

SURVEY OF CEMETERY VISITORS NOVEMBER 2007

SUMMARY OF RESULTS

BACKGROUND

The survey was carried out by cemetery staff during the period Saturday 10 November to Wednesday 14 November 2007. 150 survey sheets were issued of which 123 were returned completed [82%].

The following information was requested from visitors: -

- Date, time of arrival, and duration of visit.
- Town or area in which resident.
- The reason for visit.
- Details of which sections of the cemetery were visited.
- Visitors age group, and frequency of visits to the cemetery.

Visitors were asked to rate the cemetery service for: -

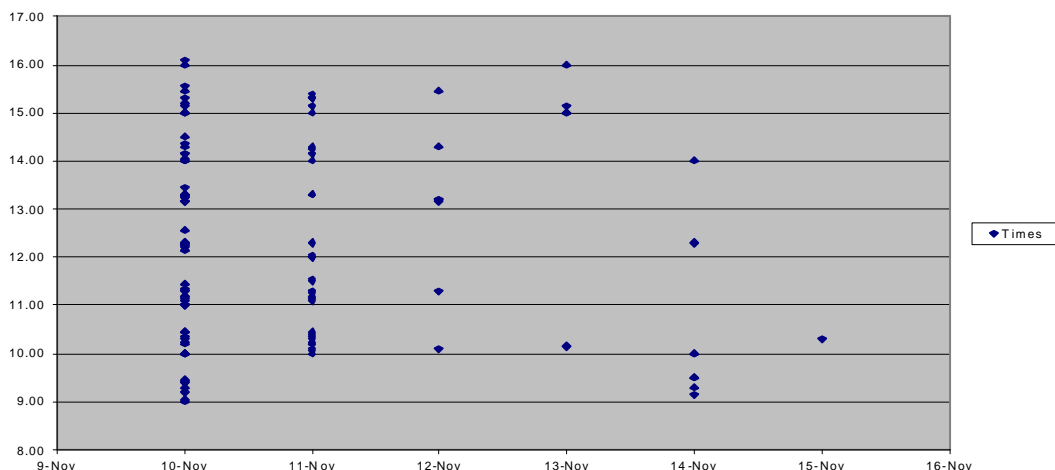
- The condition of the grounds and facilities provided.
- The assistance, appearance, and general attitude of cemetery staff.

Visitors were asked to detail the type of response received to any complaints made in the previous 12 months.

Visitors were requested to offer suggestions for the improvement of the service

RESULTS

Arrival times: The following chart illustrates the times of arrival for the dates given:



Duration of visit: Duration times ranged from 10 to 60 minutes, but the average duration was 20 minutes.

Place of residence: Two visitors arrived from Oswestry, one from Colwyn Bay, and one from Prestatyn. The remainder [96.7%] were residents of Wrexham County Borough.

Reason for visit: 100% of visitors came to visit a family grave, of which 14 [11%] also accessed the cemetery records or sought advice on burial matters.

Sections visited: 56 [45.5%] visited the New Lawn section, 27 [22%] visited the Old Lawn section.

Visitor age groups:

<30	= 5 [4%]
30-45	= 25[20.3%]
46-60	= 49[39.8%]
61-70	= 25[20.3%]
70+	= 18[14.6%]

Frequency of visits:

Daily visits:	7 [5.7%]
Weekly	50 [40.6%]
Monthly	48 [39%]
1 or 2 per year	13 [8.1%]
First visit	2 [1.6%]

Mode of transport:

As driver of vehicle	95 [77.2%]
As car passenger	8 [6.5%]
As bus passenger	4 [3.2%]
On foot	16 [13%]

Opinion on facilities:

Visitors were asked to rate the standards of maintenance achieved, and the facilities provided, as being ‘excellent’, ‘good’, ‘average’, or ‘poor’, when compared to other burial grounds.

In some instances the respondent had given no indication of opinion, and this is notable in the instance of the Chapel where many visitors may not have experienced the use of the facility.

	Excellent	Good	Average	Poor	No response
Freq of cuts: Lawns	35	71	13	0	4
Freq of cuts: Old cem	28	68	15	2	10
Strimming to H/stones	20	60	30	9	4
Cem paths	15	44	43	17	4
Chapel	16	46	19	3	39
Flower beds	50	56	6	1	10
Water facilities	16	73	28	2	4
Waste bins	22	84	12	2	3
Seating	14	78	18	2	11

The perception of standards of maintenance evidenced within the 2007 survey can be compared with the survey of 2001, whereby (of 58 respondents):

In 2001, 41(71%) considered the frequency of grass cutting in lawn areas to be ‘excellent’ or ‘good’, compared to the 2007 figure of 106 (86%).

In 2001, 32 (55%) considered the frequency of grass cutting in older sections to be ‘excellent’ or ‘good’, compared to the 2007 figure of 96 (78%)

In 2001, 29 (50%) considered the strimming of grass around memorials to be ‘excellent’ or ‘good’, compared to the 2007 figure of 80 (65%).

In 2001, 34 respondents (59%) considered the paths to be ‘excellent’ or ‘good’, compared to a 2007 figure of 59 (47%). The condition of footpaths was also noted in some of the visitor comments, and the need for improvement has been noted for inclusion in a re-surfacing work program.

In 2001, Of 45 visitors who expressed an opinion, 19 (42%) rated the chapel as being ‘excellent’ or ‘good’, while 14 (31%) rated the facility as being ‘poor’. In the 2007 survey, 84 visitors expressed an opinion of which 62 (50.4%) rated the chapel as ‘excellent’ or ‘good’, while 3 (2.4%) rated the chapel as ‘poor’.

The number of visitors rating the other facilities as ‘excellent’ or ‘good’ are as follows:

Bedding displays:	106 (86.2%)
Water facilities:	89 (72.3%)
Waste bins:	106 (86.2%)
Bench seating	92 (94.8%)

Opinions about cemetery staff

Helpfulness: 122 visitors gave an opinion, of which 113 (92.6%) rated the helpfulness of staff as either ‘good’ or ‘excellent’.

Tidiness of dress: 117 visitors gave an opinion, of which 106 (86%) rated the tidiness of staff as either ‘good’ or ‘excellent’.

Courtesy: 117 visitors gave an opinion, of which 111 (90.2%) rated the courtesy of staff as either ‘good’ or ‘excellent’.

Complaints

13 visitors (10.5%) reported that they had felt the need to complain about the cemetery service during the previous 12 months, of which, 11 reported that the complaint had been resolved to their satisfaction.

Previous surveys

25 visitors had taken part in previous surveys, but 30 visitors chose express an opinion on service improvement, of these 20 believed that the service had improved, and 10 believed that the service standard was unchanged. None believed the service to have deteriorated.

