deceased online

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

![deceased online logo]

How it works

- Data sourced from statutory local council records, archives, private companies and others (FHSs, Friends' and voluntary groups etc)

- Deceased Online works <u>with any IT management system although systems are not essential</u>

- Data dates mostly from early/mid 19th 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 - *<u>they don't need to know the area or council name</u>*!

- 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; Decease 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"

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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

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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

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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

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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

The website

Index searches are free - view for a fee:

- Computerised cemetery and cremation records

- Grave details with other burials/interments

- Scans of burial and crematorium register pages

- Photographs of monuments & headstones

- Detailed maps showing grave locations

- Scans of Books of Remembrance pages

>>>>>>>>>>>>>……..*and now the website*