

British Institute of Funeral Directors
Educating the Funeral Profession

JOURNAL

January 2022 | Issue 01/06



**ARCHBISHOP
DESMOND TUTU'S
ECO-FRIENDLY
AQUAMATION**

**2022 MEMBERSHIP
RENEWAL, 40TH AGM
AND GALA DINNER
INFORMATION
INSIDE**

**FUNERAL DIRECTORS
AND THE CMA; ARE
YOU COMPLIANT?**



The **MazWell**[®]
Group
Exclusive Manufacturer and Distributor of **DODGE**[®] Products

FIND YOUR STYLE



Clogs dedicated to enhancing foot well-being, helping professionals to have healthier, supremely well supported feet



BIFD JOURNAL



INSIDE THIS EDITION

President's Desk - pg. 2

Editor's Desk - pg. 5

Deputy Editor's Desk - pg. 6

Member's Notice Board

- The 40th BIFD Conference 2022 - pg. 8
- The 40th BIFD Conference 2022 Booking Form - pg. 12
- A Message from the Admin Team - pg. 14
- Membership Subscription Renewal - pg. 15
- CPD Record - pg. 16
- CMA Funerals Market Investigation Order 2021, Are You Compliant? - pg. 17

Press Releases

- Hampshire Funeral Home Honoured with Distinction Award for Service to Local Families - pg. 21
- Photography Contest Engages with Northern Irish Communities Amid Rising Covid-19 Cases - pg. 23
- Funeral Director takes to the Streets of Leeds to Feed and Clothe Homeless - pg. 24
- What's In A Name? - pg. 26

Articles

- The Death of Archbishop Desmond Tutu and his choice of Aquamation - pg. 29
- Celebrate the Routine in your Life - pg. 32
- The Final Countdown: Epic Eulogies - pg. 35
- Make Your Day & Get Out of Your Way - pg. 39
- Suicide Bereavement - pg. 42
- Losing A Team Member - pg. 43

EDITOR: Hayley Bell - Editor of The Journal
DEPUTY EDITOR: Lucie Kibbey - Deputy Editor of The Journal

CONTRIBUTORS: Paul Stibbards - National President
Karen & Jem Mead - National Office
Susan Leigh - Lifestyle Therapist
Maxine Edgar - Celebrant
Jane Bennett - BIFD Member
Dr Sharon McDonnell - Managing Director: Suicide Bereavement UK
Allsops - Supporter & Advertiser
Bennett's Funerals - Supporter & Advertiser
Colourful Coffins - Supporter & Advertiser
Eventlive - Supporter & Advertiser
FFMA - Supporter & Advertiser
Funeral Partners - Supporter & Advertiser
J C Atkinson - Supporter & Advertiser
The MazWell Group - Supporter & Advertiser
Motorcycle Funerals - Supporter & Advertiser
MuchLoved - Supporter & Advertiser
Wilcox Limousines - Supporter & Advertiser

EDITOR: Hayley Bell journal@bifd.org.uk
DEPUTY EDITOR: Lucie Kibbey deputyeditor@bifd.org.uk

FIXED QUARTERLY DEADLINES:

Contact: Hayley Bell, Editor of The Journal: journal@bifd.org.uk
March Edition 14th March 2022
May Edition 14th May 2022
July Edition 14th July 2022

CONTACTING THE BIFD

Paul Stibbards, National President: paul@stibbards.co.uk
Jeremy Mead, First Vice President: jem@meadfamilyfunerals.co.uk
Malcolm Serjeant, Immediate Past President: malcolmsrjeant@gmail.com
Karen Mead, The Company Secretary: admin@bifd.org.uk
David Parslow, Chair of Education: david@wcp ltd.com
Hayley Bell, Editor of The Journal: journal@bifd.org.uk
Lucie Kibbey, Deputy Editor of The Journal: deputyeditor@bifd.co.uk

Please contact the National Office for all executive, advertising, administration and general enquiries:
C/O Karen & Jem Mead, The British Institute of Funeral Directors,
National Office, 10 St John Road, Wroughton, Wiltshire, SN4 9ED
Tel: 0800 032 2733 Fax: 01920 823 261 email: admin@bifd.org.uk

Designed & Printed by: Taylor & Clifton Ltd.

The Journal is the official publication of the British Institute of Funeral Directors and is published bi-monthly.

Whilst the Journal aims to encourage the fullest freedom of opinion and expression, it should be understood that unless stated, views and opinions, including those of the Editor, should not be construed as being considered the policy of the Institute.

The British Institute of Funeral Directors accepts no responsibility for the accuracy of any claim made by any advertiser within this Journal, or for the quality, suitability or standard of the goods so advertised.

PRESIDENT'S DESK



Dear Members, Fellows, Students and Associates,

Happy New Year to you all.

As you have granted me the honour of being President, for my second letter from the desk of the President, I would like to give you a brief introduction as to who your new President is

I'm a fifth generation Funeral Director, based near Southend we are one of the biggest independent family concerns within our area, currently working on our eighth office.

During my time within the

family funeral directors, I have worked as an Embalmer, Memorial Mason, Driver, Bearer, Conductor and Coffin Maker, as well as the "fun" roles of Trainer, Health and Safety Consultant, Facilities Management and learning how to market the company and the Stibbards brand. Pretty much every possible role available within the profession!

Many of you have also filled these roles throughout your time within the profession. By undertaking these different roles, I hope that it has prepared me to be able to bring the BIFD forward and gives me, like yourselves, the tools needed to understand the challenges we face as profession.

With 30 years of service, you would have thought nothing would surprise me but, I have to say, every day is still a learning curve and that, I believe, is what brings us all to the profession: the new challenges of the new day.

Challenges are something we are also facing as the BIFD, with kindred organisations, bringing forward educational programmes, that have similarities to our own long standing educational programme.

But we shouldn't have too many concerns about these educational programmes

because ours was the original and we continue to develop our own system to reflect changes in expectations, technology, and the needs of you as Members.

The Board of Directors and our Tutors continue to work hard to support the BIFD in its endeavours, with current projects including establishing the BIFD with the governments of the four nations, increasing our CPD modules. Our Educational Committee are also working very hard to produce further opportunities for the BIFD to offer fellow professionals.

We are also working on several platforms to inform the profession and public of the work of the BIFD, including our presence at the NFE this year. There is a lot of work going into our attendance to make our 40th year standout.

From a Presidential standpoint, I'm continuing to strengthen our ties with our kindred organisations and keeping the BIFD in their mind's eye. With the Board and Education Committee, we are working hard to present the best possible BIFD to perspective new members at the NFE.

I have also finalised arrangements with my chosen charity, the RNLI, so please do look for some



interesting articles from them in upcoming issues of the Journal.

After a short respite for the Board and myself over the holiday period, we are back having regular virtual meetings and our next guest speaker will be our own Hayley, on social media. Hayley has been a great asset, not only in the work she and Lucie undertake for the Journal but also on promoting the BIFD on our social media platforms. Hayley's efforts have resulted in an uptake on requests for Membership and to undertake our course by fellow funeral professionals.

My personal thanks to Hayley and Lucie for all they are doing.

Although a few months yet, plans for our annual conference are blossoming, so our 40th Conference is hopefully going to be a special and memorable one.

My final theme of this letter is less of an upbeat note, but one of great importance to the profession: one of unity, a word I may have stolen from Malcolm's speech, (sorry Malcolm) but this time not just for the BIFD but also all funeral directors within the four nations.

We need to come together to ensure every funeral director reaches the requirements of the Competitions and Marketing Authority (CMA) because, although what has been requested is inconvenient, what may

come if the profession doesn't respond could be far worse.

All funeral directing organisations are echoing the above statement, if we as Members can also support it, we as a profession could avoid further changes in the future.

There will be an article on this in the Journal, so please do ensure you read it and understand it (there are grey areas), so that the CMA doesn't have any reason to further audit our profession.

Looking forward to seeing you all on the 27th of January for our next speaker and discussions afterwards.

Paul Stibbards
President

We know you value your business

Are you interested in finding out how much it might be worth?

Continue your legacy - succession planning

Whether you're thinking of retiring and handing down the reins to your family members, remaining with the business in a large capacity, or staying on in an advisory role, Funeral Partners is here to support your ambitions for the future. We can flexibly work with you and your team to guide your business to continued success.

Our commitment and investment

Funeral Partners can enable your business to reach new heights with potential for investments in infrastructure, fleet, technology, training, expanding the brand into local areas and more.

Established and proven reputation

100 family brands and more than 200 branches have joined the Funeral Partners family, with 14 new family brands and 47 new funeral homes joining in the last 24 months alone, despite the pressures of the Covid-19 pandemic and CMA order.

Business as usual

Funeral Partners' mission is to preserve and expand what makes funeral businesses great in the first place, with no compromise on quality and standard of care.

Contact us for a confidential discussion about a free valuation of your funeral business – with the potential to become part of the Funeral Partners family, be it now or for the future.



Sam Kershaw, **Chief Executive Officer**
07834 531822
sam.kershaw@funeralpartners.co.uk



Steve Wilkinson, **Acquisition & Mergers Director**
07528 970531
steve.wilkinson@funeralpartners.co.uk

EDITOR'S DESK

Editor's Desk
Hayley Bell,
Dip. FD, LMBIFD
journal@bifd.org.uk



May I take this opportunity to wish you all a very happy New Year!

2022 brings exciting things for the Institute - we are celebrating our 40th year, we have some amazing CPD

guest speakers lined up, we will be at the National Funeral Exhibition on 10th - 12th of June (make sure to come and see us at Stand 228 in Hall B), and of course we will be coming together at National President, Paul Stibbards' AGM, and Gala Dinner.

You can find all the information about the venue of Paul's AGM and Gala Dinner, including the Hotel Rates, on the Member's Noticeboard. For everyone who attended Immediate Past President Malcolm Serjeant's weekend at Shrigley Hall, you know that this is an event that you won't want to miss!

We will soon be approaching

the time to get our Membership renewals in; our amazing Admin Team, Jem, and Karen Mead, have published everything you need to know, along with the application and CPD forms in this, and future publications.

In this issue, long-time supporter of the BIFD, Lifestyle Coach Susan Leigh has written some articles, there's an interview with Maxine Edgar, and I have written an article about the late Archbishop Desmond Tutu and his wish to have environmentally friendly Aquamation following his State Funeral.

Until next time, take care
Hayley



Venue For 40th Anniversary Conference & AGM
The Holiday Inn Airport Hotel Southend

DEPUTY EDITOR'S DESK

Deputy Editor's Desk Lucie Kibbey, Cert FS



Happy New Year

And so here we are in 2022 and it's almost February already! So Happy New Year

to you all, as we enter the BIFD's 40th year we have a great annual conference to look forward to.

For any of you that have never been to one of the conferences before, I fully encourage you to attend, it's a fantastic CPD opportunity as well as meeting the board members and making new friends. We also have good old fashioned fun as well!

My Christmas was spent with family and close friends and a welcome rest was taken. I undertook my annual tradition of reading Jane Eyre and there is always one quote that sticks with me at this time of year

"Life appears to me too short to be spent nursing animosity or registering wrongs"

And it is one I carry with me. Not to waste any of my precious time worrying what others may think of me, or holding grudges.

We can only hope the the worst of Covid-19 is past us now, and that some parts of life can begin returning to a level of normality. Particularly when dealing with our clients and families. It has been hard to take a step back at times and arrange funerals over Zoom, or with everyone wearing face masks. The human element of our roles felt entirely removed

WEBCASTING APP FOR FUNERAL HOMES

WORKS IN CHURCHES, CEMETERIES, AND OTHER LOCATIONS



LEARN MORE AND
GET 3 FREE SERVICES

5 MINUTES TO SET UP.

+44 7588 302446

contact@eventlive.pro

eventlive



for me. To not be able to rest a hand on the shoulder of bereaved family member as previously would have been my natural instinct has been hard to adjust to.

I do hope that we have not lost that part of us, that when a family feel they have been looked after professionally and personally that they may feel it appropriate to shake our hands or give a hug.

For now I'll keep it short and sweet and wish every one of you the best 2022 that it can be, both in your business and personal lives.

Keep on Truckin'

Lucie x



ALLSOPS
Manufacturers and Suppliers of quality products to the discerning Funeral Director

Engraving On Wood Products

Visit www.allsops.net to sign-up

To place an order or for more information, call us on 01903 213991 or visit www.allsops.net
Offer cannot be used in conjunction with any other discounts.
Trade Only

The British Institute of Funeral Directors Conference 2022:**28th – 30th October 2022*****Holiday Inn Airport Hotel Southend***

77 Eastwoodbury Crescent

Southend-on-Sea

SS2 6XG

The 40th BIFD Conference 2022 Tarif Rates**1. Friday Evening To Sunday Morning – THE COMPLETE PACKAGE***Friday Dinner***.....Double Room (2 People) £470***Saturday & Sunday Bed & Breakfast***.....Single Room (1 Person) £315***Saturday AGM: On Arrival Tea, Coffee & Biscuits****Saturday Lunch Included****Saturday Evening Drinks Reception**Saturday Gala Dinner – Includes 4 Course Meal Followed By Tea & Coffee***2. Friday Evening To Saturday Morning - ONLY***Friday Dinner***.....Double Room (2 People) £180***Saturday & Sunday Bed & Breakfast***.....Single Room (1 Person) £130***Saturday AGM: On Arrival Tea, Coffee & Biscuits****Saturday Lunch Is Available On The Day At £25 PP*****3. Saturday To Sunday Morning - ONLY***Saturday AGM: On Arrival Tea, Coffee & Biscuits***.....Double Room (2 People) £275***Saturday Evening Drinks Reception***.....Single Room (1 Person) £180***Saturday Gala Dinner – Includes 4 Course Meal Followed By Tea & Coffee****Saturday Lunch Is Available On The Day At £25 PP*****4. The Gala Banquet Dinner Only****.....£60 Per Person***Saturday Evening Drinks Reception**Saturday Gala Dinner – Includes 4 Course Meal Followed By Tea & Coffee***5. AGM ATTENDANCE ONLY****.....Free To All Members & Students***Saturday AGM: On Arrival Tea, Coffee & Biscuits****Saturday Lunch Is Available On The Day At £25 PP*****ROOM UPGRADES AVAILABLE (Subject To Availability)*****King Executive Room£25 extra per room per night******Superior Suite£35 extra per room per night*****TO STAY BEFORE OR AFTER THE CONFERENCE DBB****.....Double Room (2 People) £145****.....Single Room (1 Person) £120**

The British Institute of Funeral Directors Conference: 28th – 30th October 2022

Holiday Inn Airport Hotel Southend
77 Eastwoodbury Crescent, Southend-on-Sea, SS2 6XG

BIFD 40th Anniversary Conference & Gala Celebration Dinner

The BIFD was established in 1982 by a group of funeral directors who believed in education and training for their profession; so that members of the public seeking to use the services of a funeral director should be able to choose wisely and get the best possible professional services on offer. It was the last Institute to have 'British' in its name. The BIFD places the educational and professional development needs of Funeral Directors at the heart of its work and promotes best practice through continual professional development. The BIFD is run by professionals for professionals; the BIFD prides itself on responding to what individuals, companies and the funeral profession needs to best serve the bereaved, now and in the future.

Under the current National President, Mr. Paul Stibbards, Board of Directors and Education Committee, the Institute has a progressive team dedicated to the profession and education. Now 40 years old, the Institute wants to celebrate the changes that have taken place in the profession and funeral education.

Please join us on the 28th – 30th October 2022 to celebrate the Institute's birthday but also to be there influencing the next chapter.....



Venue For 40th Anniversary Conference & AGM

The Holiday Inn Airport Hotel Southend:



The Holiday Inn Southend is situated just a short walk from London Southend Airport and a short drive from Southend Pier, making it perfect for business or leisure. The fresh, bright and **sound-proofed bedrooms** are the perfect place to relax after a long day. The award-winning rooms are designed to offer a range of facilities to enhance your stay; with comfortable beds, free Wi-Fi, flat screen TV and well-equipped bathrooms. You can also enjoy complimentary tea and coffee in your room with ample on-site car parking.

As the BIFD celebrates its 40th Birthday, The Holiday Inn Southend will be celebrating its 10th Birthday.

The 4 Star Holiday Inn Hotel Southend is gearing up to celebrate its 10th birthday throughout October 2022. Exactly ten years ago in October 2012, the Holiday Inn Southend opened and to celebrate the hotel's anniversary, Holiday Inn Southend is planning five weeks full of surprises and special promotions. For the month of October, the Rooftop Bar at the Holiday Inn Southend will be offering a host of signature cocktails for ONLY £5.00 and all you have to do is mention their 10th Birthday to enjoy a host of unique signature cocktails, any day of the week. Throughout the five-week celebration, the 1935 Rooftop Restaurant will also be offering a 2 for £29 lunch menu. Guests can enjoy a 2-course lunch; choose from a list of starters, main courses or home-made desserts and include a drink for only £29 for two people. Lunch is available Monday to Saturday from 12pm to 2.30pm. Pre booking is required.



Guests can enjoy a 2-course lunch; choose from a list of starters, main courses or home-made desserts and include a drink for only £29 for two people. Lunch is available Monday to Saturday from 12pm to 2.30pm. Pre booking is required.

The Holiday Inn Southend will be marking their official ten-year anniversary with a free glass of Prosecco for all guests visiting the hotel on Thursday 27th October 2022. You are invited to come along and celebrate with their dedicated staff, who will be on hand to share many of the funny stories they have encountered in the hotel over the past ten

years.

The Holiday Inn Southend has had the honour of hosting 481,4927 guests in its ten years. Over one million pillows have been plumped, over 69,000 kilograms of potatoes have been peeled, while staff at the hotel's 1935 Rooftop Bar have popped over 8,000 bottles of Prosecco. To achieve this, 70 employees from 13 different nations work both front of house and behind the scenes to ensure the perfect and personal IHG service is delivered on time, every time.

With 129 rooms and suites, a ballroom and four conference rooms, as well as Essex only rooftop bar and restaurant, it is a gem on the outskirts of Southend which delivers a personal service with a focus on community responsibility. In May 2017, the hotel won the prestigious Green Tourism Award, the world's largest sustainable certification programme.



The 1935 Rooftop Bar



The 1935 Rooftop Bar is this the only rooftop bar in Essex, offering amazing views over the runway of London Southend Airport. Whilst enjoying dinner on Friday Evening, you will be able to enjoy breath-taking views of the surrounding Essex countryside and perhaps watch a plane or two take off from London Southend Airport.

The name 1935 Rooftop Bar originates from the year London Southend Airport officially opened as Southend Municipal Airport, on 18th September 1935. The start of the Second World War saw the site requisitioned by the

RAF with several squadrons from all over the world based at Southend. During this time the runways played home to the Supermarine Spitfires, Hawker Hurricanes and Bristol Blenheims.

London Southend Airport is still home to the **Avro Vulcan XL426**. Due to its British aviation heritage and as a tribute to the men and women who flew the Vulcan during the Cold War, a local volunteer group known as the **Vulcan Restoration Trust** purchased and now maintains the Vulcan B2 XL426 in live ground running condition at the airport. It opens to the public at the Visit the Vulcan Days held throughout the year just a few minutes' walk from the hotel.



WWW.BIFD.ORG.UK

Educating The Funeral Profession



FIND US ON

Stand 228 | Hall 2

Friday 10 – Sunday 12 June 2022

Stoneleigh Park, CV8 2LZ

www.nationalfuneralexhibition.co.uk

Meet National President, Paul Stibbards, Members of the Board of Directors and Tutors who will be available to chat about the Institute and our Accredited by Greenwich University Courses

The 40th BIFD CONFERENCE 2022 BOOKING FORM

Members Name: Membership Number:

Address:

Post Code: Contact Telephone Number:

Email Address: Number of Rooms Required:

Special Dietary Requirements: Yes/No Details of Diet

Arrival Date:/...../..... Departure Date:/...../.....

Attending **Partners** Name:

Attending **Guests** Names:

Attending **Children's** Names & Ages:

See Rates Page To Complete Payment

Tariff (1) – Full Package

Double Rate: £.....

Single Rate: £.....

**Please return your completed booking form
and cheque, made payable to 'BIFD' for the
appropriate amount to the Conference Co-
ordinator:**

Tariff (2) – Fri to Sat

Double Rate: £.....

Single Rate: £.....

Mr. David Gresty

The British Institute of Funeral Directors
National Office
10 St John Road
Wroughton
Wiltshire
SN4 9ED

Tariff (3) – Sat to Sun

Double Rate: £.....

Single Rate: £.....

07803 955 230

Tariff (4) – Gala Dinner Only

david-gresty@hotmail.com

Total Attendees £.....

Bacs Payments To:

Sort Code: 60-83-01 - Account Number: 20336550

Tariff (5) – AGM Only

£ No Charge

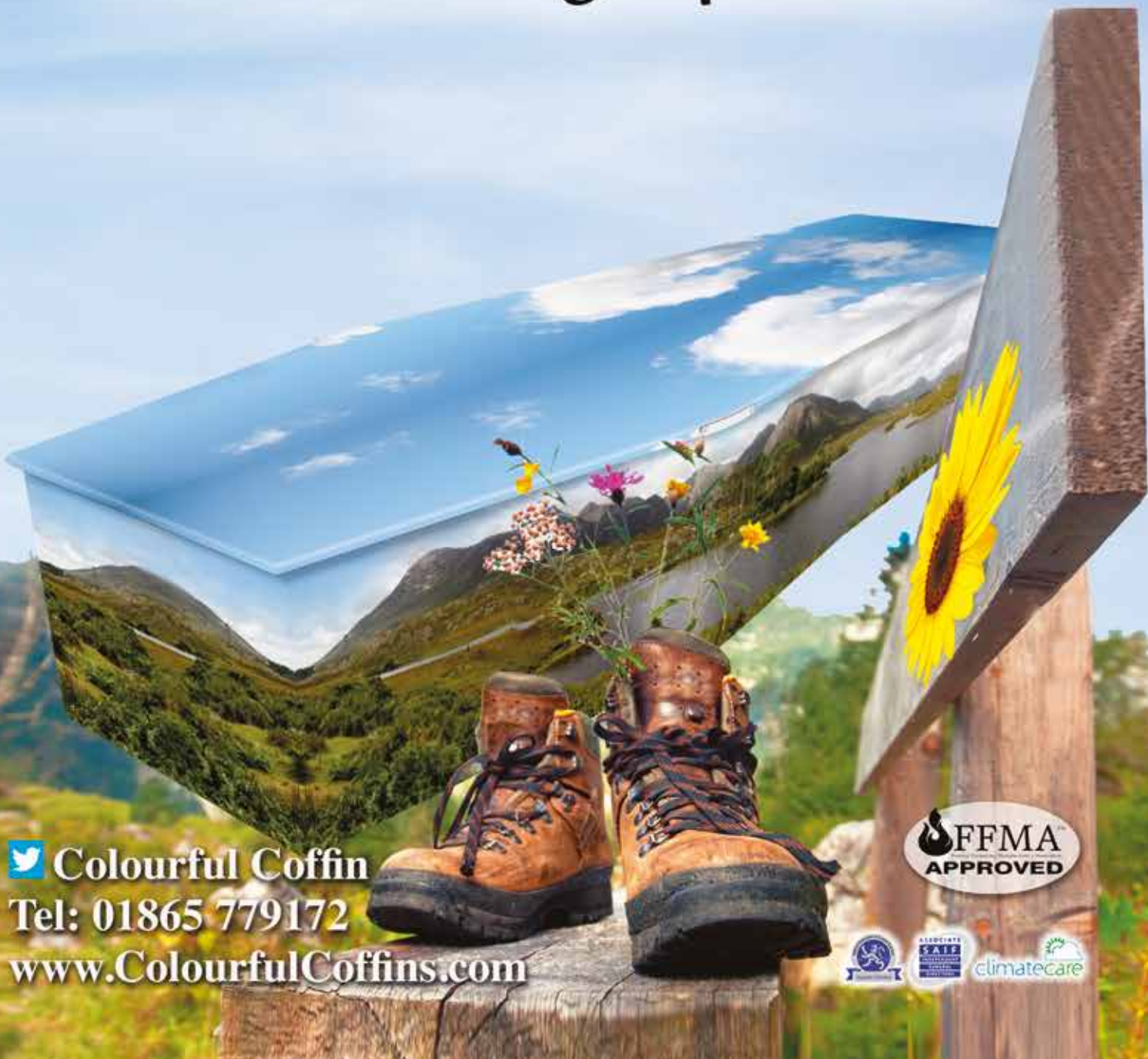
Total Amount Due £.....



The Original 'Colourful Coffin'

as individual as you

*Designed to say
something Special*



 Colourful Coffin

Tel: 01865 779172

www.ColourfulCoffins.com



A MESSAGE FROM THE ADMIN TEAM

It's that time of the year again...

Membership & Licence Renewals

Enclosed in this magazine are the Renewal of Membership form and the CPD form to be completed if you require a Licence.

Please where possible make your payment by BACs, bank details are on the renewal form. We are more than happy to accept your cheques however, there is a financial cost to the Institute for cashing these.

Most of us pay our bills via this method - and it's not that hard to set up. Financially the Institute is in the best position that we have been in for many a year and we intend to keep it that way to enhance the benefits available to you our Members.

For those amongst us that give the excuse of "Oh, I thought you did it automatically" the answer is 'No we don't'. Membership must be renewed by you annually! This enables us to keep a track of your contact details etc.

We have had another super year within the Institute. With Membership being at its highest for a number of years, and we currently have over 40 Students trying to become highly qualified Funeral Directors.

It would be really nice to get Membership up by 40 in this our 40th year, so please have a word with those around you about joining us.

In these pre-regulated times and we know it's coming - it's just a question of when, surely it is more

important than ever to demonstrate to the rest of the profession, the government and the public, that the Members of the B.I.F.D. are at the forefront of regulation to being Licensed Funeral Directors.

The Board of Directors and the Education Team are constantly producing regular online CPD for you, the Members, to access thus enabling you to apply for your licence. We do have some exciting things happening in the background regarding this - more news will follow when we have something physical to show you!

We will happily accept renewals early and will process Certificates and Licences in preparation for the new subscription year.

Take care all
Karen & Jem





BRITISH INSTITUTE OF FUNERAL DIRECTORS

Administration Office: 10 St John Road, Wroughton, Swindon SN4 9ED

Email: admin@bifd.org.uk

Telephone: 0800 032 2733

2022/23 MEMBERSHIP SUBSCRIPTION RENEWAL

Please complete this form IN FULL and return it with your payment and any supporting documents, as required.

Name:		BIFD Membership No.:
Address:		
Town:	County:	Post Code:
Telephone:	Email: please print clearly	

I hereby apply to renew my membership in the British Institute of Funeral Directors, as follows:

✓	MEMBERSHIP TYPE	SUBSCRIPTION AMOUNT		
	Licenced Full Member (CPD FORM MUST BE COMPLETED)	£185.00		
	Full Member	£160.00		
	Retired Member (voting)	£ 75.00		
	Retired Member (non-voting)	£ 50.00		
	Student Member	£ 75.00		
	Associate Member	£100.00		
✓	ADDITIONAL MEMBER ITEMS	Quantity	Cost	TOTAL AMOUNT
	Additional copies of Annual Licence <i>(ONLY available to Full Members with a Licence, as above)</i>		£10.00	£
	Member's Lapel Badge		£ 5.00	£
	Member's Window Sticker		£ 2.45	£
	Member's Tie (normal straight tie)		£12.50	£
	Member's Tie (clip-on tie)		£12.50	£
	BIFD Text Book Certificate & Diploma (cost of each)		£65.00	£
		Total Additional Member Items		£
Member's Signature:		Membership Subscription (as above)		£
		TOTAL TO PAY		£

✓	Payment Method
	Cheque - enclosed (<i>Cheques to be made payable to the British Institute of Funeral Directors</i>)
	BACS (internet banking) Sort Code: 60-83-01 Account No.: 20336550 (please quote your surname as the reference when paying by BACS / Internet Banking)

To opt out of allowing your personal information to be shared, please tick the box.	<input type="checkbox"/>
---	--------------------------

PLEASE NOTE: If you are applying for a Licence, you must complete the 2021/22 CPD Return and enclose it with your Subscription Renewal. CPD Returns will be checked and verified and you may be contacted and requested to supply additional information if we need further verification.

CMA FUNERALS MARKET INVESTIGATION ORDER 2021, ARE YOU COMPLIANT?

By Hayley Bell, Editor

The Competition and Markets Authority (CMA)

has powers to intervene in any market sector where it believes there may be a detriment to consumers due to how the business in that sector operates. The CMA held a two-and-a-half-year investigation into the funeral sector.

Following this investigation, the CMA published a set of requirements in a legally binding Order under the Enterprise Act 2002 in July 2021. All UK funeral firms had to be compliant with the needs of the 2021 Funerals Market Investigation order by 16th September 2021.

While many funeral directors have implemented the steps outlined within the Order, we understand that the voluminous guidelines issued by the CMA may be somewhat overwhelming to navigate.

To ensure all our Members know

what it means to be compliant, we wanted to share a helpful checklist:

The Order states that all UK Funeral Directors MUST:

- Display a Standardised Price List in the window of the premises (A4)
- Display a Standardised Price List inside the premises (A2 Poster)
- Display a Standardised Price List within one click of the homepage of the website (PDF)

Also, have copies of the Standardised Price List available to be taken away by clients.

- Display local crematoria pricing, ultimate ownership of the business, terms of business, business or material financial interests, and any charitable donations inside premises (A2 Poster)

This information also needs to be displayed on the website (PDF)

Also, have printed copies available to be taken away by clients

- Additional Charges price list displayed on the website (PDF)

Also, have printed copies available to be taken away by clients

We have included example templates of the Standardised Price List and Crematoria Price Information on the following pages.

Funeral Directors with over five branches need to collate and report specified information outlined in the Order. For more advice about this, or any of the other requirements, you can contact the CMA directly: funerals@cma.gov.uk

You can read the summary of the Funerals Market Investigation Order here:

<https://www.gov.uk/government/publications/summary-of-the-funerals-market-investigation-order-2021/summary-of-the-funerals-market-investigation-order-2021>



Required:

Display the Standardised Price List
Provide terms of business
Disclose certain business interests



Prohibited:

Incentivising third parties to make referrals through gifts and payments



STANDARDISED PRICE LIST

All funeral directors are legally required to publish this Price List for a standardised set of products and services. This is to help you think through your options and make choices, and to let you compare prices between different funeral directors (because prices can vary).

ATTENDED FUNERAL (funeral director's charges only)	[£xxxx] [Not offered]
This is a funeral where family and friends have a ceremony, event or service for the deceased person at the same time as they attend their burial or cremation.	
Taking care of all necessary legal and administrative arrangements	[£xxx] [-]
Collecting and transporting the deceased person from the place of death (normally within 15 miles of the funeral director's premises) into the funeral director's care	[£xxx] [-]
Care of the deceased person before the funeral in appropriate facilities. The deceased person will be kept at [both] the funeral director's [branch premises] [and at other] [non-branch premises]	[£xxx] [-]
Providing a suitable coffin – this will be made from [insert description of the coffin]	[£xxx] [-]
Viewing of the deceased person for family and friends, by appointment with the funeral director (where viewing is requested by the customer)	[£xxx] [-]
At a date and time you agree with the funeral director, taking the deceased person direct to the agreed cemetery or crematorium (normally within 20 miles of the funeral director's premises) in a hearse or other appropriate vehicle	[£xxx] [-]
UNATTENDED FUNERAL	
This is a funeral where family and friends may choose to have a ceremony, event or service for the deceased person, but they do not attend the burial or cremation itself.	
Burial (funeral director's charges only)	[£xxxx] [Not offered]
Cremation (funeral director's charges plus the cremation fee)²	[£xxxx] [Not offered]
FEES YOU MUST PAY	
For an Attended or Unattended burial funeral, the burial fee . ¹	[£xxx-£xxx]
In this local area, the typical cost of the burial fee for local residents is:	[Not offered]
For a new grave, you will also need to pay for the plot; for an existing grave with a memorial in place, you may need to pay a removal/replacement fee. In addition, the cemetery may charge a number of other fees.	
For an Attended cremation funeral, the cremation fee . ²	[£xxx-£xxx]
In this local area, the typical cost of a cremation for local residents is:	[Not offered]
Please discuss any specific religious, belief-based and/or cultural requirements that you have with the funeral director.	
ADDITIONAL FUNERAL DIRECTOR PRODUCTS AND SERVICES	
This funeral director may be able to supply a range of optional, additional products and services, or to arrange (on your behalf) for a third party to supply them. Examples include:	
Additional mileage (price per mile)	[£xx] [Not offered]
Additional transfers of the deceased person's body (e.g. to their home, to a place of worship etc.) (price per transfer)	[£xx] [Not offered]
Collection and delivery of ashes	[£xx] [Not offered]
Embalming	[£xx] [Not offered]
Funeral officiant (e.g. celebrant, minister of religion etc.)	[Prices on request] [Not offered]
Services supplied outside of normal office hours	[Prices on request] [Not offered]
The funeral director can give you a full list of what they can supply. They are likely to charge for these additional products and services, so you may choose to take care of some arrangements without their involvement, or you can use a different supplier.	

¹ This fee (which is sometimes called the interment fee) is the charge made for digging and closing a new grave, or for reopening and closing an existing grave.

² In England, Wales and Northern Ireland, you will usually need to pay doctors' fees as well. This is the charge for two doctors to sign the Medical Certificates for Cremation.

CREMATORIA PRICE INFORMATION

The information below gives the prices charged by crematoria within a 30-minute cortege journey of this funeral home

Standard Fee Attended Service [INSERT NAME OF CREMATORIUM] [INSERT NAME OF CREMATORIUM]	[£] [£] [£]
Unattended Service [INSERT NAME OF CREMATORIUM]	[£] [£]
Reduced Fee Attended Service [INSERT NAME OF CREMATORIUM]	[£] [£]

TERMS OF BUSINESS

Our Terms of Business include the following:

You must pay a deposit of [INSERT % of total price] [INSERT number of days} before the funeral.

The final balance must be paid [X days] before/after the funeral.

The following charges will be made for late payment: [INSERT CHARGES]

Other payment options (including interest charged) are: INSERT OPTIONS IF APPLICABLE

DISCLOSURE OF INTEREST

The ultimate owner of this business is [INSERT name of company/controlling shareholder if different from the trading name]

We have following business/financial interest in [INSERT name of price comparison website]/We have no business or financial interest in a price comparison website which compares Funeral Director Services and/or Crematoria Services and their respective prices

We make charitable donations to the following:

[List all in excess of £250 in a year]

We make gratuity payments to the following:

[List all in excess of £250 in a year]

Other payments or gifts to third parties that are not related to a cost incurred or service provided by the third party, in connection with the arrangement of a funeral, or the operation of the funeral business.

[for example buying tablet computers for a local care home to help residents keep in touch with family, Christmas hampers for hospice staff etc.]

[List all in excess of £250 in a year]

The British Institute of Funeral Directors

Official Merchandise Store

Lapel Badges



£5.00 each

Member Window Stickers



£1.45 each



£1.75 each

Ties



£10.50 each

available as a tie or clip-on

Associate Member Window Stickers



£1.45 each



£1.75 each

Pens



£2.25 each

Textbooks



Updated 2020 Edition BIFD Textbooks
Diploma Textbook Hardback: £75.00 + P&P
Certificate Textbook Hardback: £45.00 + P&P
CD Copies: Price Available Upon Request

*Original Textbook owners (with proof of purchase)
can obtain a new CD Copy for FREE*

**To purchase merchandise please contact
Jem & Karen Mead: admin@bifd.org.uk**

*All items subject to availability,
Unless otherwise stated, prices shown include P&P*



Educating The Funeral Profession

HAMPSHIRE FUNERAL HOME HONOURED WITH DISTINCTION AWARD FOR SERVICE TO LOCAL FAMILIES

A Hampshire funeral home has been awarded the Southern Enterprise Distinction in Funeral Administration for its service to local families throughout 2021.

J & L Sturney Funeral Directors, Lyndhurst, impressed the Southern Enterprise Awards with its dedication to the local community by going above and beyond at a time when funeral services were restricted due to the Covid-19 pandemic.

Helen Osment, Funeral Arranger and Administrator at J & L Sturney, said: "It was a difficult year for the bereaved. Funeral services continued to be restricted in numbers, memorial services had to be delayed and some people were not able to travel and pay their respects to loved ones.

J & L Sturney works as a team, including out of hours and at weekends, to ensure the families we serve come first. This involved keeping families up to date with the latest guidance and offering them meaningful ways to mourn their loved ones."

The funeral home was nominated for the award by Mr and Mrs Newport, a local family who thought highly of the service they received from J & L Sturney and in particular Helen. Helen and her colleagues were delighted to learn of the nomination and were pleasantly surprised upon receiving notice that J & L Sturney had won. To mark their



Helen Osment holding up a trophy from Funeral Partners that recognises J & L Sturney's achievement.

achievement, Funeral Partners – the network of funeral businesses that owns J & L Sturney – created a special trophy to present to them. Helen said: "I was utterly surprised, and proud of the teamwork, dedication and commitment J & L Sturney has shown local families and the community through difficult circumstances over the past year."

The Southern Enterprise Awards

judging panel commented: "Implementing a client-centric approach has helped J & L Sturney Funeral Directors become a leader in the funeral services industry. From the moment of that first call, the team put any concerns to bed by taking care of every small detail.

No matter what time or day it is, somebody will be on hand to provide a high-quality service. The average cost of a funeral has more than

doubled since 2004 to over £4,200, so with this in mind J & L Sturney Funeral Directors can offer a range of prepaid funeral plans to ease the burden on families.

With a strong track record to call upon, J & L Sturney Funeral Directors continue to lead the way in the industry and as we look ahead to 2022 and beyond its future looks very promising.”

The Southern Enterprises Distinction in Funeral Administration is a welcome addition to J & L Sturney’s accolades, which include Gold in New Forest District Council’s Up Your Game, Up Your Gain 2019 initiative.

Pete Dearing, Regional Development Director at Funeral Partners, said: “I’m very proud of what J & L Sturney has and continues to achieve in serving their local community of Lyndhurst. Keep up the good work.” Helen looks forward to continuing to support families with the quality and care J & L Sturney is known



A trophy representing J & L Sturney’s distinction in funeral administration.

for. She concluded with some advice for the runners-up: “Always be proud of what you do and shine in your profession. It really shows, is always appreciated and does not go unnoticed.”

To keep up to date with J & L Sturney’s latest community activities, visit www.sturneyfunerals.co.uk

Funeral Partners



About Funeral Partners:

Funeral Partners is the UK’s third largest funeral business with more than 225 funeral homes staffed by over 650 dedicated funeral professionals, serving communities across England, Scotland and Northern Ireland.

Founded in 2007 by Philip Greenfield, Funeral Partners has

grown rapidly building a strong reputation as a well-run, high quality funeral services business, overseeing more than 18,000 funerals each year. It now includes more than 100 family businesses, which have entrusted their reputation and heritage to Funeral Partners. Chief Executive Sam Kershaw has over 35 years’ experience in the funeral profession, joining the business back in 2016 as Chief Operating Officer.

Contact:

For more information about Funeral Partners visit www.funeralpartners.co.uk or corporate.funeralpartners.co.uk

For all media enquiries please contact pressenquiries@funeralpartners.co.uk

PHOTOGRAPHY CONTEST ENGAGES WITH NORTHERN IRISH COMMUNITIES AMID RISING COVID-19 CASES

A County Antrim funeral directors ran a photography competition to engage with Northern Irish communities while remaining cautious about social distancing as Covid-19 cases continue to rise.

To help raise environmental awareness, Mulhollands Funeral Directors in Carrickfergus and Larne asked people to send pictures of wildlife, nature and the environment to be in with the chance of winning £200-worth of photography equipment.

Regional Development Director Julian Hodgkinson and Peter Mulholland, Business Consultant at Mulhollands Funeral Directors, received a number of breath-taking entries across Northern Ireland to judge, from Portaferry to Ballintoy. They decided to award first place to Clive Harbinson, owner of Carrickfergus Street Photography, for his shot of a river running under a bridge in Tullymore Forest Park.

Clive said: “I went to the park to take a series of photos for Carrickfergus



From left: Beverley Brown, Marketing Manager at Funeral Partners with competition winner Clive Harbinson and Business Consultant of Mulhollands Funeral Directors Peter Mulholland.

Street Photography and a strong wind suddenly picked up, swirling leaves all around the river that ran under the bridge.

“I set the camera’s exposure delay to 20 seconds which created a beautiful ripple effect of the leaves racing across the surface.”

Mulhollands Funeral Directors awarded Clive a £200 photography voucher for the winning shot,

which he plans to spend on new camera filters. He explained: “Various filters can help smooth out and enhance scenery which, as a primarily landscape photographer, will help me secure more shots like this one.”

Clive concluded with some advice for the runners-up: “Make sure you always bring the right equipment for the right shot. There’s nothing worse than being unprepared when the scenery suddenly aligns for a great photo.”

Carrickfergus Street Photography can be found on Facebook and Instagram.

To keep up to date with Mulhollands Funeral Directors’ latest community activities, visit www.mulhollandsfuneraldirectors.com.



Clive Harbinson’s winning shot

FUNERAL DIRECTOR TAKES TO THE STREETS OF LEEDS TO FEED AND CLOTHE HOMELESS TREMBLING IN THE COLD



Andy Gardiner helps Feed Leeds Homeless Project hand out donations to homeless people in Leeds.

A funeral director spent his Friday night helping feed and clothe Leeds' homeless population after being overwhelmed with donations from the local community.

Andy Gardiner, Funeral Director at Wm Dodgson & Son Funeral Directors, Moortown, was shocked to see wheelchair users and couples with babies among those trembling in the cold as he handed out food, clothes and toiletries in the city centre with volunteers from Feed Leeds Homeless Project.

He said: "It's saddening but not surprising to learn that throughout the UK, homeless numbers have risen since the government extended the retirement age to 67.

Kids leave schools to fewer opportunities and it's a vicious cycle. If you don't have a job, you cannot afford a home. And if you don't have a fixed abode, it's nearly impossible to gain employment."

Andy was inspired to help rough sleepers by his wife, Janice, who previously worked night shifts at St Anne's Resource Centre and had only good things to say about supporting such a noble cause.

Andy discovered Feed Leeds Homeless Project online and was taken by how people from a variety of backgrounds combined their skills to support homeless people around Leeds.

He said: "One person makes hot rice-based meals while Magda, the Coordinator of Feed Leeds Homeless Project, makes vegetable soups, flasks of coffee and stacks of baguette sandwiches."

As a funeral director under the respected Wm Dodgson & Son name, Andy was able to use his extensive connections with local families to encourage donations of



Feed Leeds Homeless Project volunteers with bags of donations.



Young volunteers from Feed Leeds Homeless Project

Feed Leeds Homeless Project volunteers with bags of donations

jackets, jeans, socks, gloves, scarves, hats, blankets and more for the initiative, as well as from his friends and family.

He said: “Some people delivered directly to my home or the funeral home while I arranged to collect from others. I was truly humbled by everyone’s generosity as well as the quality of the donations, it was an amazing response.”

Janice got in touch with her colleague Beverley Kenny, Deputy Director of Catering at the University of Leeds, who also arranged a large delivery of biscuits, tea, tinned vegetables, juices, toilet rolls, plastic cutlery and more.

About 15 Feed Leeds Homeless Project volunteers met up at Leeds Market and spent Friday night handing out the large number of donated items gathered by Andy and others around the city centre.

Andy described: “A queue immediately formed, and we were able to help everyone in it. I was sad to see a heavily pregnant lady and a man on crutches with one leg visibly trembling in the cold.”

Magda said: “We are thankful for absolutely everything people like Andy do for Feed Leeds Homeless Project. Our dream is for there to come a day where every homeless person has a warm home, clean

clothes, good job and hot meal every day.

We trust and know that dreams do come true. For now, we are sharing what we have so the world around us can be a little bit better.”

Andy hopes donors will continue their support as he plans more handouts with Feed Leeds Homeless Project.

Donations can be made towards the initiative at Wm Dodgson & Son, 384 Harrogate Road, Moortown, LS17 6PY.

WHAT'S IN A NAME?

Discussion took place at the recent Funeral Furnishing Manufacturers' Association Annual General Meeting to look at a possible change of name and rebrand to better represent the work of the Association.



Formed some 80 plus years ago the FFMA has always been seen as a trade body for coffin manufacturers. However, over the past three years membership has grown and now represents a wide range of providers of services to the funeral industry.

Yes, coffin manufacturers but also Celebrants, Clothing Manufacturer & Supplier, Professional Counsellors, a Memorial Mason, Refrigeration Specialists and Installers, Mortuary Equipment, Funeral Vehicle Specialist, Insurance Brokers, Motor Cycle Funerals, Funeral Service Journal and a Crematorium Group.

Why the growth? The FFMA is now seen as a leading trade association which represents its members

on the Deceased Management Advisory Group and at the All Party Parliamentary Group on Funerals & Bereavement as well as having a higher profile through articles and advertising in the trade press.

The FFMA is recognised at Government level, continuing to work with the Cabinet Office through the Pandemic where, at the outset little thought was given to how a funeral is delivered and the contribution made by those providing a necessary service but whose work goes unseen.

Of course, rebranding a trade association is not easy. Not only is a new name needed but also a new logo which represents the group's work. No easy task!

However, such work is being undertaken and consultation with members will be held.

Watch this space.

Also at the AGM, Philip Halliday was confirmed as President for the coming year, Anthony Hill as Vice President and Jade Wilcox as Second Vice President.

Membership subscriptions were increased to £425.00.

If you are reading this and are a provider of services to the funeral industry please contact Alun Tucker at chiefexec@ffma.co.uk for information on becoming a member.

ONLINE TRIBUTES

Remember. Share. Donate.



much  loved

- Online funeral notices and funeral donations
- Link to Livestream funerals
- Online bereavement counselling
- Fully integrated into your website
- Independent review service

MuchLoved Charitable Trust
Registered Charity No. 1118590
01494 722818 • muchloved.com
support@muchloved.com



UNIQUE FOR YOUR SPECIAL SOMEONE

www.motorcyclefunerals.com



Boom Trike



Triumph Thunderbird



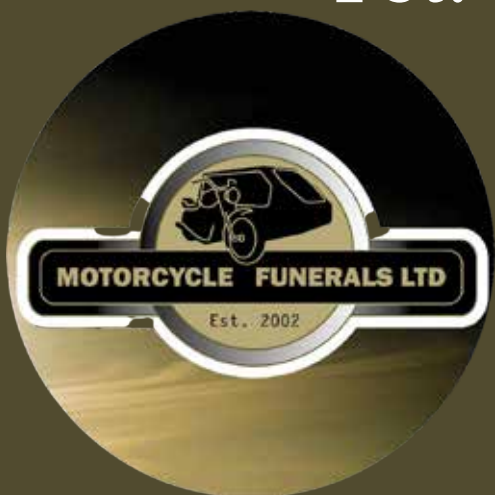
Triumph Bonneville



Sazuki Hayabusa



Tel: 01530 274888



Motorcycle Funerals Limited serves the whole of the British Isles, including the Channel Islands and the Isle of Man.

Serving with Honesty, Dignity and Integrity.

THE DEATH OF ARCHBISHOP DESMOND TUTU AND HIS CHOICE OF AQUAMATION

By Hayley Bell, Editor



Archbishop Desmond Mpilo Tutu, OMSG CH GCStJ was born on 7th October 1931. He was a South African Bishop and theologian, known for his work as an anti-apartheid and Human Rights activist.

He was Bishop of Johannesburg and then Archbishop of Cape Town, in both cases being the first black African to hold this position.

According to a joint statement from his foundations the Nobel Peace Prize winner and human rights pioneer insisted there should be “no ostentatiousness or lavish spending”. His coffin was to be constructed simply and the “cheapest available”,

with the only flowers in the cathedral to be a “bouquet of carnations from his family”.

Following his death on 26th December 2021 aged 90, Archbishop

Tutu’s coffin was transported to St. George’s Cathedral in Cape Town by a motorcade and a Requiem Mass was held on 1st January 2022, in the middle of 10 days of national mourning.





During the mass, The Very Rev Michael Wheeler said Tutu's trademark smile had moved people "like the wind that shakes the bough".

"His smile calmed and focused those who saw it, whether in person or from afar".

Limited to 100 mourners at the cathedral due to covid restrictions, hundreds of people queued to pay respects to the closed coffin and to sign the book of condolence prior to the Requiem Mass. Others laid flowers below a portrait of "The Arch" as he was affectionately known to locals.

In line with his environmental beliefs, his body was Aquamated, which was "what he aspired to as an eco-warrior" Very Rev Michael Wheeler said. His ashes were interred behind the pulpit at St

George's Cathedral in Cape Town where he served as Archbishop for 35 years.

What Is Aquamation? (Alkaline Hydrolysis)

In 2007 UK Company Resomation developed an award-winning and patented design of an established technology that could for the first time be safely used to resolve a human body commercially routinely and fully to pure white ash.

The deceased person is delivered in a reusable wood casket to the Resomator unit where the deceased in the wool enclosure is transferred into the Resomator chamber. The system uses a water and alkali-based method at high temperature and pressure to chemically reduce the body to white ash.

After drying and processing of the

white bones the pure white sterile ash is returned to the relatives just as with flame cremation. The process on average takes 3.5-4 hours.

Resomation believes that a temperature of 302°F/150°C is required to ensure pure white sterile ash is produced. The totally sealed pressurised chamber ensures that all bones and ultimately ash within the chamber are treated at sterilising temperatures to guarantee relatives of the deceased only get white sterile ash returned to them.

Where Is Aquamation Permitted?

For any new End-of-Life option, it is only right and proper that legislation is given due consideration. Recognising that all the evidence obtained to date has endorsed the benefits and acknowledged its acceptability when introduced in a safe and regulated way, it is our

opinion that it is only a matter of time before the process will be permitted in all parts of the world. However, this inevitably can take time.

In many parts of the world the water cremation process is not illegal however there are no specific regulations to support its use. Resomation will be working with their partners to establish the regulations and ensure its safe and assured use.

Who Are Resomation?

Resomation Ltd was formed by Sandy Sullivan in Scotland in 2007 to promote water cremation as a real alternative to burial and flame cremation as a human end of life option. At a time when public

awareness of carbon emissions and environmental responsibility was ever on the increase, he saw the opportunity to offer people another end-of-life option.

The vision of Sandy Sullivan was to develop the process and to make it widely available to the public. Resomation have expanded and developed the water cremation process to make it useable and available to all and essentially changing the future of funeral end of life options.

Water cremation, or Alkaline Hydrolysis as it is also known, is available in some parts of the USA and Canada.

In the UK, progress continues to be made to introduce water cremation as a safe, natural, and environmentally sustainable end of life option.

To find out how you can support, contact Resomation
Tel: +44 (0) 113 205 7422
Email: info@resomation.com



Resomation

NATURAL WATER CREMATION



Land Rover Defender Hearse and Support Vehicle



The Land Rover Defender hearse accommodates the coffin and flowers with 4 available seats for funeral staff, whilst the support vehicle has 7 seats available.



Bennetts Funeral Directors
Call 01277 887110
www.landroverfunerals.com

CELEBRATE THE ROUTINE IN YOUR LIFE

By Susan Leigh, Lifestyle Therapist



Some people might find doing the same thing repeatedly boring, tedious and demotivational. Following the same routine, walking the same

route, eating the same lunch each day might appear unimaginative and tedious, and indeed, it might be perceived as such by some.

But others appreciate that having a familiar framework provides a comfortable backdrop from where to intermittently enjoy the nuances and subtleties of each day. They relax in the security of what they've come to expect and are then able to appreciate any changes that crop up; the different ways people choose to respect and send-off their loved family members, a variation on a daily walk, new people to speak to or the ever-changing seasons.

Sometimes it's good to have change, but a familiar framework with minimal upheaval, can also be good, especially during busy or stressful times in life. That way it's easier to switch off whilst doing the filing or housework and pleasantly anticipate the same sandwich for lunch or smile because it's Tuesday and Shepherd's pie is on the menu tonight for supper.

Dropping into comfortable familiarity is a reassuring way of coping with periods of overwhelm and situations where we feel we've no control. Routine can help us ease stress levels by training the body and mind as to what to expect. And, daily routines, like preparing for bed and



sleep, really benefit from cultivating a regular wind-down sequence.

It can be fun to be spontaneous and grab unexpected opportunities whenever they present themselves, but, equally routine provides a familiar, recognisable backdrop to our lives and ensures that our default allows us to function in an efficient way. We can't be full-on, completely focussed and engaged 24/7, otherwise we'd be exhausted by midday. And working in the funeral profession can present occasions when emotions do run very high, where finding something to become immersed in can provide a comforting respite.

When we're performing regular, routine tasks they enable us to drift into an auto-pilot state. Doing so helps us conserve a little mental focus and energy. It's important

not to be fully, totally focused and concentrating all the time, or there's a risk of burnout. Routine provides order to our lives and enables certain important functions to be carried out almost unthinkingly.

For many of us, it helps to be clear about what we need to do to reach work on time, meet deadlines, keep appointments, go to the gym, connect with friends, attend important classes or hobbies. Doing the same thing, every day, can motivate us to do what needs to be done, because these items are scheduled, ingrained, and effectively booked into the diary as stepping-stones, like clockwork!

Routine motivates us on the days when we're tired or can't be bothered. It helps us automatically get out of bed, dressed and off to work or the gym. It provides structure and

allows us to switch off a little as we undertake regular, routine duties, like making a drink or travelling somewhere familiar. Not every task requires us to be fully focussed and engaged and indeed, some tasks lull us into a trance state as we drift into the familiar, repetitiveness of them.

This auto-pilot state comes about because we're performing trance-inductive acts that we may be able to do in our sleep. How often have you been driving somewhere new whilst following a familiar route, only to find yourself almost ending up at your old destination?

Even if we become bored with our routine, there can be a relevance to coping with that boredom. We don't need every moment to be exciting, crazily busy or require our full attention. In fact, sometimes being





still is good as it allows our adrenalin, engagement, and stress levels to disengage for a while. Taking time away from busyness is an important stress management strategy.

And it can often be the case that, after time away, when we do return to our previous task, we have a new, maybe refreshed perspective. Taking a break away from an intense, highly concentrated task or piece of work to undertake a routine, mundane activity can ease the pressure and provide a breather, giving us time to mentally recharge.

There are parents who find themselves under relentless pressure to entertain their children, aiming to fill every moment with meaningful activity. But a little boredom is fine. It can prompt children to use their imaginations and entertain

themselves. Or even learn to cope with being still and doing nothing for a while.

Touching base with familiar activities provides reassurance that all is well with the world. We relax into what we're doing, whilst we perhaps enjoy meeting familiar people, situations, and all that they entail. When there's no routine the result can sometimes be a random, more chaotic response to situations.

Familiarity allows us to enjoy and appreciate whenever variations and nuances that appear, perhaps on a minor scale.

It provides a framework where we can explore other options, other ways of working and assess if they're better or worse.

Don't underestimate those times. It can be good to celebrate the routine in your life!

Susan Leigh, South Manchester counsellor, hypnotherapist, relationship counsellor, writer & media contributor offers help with relationship issues, stress management, assertiveness, and confidence. She works with individual clients, couples, and provides corporate workshops and support. She's author of 3 books, 'Dealing with Stress, Managing its Impact', '101 Days of Inspiration #tipoftheday' and 'Dealing with Death, Coping with the Pain', all on Amazon. To order a copy or for more information, help and free articles visit <http://www.lifestyletherapy.net>

THE FINAL COUNTDOWN: EPIC EULOGIES

By Ian Kirke featuring Maxine Mitchell Edgar



If my own experiences are anything to go by funerals are usually sombre occasions. I suspect the only exceptions to this general rule are when genocidal maniacs such as Hitler, Genghis Khan, and Pol Pot kick the bucket.

Culture shapes what rituals are followed and how mourners should behave, with religion very often presiding over the occasion. Although I fervently hope that my ultimate smoking is some way in the distant future, I nonetheless have an uneasiness with final curtain calls. Not with death itself, but the way the subsequent ceremony is often facilitated. I am not religious, principally since I will never grasp why a deity would sanction the death of a child under any circumstances.

When I attend a place of worship to bid farewell, I therefore feel something of a fraud and obliged to collaborate in a tradition I don't endorse. I can't sing either, so I usually mouth the

words to hymns that have absolutely no relevance to my view of the world. At this juncture I may sound like some heathen and perhaps I should immediately reflect on the potential embarrassment I may encounter at the Pearly Gates, or more likely somewhere a hell of a lot warmer (I was brought up in the Christian faith, learning the Lord's prayer by rote). Funerals just frustrate me or did until Conrad resonated with my view on life as he departed his. I met him briefly at a family dinner and I was aware of his reputation. Larger than life, a keen amateur painter, and a player. Waiting to be seated in a Cardiff restaurant the day before we met, I struck up a conversation with a local man who mentioned





that he was from Maesteg, a small town around thirty miles due north. Conrad had lived there! The stranger smiled and reinforced the reach of his rascal rating. Anyway, back to the funeral.

Conducted by a celebrant, the ceremony chimed with my opinion of how my life should be remembered in death. A celebration of Conrad's life without the utterance of any gods, religion, or damnation, with a terrific twist – Conrad had written his own eulogy! I had heard of instances where practical jokes had been played – for instance when Irishman Shay Bradley surprised the mourners at his graveside with an hilarious commentary. As his coffin was lowered a pre-recorded message belted out, "Hello? Hello. Hello? Let me out!" accompanied by knocking against the lid. This legend of a man then continued, "Where the F*ck am I? Let me out, it's F*cking dark in here. Is that the priest I can hear? This is Shay. I'm in the box. No, in F*cking front of you. I'm dead." He

concluded by singing, "Hello again, hello. Hello, I just called to say goodbye." Proud Welshman Conrad went one better. His own homage to his packed life was funny, self-deprecating, and reassuringly honest. Picking out various family members, he acknowledged his failings. Everyone in the room knew of his shenanigans and he knew this. I would like to think that this brought closure to many things that had perhaps not been fully aired in public whilst he was alive. Smiling broadly, I was fundamentally a spectator seated behind his nearest and dearest, wishing I had got to know this cad before it was too late.

As I left the memorial hall, I vowed to write my own eulogy when I feel the time is right. Indeed, as an author I have written about many of my life experiences and shortcomings, so I guess the final task is to edit it down as no one living needs to listen to an epic monologue. I also sought to better understand how my own funeral will feel and sound. Turning

to celebrant Maxine Mitchell Edgar, founder of Bronze Ash Funeral Directors I asked her a series of questions, and as I framed them, I realised they would more than likely be asked by those mortals who remained. I want to be like Conrad and be fully prepared for my final swan song!

What can I expect from my celebrant?

Maxine smiled broadly and surprised me with a short rendition of the 1972 Johnny Nash classic, "There Are More Questions Than Answers." She explained, "People are so intrigued with the role of a celebrant and have an interest in death and what options are available." Since she was also a minister and a scholar, undertaking a master's degree in death, religion, and culture, I immediately sensed that I was in safe hands as I sought to negotiate my own learning. But first I needed to appreciate a little history and understand the nuances of her gift, as she put it.

"The church has had a monopoly on births, deaths and marriages." I sensed from this statement that my view of my own end of the show show wasn't that extreme and perhaps better represented an antidote to the religious regime. Although comparatively new to the shores of the UK, the celebrant route can be traced back to the former colony of Australia, where many a pronounced villain had been deported between 1788 and 1868. Further proof that I was uncivilised. Maxine continued, "Celebrants can be both non-religious and religious. Humanists, on the other hand, believe that life stops at death." She further explained that a humanist event would not engage with any reference

to religious symbolism, an afterlife or reincarnation. I was somewhat taken aback that even the Robbie Williams track, “Angels,” would be frowned upon at this type of event. I liked this song, but not as much as, “Let Me Entertain You.” My mind was made up – it would be a secular celebrant for me.

Surprisingly, Maxine offered up some contradictory data. “Choice of ceremony is driven by the individual or their families and although many initially prefer a non-religious event, once the process is explained around eighty-five percent eventually go for some religious content.” She added, “For example ‘Morning Has Broken’ by Cat Stevens, ‘Footprints in The Sand’ – a Christian gospel song – and the Lord’s Prayer at the end.” I was warming to this pick and mix approach, meaning that I could have Robbie Williams if I wanted to! Or better still, “The Ace of Spades” by Motorhead.

I want to be like Conrad. Can I determine exactly how I want my ceremony to be conducted and can I use swear words?

Maxine paused, and immediately I thought my favourite word – the most versatile of descriptors, both a verb and a noun, an expression of

elation and disappointment, a call to action and a decision to sit it out – would be alien to even the most progressive of celebrants. I need not have worried. Thank F*ck I could insist on “F*ck” being utilised as it inevitably should, since literally it would be the last time, I would actually meet the rigours of the statement often directed at me – “F*ck off!”

More importantly, Maxine clarified the principal position of celebrants who seek to reflect the life of the deceased. “I conducted the ceremony of an avid book lover. Their favourite books were brought along and handed out at the end.” This was so Conrad that I couldn’t help but let out a belly laugh that my quirky dealer of death picked up on – “Laughter is important!” I immediately thought back to the numerous traditional funerals I had attended and the tears and depression that reigned supreme. She continued, “It’s theatre. Funerals are drama. A performance! Captivating the audience with a piece of that person so that they leave knowing more about what they were about.”

Maxine reinforced this jolly atmosphere by proudly stating that she often wore a pink coat and

would always seek to engage in some audience participation, such as the time she wrote the eulogy for a particular charismatic character. Shouting out, “Was she bolshie?” The onlookers yelled, “Yes!” “Was she loud?” “Yes!” came the emphatic reply. “Was she stubborn?” I will leave you to imagine the rest.

Are there any dos and don’ts at such a bash?

In a word, no. “Go with the flow. We are in a changing world.” This simple statement resonated strongly with me. It’s all about the person who’s leaving and not some antiquated formula, beholden to a set of principles that I don’t honour while alive, so why would I employ them at death?

What’s the most unusual thing that you have been asked to do?

Maxine reflected for a moment and said, “Nothing really.” That gave me a hint of something that merited further investigation. I was right to push on. “The deceased had been left penniless after his large inheritance had been allegedly nicked by his sister. The family had asked that during the ceremony I call her out as a thief.” With bated breath my legal head immediately focused upon defamation of character. In keeping



with her natural style of warmth and pragmatism Maxine confidently covered this tricky request with a few specially selected passages, delivering the motion in a diplomatic and non-judgemental manner. This lady is class!

A touching yet incredibly healing process sees Maxine conclude some events by encouraging those in attendance to touch the coffin and make their peace.

Can I livestream mine on YouTube and Facebook?

The opportunity to have friends 'like' my ending is available and since COVID-19 this platform has become almost mainstream with the fluctuating restrictions imposed on funerals and travel, especially from other countries.

Yet there was the 'Helsinki event,' demonstrating the potentially damaging consequences. Heading the pallbearers as they carried the coffin, with John 11, one of the Epistles, written by Saint John the Beloved (New Testament) echoing, "I am the resurrection and the life..." (OK, I had to Google that one) Maxine heard an enraged voice shout, "Go on then!" At which point a nephew gave his uncle a left hook, the coffin fell to the ground and all hell was let loose as a massive fight erupted. Regaining her composure Maxine simply asked for substitutes and calmly completed the ceremony, with the relatives in Finland keeping a dignified silence and deciding not to share the online experience. This got me thinking. With a review of my colourful life my funeral had the real prospect of going viral! F*cking brilliant!

On a more poignant note, Maxine

recalled the many occasions when she has asked family members to join her before she commits the coffin to make up. Often this simple gesture undoes years of angst, suspicion, and hatred.

How much do you charge?

Generally speaking, for a thirty to forty-five-minute ceremony, including the planning phase, editing music and, if requested, writing the eulogy the price is around £240. I have often spent more on following Notts County, so this represents a bargain!

As I am giving you some publicity can we agree a discount?

My elegant interviewee would not be drawn on this issue!

Any, pardon the pun, final words from you?

"I love my role. A wonderful job, enhancing the deceased in their death and bringing peace is fantastic."

Remembering a truly harrowing death – the suicide of a twenty-eight-year-old man – Maxine's face radiated the most beautiful of images as she recounted the nine days of celebration which followed, including dancing and food. Within this special moment, she was able to talk about suicide awareness and mental health, issues that have plagued many during the torturous pandemic that has gripped us all.

She concluded our time together with a series of touching words for everyone – religious, non-religious and those in between – "We leave a funeral different. The coffin allows us to look at our own mortality. We are all on borrowed time and we should be the best we can in the moment."

That about wraps it up for me. Not as in mumification, or an elaborate shroud, but in a manner that is befitting my view of life and death. I want people to remember the real me – warts and all! And be warned – in the words of Stan Laurel, "If anyone at my funeral has a long face, I'll never speak to him again."

My final tribute must be to Conrad – my benchmark of bereavement since his wake was just as good as his funeral! He had arranged for his collection of personal paintings to be distributed amongst his friends and family. There were loads of them. Evidence that he either couldn't shift them, or he is destined to be the Welsh Vincent van Gogh, who received global prominence well after he hung up his brushes for the last time. To be fair, Conrad's creative flair will always be in the eye of the beholder, with some of his work benefiting from the partial or complete closing of one's eyes. But what do I know about art? As I sipped my pint, having had the best of times, Conrad's son-in-law Lee made a short announcement and beckoned me over. I have to say that my gift was the most exotic and beat boats in the estuary any day. The only mystery is, who the F*ck is she and can I have her mobile number please?

Rest in pandemonium Conrad!

Ian Kirke runs his own blog online, writing about life, death, and everything in between! You can find his writings on his webpage: www.kirkeytalk.com

Maxine Mitchell Edgar is the founder of Bronze Ash Funeral Directors, Celebrant, and regularly contributes to the BIFD publications

MAKE YOUR DAY & GET OUT OF YOUR WAY!

By Susan Leigh, Lifestyle Therapist

Sometimes we need to get out of our own way and take a chance. However, fear of failure, of being laughed at, not liked, thought badly of, can prevent us from pushing ourselves into the unknown and stop us from gradually moving forward into developing new skills, abilities, and life experiences.

It can lead us to resist offers to try out new places and things, to have a go or speak at an event, due to fear or concern at what might happen. We may second-guess ourselves, run a 'what if' narrative. Perhaps we're unsure as to what to say or

do, are hesitant at risking looking ridiculous or apprehensive about being embarrassed.

But others also share those fears and concerns, and it can inspire and encourage them to have a go when they see someone else taking a chance, refusing to get in their own way and not stress too much about the potential consequences.

Others are often appreciative and supportive of those who try, so why not instead decide to take a few positive steps, stop hi-jacking ourselves and enjoy the opportunity



to move out of our comfort zone!





- Start small. By taking one step at a time, you gradually build up your confidence. If you have social anxiety, instead of agreeing to go for dinner at a buzzing, ultra-smart restaurant why not first get used to going out for coffees and lunches at busy times of the day? Choose positive ways to take things at your own pace, make your day and get out of your way!
- Get used to mixing with a variety of people and going out. Meeting people in a work setting, where you must be engaged, empathic as you discuss their loved one and arrange their funeral is one thing: you're wearing your funeral director's 'mask'. But, if you've arranged something rather different, perhaps a meeting, interview or presentation, practice pulling together a few bullet points and rehearse in front of a mirror or with a small, supportive audience. Focus on the areas you feel unsure about.
- Be aware of how you talk to yourself. We're often our own worst critic, berating ourselves in ways we'd never dream of speaking to others. Instead, tell yourself that you can do it, it's worth it, that others are not as interested or invested in what you do as you are; all ways to help in moving past any initial doubts and hesitancy.
- Address areas that feel neglected, that need a little help. Use this opportunity as the motivation to improve your appearance, your wardrobe, update your image, benefit your conversational skills or education. It might require a little effort, but that commitment will be repaid by enhancing your life and making you feel more invested in the quality of your day-to-day engagements.
- Keep up to date with local news and popular TV shows, so enabling you to find it relatively easy to join conversations and connect with others. Or ask people 'tame' questions about their holidays or how they spend their time; safe approaches to starting conversations.

- Enlist the help of a supportive friend, family member, therapist, coach or mentor, someone who's on your side and will champion you along, sometimes applauding your efforts, sometimes giving you a nudge to keep going. Be open to that happening and appreciate constructive feedback and suggestions. It can be surprising to discover how differently others see us, compared to how we see ourselves.
- Nurture a curious, interested mindset by doing something new and challenging every day, so making you think and step out of your comfort zone. It may be simply travelling a different route to work, cooking something you've never tried before for dinner. Think about ways you can fire up a positive, interesting, and engaged

approach to life and relish where it takes you.

- Value opportunities to say 'yes' to invitations and try new experiences and relationships. Even agreeing to do things that may not initially appeal can lead to unexpected successes and adventures. And sometimes using 'no' can be positive too if it stops you from becoming overwhelmed and exhausted.

When we get out of our own way, we stop thinking about how other people perceive us, or of ways to keep them happy. We move beyond looking for the easy options in life or justifying ways to not do things. Going with the flow allows us to live in the moment and be enthusiastic about having a go. When you get out of your way you can make your day!

Susan Leigh, counsellor, hypnotherapist, relationship counsellor, writer & media contributor offers help with relationship issues, stress management, assertiveness and confidence.

She works with individual clients, couples and provides corporate workshops and support.

Author of 3 books, 'Dealing with Stress, Managing its Impact', '101 Days of Inspiration #tipoftheday' and 'Dealing with Death, Coping with the Pain', all on Amazon.

To order a copy or for more information, help and free articles visit <http://www.lifestyletherapy.net>



Everything **Digital** at any time.

coffins.co.uk/digital

 JC Atkinson

tel: 0191 415 1516 e-mail: info@jcatkinson.co.uk web: www.coffins.co.uk

SUICIDE BEREAVEMENT

By Dr. Sharon McDonnell

Dear friend and colleague

I writing to inform you that our first academic article associated with the national suicide bereavement study focuses on the experiences of 227 people from ethnic minority groups bereaved by suicide in the UK.

It is **essential** that policy makers and commissioners developing postvention services and those who meet or support those bereaved by suicide should read this article. Please share the link as widely as possible to interested parties.

<https://suicidebereavementuk.com/wp-content/uploads/2022/01/ethnic-minority-groups.pdf>

For those who want to advance their understanding, skills, and

confidence on how to respond to and care for those bereaved by suicide, you might want to attend the following evidence-based suicide bereavement training, which my team and I have developed. Both have been informed by research, that I have led.



Postvention Assisting those Bereaved By Suicide (PABBS) training is relevant to any professional who comes into contact with those bereaved by suicide (e.g. health professionals, third sector, teachers, social workers, funeral directors, faith leaders, Coroners Officers etc <https://suicidebereavementuk.com/pabbs-training/>



Responding To Suicide (RTS) training is for active emergency services personnel **ONLY** who meet those bereaved or affected by suicide <https://suicidebereavementuk.com/responding-to-suicide/>

If you require any information about our training, please contact paul.ingham@suicidebereavementuk.com

Best wishes

Dr. Sharon McDonnell

Managing Director of Suicide Bereavement UK and Honorary Research Fellow, University of Manchester
Winston Churchill Fellow (2013)



LOSING A TEAM MEMBER

By Jane Bennett, Dip. FD, LMBIFD

Remembering Gary Balser 1955 - 2021



Losing a member of any small working team is extremely difficult, sadly since 2015 Bennetts Funeral Directors have lost three loyal key members of their team. Gary Ebsworth our manager died in 2015, Claire Hammond our Office Manager in 2017, each had been very unwell, their deaths were tragic and devastating.

Our colleague Gary Balser died suddenly in his sleep on 10th December 2021, he had rarely taken a day off sick, he was an avid member of the Gentleman's International Touring Society (Old Gits) cycling club and would think nothing of riding 30 miles before stopping for lunch. The shock of losing such a healthy man floored the team, it was an extremely challenging time, colleagues were off isolating because

of the virus, and we were very busy, however as true professionals we carried on and took great care of families as we always do; they would have been unaware of our loss.

My colleagues Martyn Stevens, Bridget Holley and Josh Relf shared responsibilities for Gary's service which took place on Saturday 15th January at Bentley Crematorium just outside of Brentwood.

Fr Gary Dench from Brentwood Cathedral officiated, other clergy, celebrants and doctors attended obviously with the Bennetts team. There were such supportive words from so many celebrants and clergy and most generously from families who Gary had looked after, they mentioned his patience and kindness.





Gary's wife, sister-in-law, daughter, and son-in-law took part in the service; Steve, one of his old friends, regaled us with stories from their younger years, there was both laughter and tears, together with lots of music, nine pieces in total.

We are most fortunate that we have 'the best chapel attendant ever' at Bentley Crematorium, Mary is the most thorough and kind lady, always willing to help, making those important events more personal for so many. For Gary's family, Mary made little posies for them to take away with them and tastefully added one at the lectern too. It's at times like this when pulling together to work as one team is crucially important and makes us truly appreciate the

necessity to have good relationships with all allied services.

Sarah, Gary's wife said of him "He was knowledgeable, curious, talented, a man of integrity, an irrepressible scientist, a brilliant inventor, a teacher, he could build anything"; this is most certainly true, he made countless things for us, air filtration units and numerous trestles during the first lockdown, he was even building a time machine which he was very excited about.

For us as a team we met after Gary's funeral to raise a glass. We miss him hugely, especially when we have those 'Gary would know' moments.

Rest in Peace Gary.





**FFMA members prepare for
National Funeral Exhibition 2022**

**FIND US ON
Stand 253 | Hall 2**

Following the necessary cancellation of this year's event FFMA members are preparing for the National Funeral Exhibition which will be held in Stoneleigh, Warwickshire from 10th – 12th June 2022.

In coming months you will find features here on those FFMA members who are exhibiting their products as well as promotion of the FFMA's own stand.

**Visit our website:
www.ffma.co.uk**



**National Funeral Exhibition 2022
Friday 10 - Sunday 12 June 2022
Stoneleigh Park, CV8 2LZ**

www.nationalfuneralexhibition.co.uk

Bentley Flying Spur



Captivating Design
Outstanding Performance
Crafted with Carbon Technology



Nissan Athena

Only 4% heavier than base vehicle

ALL  ELECTRIC



Book a viewing today

Volvo S90

Mild hybrid available Q2

