

Hello, please accept the email below as a response to your consultation invitation as laid out in your email of 15th April 2021. This response is sent on behalf of Easthampstead Park Cemetery & Crematorium, Bracknell.

With specific reference to the 8 questions within your invitation here are our replies:

- 1-4. N/A – applies to Funeral Directors only
5. Yes
6. N/A
7. We assume this is 14 calendar days? Not a problem.
8. We feel we cannot give a yes/no answer to this question. Representations below hopefully part explain our position as we are seeking certain clarities from the CMA.

DRAFT ORDER:

Part 4, pg 13, 6e) we feel we can comply with most of this but there are elements of your optional services list that are not individually priced, but are included within the overall cremation service fee. We clearly state on our current pricing list what is included within the overall cremation fee. We do show separate fee information for an environmental levy, the purchase of additional service time, webcasting, visual tributes and memorials. We do not offer a fee/service for delivery of ashes.

Part 4, pg 14, 9) as a local authority managed crematorium we do not host pdf documents on our web pages as they can cause accessibility issues and may not be compatible with all devices (such as phones) by which users may seek to access that information. A link marked 'fees' is available direct from our home web page.

Part 5, pg 16 section 10 (1) we operate to a financial year so would supply quarterly information based on the 1st CALENDAR day of the month.

Part 5, pg 16 section 10 (4) we would seek further clarification when interpreting "Each Crem Operator must provide revenue from memorials related to crematoria services separately and explain how they have allocated this revenue to crematoria services". For example, we can run a report which exports ALL revenue from memorials within a given start / end date. At present we cannot easily separate out memorial income arising from either a burial or a cremation service. We would need to deconstruct our account coding completely to allow this differentiation. In addition, the start and end date specified will consider all memorial revenue collected in that time frame; that will not necessarily relate to

the exact same cremation services which occur within the same time frame as there will often be a delay in take up of a memorial offer. Finally this statement is unclear as to whether the memorial revenue in question relates just to initial purchase / first year lease of a memorial or whether it includes all existing memorial renewal fees collected as revenue within the same time period. If we are being asked to separate out and show just initial purchase / first year leasing then this is an additional reporting requirement that we cannot currently comply with. If we are being asked to report ALL memorial income within a set time period that will currently include all income being derived from renewals of existing memorials.

Part 6, pg 17 section 11 (3) yes we can comply subject to clarifications as set out within this email.

Schedule 2, Part C, pgs 23-24 we can relatively easily comply with reporting the total no: of each type of cremation specified;

TOTAL REVENUE: we can relatively easily comply with reporting the total revenue derived from each of the cremation service types specified ON THE BASIS OF THE SET ALL INCLUSIVE FEE for each. We cannot foresee being able to split out the additional revenues associated with cremation services by type of cremation service held. In other words we can report on something like total revenue derived from Audio-visual tributes but that would derive from a combination of standard fee, reduced fee & weekend fee services.

TOTAL REVENUE FROM MEMORIALS: as per part 5 pg 16 section 10 (4) above, with the additional note that we cannot split this out by type of cremation service held.