to regular advertising of the service and notifying local Funeral Directors, we have also informed over 600 historical plot owners which will ultimately increase the long-term revenue stream for Widnes



# Supply & Demand

## Increasing Death Rates

Month by month 2017 vs 2018	Colney	Epping	Chiltern	Rainford	HW	KP	Group
April	31%	29%	28%	14%	18%	18%	22%

### Month 1 – November – December 2017

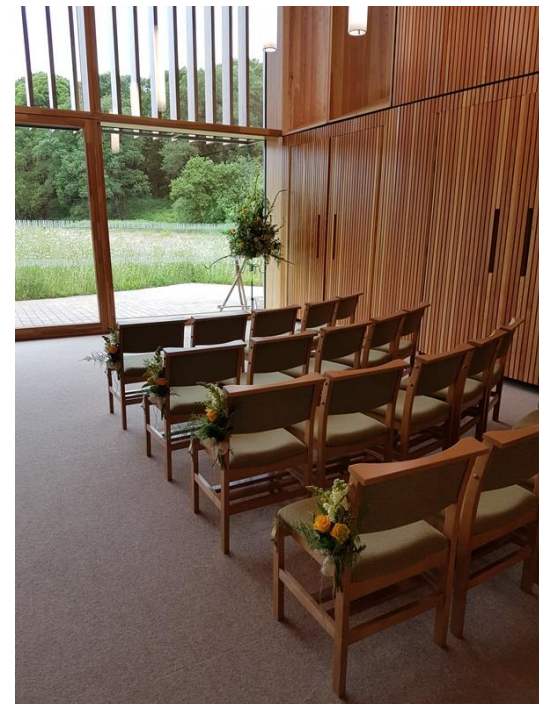
- 9 cremations from 6 different Funeral Directors

### Q1 (2018)

- 25 cremations 10 different Funeral Directors

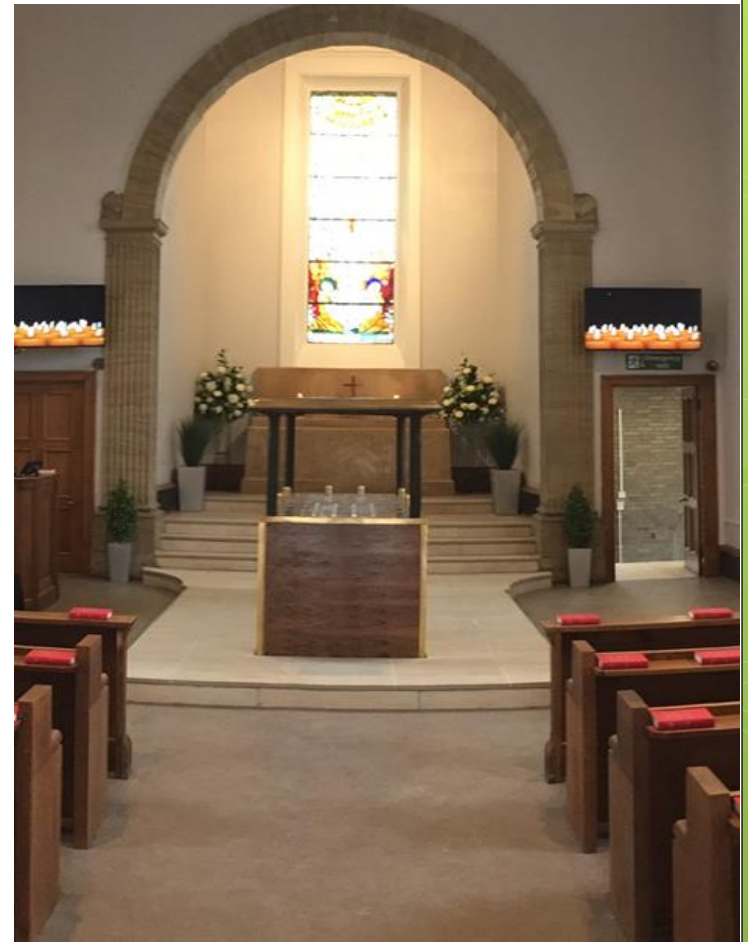
### November 2017 to date

- 50 cremations



# Growth Opportunities

- This means more partnership opportunities with Council Crematoriums across the UK
- Improved service/availability for the families we serve
- For Council Crematoriums additional revenue streams for refurbishment, site improvements, maintenance and staffing
- More options for Funeral Directors



# Any questions?

