

**TITLE: Application for ICCM Charter for the Bereaved
Accreditation – Lake View Bereavement Centre**

Committee: Operational Services Committee

Date: 14 September 2026

Author: Crematorium and Bereavement Services Manager

Report number: AB62

Contact officer: Marisa Rogers-Jones

marisa.rogers-jones@eastcambs.gov.uk , 01353 665240, Lake View Bereavement Centre, Mepal, Near Ely.

Issue

1. To seek Committee approval for Lake View Bereavement Centre to commence the process of achieving the Institute of Cemetery and Crematorium Management (ICCM) Charter for the Bereaved Accreditation.

Recommendations

It is recommended that the Committee:

2. Approves Lake View Bereavement Centre working towards ICCM Charter for the Bereaved Accreditation – detailed within Appendix 1.
3. Delegates authority to the Bereavement Services Manager, in consultation with the Director of Operations, to undertake the work required to achieve accreditation.
4. Approve the Lake View Bereavement Centre Proposed Action Plan – detailed within Appendix 2.

Background/Options

5. Lake View Bereavement Centre has been designed to provide compassionate, modern and environmentally sensitive bereavement services for residents across East Cambridgeshire and the wider area.
6. The ICCM Charter for the Bereaved is nationally recognised as a benchmark for excellence within cemetery, crematorium and bereavement services. It establishes measurable service standards and places the needs, rights and experiences of bereaved people at the centre of service delivery.
7. The Charter covers a broad range of service areas, including:
 - customer care and service delivery;
 - communication with bereaved families;
 - equality, dignity and inclusion;
 - environmental responsibility;
 - memorialisation services;

- complaints handling;
 - governance and accountability;
 - staff competence and professional development; and
 - continuous review and improvement.
8. Successful accreditation requires the Council to demonstrate, through appropriate evidence, that its policies, procedures and operational practices consistently meet the standards set out within the Charter.
9. Many of the principles required for Charter accreditation have already been incorporated into the design, development and mobilisation of Lake View Bereavement Centre. These include welcoming family spaces, accessible facilities, sustainable landscaping, clear service standards and a strong commitment to compassionate and dignified care.
10. Lake View Bereavement Centre has been developed with quality, compassion and continuous improvement at its core. Significant work has already been completed that aligns with the principles of the Charter, including:
- the development and adoption of comprehensive Rules and Regulations governing cremation, burial and memorial services;
 - the creation of customer-focused policies, procedures and guidance documents designed to support
 - bereaved families with dignity, compassion and respect;
 - the implementation of a three-stage complaints procedure focused on early resolution, accountability and continuous learning;
 - the development of data protection-compliant privacy notices and information governance procedures;
 - the establishment of accessible customer information and clearly defined service standards for families, funeral directors and visitors;
 - the introduction of a comprehensive memorialisation framework providing meaningful and environmentally sustainable choices for families;
 - the incorporation of equality, diversity and inclusion throughout the design and operation of the Centre, ensuring that services are accessible to people of all faiths, beliefs, cultures and backgrounds;
 - the development of environmentally sustainable operating practices, including natural burial provision, biodiversity enhancement and habitat restoration across the County Wildlife Site;
 - the establishment of governance arrangements, operational procedures and quality assurance processes to support safe, compliant and consistent service delivery; and
 - investment in staff recruitment, training and continuing professional development to support the highest standards of bereavement care.
11. The Council has the option either to commence the accreditation process or to continue operating without seeking formal Charter recognition.
12. Continuing without accreditation would not prevent the Centre from delivering high-quality services. However, it would reduce the opportunity to obtain independent assurance that the service meets nationally recognised standards and to demonstrate publicly the Council's commitment to excellence and continuous improvement.

13. Commencing the Charter process would provide a structured framework against which existing arrangements could be reviewed, areas for further development identified and progress monitored.
14. It is therefore proposed that Lake View Bereavement Centre begins working towards accreditation and that authority is delegated to the Crematorium and Bereavement Service Manager, in consultation with the Director of Operations, to manage the process.

Arguments/Conclusions

15. Charter accreditation would provide independent recognition of the quality of services delivered by Lake View Bereavement Centre and demonstrate that bereaved families are placed at the heart of service planning and delivery.
16. The principal benefits of achieving accreditation include:
 - independent recognition and external validation of service quality;
 - increased confidence among bereaved families, funeral directors and other stakeholders;
 - assurance that services are delivered fairly, consistently and transparently;
 - regular review and continuous improvement of operational practices;
 - enhanced staff development, competence and professional standards;
 - demonstration of the Council's commitment to high-quality public services;
 - strengthening the reputation of Lake View Bereavement Centre as a leading bereavement facility; and
 - supporting future service development, innovation and partnership working.
17. Working towards accreditation supports the Council's strategic priorities by:
 - delivering high-quality and responsive public services;
 - supporting residents during some of the most difficult periods of their lives;
 - promoting wellbeing and community resilience;
 - demonstrating effective governance, accountability and continuous improvement; and
 - enhancing environmental stewardship through sustainable bereavement services.
18. The Charter places equality, diversity, dignity and inclusion at the centre of bereavement service provision. Accreditation would assist the Council in ensuring that services continue to be accessible and responsive to people of all faiths, beliefs,

cultures and backgrounds while recognising the individual needs and wishes of each bereaved family.

19. The Charter also complements the environmental aspirations of Lake View Bereavement Centre. The Centre has been designed with sustainability and biodiversity at its core, incorporating natural burial provision, habitat restoration, sensitive landscaping and environmentally responsible operating practices.
20. Working towards accreditation would reinforce the Council's commitment to balancing exceptional bereavement care with environmental responsibility.
21. The proposal has been developed in consultation with officers involved in the establishment and mobilisation of Lake View Bereavement Centre and reflects nationally recognised good practice within the bereavement sector.
22. Lake View Bereavement Centre has been created with a clear vision of providing compassionate, dignified and professional bereavement services within a peaceful natural environment.
23. Achieving the ICCM Charter for the Bereaved represents an important next step in realising that vision. It would provide independent assurance that the Council is delivering services in accordance with nationally recognised standards while demonstrating a commitment to transparency, accountability and continuous improvement.
24. Approval is therefore sought to commence the accreditation process and work towards achieving ICCM Charter for the Bereaved status.

Additional Implications Assessment

25. The implications arising from this report are identified below:

Financial Implications Yes	Legal Implications No	Human Resources (HR) Implications No
Equality Impact Assessment (EIA) No	Carbon Impact Assessment (CIA) No	Data Protection Impact Assessment (DPIA) No

Financial implications

26. There is an annual cost of £320.00 with the Charter accreditation process. This covers the relevant application or accreditation fee, together with the officer time required to review existing arrangements, prepare supporting evidence and participate in any assessment process.
27. It is anticipated that much of the work can be undertaken using existing resources, as many of the policies, procedures and service standards required have already been developed as part of establishing Lake View Bereavement Centre.

28. Accreditation costs will be met from the approved Bereavement Services budget, where sufficient provision is available. Any expenditure that cannot be accommodated within existing budgets will be brought forward through the Council's normal financial planning and approval processes.

Appendices

Appendix 1 – Proposed Charter for the Bereaved Accreditation

Appendix 2 – Action Plan Proposed Action Plan

Appendix 3 – Institute of Cemetery and Crematorium Management – Charter for the Bereaved

Background documents

ICCM Guiding Principles for Burial and Cremation

Lake View Bereavement Centre Rules and Regulations

Lake View Bereavement Centre Memorialisation Framework

Lake View Bereavement Centre Complaints Policy