

**BRIDGEND COUNTY BOROUGH COUNCIL**  
**REPORT TO COYCHURCH CREMATORIUM JOINT COMMITTEE**

**15 JULY 2022**

**REPORT OF THE CLERK & TECHNICAL OFFICER**  
**ANNUAL REVIEW OF 2021/22 BUSINESS PLAN OBJECTIVES**

**1. Purpose of report**

- 1.1 The purpose of this report is to advise the Joint Committee on the performance of Coychurch Crematorium during 2021/22.

**2. Connection to corporate well-being objectives/other corporate priorities**

- 2.1 This report assists in the achievement of the following corporate well-being objectives under the **Well-being of Future Generations (Wales) Act 2015:-**

1. **Supporting a successful sustainable economy** – taking steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focused on raising the skills, qualifications and ambitions of all people in the county borough.
2. **Helping people and communities to be more healthy and resilient** –taking steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. Supporting individuals and communities to build resilience, and enable them to develop solutions to have active, healthy and independent lives.
3. **Smarter use of resources** – ensuring that all resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help to deliver the Council's well-being objectives.

**3. Background**

- 3.1 Clause 3.2 of the Joint Authority 'Memorandum of Agreement' relating to the Coychurch Crematorium Joint Committee requires that the Joint Committee shall receive a report at the Annual General Meeting reviewing performance against the Business Plan for the preceding financial year.

**4. Current situation/proposal**

4.1 **Appendix A** identifies the performance of Coychurch Crematorium relating to:

- Number of cremations
- Service standards
- Planned expenditure
- Achievement of Business Plan objectives

5. **Effect upon policy framework and procedure rules**

5.1 None.

6. **Equality Act 2010 implications**

6.1 The protected characteristics identified within the Equality Act, Socio-economic Duty and the impact on the use of the Welsh Language have been considered in the preparation of this report. As a public body in Wales the Council must consider the impact of strategic decisions, such as the development or the review of policies, strategies, services and functions. It is considered that there will be no significant or unacceptable equality impacts as a result of this report.

7 **Well-being of Future Generations (Wales) Act 2015 implications**

7.1 The well-being goals identified in the Act were considered in the preparation of this report. It is considered that there is no significant or unacceptable impact upon the achievement of well-being goals/objectives as a result of this report.

8. **Financial implications**

8.1 The Revenue budget for 2022-23 was adjusted in the 2022-23 Business Plan to accommodate variations in the works programme as a result of delays in work being undertaken in 2021-22.

9. **Recommendation:**

9.1 The Joint Committee is recommended to note the report.

**ZAK SHELL  
HEAD OF OPERATIONS, COMMUNITY SERVICES  
BRIDGEND COUNTY BOROUGH COUNCIL  
CLERK AND TECHNICAL OFFICER  
COYCHURCH CREMATORIUM JOINT COMMITTEE  
15 JULY 2022**

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**Background Papers:**

Business Plan Report to the Joint Committee 6<sup>th</sup> March 2020,  
Business Plan Report to the Joint Committee 5<sup>th</sup> March 2021,  
Business Plan Report to the Joint Committee 4<sup>th</sup> March 2022.

## APPENDIX A

# CREMATORIUM ANNUAL PERFORMANCE AND FINANCIAL REVIEW 2021/22

### *Number of cremations*

In 2021/22, the Crematorium carried out the following cremations:

| <b>CREMATIONS (residence)</b> | <b>TOTALS</b> |
|-------------------------------|---------------|
| Borough of Bridgend           | 1024          |
| Vale of Glamorgan             | 140           |
| Rhondda-Cynon-Taff            | 459           |
| Others                        | 58            |
| <b>TOTALS</b>                 | <b>1681</b>   |

### *Public Satisfaction*

The Crematorium carries out a quarterly review of questionnaire results which feeds into an annual assessment of the quality of service. For 2021/22, this showed that the overall satisfaction level, to a standard of good or excellent, remains at 100%. Where necessary, the Bereavement Services Manager & Registrar has responded to the cremation applicant. An analysis of the responses received is indicated below:

**SERVICE FOR THE BEREAVED – CREMATORIUM**  
**(RECEIVED APRIL 2021 to JUNE 2021 incl.)**

**Responses 56**

**During the implementation of your funeral requirements, how would you rate:**

|  | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> |
|--|------------------|-------------|----------------|-------------|
| The availability of service times          | 61.8             | 38.2        |                |             |
| The arrangements on the day of the funeral | 74.1             | 25.9        |                |             |
| The presentation of the cremation plot     | 78.6             | 21.4        |                |             |

**In dealing with staff how would you rate: -**

|                                  |      |      |     |  |
|----------------------------------|------|------|-----|--|
| Literature and information given | 80.4 | 17.4 | 2.2 |  |
| Presentation of personnel        | 81.2 | 16.7 | 2.1 |  |
| General attitude of staff        | 86.8 | 13.2 |     |  |

**How would you rate the following conditions within the crematorium:-**

|                                |      |      |     |  |
|--------------------------------|------|------|-----|--|
| Chapels                        | 96.2 | 3.8  |     |  |
| Access roads and footpaths     | 92.6 | 7.4  |     |  |
| Rose gardens and grounds       | 90.6 | 9.4  |     |  |
| Grass cutting around memorials | 93.9 | 6.1  |     |  |
| Toilets                        | 85.4 | 14.6 |     |  |
| Water stations and waste bins  | 75.6 | 19.5 | 4.9 |  |

|                             |               |               |   |   |
|-----------------------------|---------------|---------------|---|---|
| <b>OVERALL SATISFACTION</b> | <b>85.70%</b> | <b>14.30%</b> | - | - |
|-----------------------------|---------------|---------------|---|---|

**If the cremated remains of the deceased were removed from the crematorium please state why:-**

- Buried with father.
- We want to scatter the remains personally.
- They will be Interred at our local church.
- It was my husband wishes.
- I want them at home.
- Wanted them back at home.
- To bury her in the Isle of Man.
- To be scattered elsewhere.
- To be interred with my father in Cornelly.
- Remains to be scattered in a favoured location.
- To be scattered elsewhere by request of the deceased.
- To be interred at the cemetery.
- For scattering on the garden.
- To be buried elsewhere in a family plot.
- It was my mother's wishes.
- Private plot elsewhere.
- To be scattered elsewhere at request of the deceased.
- Wishes of the deceased.
- To be at home with my mother.
- Designated plot at local cemetery.
- To be scattered by the family at a later date.
- To be scattered in a place of happy memories.
- Remains of deceased are to be scattered.
- Family plot at Margam – Margam Crematorium had attendance limit of 20 mourners, so we came to Bridgend for the cremation.
- Family prefer to dispose privately.
- The remains will be placed with family in Cefn Parc.
- To be taken to Sarn Cemetery.
- We want to scatter them somewhere personal.
- To scatter elsewhere.

**What other form of memorialisation would you like to see: -**

- More rose bush gardens.

**Do you have any further observations or comments: -**

- Many thanks for your kind and considerate attention.
- The whole experience was perfect.
- You keep the grounds and chapel in excellent condition and the atmosphere is so peaceful.
- In difficult times the service provided was excellent.
- A lovely crematorium so serene, was spoilt by covid restrictions but that's the way things are for now. Thank you to everyone for their time and patience. *(Note: The Crematorium was operating under pandemic regulations, mourner numbers were restricted to 30 and Funeral Directors informed of all restrictions.)*
- Sound during the service was not at all loud or clear enough. *(Note: The Crematorium's sound system was replaced in Dec 2021 with a new digital music and media system.)*
- We found all staff we met both professional and compassionate.
- Everything went exceptionally well, very pleased with the service provided, thank you.
- Everything perfect on the day for which I am very grateful, thank you.
- Is there a transmission loop for hearing aids.? *(Note: The Crematorium's sound system was replaced in Dec 2021 with a new digital music and media system, including the hearing loop system.)*
- We have several members of family resting at Coychurch and although sad it's a special place to attend, always very clean and tidy and well run with immaculate grounds well-tended, always a pleasure to visit, keep up the excellent work.
- Excellent service.
- Volume of microphone not loud enough. *(Note: The Crematorium's sound system was replaced in Dec 2021 with a new digital music and media system.)*
- Everything was satisfactory, excellent service.
- Dispersal area outside chapel to view funeral flowers disappointingly confined - we had to pass through it due to covid restrictions stopping us gathering in the small space there, made worse by the bad weather outside. We were grateful the waiting room and all toilet facilities were open for use, unlike Margam. *(Note: The Crematorium was operating under pandemic regulations.)*
- The chapel, the surroundings, the staff, the music and video link of the funeral service all provided great comfort to our grieving family.
- No dealings with the crem before – only the undertaker, you could send a letter before the service introducing yourselves. *(Note: The Crematorium issues a letter and information pack, received by the applicant the day after the funeral – the crematorium does not receive the application forms until the day before the funeral service.)*
- Excellent, first-class service by all, beautifully kept rose garden.
- The Webcast was a great bonus, music chosen was perfect, thank you.
- Excellent service, thanks to all involved.
- You keep the Crematorium looking lovely.

**SERVICE FOR THE BEREAVED – CREMATORIUM**  
**(RECEIVED JULY 2021 to SEPTEMBER 2021 incl.)**

**Responses 50**

**During the implementation of your funeral requirements, how would you rate:**

|  | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> |
|--|------------------|-------------|----------------|-------------|
| The availability of service times          | 80               | 18          | 2              |             |
| The arrangements on the day of the funeral | 89.4             | 10.6        |                |             |

|  |      |     |
|--|------|-----|
| The presentation of the cremation plot | 94.7 | 5.3 |
|--|------|-----|

**In dealing with staff how would you rate: -**

|                                  |      |      |
|----------------------------------|------|------|
| Literature and information given | 80   | 20   |
| Presentation of personnel        | 87.2 | 12.8 |
| General attitude of staff        | 92.7 | 7.3  |

**How would you rate the following conditions within the crematorium:-**

|                                |      |      |
|--------------------------------|------|------|
| Chapels                        | 89.6 | 10.4 |
| Access roads and footpaths     | 97.9 | 2.1  |
| Rose gardens and grounds       | 100  |      |
| Grass cutting around memorials | 95.3 | 4.7  |
| Toilets                        | 91.4 | 8.6  |
| Water stations and waste bins  | 94.1 | 5.9  |

|                             |              |               |   |   |
|-----------------------------|--------------|---------------|---|---|
| <b>OVERALL SATISFACTION</b> | <b>88.0%</b> | <b>12.00%</b> | - | - |
|-----------------------------|--------------|---------------|---|---|

**If the cremated remains of the deceased were removed from the crematorium please state why:-**

- For private scattering.
- To be interred at Trealaw cemetery.
- Personal choice.
- Prior arrangements.
- My sisters wishes
- Personal arrangements with funeral director.
- The remains are to be reunited with his parents at Llangynwyd.
- To be put in grave with mother and father.
- Deceased's own wishes.
- To be scattered by family.
- It is not my intention to stay in Bridgend in the near future.
- They will be placed in a family grave arranged by the undertaker and family.
- For Interment in Cemetery.
- Wanted their ashes scattered on Sker Beach.
- Ashes will be kept with family until decision made on future.
- To be buried in Pontycymer Cemetery.
- Private scattering.
- Family decision.
- Family plot at Newcastle churchyard.
- Wishes of the deceased to be interred in family churchyard and scattered in favourite place.
- My mum would like to be elsewhere.
- Keeping with my mother's ashes.
- To be interred at a cemetery.
- To be taken to family plot in North West England.

**What other form of memorialisation would you like to see: -**

- I think you have everything covered in memorials.

**Do you have any further observations or comments: -**

- Beautiful Grounds
- Your audio system in the church is shocking! - *(Note: This funeral requested exit music to be played as loud as possible, it caused the amp to shut down [went into protection mode]. The Crematorium's sound system was replaced in Dec 2021 with a new digital music and media system.)*
- Very satisfied, thanks to all.

- Very happy, thank you.
- The chapel and surrounding areas of the Crematorium are beautiful, modern and very meaningful.
- Only that the ministers phone kept going off – (*Note: The minister is employed by the family but the Crematorium has raised this issue with the minister involved.*)
- The audio system can be improved in the chapel many participants had trouble hearing the recorded messages through the speakers, this appears to be dependent on location within the chapel. (*Note: The Crematorium's sound system was replaced in Dec 2021 with a new digital music and media system.*)
- Pleasantly surprised at Coychurch Crematorium as I usually attend funerals at Margam.
- It was a pity restrictions apply, but service went well – thanks to all. (*Note: The Crematorium was operating under pandemic regulations, mourner numbers were restricted to 30 and Funeral Directors informed of all restrictions.*)
- Thankyou.
- Thanks to all.
- We had a lot of family coming down who all commented on how beautiful the crematorium is.
- Thank you for your sensitive and efficient accommodating service.
- Such a shame only 30 allowed to attend the service. (*Note: The Crematorium was operating under pandemic regulations, mourner numbers were restricted to 30 and Funeral Directors informed of all restrictions.*)

**SERVICE FOR THE BEREAVED – CREMATORIUM**  
**(RECEIVED OCT 2021 to DEC 2021 incl.)**

**Responses 47**

**During the implementation of your funeral requirements, how would you rate:**

|  | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> |
|--|------------------|-------------|----------------|-------------|
| The availability of service times          | 78.7             | 19.2        | 2.1            |             |
| The arrangements on the day of the funeral | 89.1             | 10.9        |                |             |
| The presentation of the cremation plot     | 84               | 16          |                |             |

**In dealing with staff how would you rate: -**

|                                  |      |      |     |  |
|----------------------------------|------|------|-----|--|
| Literature and information given | 77   | 20.5 | 2.5 |  |
| Presentation of personnel        | 80.5 | 19.5 |     |  |
| General attitude of staff        | 84.6 | 15.4 |     |  |

**How would you rate the following conditions within the crematorium:-**

|                                |      |      |     |  |
|--------------------------------|------|------|-----|--|
| Chapels                        | 91.3 | 18.7 |     |  |
| Access roads and footpaths     | 87.5 | 12.5 |     |  |
| Rose gardens and grounds       | 90.7 | 9.3  |     |  |
| Grass cutting around memorials | 88.4 | 11.6 |     |  |
| Toilets                        | 82.5 | 15   | 2.5 |  |
| Water stations and waste bins  | 84.2 | 13.2 | 2.6 |  |

|                             |               |               |   |   |
|-----------------------------|---------------|---------------|---|---|
| <b>OVERALL SATISFACTION</b> | <b>85.10%</b> | <b>14.90%</b> | - | - |
|-----------------------------|---------------|---------------|---|---|

**If the cremated remains of the deceased were removed from the crematorium please state why:-**

- Own plot.
- Bringing her home.
- To scatter elsewhere.
- To be disposed of by me.
- Ashes to be kept at home.

- Scattering in our garden.
- To be placed elsewhere with dad.
- Special request by deceased in will.
- Private interment at church.
- We wanted to fetch dad home.
- To be buried in Cornelly cemetery with her daughter.
- To be scattered elsewhere.
- Family burial plot already purchased elsewhere.
- Interred at plot in Maesteg cemetery.
- My mother's wish was to be scattered elsewhere.
- Wish to scatter ashes in Guernsey.
- Private scattering of ashes.
- We were undecided with what to do with the remains as the death was unexpected, need time to look at all the options available with yourselves.
- To be interred in Ammanford cemetery.
- To be buried alongside my father.
- Taken them back to Trealaw cemetery.
- Ashes to be scattered with other relatives at Glyntaff.
- To be buried at a church plot.
- Moved to a family plot.

**What other form of memorialisation would you like to see: -**

- None, all excellent.
- Everything is good.
- The Granite plots for non-burial of ashes. *(Note: The Crematorium provides granite vase block memorials and the applicant was contacted and informed of this option.)*

**Do you have any further observations or comments: -**

- Beautiful chapel, it was a beautiful setting for my husband's funeral.
- No all was perfect.
- Thank you very much for everything.
- Excellent service by the vicar.
- Just keep providing the service you do.
- Fantastic crematorium made my father's send-off complete.
- Just a massive thank you.
- First class facilities well laid out and maintained to a high standard.
- Friends who have never visited before the funeral commented how lovely the Crematorium is.
- No, Lovely Funeral a celebration of her life by playing Elvis, Well done.
- All staff very helpful and supportive, gardens are well looked after.
- We have been to the crematorium to look at the different options. We will make a decision soon.
- Thank you for making a very difficult time bearable for myself and my family.
- Thank you for a dignified service.
- Excellent facilities, beautiful crematorium.
- This place is beautiful and well-kept and it's a nice place for loved ones and a final send off.

**SERVICE FOR THE BEREAVED – CREMATORIUM**  
**(RECEIVED JAN 2022 to MAR 2022 incl.)**

**Responses 47**

**During the implementation of your funeral requirements, how would you rate:**

**Excellent    Good    Average    Poor**



|  |      |      |     |
|--|------|------|-----|
| The availability of service times          | 68.9 | 26.7 | 4.4 |
| The arrangements on the day of the funeral | 90.7 | 9.3  |     |
| The presentation of the cremation plot     | 89.4 | 5.3  | 5.3 |

**In dealing with staff how would you rate: -**

|                                  |      |      |
|----------------------------------|------|------|
| Literature and information given | 84.2 | 15.8 |
| Presentation of personnel        | 81.1 | 18.9 |
| General attitude of staff        | 91.4 | 8.6  |

**How would you rate the following conditions within the crematorium:-**

|                                |      |      |
|--------------------------------|------|------|
| Chapels                        | 88.6 | 11.4 |
| Access roads and footpaths     | 84.4 | 15.6 |
| Rose gardens and grounds       | 88.1 | 11.9 |
| Grass cutting around memorials | 87.8 | 12.2 |
| Toilets                        | 90.9 | 9.1  |
| Water stations and waste bins  | 80   | 20   |

**OVERALL SATISFACTION** **87.20%** **12.80%** - -

**If the cremated remains of the deceased were removed from the crematorium please state why:-**

- I wanted ashes to be at my home.
- To be placed elsewhere with my family.
- To place remains in grounds of Ewenny Priory Church.
- To be scattered at home.
- To be buried in parents' grave.
- To scatter in a memorable place.
- We wish to scatter in another place.
- To scatter with his wife's ashes.
- Going to be buried in Sarn with his wife.
- We are undecided at the moment.
- We wanted to scatter them at a local beautiful spot in Gower (our home area).
- The deceased was not a local person and his remains are to be scattered at his hometown.
- Burial plot purchased at a cemetery.
- We wish to scatter the remains in our garden.
- Family plot at Pontycymmer cemetery.
- To join her husband in Penyfai cemetery.
- To be interred with our daughter in a grave located elsewhere.
- To come to a family member.
- Wish to be buried at Pencoed cemetery.
- Being kept in the family.
- To be scattered elsewhere. For interment at the place of worship.
- Alternative arrangements have been made.

**What other form of memorialisation would you like to see: -**

- None, all excellent.
- We have planted a tree in my late mother's memory.

**Do you have any further observations or comments: -**

- The service was excellent on the day, thank you.
- Everything went very smoothly, excellent.
- The arrangements were so special and professional that I have requested for my own funeral service to take place at your crematorium.

- At what was a difficult time, the crematorium staff worked smoothly, efficiently and unobtrusively, for which we are grateful.
- Everyone was very patient and informative and very respectful.
- The best crematorium I have ever visited.
- Very well-kept crematorium, lovely grounds and chapel.
- Everything was perfect.
- The chapel was beautiful with the stained-glass windows, plenty of room inside it made the occasion special.
- For some reason the rose bush for my sister, father and now my mother's appears to dislike the soil conditions. *(Note: The crematorium replaces rose bushes free of charge upon request, on a weekly basis from spring to autumn, including adding fresh compost and fertiliser).*
- Everything was perfect, thank you.
- Satisfied with service provided.
- The live streaming of the service should be part of the service and not any additional charge, it feels like there is cash to be made from covid and people in their darkest moments. *(Note: The Crematorium is charged by its media provider for all additional options provided, such as webcasts, funeral recordings and visual tributes, and charges funeral applicants accordingly – this is the same throughout the country.)*
- Just want to say what a wonderful setting for the crem, beautiful buildings and stunning stained glass. Although a funeral is an upsetting occasion it is more bearable in such tranquil and beautiful surroundings.
- Having officiated at several funerals at Coychurch Crematorium I was especially impressed as a bereaved.
- Very well kept cannot fault it in any way.

### **Expenditure for Planned Works 2021/22**

The programme of Business Plan expenditure for 2021/22 is indicated below:

| <b><u>Narrative</u></b>  | <b>2021/22</b> |         |          |
|--|----------------|---------|----------|
|  | Budget         | Outturn | Variance |
|  | £'000          | £'000   | £'000    |
| Flower Court Extension: Construction<br><i>(Delayed due to Coronavirus pandemic. Moved to 2022/23)</i> | 550            | 0       | 550      |
| External Lighting to Site<br><i>(Retention payment to be paid 2022/23)</i>                             | 250            | 245     | 5        |
| Upgrade Chapel Music and Media Systems   | 45             | 45      | 0        |

## Business Plan Service Objectives

A progress report on the service objectives and planned actions is summarised on the following Business Plan Assessment and Review.

### 2021/22 BUSINESS PLAN ASSESSMENT & REVIEW

| SERVICE OBJECTIVES                    | PLANNED ACTIONS   | TARGET/DESIRED OUTCOME   | RESP OFFICER    | METHOD OF MEASUREMENT  | PROGRESS REPORT  |
|---------------------------------------|---|--|-----------------|--|--|
| <i>Flower Court Extension</i>         | <ul style="list-style-type: none"> <li>• <i>Construction</i></li> </ul>   | <i>April 2022</i>  | Joanna Hamilton | <i>Report to JC. Regular progress meetings</i>   | <ul style="list-style-type: none"> <li>• Reported to meeting 4<sup>th</sup> March 2022, for completion March 2023.</li> </ul>  |
| <i>External Lighting to Site</i>      | <ul style="list-style-type: none"> <li>• <i>Install Lighting</i></li> </ul>   | <i>April 2022</i>  | Joanna Hamilton | <i>Report to JC. Regular progress meetings.</i>  | <ul style="list-style-type: none"> <li>• Reported to meeting 4<sup>th</sup> March 2022, completed Jul 2021.</li> </ul>   |
| <i>Chapel Music and Media Systems</i> | <ul style="list-style-type: none"> <li>• <i>Replace</i></li> </ul>  | <i>April 2022</i>  | Joanna Hamilton | <i>Report to JC. Regular progress meetings.</i>  | <ul style="list-style-type: none"> <li>• Reported to meeting 4<sup>th</sup> March 2022, completed Dec 2021.</li> </ul>   |
| <i>Budget Strategy</i>                | <ul style="list-style-type: none"> <li>• <i>Annually review &amp; revise service charges</i></li> <li>• <i>Review works programme</i></li> <li>• <i>CAMEO payments</i></li> </ul> | <p><i>Annually</i></p> <p><i>Annually</i></p> <p><i>Annually (Commenced Jan. 2014)</i></p> | Joanna Hamilton | <p><i>Annual report to Joint Committee</i></p> <p><i>Annual report to Joint Committee</i></p> <p><i>Annual report to Joint Committee</i></p> | <ul style="list-style-type: none"> <li>• Completed, reported to meeting on 4<sup>th</sup> March 2022.</li> <li>• Completed, reported to meeting on 4<sup>th</sup> March 2022.</li> <li>• Completed, reported to meeting on 4<sup>th</sup> March 2022.</li> </ul> |

