

SUBJECT:	NEW FEE AND CHARGE FOR MEMORIAL LEAF ON THE REMEMBRANCE TREE
DIRECTORATE:	DIRECTORATE OF COMMUNITTES AND ENVRONMENT
REPORT AUTHOR:	NICK BARTON, BEREAVEMENT SERVICES OFFICER

1. Purpose of Report

- 1.1 To seek member's approval for the introduction of two new fees, the first, a £150.00 (plus VAT) fee for the lease of a memorial leaf to be placed on our memorial tree at the crematorium.
- 1.2 The second fee, a charge of £30.00 (plus VAT) for an extra message to be placed on the back of the leaf.

2. Executive Summary

- 2.1 The Bereavement Services team, in response to public demand have purchased a new memorial, a tree of remembrance which has only just recently been place in the Crematorium grounds.
- 2.2 This metal tree is designed to have a maximum of 600 detachable leaves placed on it. These leaves when purchased by the public will have details of their lost loved ones engraved on it, this will include their name, date of birth and date of death. The cost for this will be £150.00 plus VAT and the sale will come in the form of a lease lasting 10 years.
- 2.3 For an additional £30.00 (plus VAT) the purchaser could get a message placed on the reverse of the same leaf. This message will be limited to 24 characters.
- 2.4 The tree has already been purchased for a price of £20,000, each new leaf will cost the Council £50 plus VAT to purchase from the manufacturer. This price is inclusive of engraving and shipping costs. The charge for an extra message on the reverse of the leaf will be £15 per leaf.

3. Background

- 3.1 A memorial scheme was launched in 2010 to offer families and friends the opportunity to lease a memorial within the grounds of the crematorium on a fixed term basis.
- 3.2 The Memorial Garden has proved to be very popular and we now have over 200 leased memorials.

- 3.3 A Tree of Remembrance has been purchased and placed in the grounds of the crematorium, this memorial has the capacity to hold 600 memorial leaves.
- 3.4 Current leased memorials range from £260.00 for a Wall Tablet to £900.00 for a Sanctum Vault. The leaf for the Remembrance Tree would be £180.00 inclusive of VAT
- 3.5 The purchase of a leaf on our memorial tree along with the purchase of any other memorial sold by the Bereavement services team is not compulsive, but gives families additional options to memorialise and remember their departed loved ones.

4. Main Body of Report

- 4.1 The Remembrance Tree has now been manufactured and installed at the crematorium. The tree can hold 600 leaves that are inscribed with a name, date of birth and date of death. There is also an option to add a small inscription for an additional fee on the rear of the leaf if required.
- 4.2 This memorial will be the lowest priced of the leased memorials at £180.00 for a one sided engraved leaf or £210.00 for a leaf with an additional engraving on the rear as well.
- 4.3 The bereavement team have already received some very positive feedback in regards to this new memorial tree. Officers believe that this could be a very positive addition to its current memorial offers.

5. Strategic Priorities

5.1 Let's enhance our remarkable place

The Tree of Remembrance is a further enhancement to the grounds of the crematorium and gives friends and families another option on ways to remember loved ones.

6. Organisational Impacts

- 6.1 Finance (including whole life costs where applicable)
The tree has cost £20,000 plus vat to purchase. If we sell 600 leaves in the next 10 years this will bring in over £100,000. We expect this tree to last 20 years. So the max return will be £200k.

The only costs in addition to the purchase costs will be the cost of each leaf, £50.00 per leaf. A maximum cost of 600 x £50.00 = £30,000

Any surpluses generated from the fee will be re-invested into the service as part of the Medium Term Financial Strategy.

7. Risk Implications

7.1 (i) Options Explored

Other memorial offers were considered but it was decided that the memorial tree was the best option. The tree has already been purchased for a cost of £20,000.

7.2 (ii) Key risks associated with the preferred approach

There is the possibility that the demand for leaves will be lower than expected, in this situation it will take longer than expected to generate the income to cover the cost of initially purchasing the memorial tree.

8. Recommendation

8.1 Council accept the proposal for two new charges as outlined in 1.1 and 1.2 above.