



Respectful *Funeral Service*

DIGNIFIED - AFFORDABLE - LOCAL

Bob McCulloch

Head of Service

Barbara McNaughton

Service Support Co-ordinator



East Ayrshire Council
Comhairle Siorrachd Àir an Ear

National and local policy background

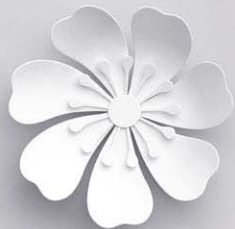


**Birrell – Citizen Advice Scotland Report
– February 2016**

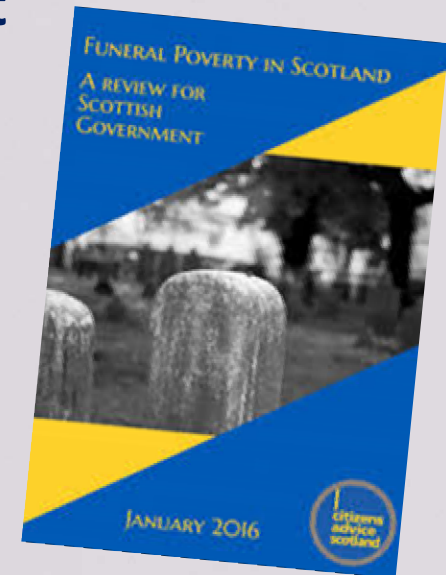
Scottish Government response



**Learning from best practice – Cardiff
model**



**Council’s Transformation Strategy 2017
– 2022 ‘a fairer, kinder and connected
East Ayrshire’ – focus on service
redesign**



Recommendations



No 2 – Open discussion

No 6 – Numbers affected by Funeral Poverty

No 7 – Code for Funeral Directors drawn up by Government

No 9 – Local Authorities seek ways to reduce or limit charges

No 10 – Justify increase beyond CPI

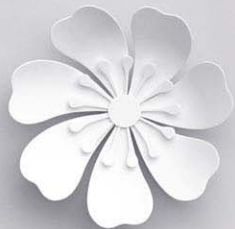


No 12 – Address Other Costs element of Social Fund Funeral Payment (SFFP)

No 16 – Respectful and Dignified Funeral, available across Scotland

No 17 – Cost of Funeral – Public awareness campaign/information.

No 19 – NHS to issue timely advice on Funeral Choices.



No 24 – Funeral Bonds

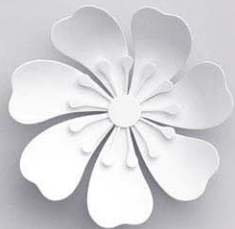
Government Consultation/Meetings



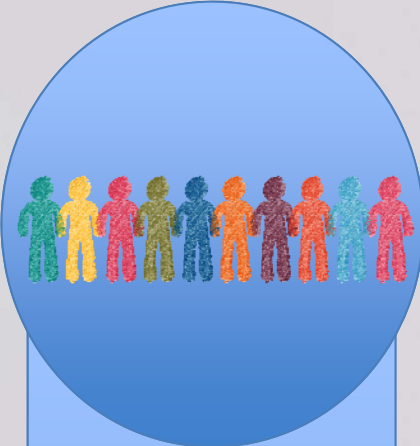
Angela Constance, Cabinet Secretary for Communities, Social Security and Equalities, chaired a meeting of a number of stakeholders, including Local Authorities, Funeral Directors, Churches, CAS and Funeral service working groups.



Martin Birch Bereavement Services Manager Cardiff City Council delivered a presentation on the Cardiff Council Funeral Service



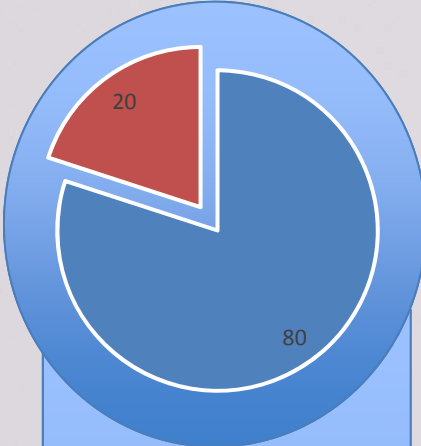
Deprivation in East Ayrshire.....



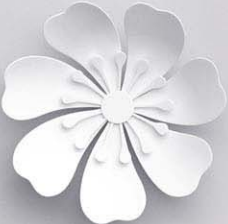
16% of our population are income deprived (12% in Scotland)



Data zones in **5** of our areas are consistently among the **5%** most deprived in the country



Our share of the **20%** most deprived data zones is the **6th** highest



Respectful Funerals – our approach



A bereavement service for communities that is affordable, respectful and dignified

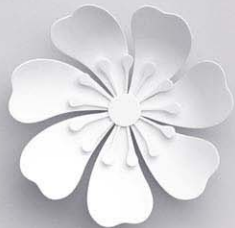
The first of its kind in Scotland



Supporting vulnerable people....

'people @ the  of everything we do'

Addressing funeral poverty.....



Set-up phase.....



Establishment of a project board

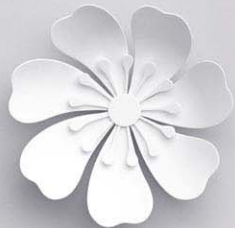
Range of consultation events for local people

Engaging with local funeral directors



Specified our service

Evaluated the returns (Saving-Insurance-Inspector of Funeral Directors)



Procured agreements via Public Contracts Scotland



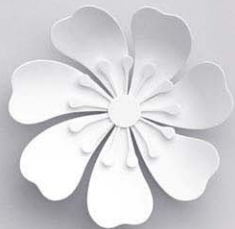
The Respectful Funeral package



- **Partnership agreement with 3 respected local providers**



- **Standard and tailored options available to the bereaved, with additional services on request**



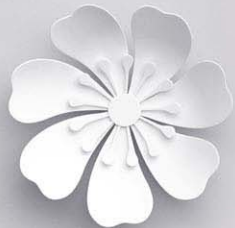
- **Services provided exceeding the 'simple' funerals already on offer**



The Respectful Funeral package



-new Respectful Funeral service launched 1 April 2017



The Respectful Funeral package



Standard and tailored options available to the bereaved, with additional services on request

SPECIFICATION	EAC Respectful Funeral	Funeral Director 1 – Simple Funeral	Funeral Director 2 – Limited Plan
<ul style="list-style-type: none"> Collection and transportation of deceased from within East Ayrshire or any NHS Ayrshire & Arran property (mainland) 	✓	✓ (limited to 50 mile radius)	✓ (limited to 15 mile radius)
<ul style="list-style-type: none"> Care and preparation of deceased 	✓	✓	✓
<ul style="list-style-type: none"> A choice of coffin ranging from light or dark wood effect or environmental 	✓	✗	✗
<ul style="list-style-type: none"> A place of rest and viewing of deceased 	✓	✓	✓
<ul style="list-style-type: none"> Viewing facilities as arranged with the family and at least 1 out of hours viewing 	✓	✗	✗
<ul style="list-style-type: none"> Hearse 	✓	✓	✓
<ul style="list-style-type: none"> Family car 	✓	✗	✗
<ul style="list-style-type: none"> No restriction to date and time of funeral 	✓	✗	✗
	<p>Cost - £1773.00 (average of 3 partners)</p>	<p>Cost - £2995.00 (includes £1220.00 contribution for disbursements)</p>	<p>Cost - £1995.00</p>

Comparisons and Averages



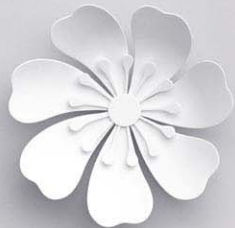
The E.A.C respectful Funeral Package details a cost for Funeral Directors fees as an average at £2829.01. This is based on the following calculation:

Royal London -Average Cost of Funeral = 2017 -
£4257.00



MINUS

CAS, Cost of Saying Goodbye(2017) L.A average charge
= £1427.99



= £2829.01

East Ayrshire / Scottish Average



2016/17

East Ayrshire

Scottish Average

Coffin Lair

£473.00

£701.81

1st Interment

£494.50

£660.48



2017/18

East Ayrshire

Scottish Average

Coffin Lair

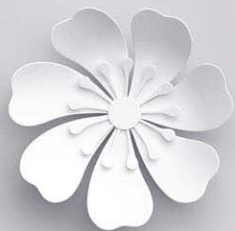
£591.50

£745.58

1st Interment

£618.00

£700.29



Outcomes.....



169

respectful funerals carried out (Apr'17 –Sept'18)

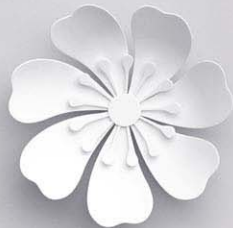


20%

of all funerals are Respectful Funerals
(exceeding 10% target)

**Saving
£1,056**

East Ayrshire average cost of respectful
funeral is £1,773 (Scottish average is £2,829)



c.£240,331

Total savings for East Ayrshire residents to
date



Innovation & best practice



Direct financial benefits to local people – but it's about more than that.....

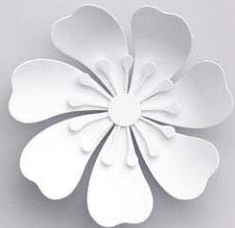


Opening up of wider conversations about bereavement and funeral poverty – removal of stigma

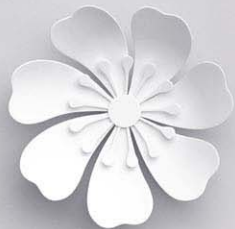


Wider recognition - other councils seeking to follow our approach

Excellent working relationships with our 3 partners



Next steps



Expansion of
the existing
service –
new
providers

National
assistance
funerals

Removal of
fees for
burial of
children (to
include
babies lost
during
pregnancy
and still
births)

5%
reduction
in Council
interment
fees

Procure
service
April
2019



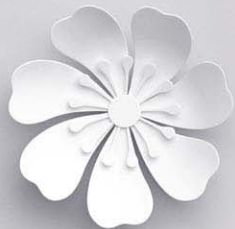
Interest / Recognition



- Local Authorities – Scotland, England, Ireland
- Funeral Poverty Groups
- Government (Funeral Cost Plan – Aug 2017)



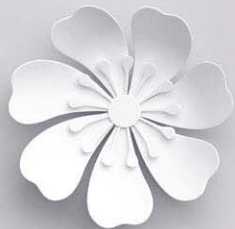
- COSLA
- Scottish Bereavement Benchmarking Group
- National Procurement Awards (Go-Award)



- Public Service Excellence Awards
- East Ayrshire Council Awards
- iESE Awards
- Apse Awards
- COSLA Awards
- LGC Awards

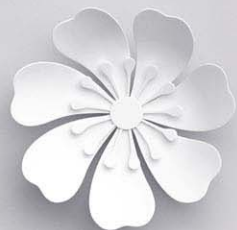
Funeral Costs Plan

Scottish Government August 2017



“Local authorities can also play a role in innovation on provision of funerals. The service model was developed by East Ayrshire Council, learning from funeral service delivery models including that used by Cardiff City Council, with the aim of creating a package that is dignified and professional but still affordable”





Barbara McNaughton
Service Support Co-ordinator

Spreading the word



Social media

Radio adverts

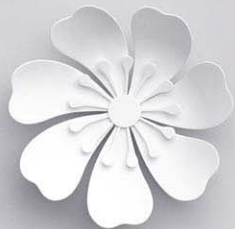
Newspaper adverts

Market place and stalls

Printed leaflets/posters – GPs, hospitals, religious establishments, hospices, Sheltered Housing and Care Homes, EAC facilities

Global email to East Ayrshire Council

Community Workers and word of mouth



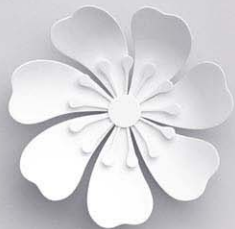
Feedback



Partners have reported an increase in business and pre-planned arrangements. Additional premises have been opened within East Ayrshire.

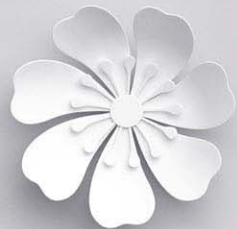


Bereaved families and staff have informed us that the service was invaluable to them.



Staff have reported that they have a great sense of achievement being able to help families at such a vulnerable time.

Working Together for East Ayrshire



EAST AYRSHIRE COUNCIL



people are at the heart
of **everything we do**

We recognise the benefit of strong and positive relationships with our communities as we strive to provide efficient and effective services to meet the needs of everyone who lives or works in East Ayrshire. We very much welcome your feedback on how we are performing to help us to continuously improve what we do.



East Ayrshire Council
Comhairle Siorrachd Àir an Ear



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Thank You
Questions