

WHAT THE PUBLIC THINK OF CREMATORIA

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What did we ask

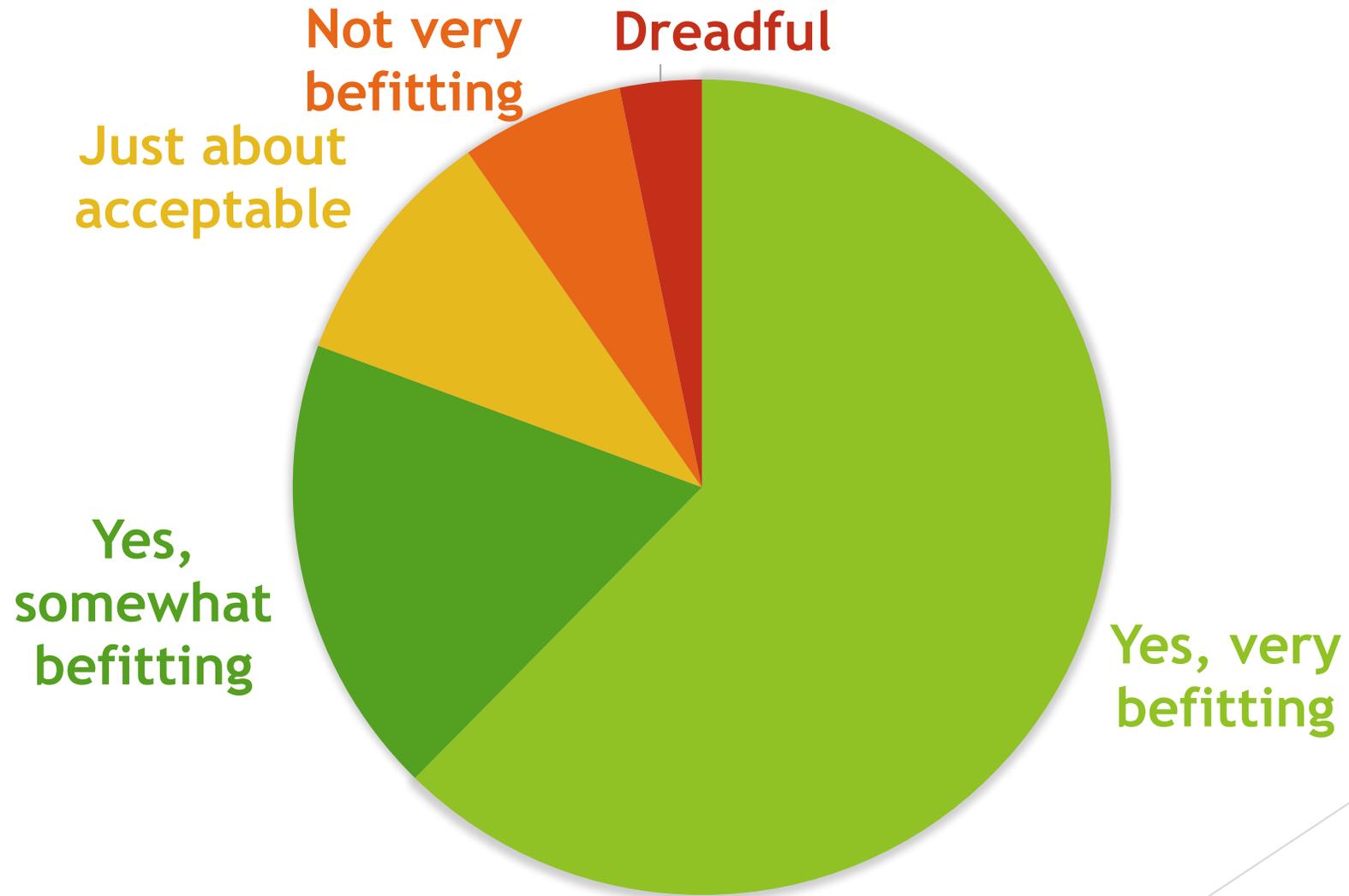
- ▶ What was the name / location of the crematorium?
- ▶ Overall how would you rate the crematorium?
- ▶ Were the grounds and the building pleasant in appearance?
- ▶ Was the interior and decor welcoming?
- ▶ Did you feel you had long enough for your ceremony?
- ▶ Would you use the garden of remembrance?
- ▶ Do you think it was value for money?
- ▶ Where do you live?

Sampling and Methodology

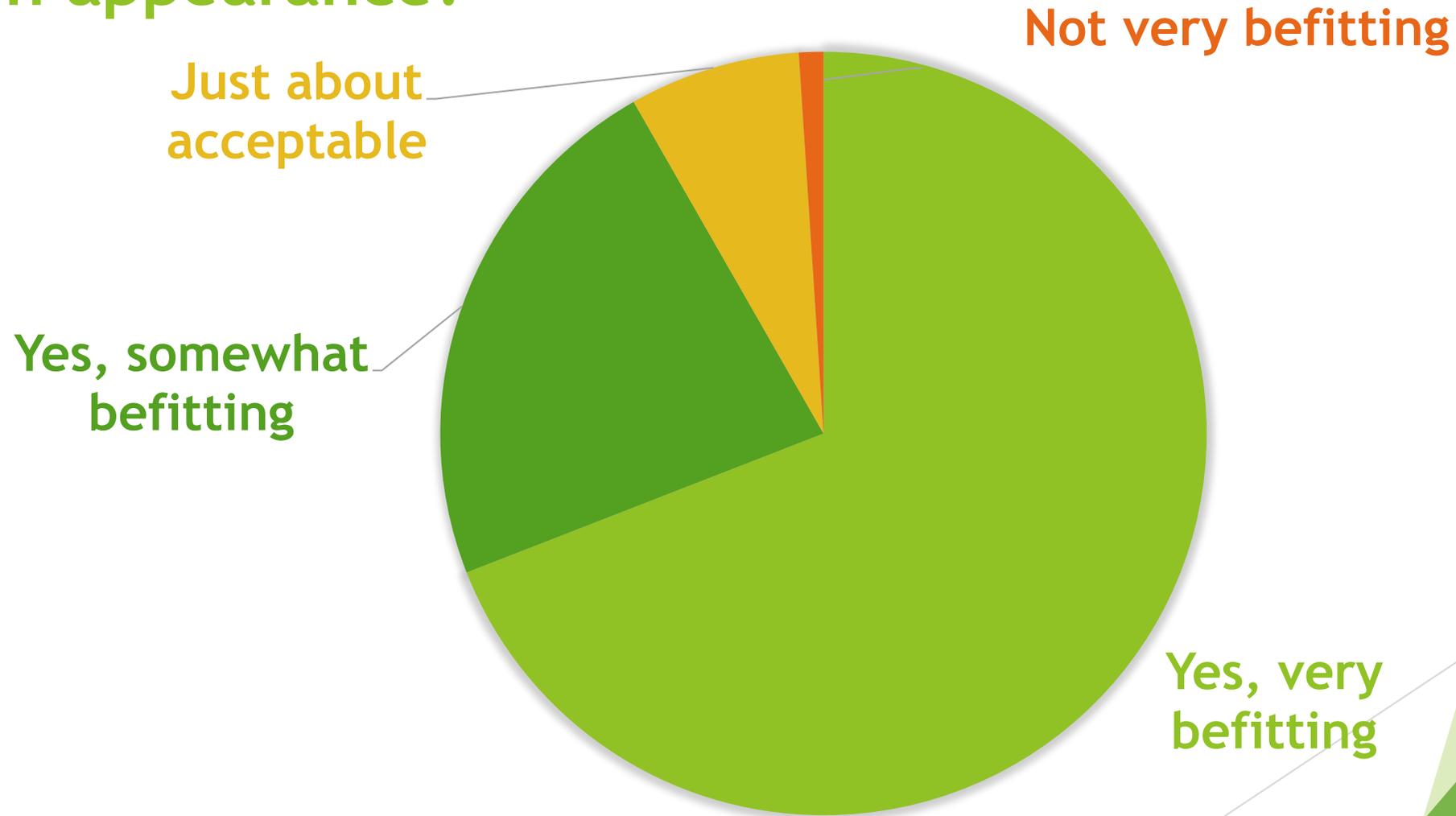
- ▶ The report is based on 112 responses collected in 2017 early 2018.
- ▶ The participants were self-selected, and we have no profile of age or gender of the respondents.
- ▶ The overall profile of the those coming to the website which is 60% female and 40-65 years in age.
- ▶ Question bias - the questions were aimed to be neutral and they were piloted to provide a neutral proposition.

ashes family
building value
beautiful
know feeling kept wonderful
Nothing interred
parking reasonable clean
outside excellent waiting scatter
mourners kind nice peaceful
charge cost service lovely
remembrance old perfect late interior
minutes part staff money
chimney helpful floral time
without chapel garden grounds
pleasant Gardens good better
setting flowers
around

Overall how would you rate the crematorium?



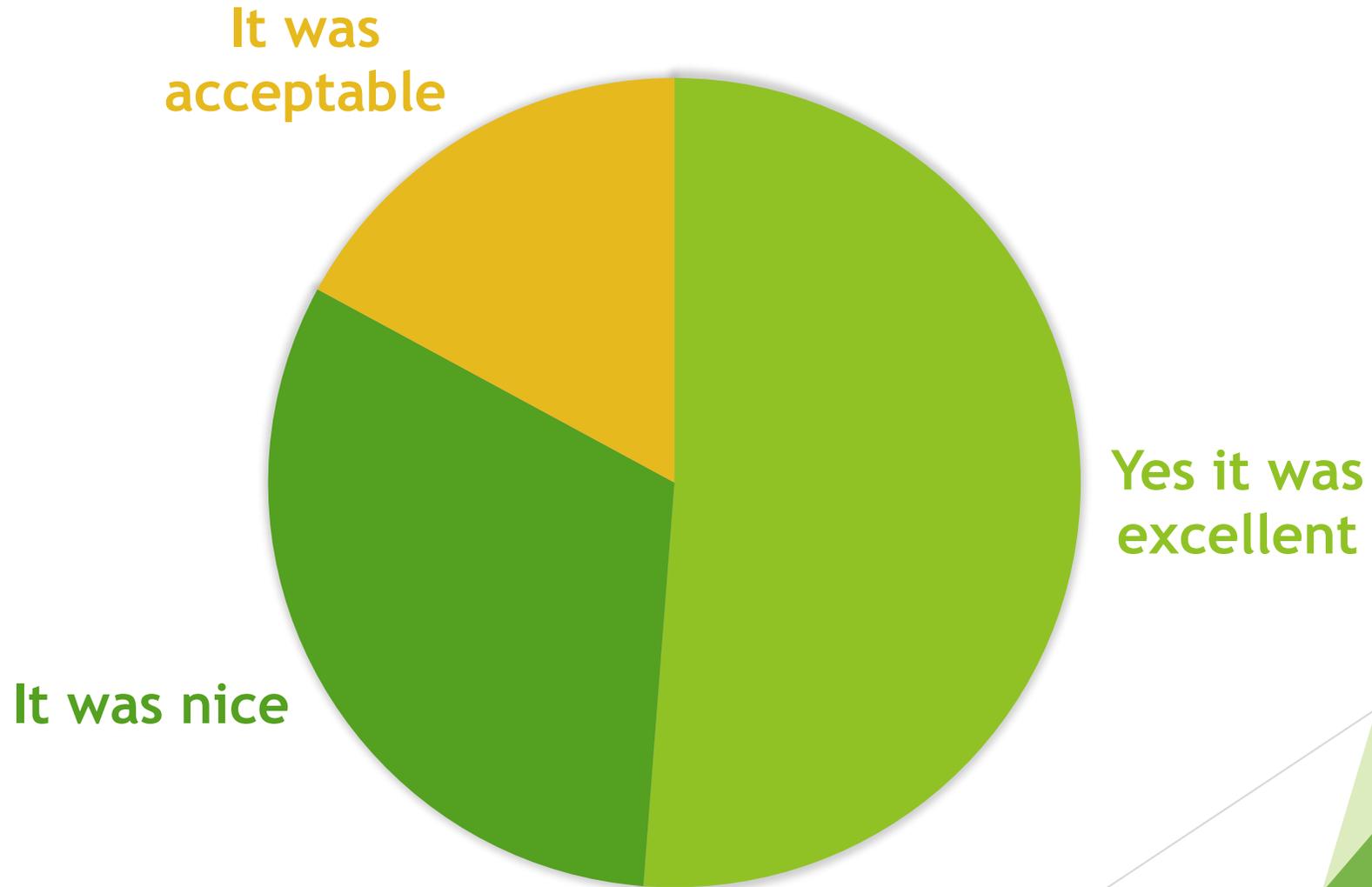
Were the grounds and the building pleasant in appearance?



Were the grounds and the building pleasant in appearance?

- ▶ 70% agree with the statement ‘Yes, very befitting’.
- ▶ The commentary revealed that there was an almost unanimous praise of the grounds
- ▶ The buildings were not so favourably regarded especially if they were an older style building of crematoria
- ▶ There was a lot of praise for more contemporary structures, for example “Very lucky to have a newly built building.... Stunning views”.

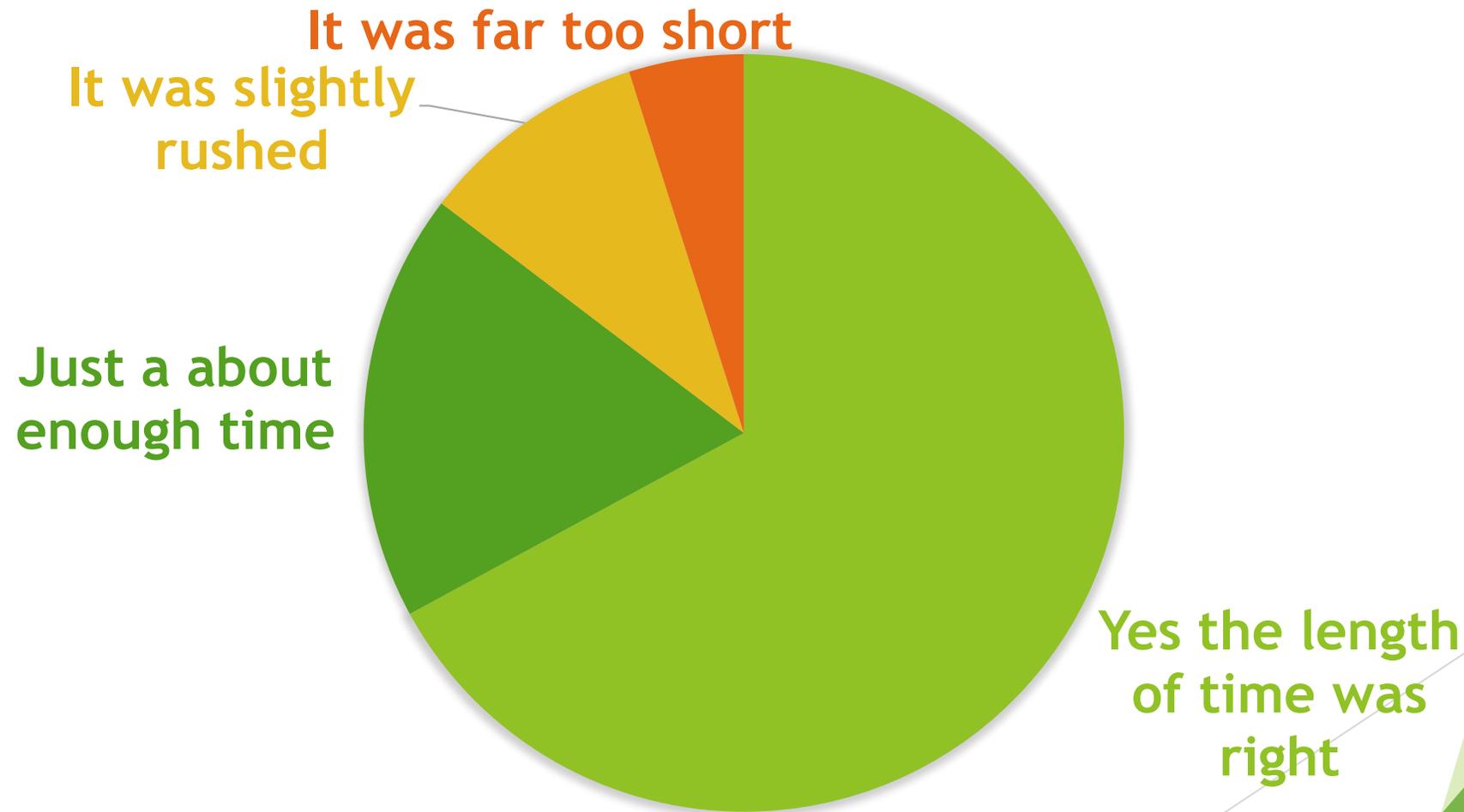
Was the interior and décor welcoming?



Was the interior and décor welcoming?

- ▶ 51% considering them to be excellent - the figure is lot less than the approval rating for the exterior.
- ▶ The most frequent comment was on cleanliness, clearly something people felt strongly about. Although this was almost all positive.
- ▶ There was minor correlation between the lack of cleanliness with older buildings and that of newer ones.
- ▶ There was a spilt between new and old with older buildings coming in for more negative commentary.
- ▶ Light was also commented upon, people made specific reference to light cast by stained glass and that it helped to create a positive ambience.
- ▶ Tired flowers and poor sound quality attracted strong negative commentary.

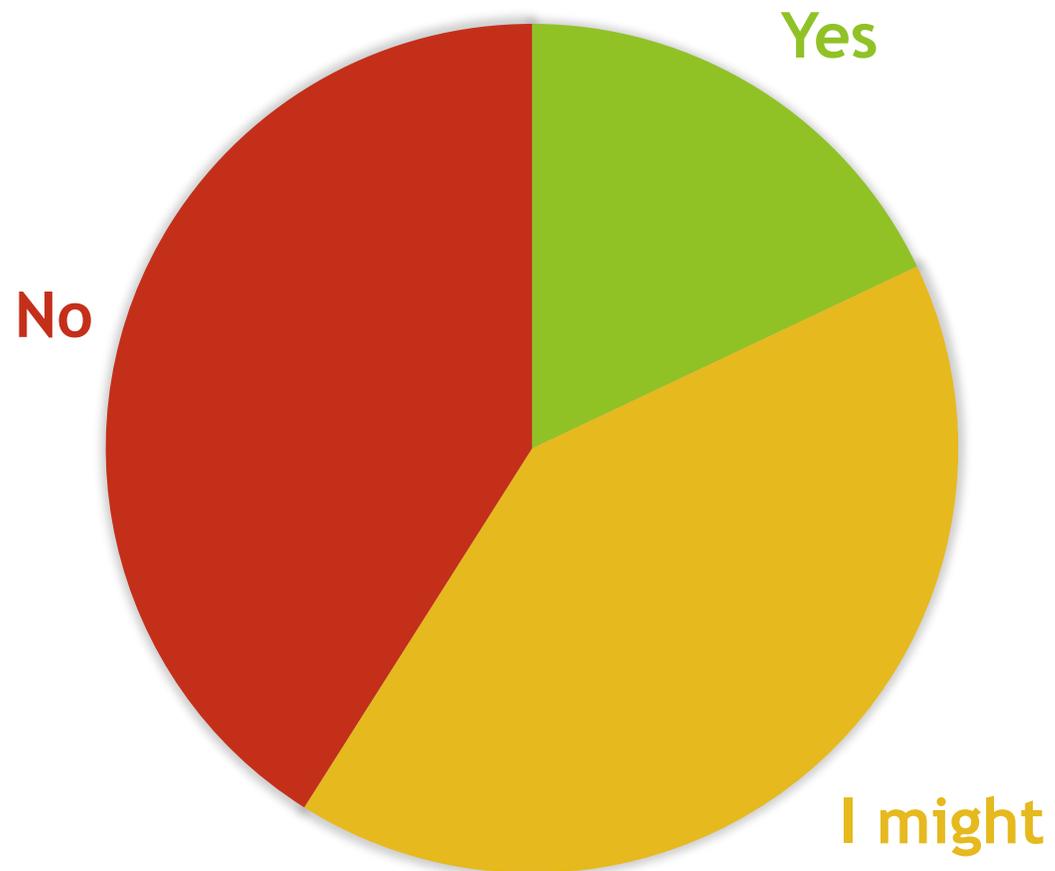
Did you feel you have long enough for your ceremony?



Did you feel you have long enough for your ceremony?

- ▶ 67% percent of people thought the length of time was about right.
- ▶ People didn't like:
 - ▶ being rushed in and out of the building
 - ▶ meeting or be forced to be with mourners of another party
 - ▶ queuing or waiting
 - ▶ senior mourners not been taken into account (speed of movement)
- ▶ Their was criticism of:
 - ▶ funeral directors for not informing them that lengthening the service was an option.
 - ▶ the extra time slot being prohibitively expensive.
- ▶ The staff were frequently praised

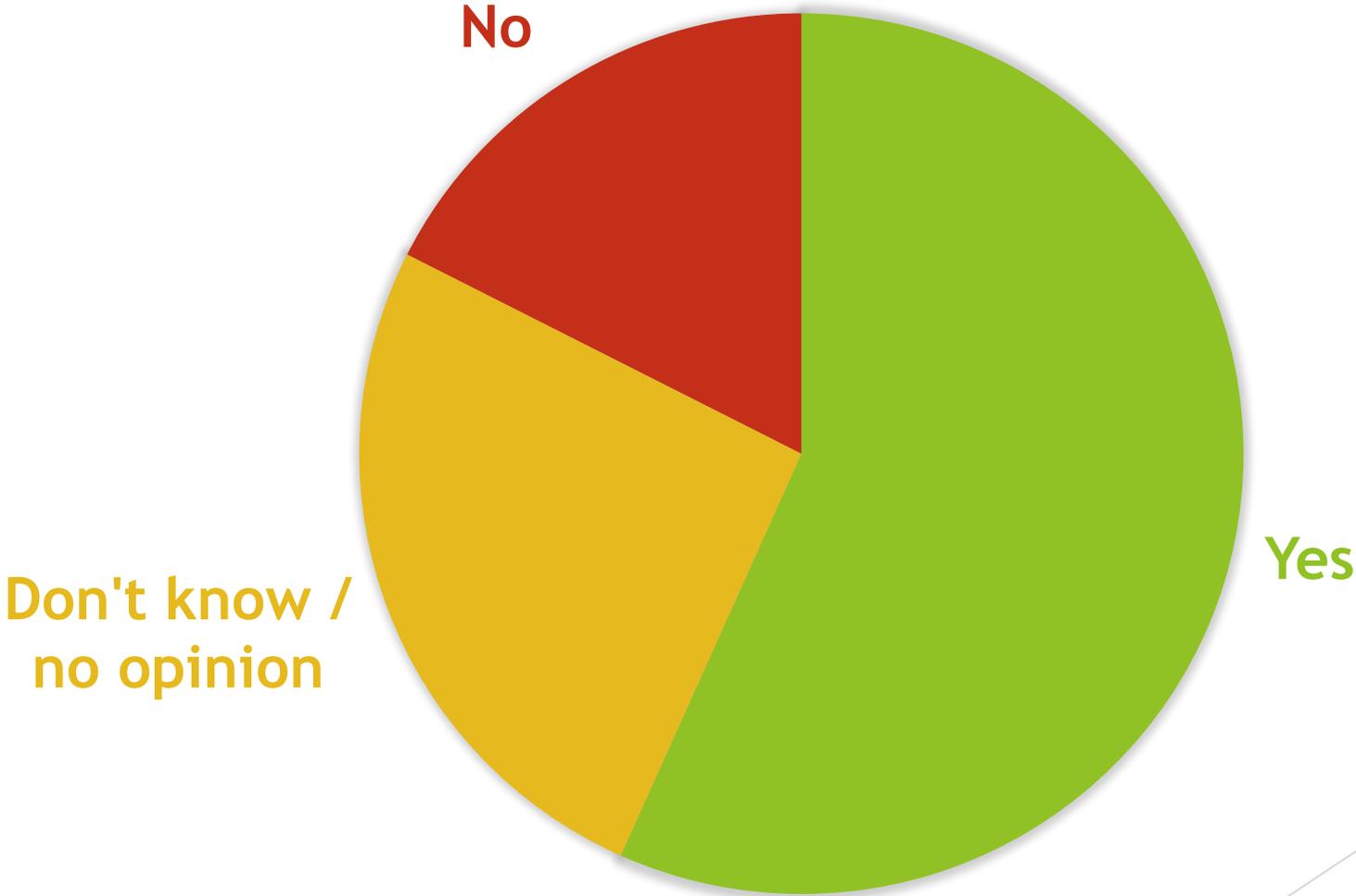
Would you use the garden of remembrance?



Would you use the garden of remembrance?

- ▶ 20% of people saying they would use the garden of remembrance.
- ▶ Frequent reasons included:
 - ▶ too impersonal
 - ▶ too expensive
 - ▶ not relevant to the person's life
 - ▶ don't want to come back to the crematorium
 - ▶ we are taking them home
 - ▶ scattering in the wilderness
 - ▶ don't want to be scattered on top of other people and,
 - ▶ not what the deceased wanted.

Do you think it was value for money?



Do you think it was value for money?

- ▶ 56% people thought it was value for money whilst 25% thought it was not.
- ▶ Views reflected that
 - ▶ that funerals were expensive and that this was just another expensive part.
 - ▶ that local authorities were 'fair' and therefore that the price charged by them must be reasonable
- ▶ Some people also commented about the value of one crematoria compared to another, stating that the setting and ambience were things worth paying for.
- ▶ Hidden fees or extras really annoyed people:
 - ▶ paying extra for a copy of the DVD of the ceremony
 - ▶ paying for scattering.
- ▶ The container for the ashes was often considered to be poor compared to the cost.
- ▶ Some respondents also felt strongly about being marketed to.

Apart from the nature of the visit, what would have made your experience better?

- ▶ The strongest word in all the responses was **Nothing** - as in what can be improved: nothing
- ▶ That said there seems to be room for potential improvement in a number of areas including:
 - ▶ Parking
 - ▶ Space, somewhere to go which was clearly signed that was out of the weather where they could say hello and goodbye
 - ▶ There was commentary from a quite a number of respondents saying that there was no guidance what to expect or to do next eg what to do with the ashes
 - ▶ Refreshments
 - ▶ The Officiant, lack of preparedness and the cost compared to the time spent on the service
 - ▶ Noises and laughter from behind the screens
 - ▶ Black smoke coming from the chimney as the mourners were leaving.

Summary

- ▶ Overall very positive
- ▶ The grounds
- ▶ The buildings
- ▶ Privacy
- ▶ Cleanliness
- ▶ Decor
- ▶ Staff
- ▶ Time
- ▶ Garden of remembrance.
- ▶ Cost

While I have got you...

- Is there any else we can ask for you?
- If we can help increase revenue and help your customers let me know...

Richard Martin

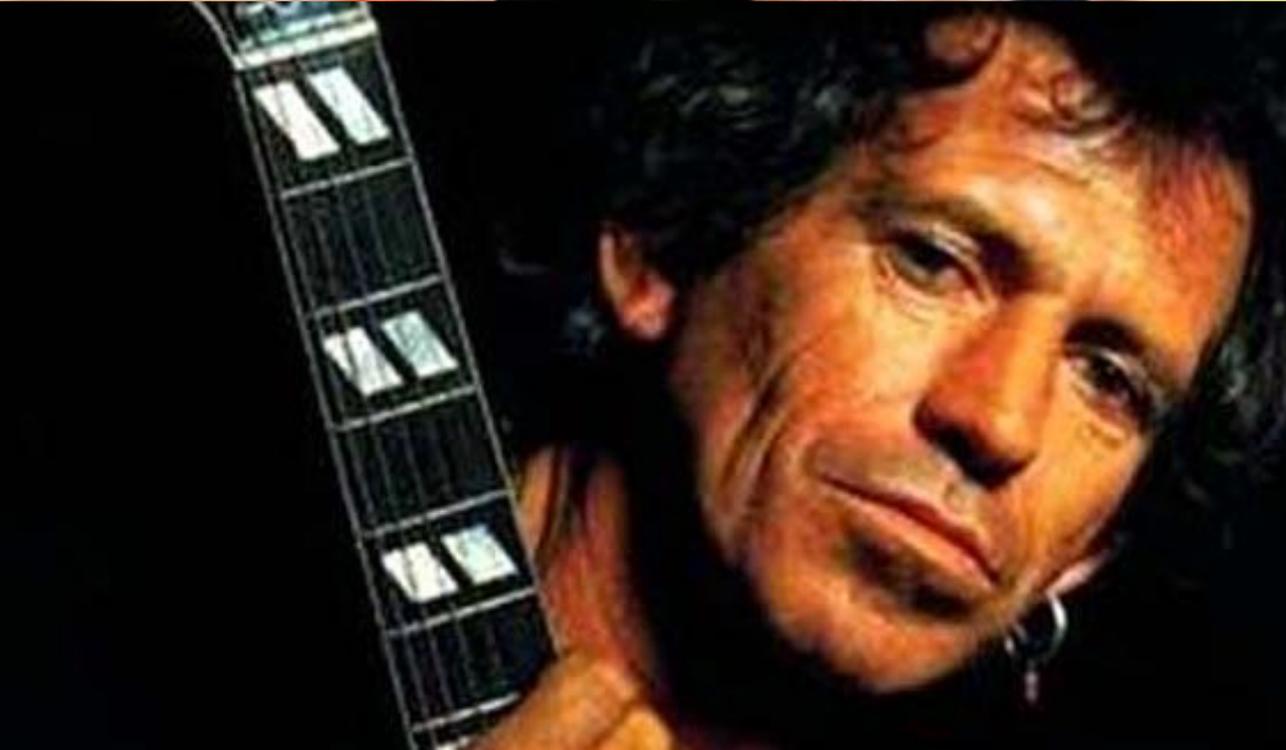
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