

Institute of Cemetery and Crematorium Management



ICCM

Model Questionnaires for Cemetery and Crematorium Services



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INTRODUCTION

Consultation

The following documentation is intended to give local authorities guidance in the formulation of questionnaires that can be issued to the public and key stakeholders in the provision of cemetery and crematorium services.

Consultation is essential if a service is going to meet the needs of its customers. For Cemetery and Crematorium Services your customers and key stakeholders should include the following:

- The bereaved
- Casual Visitors?
- Other service users (schools, historical societies, environmental groups etc.)
- Funeral Directors
- Funeral Arrangers
- Clergy
- Memorial Masons
- Bereavement Organisations
- Registrar of Births, Deaths & Marriages
- Voluntary Organisations
- Friends Groups
- Hospitals
- Coroner
- Employees?
- Medical Referees?

This will mean a range of questionnaires and other methods of consultation may be required. This guidance deals primarily with questionnaires.

Questionnaires in common use are as follows:

- Post funeral questionnaires to the bereaved
- Open day questionnaires for visiting members of the public
- Key Stakeholder questionnaires direct to organisations/ individuals listed above
- Visitor questionnaire that is kept on site

Other types of questionnaires are also useful such as long-term visitor questionnaires that will identify issues such as: *Have grounds maintenance standards improved?*

How long have you been visiting?

Have staff responded to anything you might have reported?

The aim of this guidance is, however, to concentrate on questions and questionnaires essential for the basic operation of the service.

It is useful to ensure questionnaires address the individual parts of your service separately in order that you can assess each part of the service against the other, should you provide both cemeteries and crematoria. It is likely that different parts of the service will attract different answers to the questions asked.

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The Questionnaire

The suggestions included in this model have resulted from consideration of a wide range of questionnaires provided by authorities throughout the country. It is hoped that they help identify the most relevant elements from the questionnaires examined.

It has proved useful to provide you with a questionnaire in a colour noticeably different to white. White paper is often lost in the overall pack that is sent to the bereaved, a colour is often picked out and looked at, this raises the possibility of it being completed and returned.

The following model questionnaires contain a number of questions that are considered to be essential to the operation of cemetery or crematorium services. We recognise that each service is unique and the questions are not intended to be comprehensive. Each service may have a number of additional questions they would like to add to deal with other aspects of the service they provide.

The aim of the model questions is to identify how the essential elements of the service are performing by obtaining a 'percentage satisfaction' figure. If all authorities are consistently using the model questions they can then begin to be utilised as comparators to compare 'percentage satisfaction' figures of one authority against another. It can also be used to set performance targets within each authority and allow a service to 'continuously' improve on their satisfaction levels. Finally it will identify areas for improvement. Where satisfaction levels are particularly low then an area for improvement will be identified and can be properly addressed.

It is suggested that authorities avoid the use of categories that do not require some consideration by the person completing the questionnaire, for instance 'Neither Agree or Disagree' or 'Don't Know'. This is why only four categories are used in the attached model questionnaires.

When obtaining a 'percentage satisfaction' figure it is recommended that authorities look for the percentage of returns that indicate the service is 'Good' or 'Excellent'. Using a consistent means of grading the returned questionnaires will mean that satisfaction levels can be directly compared with other authorities.

In an attempt to encourage authorities to utilise questionnaires in the best way possible it is likely that this will be addressed in the Best Value Charter Assessment Process. This will encourage completion of 'performance satisfaction' figures throughout the country in an attempt to achieve a real understanding of the public's perception of the quality of services of those who participate in the assessment process.

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MODEL LETTER OF INTRODUCTION

**AnyTown Borough Council
Cemeteries & Crematorium Service**

Mrs Jones,
Johnston Road,
AnyTown
PH3 2TD

Date

Sample

Dear Mrs Jones,

Funeral of the Late Mr Frederick Alan Jones, 12th February 2003

Please accept our sympathy on your recent bereavement. We felt it would be useful to write to you at this time to give you an opportunity to comment on the level of service you feel you received at the funeral of Mr Jones on the 12th February 2003.

We aim to meet the needs and expectations of bereaved families by providing a service of the highest standards. So that we continue to meet your needs we hope you will take this opportunity to comment frankly on the service you have received from us.

A questionnaire has been attached to this letter and we would be very grateful if you could spend a few minutes to complete it. Simply return the completed questionnaire in the enclosed self-addressed envelope..

The information you return to us will be treated in a confidential manner and will enable us to improve any areas that may not currently meet the needs of the bereaved.

May we thank you in anticipation of your assistance and assure you of our best attentions at all times. If you feel this approach is unwelcome at this time then ignore this letter and please accept our sincere apologies for the intrusion.

Yours Sincerely,

I.M.A Manager
Bereavement Services Manager

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MODEL CEMETERY QUESTIONNAIRE

Thank you for taking the time to complete this questionnaire, it will provide us with valuable information to improve our service to the bereaved.

Facilities	Excellent	Good	Poor	V.Poor
How did you find the standard of grounds maintenance at the cemetery?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you rate the presentation of the grave and burial area upon arrival at the cemetery?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Access to the Service				
How do cemetery opening times compare with your expectations?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you describe communication with the cemetery service (telephones, letters etc)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you describe the ease with which you could identify and contact staff?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Staff				
How did you find the attitude of the staff, in terms of respect, helpfulness, and understanding of your feelings?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Information & Choice				
Please rate the quality of information you have received regarding this service.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How did memorial options available compare with your expectations?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Overall Satisfaction				
How do you rate the value for money of the service?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Please rate overall how satisfied you were with the standard of service you have received from the cemetery department?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

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PI Cemetery

Facilities

% of users rating the standard of Grounds Maintenance as Average or Better

% of users rating presentation of grave area as Average or Better

Access to the Service

% of users rating cemetery opening times as Average or Better

% of users rating communication with the cemetery office as Average or Better

% of users rating the ease of identifying and contacting staff as Average or Better

Staff

% of users rating the attitude of staff as Average or Better

Information & Choice

% of users rating the quality of information supplied as Average or Better

% of users rating memorial options available as Average or Better

Overall Satisfaction

% of users rating Value for Money of the service as Average or Better

% of users rating the overall satisfaction as Average or Better

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MODEL CREMATORIUM QUESTIONNAIRE

Thank you for taking the time to complete this questionnaire, it will provide us with valuable information to improve our service to the bereaved.

Facilities	Excellent	Good	Poor	V.Poor
How did you find the standard of grounds maintenance at the crematorium?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you rate the presentation of the chapel upon arrival at the crematorium?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Access to the Service				
How do crematorium opening times compare with your expectations?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you describe communication with the crematorium service (telephones, letters etc)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How would you describe the ease with which you could identify and contact staff?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Staff				
How did you find the attitude of the staff, in terms of respect, helpfulness, and understanding of your feelings?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Information & Choice				
Please rate the quality of information you have received regarding this service.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
How did the quality and choices of memorial available compare with your expectations?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Satisfaction				
How do you rate the value for money of the service?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Please rate overall how satisfied you were with the standard of service you have received from the crematorium department?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

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PI Crematorium

Facilities

% of users rating the standard of Grounds Maintenance as Average or Better

% of users rating presentation of the chapel as Average or Better

Access to the Service

% of users rating crematorium opening times as Average or Better

% of users rating communication with the crematorium office as Average or Better

% of users rating the ease of identifying and contacting staff as Average or Better

Staff

% of users rating the attitude of staff as Average or Better

Information & Choice

% of users rating the quality of information supplied as Average or Better

% of users rating the quality and choices of memorial available as Average or Better

Overall Satisfaction

% of users rating Value for Money of the service as Average or Better

% of users rating the overall satisfaction as Average or Better

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PERFORMANCE INDICATORS

ANNUAL/QUARTERLY RETURN

Once completed please return to..... By no later than

Name	Telephone	
Authority		
Dates covered by Return	From	To

CEMETERY

Number of burials carried out	
% of Questionnaires Returned	
Return Rate %	

CEMETERY PERFORMANCE INDICATORS

Performance Indicator	% Satisfied
Facilities	
% of users rating the standard of Grounds Maintenance as Average or Better	
% of users rating presentation of the grave as Average or Better	
Access to the Service	
% of users rating cemetery opening times as Average or Better	
% of users rating communication with the cemetery office as Average or Better	
% of users rating the ease of identifying and contacting staff as Average or Better	
Staff	
% of users rating the attitude of staff as Average or Better	
Information & Choice	
% of users rating the quality of information supplied as Average or Better	
% of users rating the memorial options available as Average or Better	
Overall Satisfaction	
% of users rating Value for Money of the service as Average or Better	
% of users rating the overall satisfaction as Average or Better	

Signed _____ Date _____

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PERFORMANCE INDICATORS

ANNUAL/QUARTERLY RETURN

Once completed please return to..... By no later than

Name	Telephone	
Authority		
Dates covered by Return	From	To

CREMATORIUM

Number of Cremations carried out	
% of Questionnaires Returned	
Return Rate %	

CREMATORIUM PERFORMANCE INDICATORS

Performance Indicator	% Satisfied
Facilities % of users rating the standard of Grounds Maintenance as Average or Better	
% of users rating presentation of the chapel as Average or Better	
Access to the Service % of users rating crematorium opening times as Average or Better	
% of users rating communication with the crematorium office as Average or Better	
% of users rating the ease of identifying and contacting staff as Average or Better	
Staff % of users rating the attitude of staff as Average or Better	
Information & Choice % of users rating the quality of information supplied as Average or Better	
% of users rating the quality and choices of memorial available as Average or Better	
Overall Satisfaction % of users rating Value for Money of the service as Average or Better	
% of users rating the overall satisfaction as Average or Better	

Signed _____ Date _____