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# Cemeteries and Crematoria Seminar 2025



**Thursday 1 May 2025**

The National Memorial Arboretum, Croxall  
Road, Alrewas, Staffordshire, DE13 7AR

# Programme

9:15 Registration and Exhibition Viewing

10:15 Session one - The Current Position

## Welcome by the chair

### The state we're in – Cemeteries and Crematoria

- Key findings from the APSE State of the Market survey 2025
- Outline of the emerging trends
- Future focus

**Vickie Hacking, Principal Advisor, APSE**

### Reflections on a year in Bereavement Services

- A look back at the key projects and key takeaways
- Emerging themes for the sector
- Horizon scanning – What next?

**Lee Snashfold, APSE Associate**

### Navigating through the legislative and faith-based requirements

- Transparency, consumer choice of bereavement services
- Ensuring services are delivered, efficiently, cost effectively and to the highest standards
- Collaborating with the key stakeholders in the sector

**Sabia Rehman, Executive Trustee and Mohammed Magera, Vice Chair, National Burial Council**

## Audience question and answer session

11:30 Coffee, exhibition viewing and networking

12:00 Session two - Delivering an efficient service

### Improving the performance of the service

- Using data to monitor performance
- Identifying areas of improvement
- Ongoing monitoring and evaluation

**Ellen Millar, Bereavement Services Manager, South Lanarkshire Council, APSE's Performance Networks, Most Improved Winner 2024**

### Future-Proofing Bereavement Services: The Role of Digital Technology

- Evolving challenges and expectations for Local Authorities.
- The Power of Digital Transformation
- Future trends and Plot Box's commitment and vision

**Niall Adams, Solutions Consultant, PlotBox**

### A journey with impact

- Introduction to OrthoMetals
- The unique journey
- Cradle to cradle

**Emiel Kwant, Account Manager, OrthoMetals**

### Green spaces team borough wide spring clean of cemeteries

- Making the case for a new green spaces operational team for Boltons Cemeteries
- Bringing the councils cemeteries back up to standard
- The planned programme of works going forward to ensure the cemeteries remain a community asset.

**John Gregory, Head of Environmental Assets, Bolton Council.**

## Audience question and answer session

13:00 Lunch, exhibition viewing and networking

14:00 Session three - Out and about

**An expert volunteer guide will be leading a tour of the National Memorial Arboretum and will be providing an insight into some of the key memorials.**

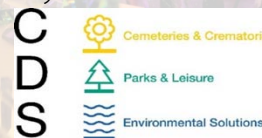
15:00 Coffee, exhibition viewing and networking

15:30 Session four - Innovation

### APSE Cemeteries and Crematoria Innovation Awards 2025

Award announcement and presentation from the winning council

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16:15 Closing Remarks and seminar close

# Seminar Objectives

## About the Seminar

Bereavement Services are under increasing pressures to become self-sustaining commercial ventures, be adaptable to meet changing ethnic and lifestyle requirements and able to meet new legislative demands. Whilst these challenges must be met, ensuring customer service and empathy remains at the heart of service delivery is paramount.

Service managers are facing new and additional challenges including: dealing with increasing public health funerals, protecting and enhancing the local environment, preserving monuments and important historical graves, increased funeral poverty and reductions in budgets.

This seminar brings together a range of expert speakers who will showcase how they are meeting the challenges and creating bereavement services that are sustainable for the future, alongside maintaining excellence and empathy. There will also be the opportunity to network with colleagues and meet exhibitors of products and services which will help Bereavement Managers in delivering higher quality services..

## Who should attend?

- Service Directors
- Managers and officers (bereavement services, funeral services, cemeteries and crematoria,
- Grounds maintenance, greenspace, climate change and environmental services)
- Policy advisors, accountants and lawyers
- Performance Management officers
- Health and Safety Managers
- Sustainability and environmental officers
- Trade Union representatives
- Contractors and suppliers
- Voluntary organisation

## Venue

**The National Arboretum,  
Croxall Road  
Alrewas, Staffordshire  
DE13 7AR**

Travelling to the venue:

### **By Train**

A seven day bus service operated by Diamond, runs directly from Tamworth Rail Station to the National Memorial Arboretum. A single fare on the service costs £2.

### **By Car**

If you are using a Sat Nav to find us, please use postcode DE13 7AR.

The Arboretum is located just off the A38 / A513 between Lichfield and Burton upon Trent. You can follow the local brown signs.



# Booking Information

## Delegate Packages Exclusive of VAT

### What's included?

*The delegate fee covers attendance, delegates' documentation, lunches and light refreshments.*

**APSE member delegate fee:** £195 + VAT

**Non member delegates fee:** £290 + VAT

**Commercial delegates:** £420 + VAT

Click [here](#) to reserve your place on this event

**CANCELLATION & REFUND POLICY:** Reservation is a contract. Substitution of delegates is acceptable any time in writing by email to [aevans@apse.org.uk](mailto:aevans@apse.org.uk). Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for nonattendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or mode of delivery should this become necessary. If due to emergency action by UK Governments/Administrations or Public Agencies this event is postponed, for example for reasons of public health and safety, the organisers will transfer your booking to the replacement event or provide a credit voucher against a future event booking.

