

## **CABINET – 18TH OCTOBER 2018**

### **Report of the Head of Cleansing and Open Spaces Lead Member: Councillor Jenny Bokor**

#### **Part A**

#### **ITEM 10 LOUGHBOROUGH BURIAL PROVISION**

##### Purpose of Report

To report on further site appraisals undertaken at Council owned land regarding the potential development of a new cemetery site as per recommendations from Cabinet. This report provides details of the consultation responses and recommends a preferred location for the new cemetery.

##### Recommendations

1. That land at Nanpantan is approved as the location of the site to be developed as a new cemetery subject to approval by the Environment Agency and Planning Permission being obtained.
2. To approve the revision of the capital programme for the cemetery development project; to allocate £60,000 of capital funding for 2018/19 to enable the commencement of pre-development surveys & assessments and £590,000 for construction/development to 2020/21.

##### Reasons

1. To reflect the outcome of detailed independent site assessments carried out to the 3 shortlisted sites and to reflect the public consultation undertaken by the Council.
2. To ensure that sufficient resources are made available to deliver the project.

##### Policy Justification and Previous Decisions

A report to inform the Cabinet of developments regarding the provision of burials at Loughborough Cemetery and the recommendation to develop a new Cemetery site within the Town was presented to Cabinet on the 19th October 2017. The Cabinet report had also been presented to Overview Scrutiny Group on the 16th October 2017.

This report recommended that the site at Allendale Rd be selected as the preferred location for a cemetery, and this recommendation was approved by Cabinet.

This decision was called-in under the Council's call-in procedure and a meeting of Scrutiny Management Board was held on 14th November 2018. The Board requested that further work be undertaken to appraise sites for a new cemetery, and that public consultation take place prior to a further report being considered by Cabinet.

On 16th November, 2018, Cabinet considered the report of the Scrutiny Management Board in respect of the Call-in and made the following resolutions.

1. that further work is undertaken to appraise the sites for a new cemetery in the Loughborough area;
2. that public consultation is undertaken on the viable options;
3. that a further report be submitted to the Cabinet following consultation on viable options setting out the preferred option;
4. that the report of the Scrutiny Management Board be acknowledged.

The issue of the new cemetery location was also considered by the Loughborough Area Committee on 18th September 2018. Detailed comments made by committee members are contained in Part B of this report.

#### Implementation Timetable including Future Decisions and Scrutiny

Once the necessary approvals are received, the implementation phase of the project will start. The key phases of the project are outlined in the table below:

<b>Key Stage</b>	<b>Proposed timeframe</b>
Cabinet Approval for preferred site	Oct 2018
Flood Risk Assessment	Dec 2018
Planning Policy Statements/Assessments	Jan 2019
Detailed Site Design Options	Feb 2019
Boreholes & 6 months groundwater monitoring (may not be required)	Mar 2019
Archaeological/Geophysical Survey	Mar 2019
Ecology Surveys (Bat, Badger, Newt, Reptile)	May 2019
Planning Submission	Jun 2019
Public Consultation on final design for cemetery	Aug 2019
Tender of cemetery construction & recreation areas	Oct 2019
Contract mobilisation	April 2020
Cemetery open	May 2021

#### Report Implications

The following implications have been identified for this report.

##### *Financial Implications*

The estimated cost for the implementation of the first hectare of new cemetery is £650,000 (£610,000 plus £40,000 contingency). A full breakdown provided in Part B of this report. This total expenditure was approved by Council on 26th February 2018 as part of the New Capital Plan 2018/19 to 2020/21. The budget has not increased and the expenditure is now being profiled.

##### *Risk Management*

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

<b>Risk Identified</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Risk Management Actions Planned</b>
Planning permission not granted for the recommended option	Possible	High	Close communication to be maintained with Planning section throughout project to highlight any risks.
Escalation of costs for delivering the project	Possible	High	Tight budget control and strict project management principles to be applied throughout project.
Delay in delivering the project could lead to gap in burial provision	Possible	High	Priority given to delivery of the project by the service. Review of burial plots in existing cemetery to be regularly reviewed and potential available space maximised.

### *Equality and Diversity*

The proposals seek to ensure that a suitable cemetery site is provided within the Loughborough Town catchment which is suitable for easy access by all residents.

A separate Equality Impact Assessment has been produced and is appended to this report at Appendix A.

### *Sustainability*

The proposed measures aim to ensure the continuity of service provided by the Council's Bereavement Services to provide burial space for residents of the Borough.

Key Decision: Yes

Background Papers: T2 Environmental reports for Allendale Rd  
T2 Environmental reports for Nanpantan  
T2 Environmental reports for Shelthorpe

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## Part B

### Background

1. A report to inform of developments regarding the provision of burials at Loughborough Cemetery and the recommendation to develop a new Cemetery site within the Town was presented to Cabinet on the 19th October 2017. The Cabinet report had also been presented to Overview Scrutiny Group on the 16th October 2017.
2. The Cabinet's decision on the matter, and the reasons for it, are set out in Cabinet Minute 41 2017/18.
3. The Cabinet decision on the matter (Cabinet Minute 41 2017/18) was called-in under Scrutiny Committee Procedure 11.7. Scrutiny Committee Procedure 11.7 requires Councillors requesting a Call-in a Cabinet decision to state the reasons for doing so and to indicate their preferred outcome or variation of the decision.

On this occasion, these were given as follows:

*"We do not believe that Allendale Road is the appropriate location. Local residents were not informed of this possibility when they bought their properties and had always been led that the land would be used for recreational purposes.*

*There has been no consultation on this matter.*

*Proper consideration must be given to benchmarking the prices that we currently charge in Loughborough cemetery and, if they are increased, this would result in a reduced take-up of the available spaces".*

4. On 16th November, 2018, Cabinet considered a report of the Scrutiny Management Board in respect of the Call-in under Scrutiny Committee Procedure 11.7 of the decision taken by the Cabinet on 19th October 2017 (Cabinet Minute 53 2017/18). Councillor Miah, Chair of the Scrutiny Management Board, presented the report which detailed the Board's consideration of the matter and recommendation. The Cabinet decision on the matter is given below:

#### "RESOLVED

1. *that further work is undertaken to appraise the sites for a new cemetery in the Loughborough area;*
2. *that public consultation is undertaken on the viable options;*
3. *that a further report be submitted to the Cabinet following consultation on the viable options setting out the preferred option;*

4. *that the report of the Scrutiny Management Board be acknowledged.*

Reasons

1-3. *To allow for suitable long term cemetery provision for Loughborough to be established.*

4. *To acknowledge the work undertaken by and the views and recommendations of the Scrutiny Management Board.”*

Further Work on Site Options

5. Following the call-in decision, further work was carried out to appraise all sites included within the original Tier 1, to a Tier 2 assessment. These being:
  - Allendale Road,
  - Shelthorpe Golf Course
  - Agricultural Land, Hathern
  - Agricultural Land, Nanpantan Rd
6. Officers also made further initial assessments of additional sites in the Councils ownership to determine if any additional suitable land could be identified. The proposed cemetery extension site at Ling Road was excluded from further analysis as the site will provide future ashes plots only.
7. Tier 2 surveys have now been undertaken at all of the shortlisted sites. A Tier 2 site screening assessment involves a more detailed desk study and trail pit investigation and monitoring to identify any potential hazards. All sites have been assessed as being technically suitable for burial whilst considered high risk based on the number of annual predicted burial numbers.
8. The original shortlist of Council owned sites was reassessed to ensure that all potential sites have been appropriately considered.
9. Once all of the information had been gathered, the Project Board met to consider all of the options available. Taking all matters into account, it was decided to take three options forward for public consultation, these being;
  - Allendale Road, Loughborough
  - Shelthorpe Golf Course,
  - Agricultural Land, Nanpantan Rd
10. The option at Hathern was dropped for the following reasons:
  - Access difficulties. The site does not have a suitable access and this would need to be negotiated with a private land owner.

- Poor transport links. The site is outside of Loughborough and has limited access by public transport.
- The gradient of the site. The site is sloping which would make movement around the site difficult for people with restricted mobility.
- High development costs. The site had the highest capital development costs.

### Public Consultation

11. A public consultation exercise was launched on the 8<sup>th</sup> August and ran until the 23<sup>rd</sup> September 2018. The aim was to ensure a meaningful consultation was carried out with residents on the future of Loughborough Cemetery which can form part of the decision-making process.
12. The consultation was promoted through all of the local media channels. In addition, a letter was sent to residents in close proximity of all of the short-listed sites to make them aware of the consultation and how they could respond.
13. A total of 725 responses were received based on seven main questions about the proposed development of a new cemetery. These are shown in Appendix B, Summary of Consultation Responses. In addition to stating their preference for the location for a new cemetery, residents were asked to submit written comments. Common themes were as follows:
  - The Council should have purchased the land next door to the existing cemetery or ensured it was incorporated into adjacent developments.
  - Greater emphasis should be placed on cremation rather than burial.
  - Agree that Loughborough should provide a cemetery for the town.
  - A new cemetery should not be developed on existing green space or recreational land.
14. The results from the consultation show that the majority of respondents support the development of a new cemetery site at Nanpantan rather than at Allendale Road or Shelthorpe Golf Course.
15. A separate petition relating to Shelthorpe Golf Course was delivered to the Council on 21<sup>st</sup> September 2018. The petition received 538 signatures, specifically to express opposition to part of Shelthorpe Golf Course being used for the expansion of the cemetery and loss of the course as a recreational area. The petition is on the Council's Website at: [https://www.charnwood.gov.uk/pages/petitions\\_received](https://www.charnwood.gov.uk/pages/petitions_received).
16. On 18<sup>th</sup> September 2018, the Loughborough Area Committee was asked for its comments on the location of the new cemetery. The comments are listed below;

- Cemeteries are traditionally located on the outskirts of towns rather than in the middle of residential developments. Considered inappropriate to place a cemetery in an existing residential area due to the impact on residents and for access reasons. This comment applies to both Allendale Road and Shelthorpe Golf Course options.
- To an extent both Allendale Road and Shelthorpe Golf Course were allocated as recreational use and considered inappropriate to switch to another type of use.
- Capacity of the sites indicates in a generation the Allendale Road site will be at capacity unlike the other two sites
- Preferable that burial provision is near to the crematorium meaning Allendale Road and the Nanpantan sites are the better options.
- Upward trend for cremations as opposed to burials. Nationally there is a 65% cremation rate. This is caveated by the fact that in the UK there is an ageing population so the number of burials is increasing.
- Preference for the Nanpantan site due to the higher capacity of that site and favour a burial site as opposed to a housing development near to the Outwoods woodland and open space.
- The Allendale Road housing development had open space provision as part of the planning process. To re-designate for burial provision will impact householders. The Open Spaces Strategy indicates a deficiency in open spaces in the Borough so the Allendale Road option is not preferable. On talking to residents, the Nanpantan site is the preferred option.
- None of the options are preferable. Cabinet should look at buying land on the edge of town for burial provision. The opportunity to address the shortfall in provision was at the planning stage for the land now known as Trinity Gardens.
- Disappointed that the consultation period commenced in the summer holidays. Preferable that it started in September.

### Recommended Site

17. Following the consultation exercise and technical study detailed in the T2 survey, land at Nanpantan is recommended to be taken forwards as the preferred option for the new cemetery site based on the following reasons:

- The site provides the longest potential life span at 276 years, with costs to develop the site based on lifespan is the lowest at £6,619 per developed year.
- Reduced impact on residential properties as site is located on edge of Loughborough with access to Nanpantan Road. Additional screening/buffers would be provided to properties off Cricket Lane.
- No net loss on public recreational land as site is currently arable farmland.

- Peaceful and tranquil location suitable for cemetery which could be enhanced by sensitive and appropriate landscape scheme.
  - Based on consultation, the site is the clear favourite by residents who responded.
  - Site can easily be developed in phases as required, with remaining areas continued to be managed as farmland.
18. The site at Allendale Rd was considered to be viable, but not preferred for the following reasons;
- Low levels of support following the consultation exercise.
  - The site was considered to be a short-term option. The preference is for a site with a larger burial capacity.
  - There would be a perceived loss of recreational space amongst members of the community.
  - Legal issues around covenants relating to the site.
19. The site at Shelthorpe Golf Course was considered to be viable, but not preferred for the following reasons;
- Low levels of support following the consultation exercise.
  - Lower burial capacity than the preferred option.
  - Partial loss of valued local amenity.
  - Difficult access to the site.

#### Legal and Planning Considerations

20. The Borough Council acquired the site in 1982, under Title Number LT133711.
21. The rights granted on the title are as follows:
- Conveyance dated 8 September 1965, a right for the owners of enclosure number 113 (adjoining the Council's land) to use the entrance roadway.
  - Deed dated 13 December 1905, a right for the mayor alderman and burgesses to lay two lines of pipes not exceeding 36 inches under the area marked in.
  - Deed dated 16 March 1953, the right for the East Midlands Gas Board to lay etc etc gas mains along the line marked as. No material alternation of the land can be made measured six feet from any direction along the broken blue line.
  - Deed dated 17 November 2000, the right for Powergen Energy plc to route electric lines and the Council agrees not to build anything within one metre of this route.



22. There are no planning conditions restricting how this land should be used.
23. As the site is outside the limits to development and in the countryside any proposals for development as a cemetery would need to be strongly justified.
24. The National Planning Policy (NPPF) strongly endorses a sustainable approach to development. Section 4 of the NPPF sets out the Government's strong preference for promoting sustainable transport. Therefore any proposed new cemetery site should demonstrate sustainable transport links for the community.
25. The Core Strategy (2015); Policy CS11 Landscape and Countryside requires new developments to protect landscape character and to reinforce sense of place and local distinctiveness taking account of relevant local Landscape Character Assessments.
26. The Local Plan (2004); Saved Policies, Outside Limits to Development (ST/2) sets out a presumption favouring development within limits to development. General Principles for Areas of Countryside, Green Wedge and Local Separation (CT/1) states that development will be strictly controlled, however uses that may be suitable include public services and utilities. Development in the Countryside (CT/2) states that development should not harm the character and appearance of the countryside.
27. The primary known constraint for the site is the designation of Flooding Zone 2 for the adjacent Nanpantan Sports Ground. Whilst the proposed site itself is not constrained by flood risk, the management of surface water and influence on adjacent ditches, drains and streams will need to be carefully considered and managed.

### Next Steps

28. Further detailed investigations into the design and implementation of the site as a cemetery will be undertaken as soon as possible.
29. Further environmental investigations may be required as part of the planning application to provide borehole monitoring, flood risk assessment and associated mitigation methods e.g. SUDS/reed bed design. Detailed species assessment and historic environment assessments will also be required.
30. Evidence for the Planning application will also require to be developed including design & access statements, transport statement road traffic audit, land & visual impact assessment & needs & planning policy statement.
31. The proposed design plan for Nanpantan would include:

- Details of shared access with sports ground from the existing Nanpantan Road entrance.
- Internal surfaced roadways, for access to graves and car parking provision within the site.
- Sympathetic landscape design to incorporate the cemetery site within the wider landscape.
- Phased approach to development of the site as required.
- Drainage plan.
- Attendant Building concept design (if required)

Breakdown of estimated costs for Cemetery site

<b>Pre-development surveys &amp; assessments</b>	
All surveys, landscape drawings and planning requirements	£60,000
<b>Cemetery provision &amp; landscaping</b>	
Contract preliminaries	10,000
Pedestrian footpaths	35,000
Internal roads	70,000
Highways access & road improvements	200,000
Cemetery car Park	60,000
Water connection, stand pipes & utilities	13,000
Fencing, Gates, Boundary treatments	57,000
Drainage (SUDS and surface infrastructure)	70,000
Concrete beams for headstones (2x to start)	15,000
Landscaping	20,000
<b>Sub Total</b>	<b>£610,000</b>
Contingencies	40,000
<b>TOTAL</b>	<b>£650,000</b>

Appendices

Appendix A – Equality Impact Assessment

Appendix B – Summary of Consultation Responses

## Charnwood Borough Council

### Equality Impact Assessment 'Knowing the needs of your customers and employees'

#### ■ Background

An Equality Impact Assessment is an improvement tool. It will assist you in ensuring that you have thought about the needs and impacts of your service/policy/function in relation to the protected characteristics. It enables a systematic approach to identifying and recording gaps and actions.

#### ■ Legislation- Equality Duty

As a local authority that provides services to the public, Charnwood Borough Council has a legal responsibility to ensure that we can demonstrate having paid due regard to the need to:

- ✓ Eliminate discrimination, harassment and victimisation
- ✓ Advance Equality of Opportunity
- ✓ Foster good relations

For the following protected characteristics:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex (Gender)
9. Sexual orientation

What is prohibited?

1. Direct Discrimination
2. Indirect Discrimination
3. Harassment
4. Victimisation
5. Discrimination by association
6. Discrimination by perception
7. Pregnancy and maternity discrimination
8. Discrimination arising from disability
9. Failing to make reasonable adjustments

**Note: Complete the action plan as you go through the questions**

## Step 1 – Introductory information

Title of the policy	Future Cemetery Provision for Loughborough
Name of lead officer and others undertaking this assessment	Matt Bradford (Head of Service), Theo Karantzalis (Programme Manager), Adam Goodall (Project Manager)
Date EIA started	28 <sup>th</sup> September 2018
Date EIA completed	28 <sup>th</sup> September 2018

## Step 2 – Overview of policy/function being assessed:

Outline: What is the purpose of this policy? (Specify aims and objectives)

Charnwood Borough Council is a Burial Authority by virtue of s214(1) of the Local Government Act 1972 and provides and manages its cemetery at Loughborough under the provisions of the Local Authorities' Cemeteries Order 1977. There is no statutory duty to create new cemeteries or extensions of existing cemeteries, but burial authorities are under a duty in the Local Authorities' Cemeteries Order 1977 to maintain their existing cemeteries.

The most active form of regulation of cemeteries and new cemetery developments is now exercised by The Environment Agency, largely due to a concern with the pollution of water sources.

Loughborough cemetery was laid out in 1857 as a 7 acre site and further expanded at the turn of the century to cope with the expansion of the town's population. In 1947 a completely new cemetery was opened to the south and west, incorporating a crematorium. In 2005 a mausoleum was opened, one of very few in the country.

The cemetery has approximately 4 years of burials space left, and will be full to capacity by 2022. It is therefore recommended that the Council considers options to ensure continuity of service to its residents. To ensure the present lifespan of the cemetery is maximised, pre-purchase of graves will be stopped and fees and charges increased for non-Loughborough residents.

The Council commissioned a feasibility study in March 2017 to assess a range of potential Council owned sites which could be developed as a new cemetery.

Following the assessment a preferred site at Nanpantan, Loughborough has been identified. No site plans have been created at this early stage. However, it is envisaged that the site will provide burial areas for different faiths as appropriate, as well as a general burial section. The cemetery will be serviced by accessible pathways with appropriate parking for those with limited mobility. It is anticipated that the land will remain unconsecrated.

The proposed plan for Nanpantan will include:

- a) Sympathetic landscape design
- b) Improve local biodiversity
- c) Internal surfaced pathways for public recreation and access to graves
- d) Vehicular access, egress and gateage.
- e) Car parking
- f) New burial provision to the southern section of site

What specific group/s is the policy designed to affect/impact and what is the intended change or outcome for them?



The proposal will provide additional cemetery space within Loughborough to ensure the continuity of a burial service to residents.

Which groups have been consulted as part of the creation or review of the policy?

Public consultation took place between the 4<sup>th</sup> August and 23<sup>rd</sup> September on the preferred location for the cemetery. Three options were presented for consideration and over 700 responses were received.

As part of the planning process for the new cemetery site consultation will be required to inform the design of the site.

### ■ Step 3 – What we already know and where there are gaps

List any existing information/data do you have/monitor about different diverse groups in relation to this policy? Such as in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation etc.

Data/information such as:

- Consultation
- Previous Equality Impact Assessments
- Demographic information
- Anecdotal and other evidence

Further information on strategic context:

- Charnwood Borough Council Equality Strategy 2016 - 2020

[https://www.charnwood.gov.uk/files/documents/equality\\_strategy\\_2013\\_20161/Equality+Strategy+2016-2020+FINAL+1.0.docx](https://www.charnwood.gov.uk/files/documents/equality_strategy_2013_20161/Equality+Strategy+2016-2020+FINAL+1.0.docx)

- Charnwood Demographic Information 2013

[http://www.charnwood.gov.uk/files/documents/charnwood\\_demographic\\_information\\_2013/Charnwood%20Borough%20Council%20Demographic%20Profile%202013.pdf](http://www.charnwood.gov.uk/files/documents/charnwood_demographic_information_2013/Charnwood%20Borough%20Council%20Demographic%20Profile%202013.pdf)

What does this information / data tell you about diverse group? If you do not hold or have access to any data/information on diverse groups, what do you need to begin collating / monitoring? (Please list)

It is difficult to estimate any diverse groups who could be potentially impacted by this project. We therefore intend to take all possibilities into consideration when assessing the equality impacts of the charges.

We can utilise information primarily from our demographic profile to ensure that any service users are not adversely impacted by this project.

### ■ Step 4 – Do we need to seek the views of others? If so, who?

In light of the answers you have given in Step 2, do you need to consult with specific groups to identify needs / issues? If not please explain why.



Detailed consultation will be undertaken as part of the design and planning processes to ensure that the cemetery site accommodates all groups. It is important to stress that this is largely delivery of the service as usual, but on a new site within the Town.

■ **Step 5 – Assessing the impact**

In light of any data/consultation/information and your own knowledge and awareness, please identify whether the policy has a positive or negative impact on the individuals or community groups (including what barriers these individuals or groups may face) who identify with any 'protected characteristics' and provide an explanation for your decision (please refer to the general duties on the front page).

	<b>Comments</b>
<b>Age</b>	The new cemetery site is to be located within Loughborough Town and part of the assessment criteria to ensure the site is within close proximity to public transport and other access networks. Car Parking will be provided, along with bays for Blue Badge holders.
<b>Disability</b> (Physical, visual, hearing, learning disabilities, mental health)	The new cemetery site will be designed to ensure compliance with the Equality Act 2010. Access to and around the site will be a key consideration in the design. Disabled parking bays will be provided on site.
<b>Gender Reassignment</b> (Transgender)	Neutral Impact
<b>Race</b>	Neutral Impact
<b>Religion or Belief</b> (Includes no belief)	Religion or belief is a key consideration within the design of the new site and the provision of separate areas depending on Religious belief will be required.  Memorial height & width, along with grave type may be regulated (pending consultation) as part of the new site provision to maximise burial space. This may impact on some religions which have a preference for more ornate and large memorials. A policy on memorials to ensure a fair and consistent approach will be developed.
<b>Sex</b> (Gender)	Neutral
<b>Sexual Orientation</b>	Neutral
<b>Other protected groups</b> (Pregnancy & maternity, marriage & civil partnership)	Neutral
<b>Other socially excluded groups</b> (Carers, low literacy, priority neighbourhoods, health inequalities, rural isolation, asylum seeker and refugee)	Neutral Impact



Where there are potential barriers, negative impacts identified and/ or barriers or impacts are unknown, please outline how you propose to minimise all negative impact or discrimination.

Please note:

- a) If you have identified adverse impact or discrimination that is illegal, you are required to take action to remedy this immediately.
- b) Additionally, if you have identified adverse impact that is justifiable or legitimate, you will need to consider what actions can be taken to mitigate its effect on those groups of people.

There are no impacts which are believed to be illegal as a result of this assessment.

There is a potential minor adverse impact on some groups by the regulation of Memorial height & width, along with grave type to maximise burial space. A policy on memorials to ensure a fair and consistent approach will be developed. The adverse impact is considered to be reasonable and proportionate.

Summarise your findings and give an overview as to whether the policy will meet Charnwood Borough Council's responsibilities in relation to equality and diversity (please refer to the general duties on the front page).

The new cemetery site will be planned and designed to be compliant with the Equality Act 2010 compliant and fully accessible by all residents and groups within Loughborough.

**Step 6- Monitoring, evaluation and review**

Are there processes in place to review the findings of this Assessment and make appropriate changes? In particular, how will you monitor potential barriers and any positive/ negative impact?

This EIA will be reviewed as the project progresses to ensure compliance.

How will the recommendations of this assessment be built into wider planning and review processes? E.g. policy reviews, annual plans and use of performance management systems.

Consultation with interested groups.

**Step 7- Action Plan**

**Please include any identified concerns/actions/issues in this action plan:**

The issues identified should inform your Service Plan and, if appropriate, your Consultation Plan

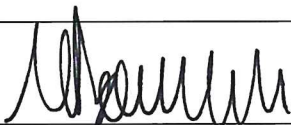
Reference Number	Action	Responsible Officer	Target Date
1	Consult with local community and cemetery user groups/religions as part of the cemetery design and planning process. This will ensure that the design of the site can be improved upon and any adverse impacts or characteristics adequately addresses where necessary.	Head of Cleansing & Open Spaces	August 2019

2	Further EIA to be developed following consultation in order to ensure all adverse impacts and barriers are removed when developing the preferred site.		

■ **Step 8- Who needs to know about the outcomes of this assessment and how will they be informed?**

	Who needs to know (Please tick)	How they will be informed (we have a legal duty to publish EIA's)
<b>Employees</b>	√	Published on intranet
<b>Service users</b>	√	Published with Cabinet report
<b>Partners and stakeholders</b>	√	Published with Cabinet report
<b>Others</b>	√	Published with Cabinet report
<b>To ensure ease of access, what other communication needs/concerns are there?</b>	√	Include in paper format in areas where controls will be renewed or altered.

■ **Step 9- Conclusion (to be completed and signed by the Service Head)**

<b>Please delete as appropriate</b>	
I agree / <del>disagree</del> with this assessment / action plan	
If <i>disagree</i> , state action/s required, reasons and details of who is to carry them out with timescales:	
Signed (Service Head):	 <b>MATT BRADFORD - HEAD OF CLEANING AND OPEN SPACES</b>
Date:	4/10/18

Please send completed & signed assessment to Suzanne Kinder for publishing.



## Loughborough Cemetery Consultation Summary

The consultation on proposed viable options for a new cemetery site ran between August 8 and September 23, 2018.

There were 725 responses.

Summary of consultation exercise:

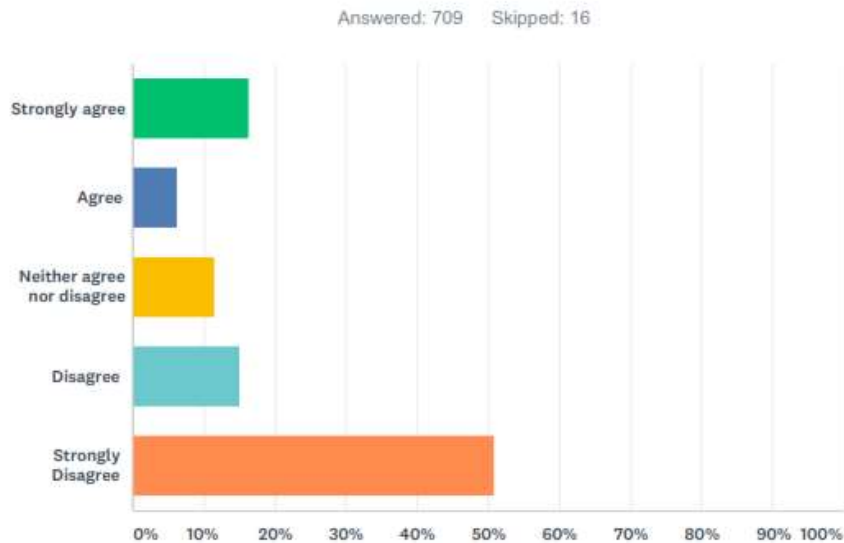
Channel	Measure
Website – five web pages dedicated to the consultation	<ul style="list-style-type: none"> <li>○ Pages viewed over 5,000 times</li> <li>○ Main page containing the survey link viewed 2,600 times (largest referrer was Facebook - 30% of traffic landing directly on the consultation home page)</li> </ul>
Direct	<ul style="list-style-type: none"> <li>○ 900 letters sent to residents in immediate area of viable sites</li> </ul>
Media	<ul style="list-style-type: none"> <li>○ Three press releases</li> </ul> <p>Coverage:</p> <ul style="list-style-type: none"> <li>○ Loughborough Echo, August 8 (Front page), Sept 12, Sept 19</li> <li>○ Radio Leicester, August 8</li> <li>○ East Midlands Today, August 10</li> <li>○ Leicester Mercury – August</li> <li>○ Leicester Mercury - September 11</li> </ul>
Facebook	<ul style="list-style-type: none"> <li>○ Nine posts on corporate page</li> <li>○ Most viewed post reached around 8,500 people, received 100 comments, 145 link clicks (supported by small, paid-for boost)</li> <li>○ Other posts reached 7,800; 6,600, 2,600 and then smaller numbers</li> <li>○ £60 spent in total on boosting three posts to increase reach</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>○ 12 posts</li> <li>○ Most viewed post reached 2,200 with 23 link clicks</li> </ul>
Drop-in session at Loughborough Town Hall	<ul style="list-style-type: none"> <li>○ 50 people attended</li> </ul>
Printed materials	<ul style="list-style-type: none"> <li>○ Posters displayed on viable sites</li> <li>○ Leaflets placed in main foyer of Council Office &amp; Loughborough Library</li> </ul>
Static display	<ul style="list-style-type: none"> <li>○ Council offices – August 8 September 23 plus paper copies of consultation questions and leaflets available</li> </ul>
Email	<ul style="list-style-type: none"> <li>○ all 52 councillors</li> <li>○ Council's email newsletter Charnwood Now to 220 subscribers (x3)</li> </ul>
Other	<ul style="list-style-type: none"> <li>○ There were other mentions of the consultation on non-Council Facebook pages</li> </ul>

## Response Analysis

The following response analysis demonstrates the number of responses for each of the 3 options as well as the main reason given as a rational in the comment section for each option. It is worth mentioning that not all respondents justified their choices.

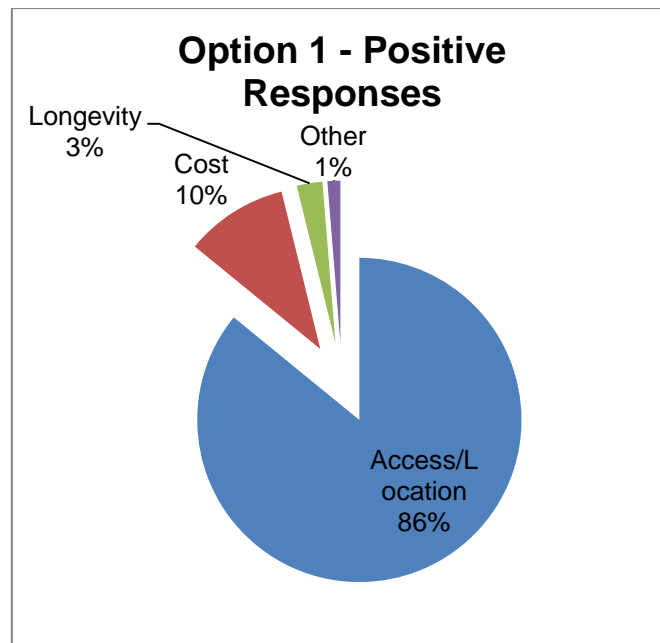
### Option 1 - Allendale Road

Q1 Option 1 - Allendale Road - Do you agree or disagree that this is the best of the three options?



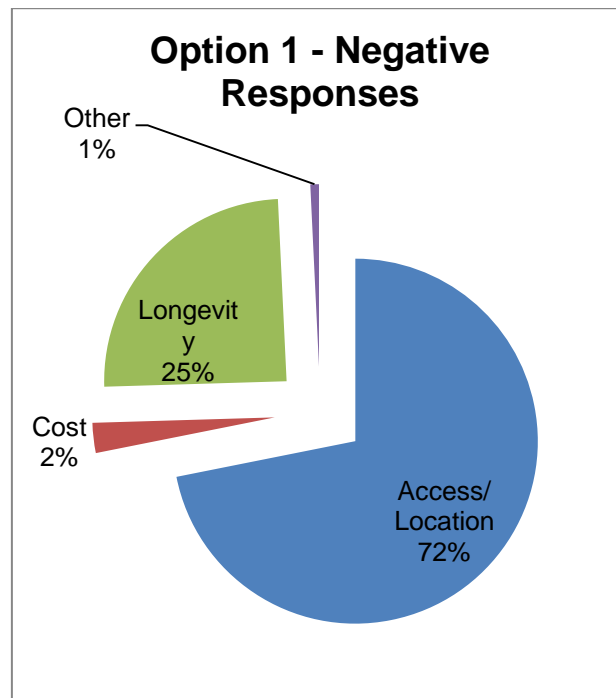
ANSWER CHOICES	RESPONSES	
Strongly agree	16.22%	115
Agree	6.35%	45
Neither agree nor disagree	11.42%	81
Disagree	15.09%	107
Strongly Disagree	50.92%	361
TOTAL		709

Out of the 160 responses for Strongly Agree and Agree the main reasons were:



The majority of positive responses for this option were based on the close proximity to the existing cemetery as well as the good transport links.

Out of the 468 responses for Strongly Disagree and Disagree the main reasons were:

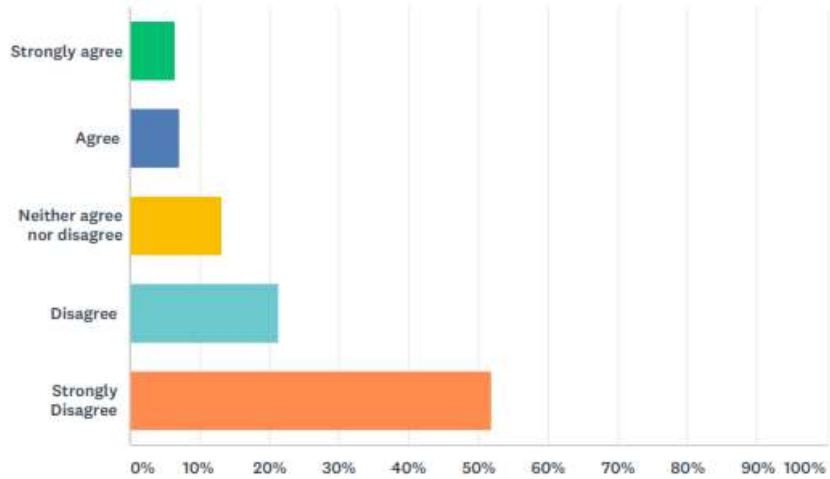


The majority of negative responses were focusing on the lack of recreational spaces in the areas as well as the recent overdevelopment of the site. The size of the site also seemed to be a significant concern

## Option 2 - Part of Shelthorpe Golf Course

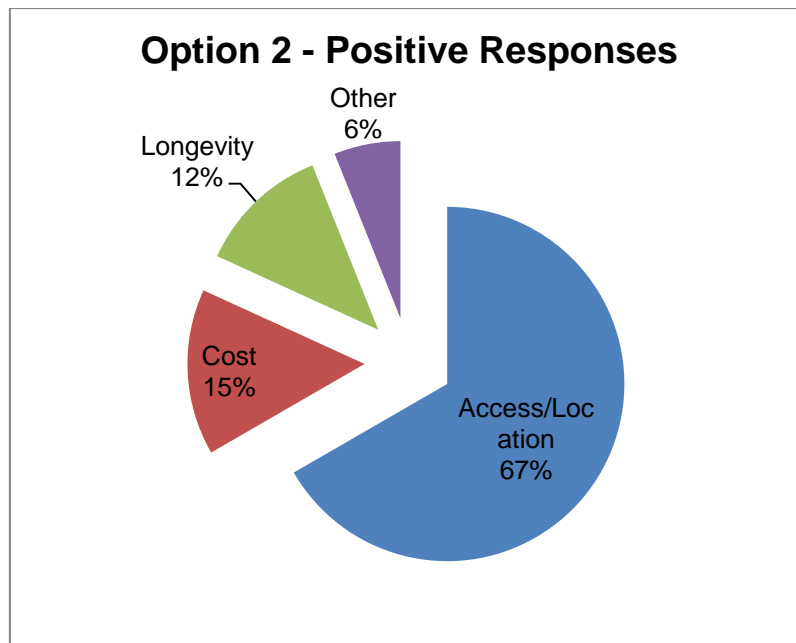
Q3 Option 2 - Part of Shelthorpe Golf Course - Do you agree or disagree that this is the best of the three options?

Answered: 711 Skipped: 14



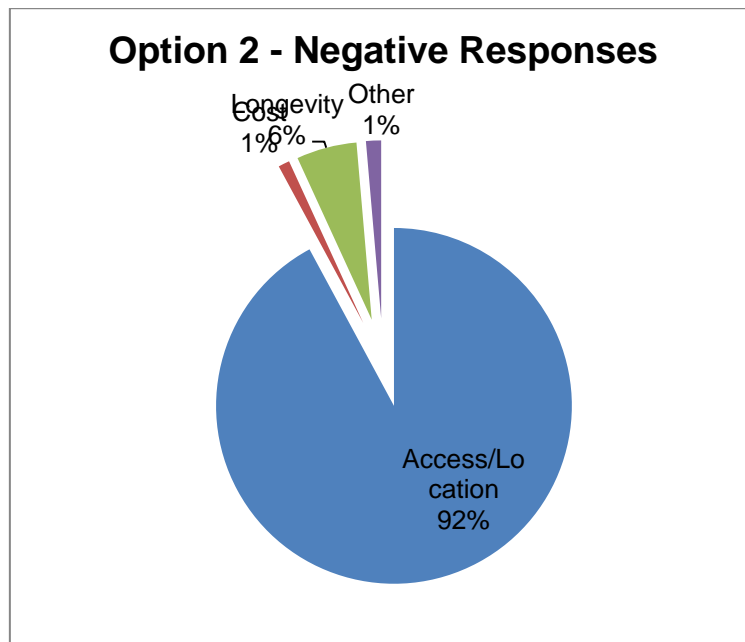
ANSWER CHOICES	RESPONSES	
Strongly agree	6.47%	46
Agree	7.17%	51
Neither agree nor disagree	13.22%	94
Disagree	21.24%	151
Strongly Disagree	51.90%	369
<b>TOTAL</b>		<b>711</b>

Out of the 97 responses for Strongly Agree and Agree the main reasons were:



The majority of respondents that agreed with this option thought that such a development wouldn't affect the existing site.

Out of the 520 responses for Strongly Disagree and Disagree the main reasons were:

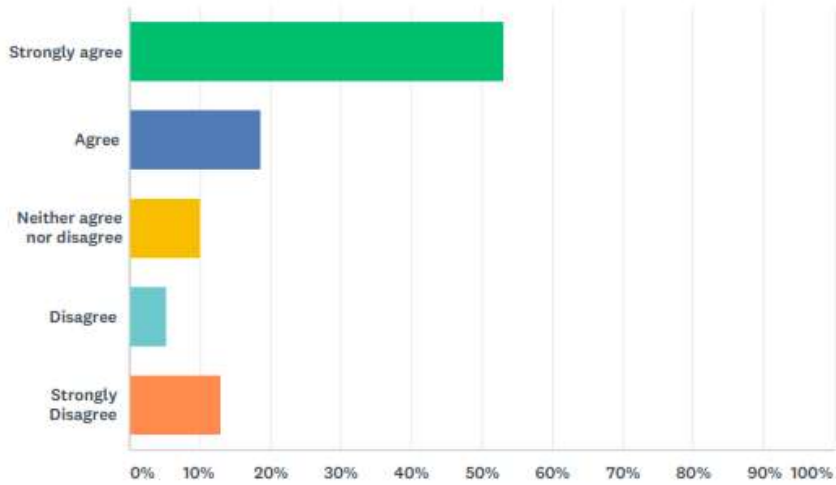


The vast majority of respondents that disagreed with this option expressed their opinion that this site is very important for the local community and should be maintained at its current use.

### Option 3 - Nanpantan

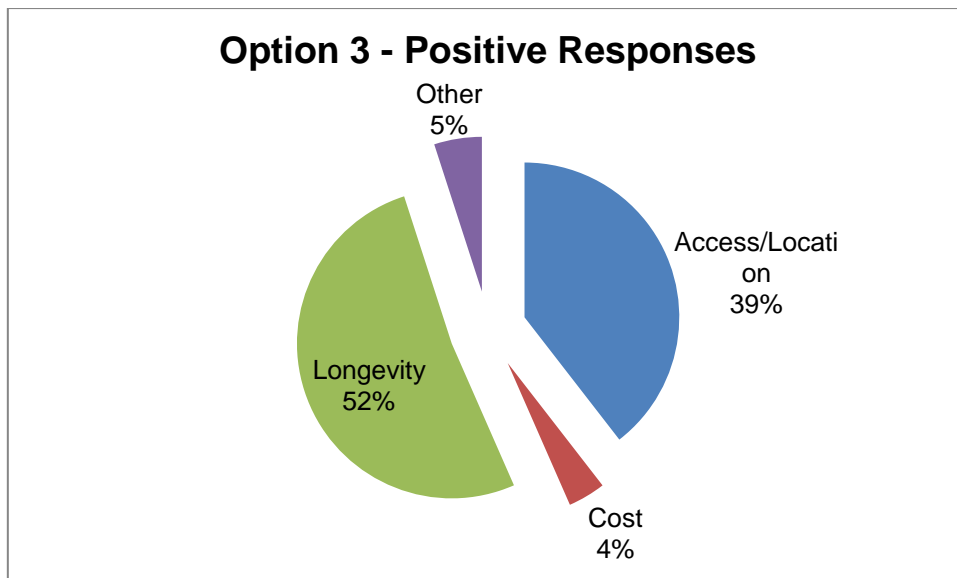
Q5 Option 3 - Nanpantan - Do you agree or disagree that this is the best of the three options?

Answered: 715 Skipped: 10



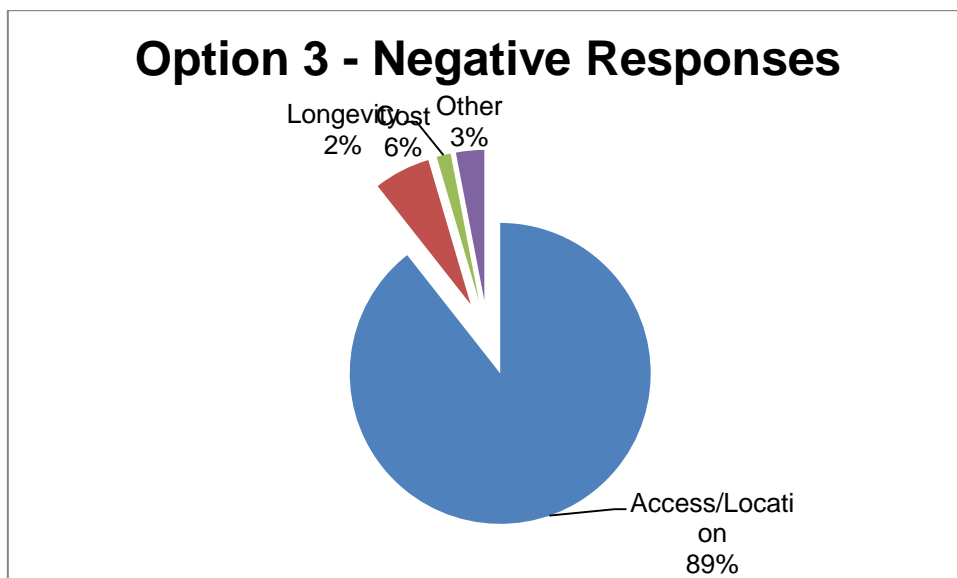
ANSWER CHOICES	RESPONSES	
Strongly agree	53.15%	380
Agree	18.60%	133
Neither agree nor disagree	10.07%	72
Disagree	5.17%	37
Strongly Disagree	13.01%	93
TOTAL		715

Out of the 513 responses for Strongly Agree and Agree the main reasons were:



Respondents that agreed with this option focus on the longevity of this option as well as by the fact that the area is not overlooked by residential properties.

Out of the 130 responses for Strongly Disagree and Disagree the main reasons were:



Respondents that disagreed with this option highlighted the distance from the existing site, the poor access infrastructure as well as the potential loss of a valued open space for farming and recreation.