

## SURVEY OF CREMATORIUM VISITORS 2008

### SUMMARY OF RESULTS & COMPARISON WITH 2002

#### BACKGROUND

The survey was carried out by crematorium staff during the weekend of Saturday 15, Sunday 16 April 2008. 100 survey sheets were issued of which 55 were returned completed [55%].

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 areas of the crematorium were visited.
- Visitors age group, and frequency of visits to the crematorium.

Visitors were asked to rate the crematorium service for: -

- The condition of the grounds and facilities provided.
- The assistance, appearance, and general attitude of crematorium 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 FOR 2008

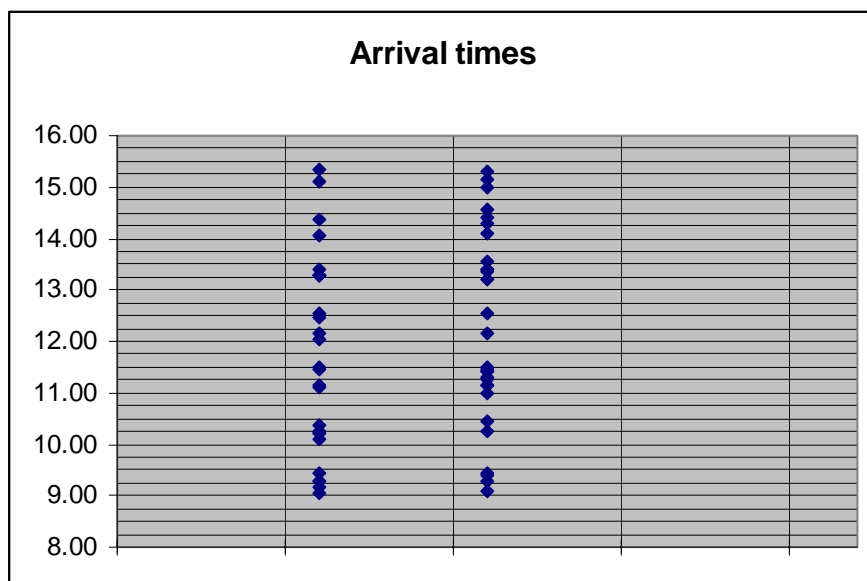


Chart 1 indicates the prevalent arrival times for the two days of the Survey. The grounds opened at 09.00 and closed at 16.00 each day.

Duration of visit: Duration times ranged from 5 to 60 minutes, but the average duration was 21 minutes.

Place of residence: 36 visitors [65.5%] were residents of Wrexham County Borough. The remainder came from as far afield as Liverpool, Ormskirk, Connahs Quay, Oswestry, Holywell, and Malpas. Five visitors gave no indication as to place of residence.

Reason for visit: 52 visitors (94.5%) came to visit a Garden of Remembrance, 15 visitors [27.2%] also visited the Book of Remembrance.

Areas visited: Many of the visitors went to more than one location within the grounds. 30 visitors (54.5%) went to the Walled Garden, 13 (23.6%) went to the Daffodil Meadow, 11(20%) visited the Lily Pool area, 7 (12.7%) the Wisteria Walk, and 3 (5.4%) visited the riverside walk.

Visitor age groups:

|       |      |         |
|-------|------|---------|
| <30   | =4   | [7.2%]  |
| 30-45 | = 7  | [12.7%] |
| 46-60 | = 22 | [40%]   |
| 61-70 | = 14 | [26.2%] |
| 70+   | = 7  | [12.7%] |

Frequency of visits:

|                 |            |
|-----------------|------------|
| Daily visits:   | 0          |
| Weekly          | 16 [29%]   |
| Monthly         | 15 [27.2%] |
| 1 or 2 per year | 22 [40%]   |
| First visit     | 2 [3.6%]   |

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 crematoria grounds.

In some instances the respondent had given no indication of opinion.

| SITE CONDITIONS & FACILITIES | EXCELLENT | GOOD | AVERAGE | POOR | NO VIEW |
|------------------------------|-----------|------|---------|------|---------|
| Grass maintenance            | 54        | 1    |         |      |         |
| Foot paths & walkways        | 46        | 8    | 1       |      |         |
| Car parking                  | 52        | 2    | 1       |      |         |
| Chapel                       | 49        | 5    |         |      | 1       |
| Toilet facilities            | 42        | 8    | 1       |      | 4       |
| Flower beds & shrubberies    | 53        | 2    |         |      |         |
| Book of Remembrance Room     | 47        | 3    |         |      | 5       |
| Waiting Room                 | 46        | 5    | 1       |      | 3       |
| No of Floral tribute troughs | 37        | 12   | 3       | 2    | 1       |
| No of waste bins             | 36        | 12   | 4       | 1    | 2       |
| Seating in grounds           | 38        | 15   | 1       |      | 1       |
| Access for disabled          | 37        | 15   |         |      | 3       |

## Crematorium staff

Visitors were asked to rate the helpfulness, appearance, and attitude of crematorium staff on their visits.

|                  | EXCELLENT | GOOD | AVERAGE | POOR | NO VIEW |
|------------------|-----------|------|---------|------|---------|
| Assistance given | 41        | 10   | 0       | 0    | 4       |
| Appearance       | 41        | 11   | 1       | 0    | 2       |
| General attitude | 42        | 12   | 0       | 1    | 0       |

The crematorium staff were rated 'excellent' or 'good' by 98% of those who responded. One respondent considered a member of staff to have been 'rude' when reprimanded for bringing her dog into the grounds.

## Complaints & Improvements since last survey

None of the respondents had felt the need to complain about the service provided, but none had taken part in previous surveys and therefore did not comment on whether the service had improved.

## **VISITOR COMMENTS**

Respondents were encouraged to add any further written comments to the survey form, and to give a name/address if they so wished.

41 respondents gave a contact name and address.

The comments added by respondents have been summarised and attached as APPENDIX 1

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## **COMPARISON WITH SURVEY OF JANUARY 2002**

The survey carried out during December 2001 to 31 January 2002 resulted in a return of 42 completed forms from an issue of 150, a return of 28% compared to 55 of 100 (55%) in 2008.

### Arrival Times

The 2008 survey was carried out over a two day weekend and highlighted that visitors on the Saturday tended to be in the morning whereas those on a Sunday tended to be in the afternoon. Both surveys indicated a reduction in visitors during the 12.00 to 13.00 period

### Duration of visits

As in 2002, the duration of visits ranged from 5 minutes to 1 hour, but the average length of visit increased to 21 minutes in 2008 compared to 16 minutes in 2002. This may be because a greater proportion of visitors in 2008 were non-resident and therefore stayed longer having travelled some distance.

### Place of residence

In 2002, 33 respondents (78.5%) resided within the Wrexham County area, with 9 non-residents, compared to 36 residents (65.5%) and 19 non-residents in 2008. This is possibly indicative of the prevalence of non-residents to visit the crematorium during weekends.

### Reason for visit

The reasons for visits given in 2008, and the proportions of respondents, are similar to that in 2002, with 94.5% and 92.8% respectively giving a visit to a Garden of Remembrance as the main reason. In each survey, 15 respondents also visited the Book of Remembrance.

### Areas visited

|                 | <u>2002</u> | <u>2008</u> |
|-----------------|-------------|-------------|
| Walled Garden   | 31          | 30          |
| Wisteria Walk   | 5           | 7           |
| Daffodil Meadow | 9           | 13          |
| Lily Pool       | 3           | 11          |
| Riverside Walk  | 2           | 3           |

Both surveys indicate a higher proportion of visitors to the older sections of the grounds, and in particular the Walled Garden which was the first garden opened for the strewing of remains when the crematorium opened in 1966.

### Age groups

|          | <u>2002</u> | <u>2008</u> |
|----------|-------------|-------------|
| Under 30 | 0           | 4           |
| 31 to 45 | 5           | 7           |
| 46 to 60 | 18          | 22          |
| 61 to 70 | 8           | 14          |
| Over 70  | 11          | 7           |

Both surveys indicate the higher proportion of middle aged visitors compared to those under 45 year of age.

### Frequency of visits

|                 | <u>2002</u> | <u>2008</u> |
|-----------------|-------------|-------------|
| Every day       | 1           | 0           |
| Weekly          | 11          | 16          |
| Monthly         | 14          | 15          |
| 1 or 2 per year | 15          | 22          |
| First visit     | 0           | 2           |

Both surveys indicate the majority of visitors coming at least once or twice per year, with high proportions coming weekly or monthly.

### Site conditions

In 2008, in general terms a higher proportion of visitors rated the listed site conditions as being 'excellent' rather than 'good' compared to the respondents in 2002.

In 2002, Footpaths and Walkways were the only area marked as 'poor' by one respondent, and 20 (47.6%) rated them as 'excellent', 19 as 'good'. In 2008, 46 (83.6%) rated them as 'excellent', 8 as 'good', and none as 'poor'. This is due to the ongoing programme of path work improvements carried out since 2002.

### Site facilities

In 2002, the listed facilities were rated mainly as 'good' rather than 'excellent', but none were rated as being 'poor'.

In 2008, a higher proportion of respondents rated the facilities as 'excellent', but it is noticeable that 2 respondents rated the condition of floral troughs, and 1 the number of waste bins provided, as being 'poor'. These latter ratings are also reflected in a number of written comments appearing on the survey forms.

Visitor comments in the 2002 survey indicated a need for additional seating in the grounds, and this has been addressed. In the 2008 survey 38 respondents (69%) rated the seating provision as 'excellent' compared to 14 (33.3%) in 2002.

### Crematorium staff

The ratings for staff, (with 98% of respondents rating them as 'excellent' or 'good'), are similar in both surveys, in 2008 however, a higher proportion of respondents rated them as 'excellent'. As noted, one respondent added a comment that one of the staff had been 'rude'. Investigation with staff members revealed that the visitor in question had been asked not to walk her a dog in the grounds.

### Complaints

Respondents recorded no complaints for 2008, compared to one complaint in 2002.

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