



**Find your ancestors**  
*with*  
British burial and cremation records



# What is Deceased Online?

- The **1st** online central database for statutory burial & cremation records
- A 'stand alone', independently managed, turn-key joint venture between **Gower Consultants** and **Manuscripti**
- **Gower Consultants**: one of the UK leaders in IT admin software for bereavement services industry; 26 years supplying 125+ local authorities across the UK
- **Manuscripti Ltd**: specialist in preserving, restoring, scanning, digitising old registers, maps and other documents to hundreds of councils and archives
- Together provide 35 years experience supplying local government



## *How it works*

- Data sourced from statutory local council records, archives, private companies and others (FHSs, Friends' and voluntary groups etc)
- Deceased Online works with any IT management system although systems are not essential
- Data dates mostly from early/mid 19<sup>th</sup> Century – current (the earliest burial records on the website date from the 1530's)
- 100m+ burials and cremations recorded in the last 170 yrs
- Online users are able to search for ancestors by name - *they don't need to know the area or council name!*
- Search for free, view a data item for a fee
- Revenue generated 24/7; shared 50/50 with data provider
- Links from councils' and other genealogy websites



## *Why create Deceased Online?*

- **89%** of council residents want online access to burial records\*
- Est. 70% of UK adults have conducted family history research
- 79% of US citizens are interested in learning about their family history (83% of 18-34 year-olds)
- 50% Canadians, 70%+ Aus, 80%+ NZ of British ancestry
- 54 countries, 2.2 bn population of Commonwealth with UK links
- Website and online research booming (Ancestry.com has 5m+ active users)
- BBC TV's *Who Do You Think You Are?* attracts 6-7 million viewers; 11 series, adopted by 15 countries
- *Family history and genealogy research is the fastest growing pastime in the world*

*Sources: Omnibus market survey; Family Tree Magazine; Deceased Online research. \*Bolton Council research.*



## *Family history – an internet sensation*

- 780,000,000 – Google search results on for “family history”
- 41,000,000 – Google search results for “burial records”
- 45,000,000 – Google search results for “cemetery records”
- 1,000,000 – Google search results for “cremation records”

Deceased Online No. 1 result on Google & Yahoo for  
“burial records”, “cemetery records”  
& “cremation records”

# The reaction? The Media

- Featured on BBC TV & Radio in several regions
- Featured in leading regional and local print media
- Frequently featured in genealogy specialist media – UK and internationally
- Featured every week on genealogy and family history blogs, bulletins and websites globally
- Rated for 4 consecutive years in the top 50 websites by *Who Do You Think You Are* magazine



**50**

**ESSENTIAL WEBSITES 2013**

From the big commercial sites to a wealth of local projects, 2013 is going to see an explosion of exciting resources coming online, says **Jonathan Scott**. Join us for our annual rundown of the 50 best websites to watch over the next 12 months, including new ventures, useful online tools and mass digitisations...

**Commercial sites**

**Ancestry.co.uk**  
[www.ancestry.co.uk](http://www.ancestry.co.uk)  
 Content manager Miriam Skermer says Ancestry.co.uk plans to expand and update several BMD, electoral register and occupational record collections. "We'll also be including even more records that add depth to people's family history discoveries, fascinating documents like maps, local histories and topographies."  
 Updates include significant increases to their North West parish collection at the start of the year, the completion of the digitisation of Surrey Parish Records in mid 2013, and Scottish Burial Registers towards the end of 2013.

**British Newspaper Archive**  
[www.britishnewspaperarchive.co.uk](http://www.britishnewspaperarchive.co.uk)  
 It is hoped that up to five million new pages from the British Library collections will be added during 2013 – bringing the archive to over 100 million already there. Users should expect more regional titles, renewed 20th-century content, including coverage of the First and Second World Wars, and some key national titles, such as the Post, the Guardian and the Daily Telegraph.

**Five million new pages will be added to the British Newspaper Archive website during 2013**

**DeceasedOnline**  
[www.deceasedonline.co.uk](http://www.deceasedonline.co.uk)

**Everafter**  
[www.everafternewsafter.com](http://www.everafternewsafter.com)  
 New venture, Everafter, which focuses on genealogy in local records in Ireland, looks set to have a very busy 2013, as director Leora McAlister reports that they aim to enter the market in England, Scotland and Wales. There are a number of ongoing digitisation projects that will be online soon in both Northern Ireland and in the Republic of Ireland, adding a further 1,200+ additional photographs by early 2013. They are also in talks with several local authorities and parishes and expect to commission a further 100 or more genealogists, which should translate to well over 50,000 local records throughout Ireland. Meanwhile, they are hoping to launch a mobile phone app that takes users to specific genealogists, and a virtual globe tool, enabling users to tag messages to the graves of loved ones.

**FamilyRelatives**  
[www.familyrelatives.com](http://www.familyrelatives.com)  
 Alongside some major updates due to arrive in 2013, the FamilyRelatives team will be releasing a new online family tree tool that will allow users to create multiple trees. This will be fully linked to their genealogy relationship tool FamilyTreeConnect, which allows members to upload photos and albums, and connect, organise and share data with other users. Many features are currently in Beta and the site will be releasing some other exciting new tools to use the new tool.

**GenesReunited**  
[www.genesreunited.co.uk](http://www.genesreunited.co.uk)  
 As regular millions of new records (including parish, military and worldwide BMDs and census records), the website hopes to improve the Community section, upgrade the search functionality and add the ability to share findings on Facebook and Twitter. They recently launched the new Knapfold tool, which provides digital storage for records, photographs and memories.

Who Do You Think You Are? January 2013



## *Status*

- 130 councils & other datasets online/in development
- 70+ others in progress, 100+ are interested
- Midlands: latest include Lincoln City, Nottingham City & Sandwell MBC
- London: 15 councils + private authorities + Highgate, Brompton & the largest cemetery in the UK
- Scotland: 8 councils + private authorities
- Working with The National Archives, The Royal Parks, cathedrals and churches, family history societies, regional archives + others.
- 25 m+ records and data images currently online
- Registered users in 90+ countries
- Local, national and global marketing with shows, e-bulletins, social media affiliations with national/international groups/bodies, advertising & PR



## *Why are burial & cremation records important?*

- “The best place to start is at the very end” Dr Nick Barratt, renowned genealogist & historian
- Burials and cremations – details of *last* resting place
- Burial details often contain other vital information: family names; causes of death; dates; addresses; spouses/next of kin; location
- Great interest in finding graves of relatives and ancestors
- Ancestral tourism attracting UK & international visitors
- Deceased Online provides all these details
- Important management resource for council & staff
- Thousands of people enquiring, visiting council offices





## *Benefits to councils & industry*

- Overcomes 'Risk' issues: documents preserved, archived safely in perpetuity
- Reduces public enquiries to bereavement services depts
- Reduces staff load; much improved management efficiency; reduces health & safety risk (no lifting of registers)
- Reduces storage, IT set-up, maintenance and hosting costs
- Increases public service/access – local community, UK, global.
- Databases and digital files can be linked to existing IT systems or records accessed through Deceased Online website
- Continuous 24/7 income stream



## *What's the process to get onto Deceased Online?*

- DOL works with any – *or no* – IT management system
- DOL provides full turn-key service including digital scanning, data capture/indexing, cemetery mapping, data linking and web hosting
- Registers are identified and scanned if not already scanned.
- If indexed/digitised data exists, this can be used. Any other data not digitised needs to be data captured from registers
- Cemetery grave location/section maps (if required) created
- Photos of memorials (if available/required) may be used
- All data assembled, qc'd, checked for DPA and HR compliance
- When checks completed, data linked and placed online and data files, in various formats, supplied to clients



## *Why Deceased Online and not others?*

- People can search *nationally* for the UK in one single database portal; by name and area
- Frequently people do not know the Council, town or even area where an ancestor was buried or cremated
- No other national database of statutory burial and cremation records exists - DOL established as accepted 'de facto', go-to national portal
- Recognised nationally and internationally
- Deceased Online #1 on Google, Yahoo etc for burial, cremation and cemetery records searches
- The only website with the detailed knowledge of burial and cremation records and data law compliance
- Deceased Online generates and manages revenues & has sophisticated web tools, customer services etc
- Overcomes need for any internal IT resource/server



## Costs and funding

- The cost required to digitize/index data is assessed
- Based on no. of records and range and other aspects of data, DOL assesses revenues over X year contract term
- Flexible options for financing project
- If appropriate, consider option to defer capital costs against revenues and budget available from client

