

PUBLIC EXHIBITION

Westerleigh is holding a series of public exhibitions: 18th January at Pershore Town Hall; 19th January at Evesham Town Hall; and 20th January at Fladbury Village Hall. On each occasion the exhibition will be open from 2:30pm and close at 7:30pm.

Your Questions answered:-

Who are Westerleigh?

Westerleigh is a specialist company with unrivalled experience in developing and operating new crematoria. In caring for over 30,000 funerals a year, our mission statement of "empathy, care and understanding" guides everything we do.

Landscaping

Westerleigh places great emphasis on landscaping when developing its plans. Existing trees and hedgerows are retained and supplemented where possible and the memorial park is designed to be an attractive and dignified place to spend time in reflection.

Local Ecology

Wildlife will be actively encouraged within the memorial park and grounds. Not only will this help to protect species such as the Noble Chafer beetle already on site, but a wider biodiversity than that which is currently present. Measures such as the introduction of ponds, more trees and wildflowers, as well as the retention, protection and replanting of orchard trees will result in a much more ecologically attractive site.

The Environment

This crematorium has been designed to include advanced filtration and abatement equipment, making it "clean to air" with no smoke or odours. Using the very latest technology, the crematorium will be one of the cleanest facilities in the UK.

The building will also be energy efficient, and the car parks constructed of permeable pavings to reduce surface water run-off. The use of swales and ponds will ensure that the surface water discharge from the site will not exceed the current "greenfield" rate.

Traffic

We will create a new access into the site on the A44, with a "right turn lane" to a design approved by Worcestershire County Council's highways department. This will allow traffic into and out of the site safely.

We anticipate the crematorium hosting around 1,000 funerals per annum when established in around 10 years, averaging out at around 4 per day. With an average of around 18 cars per funeral, this would mean on average 70 to 80 cars visiting the site each day.

95% of funerals take place in the middle of the day – from around 10:30 am to 3:30pm. This is outside of peak traffic hours, and so crematoria do not have any impact on rush hour traffic.

Currently the vehicles making those journeys have to travel much further – the nearest alternative crematorium is 12 miles away in Worcester. The overall effect, therefore, will be a reduction in the amount of traffic on the road network.

Your comments are important

We would appreciate your comments on our proposal before we submit the planning application.

Please write to:
Steve Bucknell

Westerleigh Group, Chapel View, Westerleigh Rd
Westerleigh, Bristol, BS37 8QP
e-mail: sbucknell@westerleighgroup.co.uk

Further details on the Westerleigh group can be found at:

www.westerleighgroup.co.uk



CREMATORIA & CEMETERY DEVELOPMENT



Public Consultation for a Crematorium at Evesham Road, Fladbury

THE WESTERLEIGH GROUP

Operates twenty four crematoria and a number of cemeteries across England, Scotland and Wales, many in partnership with local authorities. Westerleigh has particular experience of developing new crematoria, having built sixteen in the last two decades – all on greenfield sites in pleasant rural locations. Our new proposed crematorium will offer state of the art facilities within a green parkland landscape. The focus is on providing a facility where the bereaved leave with memories of green space, flowers and trees. Below are typical examples of crematoria we have built elsewhere:



Wessex Vale, Eastleigh



West Wiltshire, Trowbridge

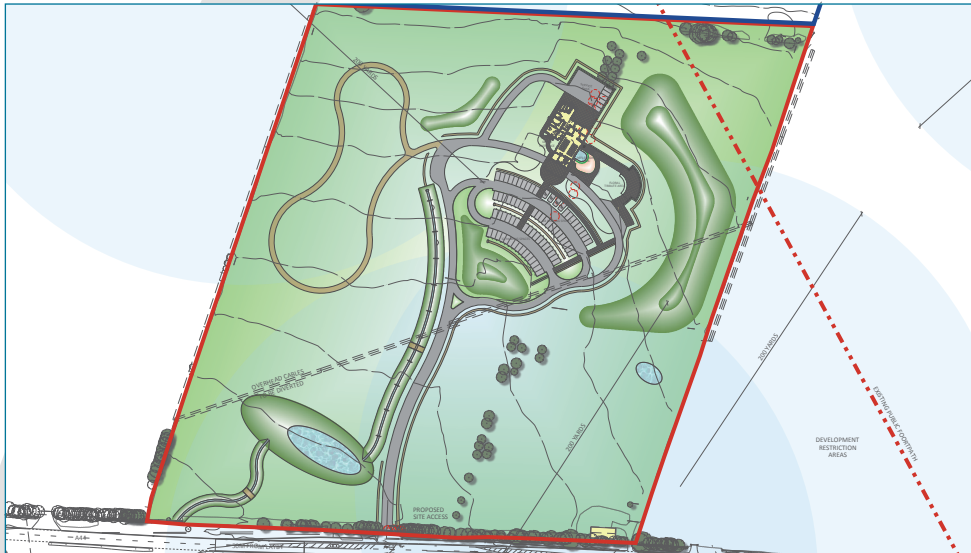


Howe Bridge, Atherton

THE PROPOSALS

A modestly sized single storey building of only 563m² will house a chapel, adaptable for secular and multi faith use, with seating for 98, a waiting room, accessible public toilet, the administrative offices and crematory. Public parking for 76 cars, including 6 accessible spaces, are provided to the front of the chapel, whilst to the rear there is a small service yard and staff parking.

The memorial park will contain a range of formal and informal landscaped areas, a scattering lawn and space for "living memorials", where the bereaved may dedicate a tree to their loved ones. Given the location of the crematorium, part of this will be a memorial orchard of fruit trees. Biodiversity will be encouraged in the area fronting the A44 by the introduction of ponds, wildflowers and the maintenance and extension of the old orchard.



WHY BETWEEN PERSHORE AND EVESHAM?

The towns of Pershore and Evesham do not have a crematorium at present, with bereaved families having long journeys, over 30 minutes in a cortege, to reach existing crematoria in Worcester; Redditch or Cheltenham. Indeed, the area is recognised as being poorly served with crematoria; Wychavon District Council has no crematorium, and neither do the neighbouring authority areas of Malvern Hills District, Stratford upon Avon District, Cotswold District and Tewkesbury Borough Councils.

As a result, Worcester Crematorium hosted 1,967 cremations in 2015 making it 33% busier than the average single-chapel crematorium in the UK and Redditch hosted 1,816 – making it 23% busier than an average single-chapel crematorium. This can lead to a poor experience for many bereaved families, particularly during the winter when the death rate is typically 40% higher than the average. The lack of capacity at the existing crematoria during this period often causes delays of three weeks in being able to book a time for a funeral. Funeral services can seem rushed, as the existing crematoria have to reduce service times, and car parks become congested when funeral parties overlap.

A new crematorium would greatly relieve this pressure as well as providing a much more accessible option for families throughout the Vale of Evesham and Pershore areas.

