



Taking a more commercial approach to ensure a sustainable future

Joanne Halliday

Commercial Services

Newcastle under Lyme Borough Council

The Start of the Journey - 2023

Our Services

Bradwell Crematorium – Chapel and 2 cremators

8 Cemeteries the main one being Keele Cemetery

13 closed churchyards

Can you
sign this
invoice?

No idea
when it can
be repaired

Why is
there
broken
glass?

There's no
business
manager

Did you know
she going on
maternity
leave?

Add it to
the pile



What did we do first



Replaced old pews and access to staged area

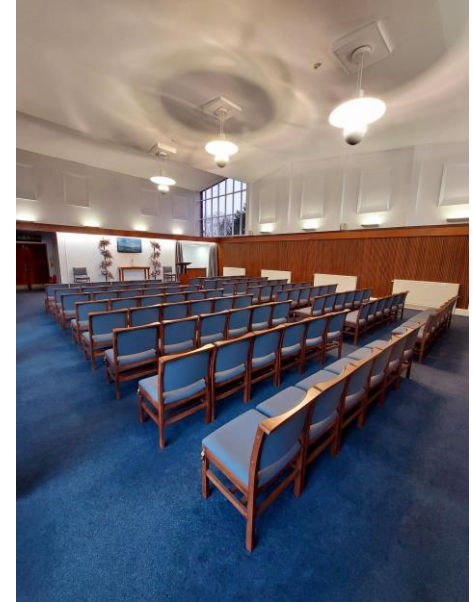
Redecoration and furnishings to the Chapel

Removal of some of the paperwork boxes – small room available for families or support groups at Keele

Reviewed our policies

Reviewed our fees and charges

Some cultural changes



Successes to date

A good team – additional capacity, training, can do culture, genuine customer focus

Gold Award Standard in the ICCM Charter every year since we became a member of the scheme in 2003

Consecutively won the Green Flag Award for our Crematorium and Keele Cemetery sites

96.2% score in the 2024 FBCA inspection where the Crematorium Inspector 'found an excellent level of service provision and did not feel it necessary to make any recommendations'

Shortlisted for APSE awards

Commercialisation - Customer Offer



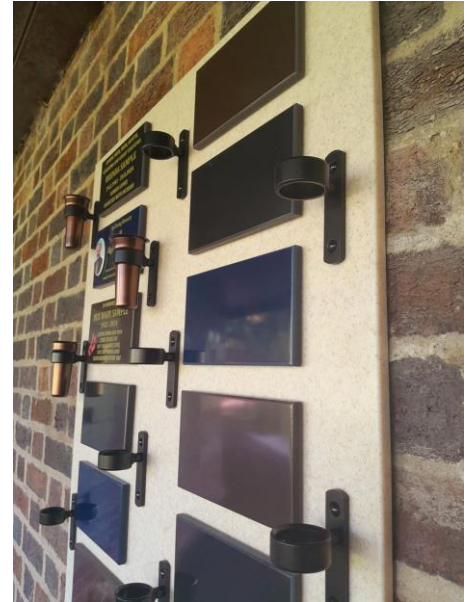
Approach to removing unauthorised items – a nice environment

Safer environment – closed churchyard inspections and cost effective treatment

Good working relationship with diverse groups

Increased headstone heights

Direct cremations (Trainee position)



Commercialisation – Going Green



**Solar Panels on
both offices**

Grasslands Policy

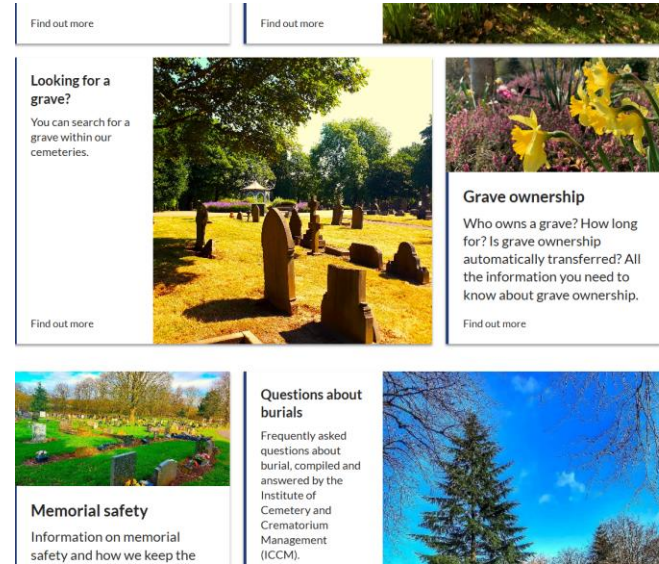
**Cremator
replacement**

Commercialisation - Digital

Website and
Comms

Review of software
provider

Challenge of
investment
requirements for
burial plotting



Commercialisation – New offer

Solar farm – utilising unused burial fields

Pet cremations – utilising existing staff resources / not competing with neighbouring suppliers who may offer pet burials

Alternative uses for underutilised space

Cremated remains burial space – 84 spaces available, small new area available to Summer 2028.



