



Knowsley Council

ESS

**Environmental Sustainability Service
Cemeteries and Bereavement
Services**

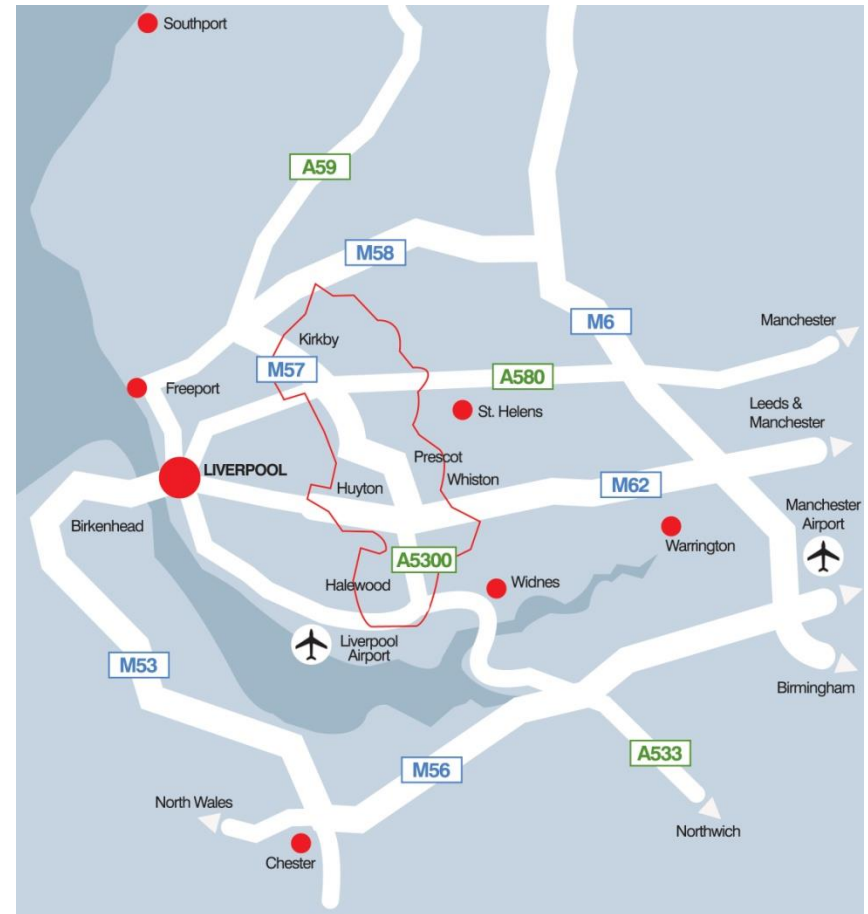




Knowsley Council

Setting the scene

- Population of 146,000 residents within 65,000 households
- Significant reduction in Central Government funding resulting in a six year savings requirement of £81.6m
 - £56.0m (2011/12 – 2014/15)
 - £25.6m (2015/16 – 2016/17)
- Green Space Service:
 - In-house Grounds Maintenance service
 - Green Space Ranger Service
 - 18 Green Flags
 - 55 FOG / Community Groups
 - 8 million visits per annum to parks
 - 70,000 attended parks events and activities during 2017/18
 - Cemetery Services (income 230k 17/18)
 - Sports Services



My Responsibilities

- Management and maintenance of 68 Parks, including woodlands and 18 Green Flag Parks
- Cemetery Services.
- 7 CFL Schools
- Golf Course
- Infrastructure
- Sports pitches
- Friends and Community Groups



Cemetery Service.
Income Opportunities

Suggestion Box

Reasons For Failure

- Charges must be kept to a minimum in order to protect the vulnerable in our borough. X
- Dont upset the memorial masons. X
- Dont upset the funeral directors. X
- Don't upset the elected members. X
- Avoid bad publicity at all cost especially on local public media. X
- No backstop on the Irish Boarder.

Culture in our Industry

- The funeral Director organizes the funerals
- The cemetery services have a responsibility for disposal.
- The Stone Masons provide the memorials.
- The general public don't see us as businesses and profitable organizations.
- We are politically driven unlike funeral directors and stone masons who are profit driven.
- We are criticized if we spent too much on paperclips and then blamed for an increase in council tax. A stone mason will buy a new car and a funeral director a new villa in Spain and no one will bat an eye lid.
- We are simply not in a position as local authority service providers to be challenging funeral directors and stone masons for business head-on.

t h i n k i n g



Re-invent the service provided and create an alternative.
Change the perception and culture



List of New Suggestions

- Introduce new ideas for scattering of ashes with memorials
- Introduce new ideas for the interment of ashes with memorials
- Re-invent a standard memorial on graves.
- Provide a new funeral experience
- Provide an illusion of a cemetery and cremation provision, but deliver the service without installing a cremator.

Traditional Scattering





Traditional Graves for the Interment of Cremated Remains





Traditional memorial on grave





The Coverdale Family

Joseph
1919 - 2000
A loving Husband, Dad,
Grandad and Great Grandad

Hilda nee Jones
1923 - 2007
A loving Wife, Mum, Grandma
and Great Grandma



Edward
1919 - 2009
Reunited with his twin
Brother Joseph

Maureen nee King
A loving Wife to
Edward for over 60 years
Loving Parents and Grandparents

Rest in Peace

Traditional Funeral



What is the building?





“We have to change our thinking if we desire to have a future different from our present.”

Steve Jones