

## Environmental Learning Support Group Members 2025



**Joceline Greenaway**

Head of Life Events – Blackpool Council

*'As a long-standing member of the ICCM I truly believe that as a group we need to understand fully the challenges our members are facing across the industry both now and moving forward. I am really interested in supporting the industry in the evaluation and the trialing of alternative materials, new innovations and more sustainable ways of working to improve the whole sector. I feel that my experience and level of knowledge across the industry would support the group, as beneficial would be my*

*honesty and my ability to challenge normal working procedures.'*



**Jacqueline Landy**

Head of Bereavement Services - London Borough of Lambeth

*'I began working in funerals in 2007, followed by cemeteries and crematoria in 2012—essentially my entire career. I have recently become responsible for maintenance across the sites which has been a new experience for me. I am now keenly aware of the need to balance environmental and wildlife considerations within operational cemetery and crematoria spaces, and it's what drew me to the work of the ELSG.'*



**Nina Leonelli**

General Manager – London Cremation Company

*'I am Nina Leonelli, recently I joined the London Cremation Company as a General Manager for Garden of England Crematorium following 6 years as Business Leader for Beckenham Crematorium.*

*I have been involved in many projects regarding environmental changes. The project that sticks out the most for me is the use of an organic compost that helps to restore the*

*natural makeup of the soil which led to fantastic results with the surrounding area and local biodiversity, including the wildlife.*

*For me it is not just about emissions and comply with regulations, it is as well enhancing old practices and introduce new ones to enable everyone to make more sustainable choices in all aspects of life. Working collaboratively as an industry we can minimise and improve the impact we cause on the environment to protect future generations, being part of the ELSG will not only help me but will help others to make improvements and be more environmentally conscious. Every small improvement we all make will lead to a greater improvement for all.'*



**Lee Macey**

Crematorium and Cemeteries Operations Manager – London Borough of Havering Council

*'Lee Macey, Operations Manager at The London Borough of Havering with 39 years' experience in Bereavement Services. My experience includes gardening, propagation, grave digging, memorial installations, cremating, supervising staff, training staff, assessing staff and managing one crematorium, four cemeteries and memorial safety in three closed churchyards. Fully qualified in Health and Safety*

*including IOSH managing safely and managing projects. I applied to become a part of the ELSG because of my interest in adapting and repurposing older technologies and the recycling of funeral plastics, so there is eventually less landfill waste.'*



**David McNaughton**

The Hurlet Crematorium – Horizon Cremation

*'Is an award-winning leader in funeral service whose focus lies on cremation operations, financial direction, and strategic service development. He serves as the Manager of The Hurlet Crematorium, twice awarded Crematorium of the Year at the Scottish Funeral Awards*

*and recognised nationally for innovation and customer support. David holds diplomas from the NAFD and ICCM, earning the Eickhoff Medal for academic excellence. His interest in joining the ICCM's ELSG group stems from a desire to help shape and refine professional learning across the sector, ensuring that future environmental training meets the evolving needs of crematoria and reflects the practical realities of modern service delivery to safeguard the environment.'*



**Ceri Pritchard**

Team Manager; Bereavement Services - Newport City Council & Gwent Crematorium

*'I have 31 years of bereavement services experience, working across a wide range of roles within both cemeteries and crematoria. Through a long and progressive career, you realise that continual development and the sharing of ideas and experiences are conducive to further personal improvement. It is with this newfound insight that I wish to broaden and develop my knowledge*

*and experience and hopefully along the way share useful thoughts, practices and experiences with likeminded individuals.*

*Currently serving as the Bereavement Team Manager at Newport City Council and Gwent Crematorium I have a number of challenges which are providing exciting opportunities. Working with our team and stakeholders to continually evaluate and improve service delivery is a passion of mine. Being a part of this group provides a wonderful opportunity to continue this work with a view to a greener and more sustainable future."*



**Christine Walker-Kelly**

Crematorium Manager – East Riding of Yorkshire Council

*'My name is Christine, I have worked in the bereavement sector for over 24 years and I'm currently the Crematorium Manager for East Riding of Yorkshire Council. I've joined this project as an individual, rather than as a representative of the council because I've always been aware of the environmental impact of the sector and have tried to minimise this where possible. Although we can make a difference individually, the difference we can make working together is exponential so I*

*am pleased to have the opportunity to be involved in this project.'*



**Elisa Way**

Burial Ground Team Manager – Southern Co-Ops

*'With nearly 10 years in the funeral industry, I specialise in woodland burial ground care and management for Southern Co-op. Progressing from funeral operative to consultant and manager across two sites, I bring hands-on expertise and compassionate support to bereaved families. Passionate about sustainable end-of-life care, I actively engage in projects that improve industry standards and professional development.'*



**Lauren Winstanley**

Assistant Manager – Hastings Council

*'I am currently based at Hasting Cemetery and Crematorium, as Assistant Manager. As a qualified cremator technician, I enjoy being involved in all aspects of the site and ensuring that we deliver the best possible service to our local community.*

*My background is in marine biology, and before moving into the funeral industry I spent a decade working on various marine research projects, both locally and overseas. I have always had an interest in environmental science and try to find ways to*

*incorporate that into my current role, so when the ELSG was introduced, I knew that I wanted to be involved. I believe that we have a real responsibility to look after our natural environment, and improving sustainability is a key part of that. I am looking forward to collaborating with others across the industry to drive positive change, and to see what we can achieve together.'*