



**British Institute of Funeral Directors**  
**Educating the Funeral Profession**

# **JOURNAL**

**MARCH 2022 | VOLUME 2**



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2021-2023  
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- ***Celebrating the Women of the BIFD***  
**This International Women's Day**
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***with Application & CPD forms***



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# BIFD JOURNAL



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**EDITOR:** Hayley Bell - Editor & Accredited Examiner

**DEPUTY EDITOR:** Lucie Kibbey - Deputy Editor & Region G Secretary

**CONTRIBUTORS:** Paul Stibbards - National President  
Sally Walton - Past President & Accredited Tutor  
Karen Mead - National Office  
Amanda Dalby - Director of Region C  
Amanda Pink - Director of Region G  
Alan Puxley - Past President  
Roger Clark - Past President  
& Accredited Senior Examiner  
Julian Litten - Hon. BIFD Member & Funeral Historian  
Eimer Duffy - Social Media Consultant & Trainer  
BRAKE - The Road Safety Charity  
Susan Leigh - Lifestyle Therapist  
Maxine Edgar - Celebrant

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The MazWell Group	Supporter & Advertiser
Motorcycle Funerals	Supporter & Advertiser
MuchLoved	Supporter & Advertiser
Tributes Ltd	Supporter & Advertiser
Wilcox Limousines	Supporter & Advertiser

**EDITOR:** Hayley Bell [journal@bifd.org.uk](mailto:journal@bifd.org.uk)

**DEPUTY EDITOR:** Lucie Kibbey [deputyeditor@bifd.org.uk](mailto:deputyeditor@bifd.org.uk)

### FIXED QUARTERLY DEADLINES:

Contact: Hayley Bell, Editor of The Journal: [journal@bifd.org.uk](mailto:journal@bifd.org.uk)

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### CONTACTING THE BIFD

Paul Stibbards, National President: [paul@stibbards.co.uk](mailto:paul@stibbards.co.uk)

Jeremy Mead, First Vice President: [jem@meadfamilyfunerals.co.uk](mailto:jem@meadfamilyfunerals.co.uk)

Malcolm Serjeant, Immediate Past President: [malcolmsrjeant@gmail.com](mailto:malcolmsrjeant@gmail.com)

Karen Mead, Admin: [admin@bifd.org.uk](mailto:admin@bifd.org.uk)

David Parslow, Chair of Education: [david@wcp ltd.com](mailto:david@wcp ltd.com)

Hayley Bell, Editor of The Journal: [journal@bifd.org.uk](mailto:journal@bifd.org.uk)

Lucie Kibbey, Deputy Editor of The Journal: [deputyeditor@bifd.co.uk](mailto: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](mailto:admin@bifd.org.uk)

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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,

I can't believe it's already halfway into my term as National President. It seems only yesterday Malcolm was placing the heavy Chain of Office on my shoulders.

Where has the time gone is an important question; thankfully, there are apparent indicators of "where the time has gone".

The Institute is now in talks with most government bodies within the United Kingdom. Graeme as the Institute's representative is part of a

working group discussing licencing in Scotland, and David Capper is part of a government initiative in Northern Ireland looking at a child bereavement fund similar to what we have in England.

Furthermore, In England, we have been invited to a young person's careers conference by British Standards. This meeting will fulfil one of my objectives for the year: that government authorities recognise the Institute.

We have also been part of a working group reviewing the national occupational standards for the funeral profession.

Our membership is now at the highest it has been for many years; our Accredited CPD is of the highest standard, with talks covering the subjects of Funeral History, Donations, Bereavement Care and Personal Growth. Upcoming subjects are Northern Ireland Traditions and Regulations, Bariatric Funerals, plus much more in the pipeline, so why not join us on our zoom CPD sessions.

Jem and Karen are always working very hard to manage the admin of the Institute, but recently they have also

been working on our new website, due to go live very soon. Its content reflects the professionalism of our Institute.

Preparations for NFE are almost complete; at this event, we hope to reach another goal of mine: to have 40 new members by the end of the year.

Student numbers are also very high, with examinations held in February and more due to be taken in June and September; successful Students will be awarded their Certificates and Diplomas at our Conference in October.

The Conference is also a good indicator of where time has gone. We are nearly there. We have entertainment booked for Friday night and the Gala on Saturday. So please do join me for a Hallowe'en themed fun casino and disco Friday night 28th October and our 40th Gala Dinner on Saturday, 29th October.

My chosen charity, the RNLI, has confirmed that they will be providing a CPD opportunity, talking about their role in keeping people safe out in the waters around the UK.

We have already had two Regional Meetings and are



working on two more; Region F will be the next region to meet, and we will keep you all up to date on the timing for this meeting.

The BIFD is also communicating with kindred organisations, intending to work together to support the funeral profession and the needs of its clients. While writing this, I'm staying outside Edinburgh

at the SAIF Conference representing the BIFD.

These are just a sampling of the ongoing projects the board is working on for the Institute.

The Institute is going from strength to strength, and all Board Members are working very hard to make the Institute the best it can be, so please do continue to support

us and inform us of what you as members what to see from your Institute.

**Paul Stibbards**  
President



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14<sup>th</sup> Jun 2022



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# EDITOR'S DESK

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



I have had an incredible month since the last Journal; I have assisted the Examination Team with

marking 19 Certificate papers, which have been sent to Greenwich University for Moderation.

We have had some amazing CPD sessions, most recently with Funeral Historian, Dr Dan O'Brien, and Accredited Tutor Deborah Lilley. If you have yet to attend one of these free one-hour sessions, please contact National Office for more information: [admin@bifd.org.uk](mailto:admin@bifd.org.uk).

On Saturday 12 March, I joined fellow Region G Members, along with National President Paul Stibbards and 1st Vice President Jem Mead at

GreenAcres Heatherley Wood, and I have written an article on this visit.

We have three new supporters of the Institute in the form of Advertisers Auden's Funeral Supplies, LifeLedger and Tributes, as well as some fantastic new content by Dr Julian Litten, an International Women's Day piece that has been co-written by some of the 'Women of the BIFD' and an interesting article about using WhatsApp for Business.

I hope you enjoy this edition of the Journal and will

be joining us in October at the National President's Annual Conference and Gala Dinner. You can find booking details, as well as the newly released itinerary of events in the Member's Noticeboard.

Until next time, take care, and if there is anything that you would like to contribute to the Journal, please do let me know: [journal@bifd.org.uk](mailto:journal@bifd.org.uk)

**Hayley**

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**40th Anniversary**

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**Contact Jem & Karen Mead at National Office to buy one of these exclusive designs**  
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**Lifeboats**

# DEPUTY EDITOR'S DESK

## Deputy Editor's Desk Lucie Kibbey, Cert FS



### Non-UK Funerals - Are you Waste or Compost?

We seem to have severed ties between humans and nature in the last few centuries. Thankfully there are some amazing Eco-Warriors working behind the scenes in the funeral world to offer new and exciting products that are climate-neutral and at times quite beautiful. Following our recent Region G meeting to GreenAcres, I did some research into what is on offer outside of the UK now.

### The Living Cocoon

With a goal of making the human burial and decomposition process more environmentally friendly, a Dutch company (Loop) has invented the Living Cocoon, a coffin made from Mushrooms, that returns the deceased to the earth while enriching it. It is currently available



on their website for €1495 (1258 GBP) and they will ship to Europe in 2-4 business days.

Funeral companies in the Netherlands are now training their employees to discuss climate neutral options with bereaved families and hope new legislative guidelines will be introduced for alternative funerals.

### The Capsula Burial Pod



Italian Designers Anna Citelli and Raoul Bretzel have created Capsula Mundi, an egg-shaped pod for the deceased that offers an alternative to traditional burial methods. The body

of the deceased is placed in a foetal position inside a container made from biodegradable material before the pod is buried in the earth. A tree, chosen either by the deceased prior to their death or by the family is then planted above the burial site.

For those who choose to be cremated, a small egg-shaped pod made from bioplastic is buried in the ground

The Urn retails for \$370.00 (283 GBP) and ships worldwide.

The Large Capsula Pod is currently still in testing stages but the hope to have options available as soon as possible.







### **Recycled Cotton Rope**

US Company “Leaves With You” offer Macrame Coffins made from biodegradable recycled cotton rope Fairtrade sourced wood. The designer Shaina Garfield’s creations cost between \$1500 - \$2200 ( 1147 - 1683)

### **Biodegradable Urn made from Cork Oak Wood for sale in Germany**



Cremation has its own issues, releasing considerable amounts of carbon into the atmosphere and possibly heavy metals if present in the body (the US Environmental Protection Agency calculated that nearly 2 tons of mercury, found in dental fillings, were emitted by human cremations in 2014).

We Discussed recently when we met at GreenAcres that we were seeing a rise in people wishing to be buried, over cremation. And that perhaps this is due to a lot of us now being far more aware of climate change and the pollution caused by crematoriums.

But whether our clients and families wish to be buried or cremated, should we be encouraging not only the discussion around Living Wishes and what their personal thoughts are on the type of service they would like, but also how

environmentally friendly that service could be.

I know a lot of Celebrants in the UK have discussed buying electric cars to reduce their carbon footprints. Is this something we can offer to very climate conscious clients?

We should all be looking at ways to make our businesses a little greener. And if anyone has any thoughts or would like to open a wider discussion, please do send me an email!

**Lucie x**



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

77 Eastwoodbury Crescent

Southend-on-Sea

SS2 6XG

**The 40<sup>th</sup> 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: 28<sup>th</sup> – 30<sup>th</sup> October 2022

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

### BIFD 40<sup>th</sup> 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 28<sup>th</sup> – 30<sup>th</sup> October 2022 to celebrate the Institute's birthday but also to be there influencing the next chapter.....



### Venue For 40<sup>th</sup> 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 40<sup>th</sup> 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

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**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 40<sup>th</sup> 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:

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#### Tariff (5) – AGM Only

£ No Charge

**Total Amount Due £.....**



The British Institute of Funeral Directors  
**Conference: 28<sup>th</sup> – 30<sup>th</sup> October 2022**

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

**Social & Charity Itinerary**

**THE RNLI**



Our National President has chosen **The RNLI** as his charity for 2022.

Past President, David Capper, has very generously produced and sponsored the 40<sup>th</sup> Year BIFD Tie which is available to all members for £20 (including postage and packaging).

***100% of the tie sales will go to the RNLI Charity.***

The RNLI Southend will be kindly supporting our conference throughout the weekend.

Please support the President and the RNLI by supporting the Friday Night Charity Event and the Saturday Raffle.....and buy your 40<sup>th</sup> Anniversary Tie.

**FRIDAY 28<sup>th</sup>**

***Dinner – Halloween Fancy Dress – Charity Fun Casino & Disco***

A three course dinner is available and will take place in the fifth floor hotel restaurant and bar.

As it is the weekend of Halloween our National President would like to invite you to join him, in the seasonal spirit, with a Halloween Fancy Dress theme. **Prize awarded for the best outfit.....**

***Fancy dress can be worn at dinner or just at the Fun Casino Party***

Following the dinner, a fun casino and disco will take place in the ground floor hotel function room. Entry to this event is complimentary to all members and their guests. **Note: The fun casino IS NOT a gambling for money event.** Every delegate will start with some complimentary chips and further chips can be purchased throughout the night. ***There will be a first and second prize, for the delegates with the most chips, at the end of the event.*** You can then dance the night away.....all proceeds of chip sales will go to the RNLI Charity.....Winners will be announced at the Saturday Gala Dinner.

**SATURDAY 29<sup>th</sup>**

Following the AGM, ***a hot and cold Buffet Lunch*** is available for delegates, in the hotel function room, bar and private foyer area.

After Lunch, a complimentary trip to the ***Southend RNLI Lifeboat House*** and ***Famous Southend Pier*** will be provided by the National President.

The ***Evening Gala Dinner*** will commence with a drinks reception, followed by a 3 course dinner, cheese & biscuits, tea and coffee. There will be a presentation by the RNLI and a raffle for their charity. Speeches will be kept to a minimum and the evening business will conclude with the presentation of any educational awards and the handover of offices, after which you can drink and dance the night away.....

# 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.

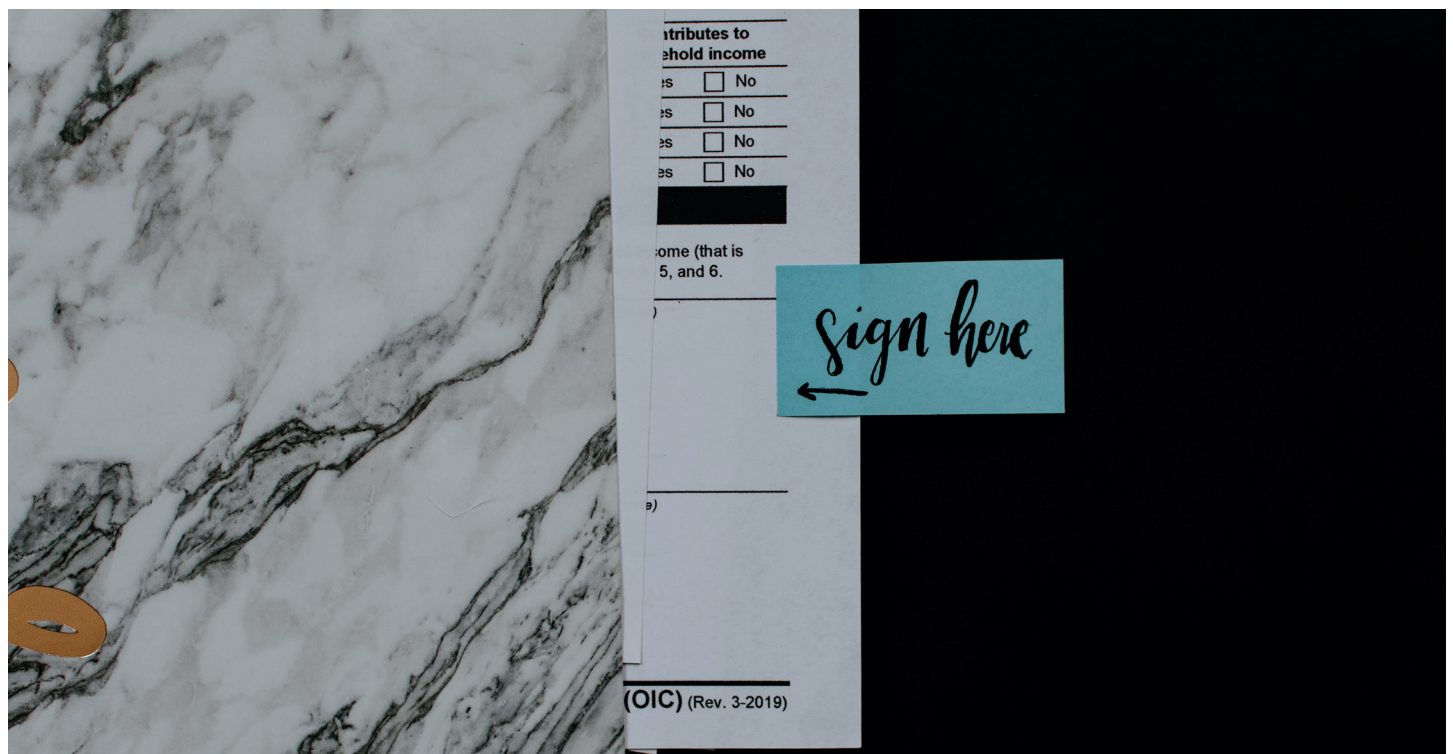
In these pre-regulated times and we know it's coming - it's just a question of when, surely it is more

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 by 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](mailto: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				£
Membership Subscription (as above)				£
<b>TOTAL TO PAY</b>				£

Member's Signature:

☐	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.

**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.



# FORMING COMMUNITY LINKS

**Roger Clark**  
**Past President & Accredited Senior Examiner**



ask colleagues as they have done successfully in the past to help me address the youngsters.

Well how about you not only projecting yourself into local communities in this way but also promoting the B.I.F.D. so that your public are more aware that not all 'funeral directors' are qualified but you are. Be proud of the hard work you did to achieve that and the C.P.D. you do to maintain standards. Go on don't make excuses 'I am so busy and don't have the time' please 'Have a go'.

With some thought and planning you will able give such presentations and you will find it enjoyable. If you need advice and help, I am not on holiday at the moment! And I will be providing a CPD session later in the year expanding further on the type of presentations that can be created.

R C.

Now that the Lockdown restrictions have been eased somewhat, I have been contacting my local schools and colleges again with a view of going in to give talks on various topics relating to the Funeral Profession.

Already a local junior school

immediately invited me in to give a similar talk to two Year 4 classes on Ceremonies which I did early in February. Appropriate staff at my local comprehensive school now wants me to give talks on topics such as 'Grief' and 'How we support the bereaved' towards the end of this academic year. I will



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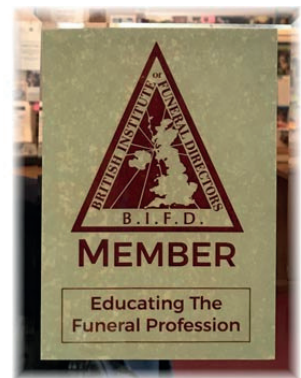


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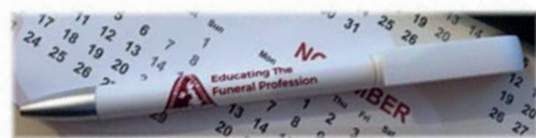


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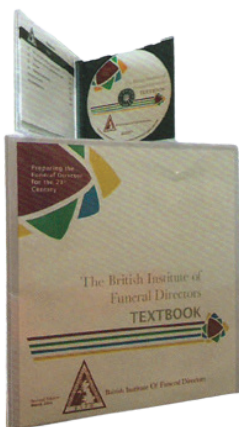
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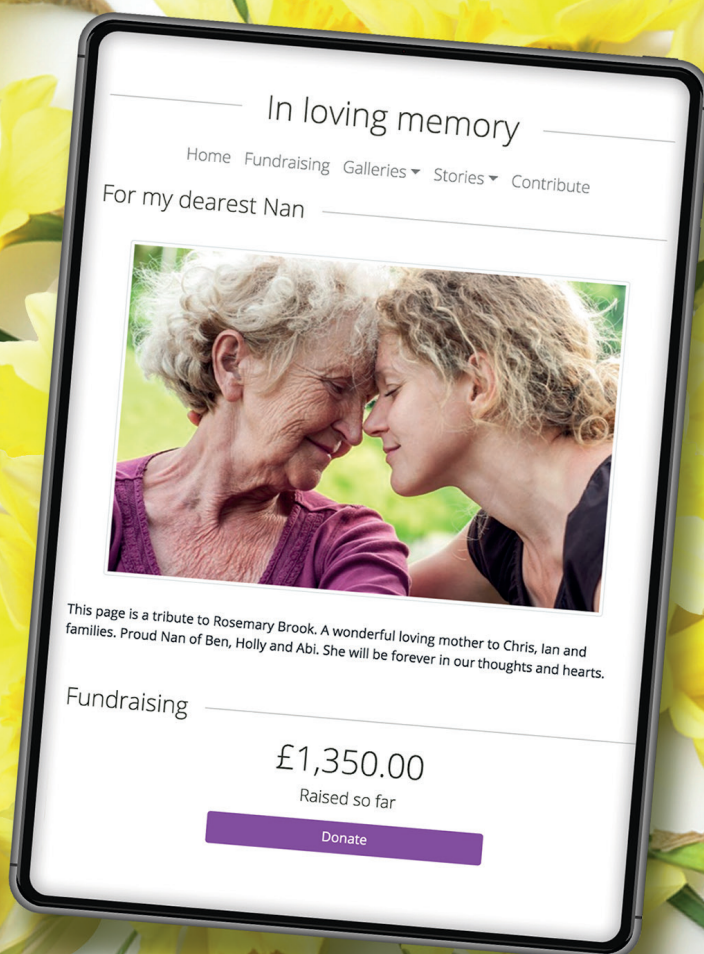
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# FUNERAL PARTNERS EXPANDS IN LEEDS AND LIVERPOOL TO SUPPORT MORE FAMILIES IN THEIR TIME OF NEED

Two Funeral Partners businesses have opened new funeral homes in accessible locations to support more families at their time of need.

Wm Dodgson & Son Funeral Services opened its newest and largest funeral home in Oulton, Leeds, while Graham J Clegg Funeral Services has expanded in Merseyside to Maghull's busy Central Square, Westway.



Martin Dodgson, former Lord Mayor of Leeds and Consultant at Wm Dodgson & Son, said: “We are delighted to be able to support more Oulton and Rothwell families and expand upon the help we can offer with our first ever masonry showroom, as well as two private chapels of rest, a quiet and dedicated space for bereaved families and a spacious reception area in our new funeral home.”



Graham Clegg, Business Principal at Graham J Clegg Funeral Services,

added: “Within a day of our sign going up above the door in Westway we received greetings cards and drop-ins from old and new faces, which has been a real pleasure. We have a warm and approachable team that are always delighted to meet people.”

Now part of Funeral Partners, Wm Dodgson & Son was founded by William Dodgson in 1842, with his great, great-grandson Martin being the fifth generation of Dodgsons. Martin is still involved in the business and local community, and on occasions still conducts funerals today.

Over the years Wm Dodgson & Son opened additional funeral homes in Halton, Moortown, Middleton Park and Kippax. Now, the funeral directors is proud to have the Oulton funeral home as its newest branch, which will be managed by Funeral Director Toni Kerr and supported by Funeral Arranger Jackie Higgins, who has spent a number of years working at Wm Dodgson & Son in nearby Kippax.

Martin concluded: “This is a significant chapter in Wm Dodgson & Son’s history, and I look forward



to greeting people at our new funeral home and being here when they need us.”

Graham J Clegg’s new premises in the Central Square retail centre has excellent roadside visibility as the brand expands its presence from Dover Road to Westway, situated in a convenient location with three car parks and a bus stop nearby.

The funeral home also has a newly decorated and furnished reception area, arrangement room and chapel of rest onsite. Recently, the funeral directors launched its own Facebook page to engage with the Maghull community virtually and keep up to date on local initiatives.



Graham added: “We’ve already had the honour of helping a number of families since setting up the new funeral home in Westway, which shows a clear need for our services and reaffirms our decision to open here.”

Sam Kershaw, CEO of Funeral Partners, said: “I’m proud to see the expansion of both of these highly respected brands. As well as

honouring their family names, the new branches will give us the ability to serve more families in modern, spacious facilities.

“The expansion is testament to the superb service these funeral teams offer and shows the value brought through investment.”

Keep up to date with Wm Dodgson & Son’s community activities at [www.wmdodgson.co.uk](http://www.wmdodgson.co.uk) and on Facebook. You can also follow Graham J Clegg at [www.cleggfunerals.co.uk](http://www.cleggfunerals.co.uk) and on Facebook.

**About Funeral Partners:**

Funeral Partners is the UK’s third largest funeral business with more than 225 funeral homes staffed by over 700 dedicated funeral

# Funeral Partners



professionals, serving communities across England, Scotland and Northern Ireland.

Chief Executive Sam Kershaw has over 35 years’ experience in the funeral profession, joining the business back in 2016 as Chief Operating Officer. Funeral Partners, celebrating its 15-year anniversary in 2022, has grown rapidly, building a strong reputation as a well-run, high quality funeral services business overseeing more than 20,000 funerals each year. It now includes more than 125 family

businesses, which have entrusted their reputation and heritage to Funeral Partners.

**Contact:**

For more information about Funeral Partners visit [www.funeralpartners.co.uk](http://www.funeralpartners.co.uk) or [corporate.funeralpartners.co.uk](mailto:corporate.funeralpartners.co.uk)

For all media enquiries please contact [pressenquiries@funeralpartners.co.uk](mailto:pressenquiries@funeralpartners.co.uk)



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- You may want to continue working but without the business administration, pass on the management to the next generation, but with the added financial and operational support of a network. Others may want to only work a short transition period before retiring. After retiring or reducing working hours we encourage you to have a consultant role so you can carry on being involved with the business.
- With many different deal structures available, we work with you to find the deal that's right for you.

**Visit our stand at the National Funeral Exhibition 10-12 June 2022.  
Find us in Hall 1, Stand 34.**

## You'll be in safe hands with Funeral Partners

For an informal, confidential conversation about selling your business now, or in the future contact:



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



Steve Wilkinson, **Acquisition & Mergers Director**  
07528 970531  
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# PUPILS FROM GRAYSHOTT CE PRIMARY SCHOOL PLANT A TREE FOR THE QUEEN'S GREEN CANOPY AT GREENACRES HEATHERLEY WOOD



Pupils from Grayshott CE Primary School with Jeni Putland, Park Manager and Craig Rogers-Jones, Grounds Manager at GreenAcres Heatherley Wood Cemetery and Ceremonial Park along with Glenn Myers, Managing Director from Grayshott Pottery

GreenAcres Heatherley Wood invite pupils from Grayshott CE Primary School to join them to “Plant a tree for the Jubilee” at their award-winning cemetery and ceremonial park in Bordon, Hampshire.

GreenAcres Heatherley Wood are taking part in The Queen’s Green

Canopy (QGC). This unique tree planting initiative marks Her Majesty’s Platinum Jubilee in 2022 and invites people from across the United Kingdom to “Plant a Tree for the Jubilee”.

The Park are proud to be part of creating a legacy in honour of Her

Majesty The Queen’s leadership of the Nation, which will benefit future generations. They provide a unique cemetery and ceremonial park serving the members of all faiths and communities creating a special place that is both tranquil and uplifting at a time of great sadness.

Park Manager Jeni Putland said: "I'm delighted that this project has helped connect us with our local community in such a positive way. It was really special to be joined by the House Captains from Grayshott CE Primary. They loved getting involved and being part of the legacy of the QGC. We hope they will visit in the future to see how it has grown.

We have also been very lucky to be supported by Glenn Myers from Grayshott Pottery who made a magnificent pottery plaque to commemorate the children planting the tree."

Craig Rogers-Jones, Grounds Manager at GreenAcres Heatherley Wood shared his thoughts on the occasion: "We had fabulous weather and it was good to see the kids engaged in enhancing their local environment. We carefully considered the surrounding native woodland and chose to plant a Lime tree.

Being part of QGC allows us to highlight the significant value of trees and woodlands as nature's simple but highly effective way to clean the air we breathe, slow the impact of climate change, create important wildlife habitats and improve our general health and wellbeing."

The GreenAcres Group recently conducted a survey of over 2000 UK residents, asking people about environmental consciousness in relation to funerals. 53% of the responders stated that it was important to them, showing that there is shift in our awareness of the impact on the planet when

planning a memorial of a loved one. The new area celebrating the Queen's Green Canopy is accessible for anyone to visit during the park opening hours which can be found on their website - <https://www.greenacresgroup.co.uk/heatherleywoodpark-contact/>



## About GreenAcres

- GreenAcres offers a contemporary choice for people's funerals, burials, cremation, and memorial services across many faiths, supporting diverse communities.
- The GreenAcres Group operates six cemetery and ceremonial parks across the UK, with over 260 acres of carefully managed woodlands, meadowland and grounds.
- Parks are situated in Bucks (Chiltern Park), Norfolk (Colney Park), Essex (Epping Forest Park), Hampshire (Heatherley Wood Park), Southeast London (Kemnal Park) and Merseyside (Rainford Park). The Group has plans to create new parks, all designed by its sister company Cemetery Development Services (CDS), according to green design philosophy that minimises impact on the environment.

- The GreenAcres Group is a private company and allocates a portion of its revenue to an Independent Trust Fund in order to ensure the longevity of all of its parks for generations to come.
- GreenAcres is a member of the Institute of Cemetery and Crematorium Management (ICCM), Society of Allied Independent Funeral Directors (SAIF), National Association of Funeral Directors (NAFD) and Federation of Burial and Cremation Authorities (FBCA), and as such is independently assessed by national organisations that monitor the industry standards.
- Survey source: GreenAcres Group September 2021, YouGov UK population.

## Press enquiries

Please contact Jane Kirkup or Bekki James at GreenAcres:  
[jane.kirkup@greenacresgroup.co.uk](mailto:jane.kirkup@greenacresgroup.co.uk)  
[/bekki.james@greenacresgroup.co.uk](mailto:bekki.james@greenacresgroup.co.uk)

Jane: 07748 323124 / Bekki: 07736 148807

# BELFAST FUNERAL WORKER HONOURS LATE FATHER BY RAISING £1,500 IN SPONSORED RUN



Kenny Humphries sporting a Run the Month t-shirt from Prostate Cancer UK.

A funeral worker has run over 55 miles across Belfast, raising more than £1,500 for Prostate Cancer UK after losing his dad to the disease.

Despite not being a regular runner, Kenny Humphries, Embalmer at James Brown & Sons Funeral Directors, decided to push himself beyond the charity's 26.2-mile Run the Month: Marathon Edition challenge for his dad.

Kenny said: "I was able to run 26.2 miles in a week but didn't want to stop there. I was shocked at how quickly I reached my £1,400 goal and I'm incredibly grateful for the more than £1,500 we ended up raising."

Kenny's father Kenneth Humphries,

a family man who worked at the Harland & Wolff shipyard for 19 years as a steelworker then Howden Sirocco as a forklift driver, was diagnosed with advanced prostate cancer in December 2017 and passed away in August 2019.

His son wanted to pay tribute and support Prostate Cancer UK. However, the Covid-19 outbreak made fundraising activities difficult to organise.

He said: "When Prostate Cancer UK's Run the Month challenge launched this year, on what would have been my dad's 69th birthday, I just had to take the opportunity."

Kenny created a fundraising page where friends, family and colleagues were able to donate towards Prostate Cancer UK.

He regularly posted pictures of his running routes, which took him around Victoria Park, the Sydenham Bypass and the Comber Greenaway, to encourage donations.

He said: "I hope the funds I've raised will help support other men in similar circumstances to those my dad found himself in."

Nicola Tallett, Head of Fundraising & Supporter Engagement at Prostate Cancer UK, said: "We're incredibly proud that Kenny joined our team of remarkable runners in taking on Run the Month:

Marathon Edition and raised vital funds for Prostate Cancer UK.

"The Run the Month runners have well and truly shown how families, friends and communities can work together, locally and across the UK to help save lives. We thank Kenny and everyone who is taking part in Run the Month – and all of our fundraisers – for their support."

To sponsor Kenny, visit his Run the Month fundraising page.

For more information about Run the Month, visit [runthemonthme.prostatecanceruk.org](http://runthemonthme.prostatecanceruk.org)

To take on Prostate Cancer UK's 30-second online risk checker, go to [prostatecanceruk.org/risk-checker](http://prostatecanceruk.org/risk-checker).



Kenny Humphries runs through Victoria Park in front of Harland & Wolff cranes.



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*Richard Bush, Founder, Tributes*

# PRESERVING FAMILY MEMORIES

Tributes Ltd is a Leading Supplier to the Funeral Sector



Tributes Ltd is a leading supplier to the funeral sector, well known for its innovative products. Richard Bush founded Tributes in 1994, and since then the company has developed a strong global reputation for creative and memorable products.

After serving funeral directors for over a quarter of a century, Tributes continues to maintain its fundamental principles – offering top quality products with excellent customer care and creativity. The

company offers a range of coffins, urns and keepsake items which are all designed in-house. Part of the range is also manufactured in the company’s own Sussex workshop, and the team offer a full engraving service to ensure items can be personalised, making the urns individual and special to each family.

“Our ethos is strong customer service, high quality products and a splash of creativity. We design our

own products, test them thoroughly, and have them made to our exacting standards.”

Richard Bush, Founder, Tributes

The company’s founder - Richard Bush - celebrates innovation and was personally responsible for introducing a game-changing product to the funeral market. After the loss of a close family member Richard was surprised by the rather utilitarian nature of the standard plastic ashes urns that were ubiquitous at the time. His solution was the Scatter Tube, a recycled and recyclable cardboard urn that was attractive and simple to use for families. Scatter Tubes are now the standard ashes return container of choice for many funeral directors and are very popular with families. The wide choice of designs and sizes make them suitable for shared ashes and keepsakes as well as for ashes scattering or burial.

“We are proud of our 27 years success and our close relationships

with our customers. At our roots we’re a family owned and orientated business working with other family businesses in the sector.”

Tori Bush, Sales Manager, Tributes  
Over the years the Tributes team has kept innovation thriving, developing complementary and unique ideas to support families. Tributes’ Photo Frames and Frame Pods have a cleverly concealed ashes casket hidden behind a photo. And the HighDown Urn has been designed specifically to be easily relocated when moving home, reducing anxiety about leaving behind a loved ones’ buried ashes. There is also a range of memorial items, including wooden hearts, and candles, some of which include a little pod which can hold token ashes.

Although Tributes has always been environmentally conscious, offering woven willow, bamboo, and bulrush coffins, in the past couple of years, the company has begun researching alternative and sustainable materials

used for some of their wooden caskets, conscious of the global need to tackle the climate change crisis. New product lines being launched this year will incorporate bamboo as a key material, given its eco-friendly credentials.

Many of Tributes’ customers have worked with the company from the outset, confident in both product quality and exceptional customer service. For the team at Tributes, it’s important to keep innovating, and maintain that individual touch to each and every item supplied.

“Ultimately our aim is to find ways to support families in preserving the memories of their own loved ones.”  
Adam Masters, MD, Tributes.

For more information about Tributes please visit [www.tributes.ltd.uk](http://www.tributes.ltd.uk) or contact Tori Bush on 0345 388 8742



# THORNE FAMILY BUSINESSES JOIN FUNERAL PARTNERS NETWORK

93



Robin Thorne  
with his brother  
Michael Thorne

Thorne family businesses join Funeral Partners network

The Thorne family has brought its two established funeral brands into the Funeral Partners network, enabling them to focus on growth and serving families across Surrey and Hampshire.

Ron Thorne's son, Geoffrey Thorne, joined his father's funeral business Kemp & Stevens Funeral Directors in Alton, Hampshire, in the 1970s. With ambitions to expand in Hampshire, he teamed up with experienced funeral director David Leggett to establish another respected name in Bordon.

The pair launched Thorne Leggett Funeral Directors in Whitehill in 1991 with a shared determination to build the new brand on the principles of professionalism and making local families the number one priority.

Geoffrey and his wife Gill became sole owners after David's retirement in 2009 and, in 2012, opened a second Thorne Leggett branch in Farnham. At this point Geoffrey began working full-time at Thorne Leggett, leaving Kemp & Stevens in the capable hands of his sons Michael and Robin.

The Thornes wanted to maintain their family-run ethos yet receive support with increasing HR responsibilities and industry regulations so they could focus on doing what they love. They approached Funeral Partners for a solution and were pleasantly surprised by the response.

Michael is now delighted to be running both brands across three branches as Business Principal along with his brother, while his father, although retired, stays on as a consultant and is delighted to

still conduct funerals on occasions when specifically requested by local families.

Michael said: "We weren't intending to sell, but Funeral Partners offered the perfect scenario where we could run the businesses as we always have and work with families directly, while receiving the investment and support we needed from a larger network."

Regional Development Manager James Ray said: "Alton, Bordon and Farnham are new areas for Funeral Partners. We couldn't have worked with a more dedicated group of funeral professionals than those at Kemp & Stevens and Thorne Leggett in order to expand here.

"We look forward to taking administrative pressures off Michael and Robin to enable them to flourish as part of the Funeral Partners family."

CEO Sam Kershaw said: "It's truly a family affair at Thorne Leggett and Kemp & Stevens. We are excited to support these respected names and help them achieve their full potential for many years to come."



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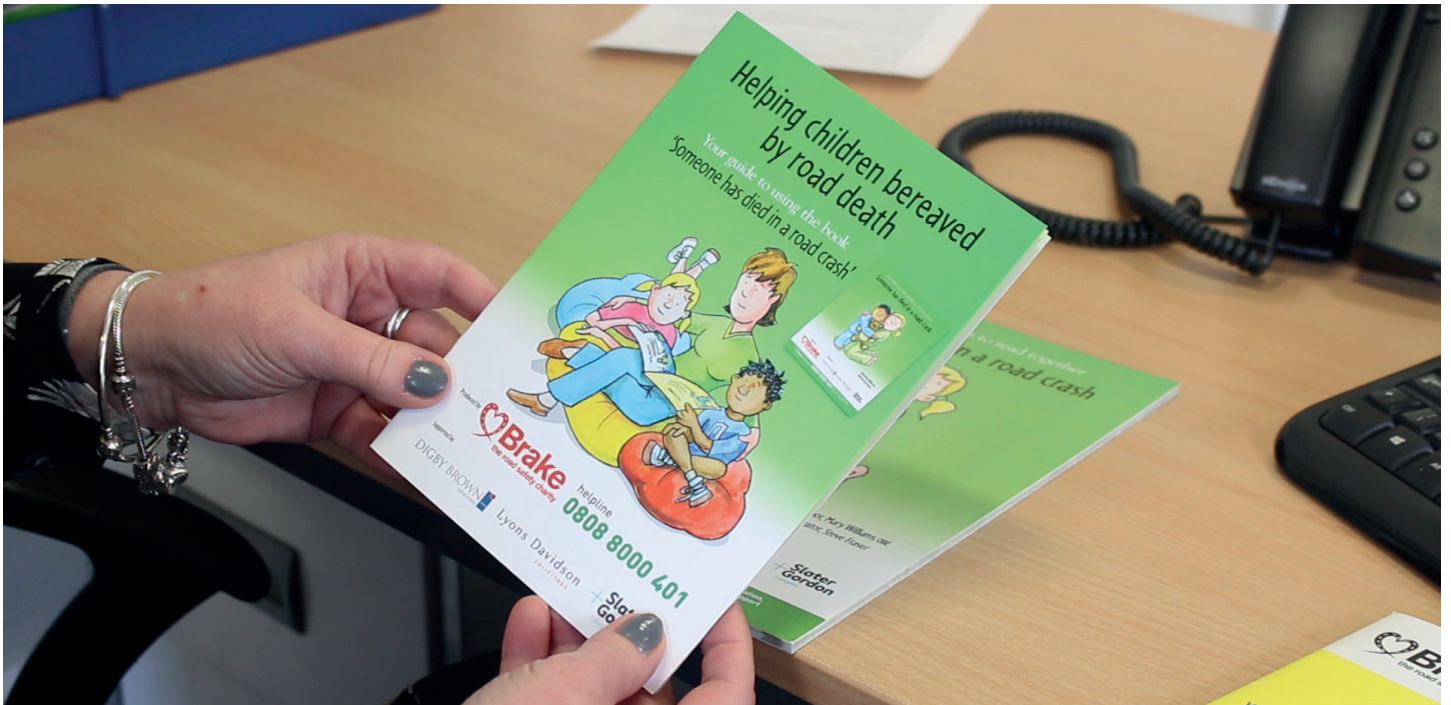


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# BRAKE, THE ROAD SAFETY CHARITY



Every day on UK roads, 5 people are killed and another 24 suffer the most severe injuries. One in 10 is a child.

Road crashes cause sudden and shocking deaths at the roadside, agonisingly slow deaths in hospital, and life-changing disabilities. They hit at the heart of families and communities, killing and maiming our children, parents, siblings and other loved ones. Road crashes spread shock waves across our schools, where we work, and where we live. They place a burden on our emergency services and economy.

Since 1995, Brake has been working to stop the tragedy of road deaths and serious injuries in road crashes, make streets safe and healthy places for all, and to provide support services for road crash victims.

Brake's National Road Victim Service

is a quality-approved, specialist support service for families suffering bereavement or catastrophic injury due to a road crash. We care for families facing the worst trauma of their lives, from day one of the crash onwards.

Every police force refers bereaved and injured road victims to our highly-skilled, professional caseworkers. We help during victims' darkest and most difficult times, to protect and restore their welfare and wellbeing.

In the immediate aftermath of a fatal crash, support for the grieving family is crucial. Our caseworkers help families cope with shock, grief, immense turmoil and practical challenges as they find themselves having to navigate their way through a multitude of complex, unfamiliar procedures. Family members may be required to identify a loved one's body,

read a post-mortem report, or make difficult decisions about hospital care. If a criminal investigation is launched, this can add significant pressure and further trauma. Later, the practical implications of losing a loved one may hit; particularly if the person who has died was the main breadwinner or had young or elderly dependants.

Road crashes are indiscriminate. Brake's National Road Victim Service recognises victims' diversity and that their needs differ. We work to identify and meet those needs, often seeking out and obtaining help on behalf of road victims from many other community organisations.

### **Tina's story**

My husband sadly passed away following a motorbike crash in April 21, leaving myself and our two daughters aged 21 and 17 behind. My

eldest daughter was with her Dad at the time of the collision, following behind him on her motorbike, so you will understand how horrific this was for her.

Following the incident, we were at a total loss with where we could turn to for help, we tried the local doctors, who signposted us to a local bereavement service, but this was not what we needed at the time and there was also a waiting list.

The police left me a folder from Brake so I called up as I really felt we had nowhere to turn. Our Brake National Road Victim Service caseworker then called and asked if we would like a visit, so we arranged this and had our meetings in the garden due to lockdown restrictions. The help we got from our caseworker has been paramount to us, getting us through the last six months. She has been able to talk to us all, both as a family and also on a one-to-one basis.

As a Mum to two children who have lost their Dad under such horrific circumstances, it gave me the opportunity to talk to someone openly and honestly about my

concerns and fears for my girls and also my own mental health, having lost my husband of 23 years.

My eldest daughter also had a number of face-to-face meetings with our Brake caseworker and has been able to talk about her state of mind and flashbacks etc. Our caseworker is a trusted person in her life and has been a great support for her and for the whole family in terms of 'getting us through', supporting us with a listening ear and also giving practical advice - she is very knowledgeable about the external help that is available to us and has provided help and advice about the forthcoming inquest and coroner's report. She has also referred us to a wonderful psychotherapist who is working with all three of us to help us with our trauma and bereavement.

Summing up, I really don't know where we would be now without the help and support we have received from Brake's National Road Victim Service and we are very grateful for this.

**How funeral donations can ensure more people can receive**

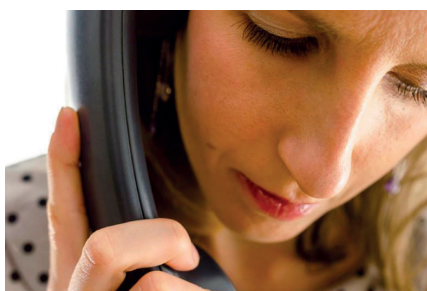
### **vital support from Brake**

In 2021, 957 people suffering bereavement or catastrophic injury due to a road crash were supported by Brake's National Road Victim Service. There are many more families who need our help.

The charity is currently seeking statutory funding and donations to expand the National Road Victim Service to ensure many more people affected by road crashes will be able to access Brake's vital care and support.

As a charity, donations and fundraising fund a large part of Brake's work, and funeral donations are a much-needed and valued part of the charity's income. Every £xxx donated enables one family to receive care and support from the National Road Victim Service.

For more information about supporting Brake and ways to remember a loved one, please get in touch with Lisa Kendall at Brake on 01484 683294 or visit <https://brake.muchloved.org/Tributes/>



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# INTERNATIONAL WOMEN'S DAY: CELEBRATING THE WOMEN OF THE BIFD

By Hayley Bell, Dip. FD, LMBIFD, Editor of the Journal

*Additional words by Alan Puxley, Sally Walton, Karen Mead,  
Amanda Dalby, Amanda Pink & Lucie Kibbey*



Traditionally thought of as a role reserved just for men, the proportion of women in the funeral industry has increased considerably compared with 10 or 20 years ago.

Before funeral directing became a profession in pre-Victorian times, the practical tasks when someone died were shared equally between the male and female family members or the community.

Women, who often held the role of midwife when a baby was delivered, took charge of the ritual cleansing and laying out of the body; the physical tasks, including grave digging, coffin furnishing and providing transport for the body was undertaken by their male counterparts.

The British Institute of Funeral Directors is proud to have a rich history of many female influences; in this edition of the Journal, we will hear about some of these women: Past President and Pioneer, the late Mary Case, MBE, Past President and Tutor, Sally Walton, current Board of Directors members, Karen Mead, Amanda Dalby, and Amanda Pink, as well as the Journal Editorial team, Hayley Bell, and Lucie Kibbey.

International  
Women's  
Day

**Miss Mary Phyllis Case, MBE  
RFN, SRN, QIDNS, SCM, HV,  
MHVA, Dip FD, FBIFD**



Mary showing her MBE which was given to her for providing excellent service in various fields but most predominantly in the Funeral Profession. The award was made in 2006.

Born in Salisbury, Wiltshire in 1917 and died in April 2013 in Salisbury at her home in Churchfields Road.

From the age of 4 years right up to her death, aged 96 years she was always a supporter of Salisbury Football Club and at age 87yrs she was made Honorary Vice President of Salisbury City Football Club, still attended both home and away matches regardless of the weather and length of the journey.

Qualifications: -

RFN - Trained as a Fever Nurse in Portsmouth Fever Hospital.

SRN - Trained as a State Registered Nurse in St James Hospital, Balham.  
QIDNS- Trained as a Queen's District Nursing sister at Bermondsey, appointed in St. Albans as an Assistant Superintendent and then she was appointed Superintendent at Hampstead.

SCM - State Registered Midwife.

HV - Qualified as a Health Visitor and MHVA as a member of the HV Association.

Mary was given an appointment by World Health Organisation (WHO) to Trarancore-Cochin, India to head a team of ten nurses teaching Indian Nurses British Methods of Public Health Administration, Establishing Schools of Nursing, Midwifery and Health Visiting. Mary did that for 10 years and then followed up with going to Uganda. Based at Fort Portal Northwest Area of Uganda to the borders of Rwanda, Congo and Sudan for 10 years and then finished her term by driving, alone, in her black VW Beetle from Salisbury Southern Rhodesia (now called Zimbabwe) to Salisbury, England.

On the way back she was rescued by the Egyptian Navy when her car stopped working during a sandstorm. The Navy, as they were on a land-based exercise, took Mary and her car to Cairo, stripped down the car got the sand out of it and then sent her and her car back on the road home.

She arrived home in 1962 and in 1963, she was trained by her Father, Will Case, and her mother, Florence and qualified as a Funeral Director by obtaining The National Association of Funeral Directors Diploma in Funeral Directing.

Because female funeral directors were still a very small number in this profession, her Father, Will, took her to the then Bishop of Salisbury to gain his permission for her to enter the Anglican Churches in her role as a funeral director. The Bishop stated that she attend as the Funeral Director but she would be not permitted or expected to walk in front of the coffin, she had to lead the family in, see them to their seats and then go to the back of the church. She continued to do this throughout

her time, until her fragility prevented her attending funerals.

1964 - 1967 she also gained an appointment with Southampton Health Authority as a Health Visitor. In 1967 she came to work to Wiltshire as a Health Visitor.

Once she came back to England, she became a Partner and when her father died she became Senior Partner. The position she retained until her death in 2013.

During these years she held many offices in both NAFD and BIFD, including National President of the BIFD.

Together with her partner, Sheila Dicks, they founded The Salisbury College of Funeral Sciences in 1985, which became a 1st Class education centre which attracted students from not just from the UK, but from many other countries.

Remember, Mary went to work in foreign countries, alone, without any modern forms of communications e.g., no mobile phones, no internet no modern computers.

When she came back home she was diagnosed to have a muscle disease, called Myasthenia Gravis. It never held her back, she got involved in Hearing Dogs for Deaf People, breeding Sheltie Dogs and then donated of her pups to Hearing Dogs. She was a member of the RSPB, Myasthenia Gravis Association. Also a founder of the '59 Group for the young people of Salisbury.

Mary, together with Sheila, set up the 1st Wilton Company of the Girls Brigade.

I know many students and members of the funeral profession who will feel very hesitant to have to a second

meeting with Mary. If she wanted answers she would persist until the answers came, never to be put off and she didn't care about your status, only your commitment to the Profession.

She was a true pioneer, had a very strong moral courage and instilled in any student or cocky funeral directors, "We have only one chance to get the funeral service right!"

---

**Sally Walton, Dip. FD, LMBIFD  
Past President, BIFD Accredited  
Tutor**

Hi there, I am Sally Walton and I am a Funeral Director in Hampshire, working for a small family firm, which was established in 1861. I began working there in 1998 after being a stay-at-home mum following a secretarial career.

After 5 years or so and becoming full-time, it was suggested that I train up to be a funeral director. John Coghlan, the senior family member was unsure about having a female funeral director, but his son Richard Coghlan encouraged me to go forward and thought it would give the firm an extra facet, as most

local firms only had females in office roles. I even appeared in the local newspaper at the time.

So, off I went to Sheila Dicks in Salisbury and completed my NAFD Diploma in 2004. I loved being able to look after my own families, because, as a company, we feel it is important to keep continuity with each family we deal with, and we have lots of positive feedback on this way of working. This meant if I arranged a funeral, it would be me conducting on the day and paging the hearse.

I now manage the day to day running of the office, and we also bought out another old established company in the area in 2019 and have completely refurbished that and put in a Ceremony Room which seats 60. We have held various ceremonies there, using local Civil Celebrants to officiate. We can offer slideshows, music and are looking into webcasting facilities at present.

Following a stint as a Director for the Institute, I was approached in 2011 to take on the prestigious role of President of the BIFD and served in that role through 2013 and 2014.

I have also since trained up to be a Tutor and have now run three successful Courses, the current class of students are studying for their Diploma in Funeral Service. In fact, one of the students of my first class won the Student Award for the highest mark that year so well done, Tom Stevenson. Most of the classes are face to face but I have also investigated zooming, especially during the Pandemic. I had some students based in Plymouth and I would travel down on a Friday to teach all day Saturday and travel back on Sundays.

There are certainly more females in and around the funeral profession these days, but it was slightly unusual at the time I started going out with the hearse, although I remember Sheila telling us about the late Mary Case, MBE and how she was treated when she first started to conduct! Mary was also President of the Institute, along with many other females in and around the country.

Richard's daughter Sophie helps in our office, we have a female operative, who drives the hearse and carries the coffin, and my daughter Georgie Kneller has now trained to be a funeral director too.



Sally Wearing the Institute's  
Presidential Chain during her  
time in office (2013-2014)



Conducting a Horse Drawn Funeral



Sally's daughter, Georgie Kneller, Dip. FS, MBIFD receiving her diploma



Sally with graduating Diploma students, L-R Tom Stevenson, Dip. FS, MBIFD and Kevin Squires, Dip. FS, MBIFD



Another of Sally's graduating Diploma students, Kerry Hanson, Dip. FS, MBIFD receives her Diploma with Boss Lee Fletcher, Dip. FD, LMBIFD



Sally and her daughter, Georgie Kneller, Dip. FS, MBIFD working together in Hampshire

**Karen V. Mead,**  
**Dip. F.S. LMBIFD.**  
**Company Secretary, National**  
**Office**



Karen in her traditional funeral attire

It is always hard to write about oneself, as most women don't consider what they do in a day, they just get on with it – and probably forget half of what they achieve anyway!

I started in the profession when my husband Jem, asked for my help one day with a difficult dressing, way back in 2015. I had never even seen a cadaver prior to that! Once we married in September of that year, it became obvious to me that I was about to become the Funeral Director within our company, so I started on the Certificate and Diploma courses, passing both, as the student with the highest marks – beating Jem's score from 2 years earlier!

I thoroughly enjoy the day-to-day running of the business, and still to this day consider it a privilege and an honour to look after someone's

loved one. We have met some lovely people during the last 6 years, some of whom are now lifelong friends.

At the Region G AGM meeting in September of 2018, Jem was voted in as Regional Director, so it seemed natural for me to join in as Regional Secretary – “if you can't beat them join them” was my thinking.

Not long afterwards I was asked if I would also take on the role of Secretary to the Education Committee, which I did – and then started to learn the internal workings of our Education System.

In March of 2021 when Alun Tucker announced his resignation from the Admin role, we both offered to take this on as we thought it was something we could do to help the Institute! Little did we know what it

involved, oh and the Treasurer's job came with it.

October of last year saw himself appointed as National Vice President, and little 'ole me as Company Secretary.

Life does get a bit hectic around St John Road, but as a woman, it's no more than you would expect, and I have a great team of ladies supporting me.

Plod On, you've all done really well.

If you need something from us, please ask for ME not him!

0800 0322733 or admin@bifd.org.uk



Karen with her BIFD Diploma, and award for the highest marks

difficult to 'get in' as a woman - by another woman FD!

Liking a challenge, I made it my aim to not only become the First Lady Funeral Director at a well-known firm of undertakers in my hometown of Halifax, West Yorkshire, but to start my own 'Caring Lady Funeral Director' business, once I'd gained my BIFD, Dip. FD & some really good funeral experience, working alongside the men.

Some 15 years later, and the proud owner of a successful, independent funeral home in Halifax (I sold my house, bought an old pub & converted it) I'm now on the board of Directors for the BIFD, and have been nominated as the Vice President - which will be such an honour, and the icing on the cake of my career so far. I'm also on the SAIF Executive Committee too, so you could say that I'm 'fully involved' in our wonderful industry!

I absolutely love my job, and would encourage any ladies out there to join the funeral industry if they feel it is their vocation, as did I. And don't let anyone put you off!



Amanda Pictured with a Vintage Rolls Royce

My son has worked alongside me for the last 8 years, as a fully qualified Funeral Director too, so we offer a good balance, between us.

I have FOUR granddaughters, though, waiting in the wings - so I'm hoping that at least one of them decides to follow in my 'funerial footsteps'.

One of them dug a little grave & gave a dead worm a burial (marking it with a flag), in their garden at the weekend - so watch this space!



Amanda's Granddaughters  
L-R - Millie 8, Betsy 4,  
Penelope 7 months, & Rosie 7

## Amanda Dalby, Dip. FD, LMBIFD

### BIFD Board of Directors, 1st Vice President Nominee

I began my career as a trainee Funeral Director nearly 18 years ago, after being warned that I'd find it



Amanda and her son Michael Dalby, Dip. FD directing a Horse drawn funeral.



Amanda's beautiful funeral parlour, which she converted from former public house The Falcon

**Amanda Pink, Dip. FS, LMBIFD  
Board Member, 2nd Vice  
President Nominee**



Amanda Pink in her traditional funeral attire

Amanda began her BIFD journey back in 2015 when she became a Student Member, working alongside her Husband, Adrian. Since then, she has gone on to complete not only the Certificate but also the Diploma course and examination as well. She has always shown a key interest in

the workings of the BIFD and is keen to move it forward and help grow the Institute.

Amanda is now nominated as 2nd Vice President and on the Board of Directors for the BIFD.

Amanda works as an Independent Funeral Director covering Surrey,

Hampshire and Berkshire and is passionate about families having the right to make as many of their own choices when it comes to saying goodbye to their loved ones, with her unique style she has built Evelyn's Funerals up to what it is today, she never stops looking to improve and even designed and partly built out her own shop and office.



Amanda and her sister, Lucie Kibbey, Cert. FS, MBIF

**Hayley Bell, Dip. FD, LMBIFD  
Editor of the Journal, Accredited  
BIFD Examiner**



Hayley Bell, Dip. FD, LMBIFD,  
Editor of The Journal and  
Accredited Examiner

I have been working in the funeral profession since I was 17. Over the last 21 years, I have worked for a large conglomerate, as well as two smaller independent companies.

I became a qualified funeral director at the age of 23, completing the National Association of Funeral Directors Diploma, later becoming a licensed Member of the Institute.

In 2019, along with my business partner, Richard Elkin, we opened our own funeral home in Hampshire, receiving several awards and accolades for our commitment to the community.

I continued my education during the pandemic in 2021 by studying for and attaining a distinction in a



With business partner,  
Richard Elkin, Cert. FD





With business partner, Richard Elkin, Cert. FD



Hayley shown with the Worshipful Mayor of Gosport, Cllr Kathleen Jones, and her Consort Mr Kevin Jones during a fundraising coffee morning held in favour of Macmillan Cancer Support

grief and bereavement counselling diploma, for which I was awarded 'runner-up' in the 'Shining Star' category of the Centre of Excellence Awards 2021. I also completed the Examiner's Certificate for the BIFD; this means that I will be helping the Examination Team by marking and writing questions for our university

accredited certificate, and Level 4 Diploma in Funeral Services.

After working alongside David Gresty as his deputy, I became the Editor of the BIFD Journal last year, helping to bring the Institute into the digital age by publishing the Journal and Newsletter online, and running

the Facebook page, with design help from Tianna Evans. By completing a lot of the work in-house and online, the Institute is cutting down on costs, which can be concentrated on providing additional Member benefits and means that we are being mindful of our environmental impact and sustainability.

**Lucie Kibbey, Cert FS, MBIFD  
Deputy Editor of the Journal,  
Region G Secretary**



Lucie in her traditional funeral attire

Lucie began working for her sister Amanda Pink back in 2017, shortly after having her first child. Originally looking after the administration and IT side of things, it soon developed into Lucie sitting her BIFD Certificate exam 20 weeks pregnant with her second child.

Lucie is now working alongside Amanda conducting her own services

and hopes to complete the BIFD Diploma next year.

Her current roles within the Institute are Secretary for Region G and Deputy Editor of the Journal. Both of which she is very much enjoying and hopes to see the BIFD move to a bigger platform and presence in the next few years.



Lucie with her sister Amanda Pink, Dip. FS, LMBIFD

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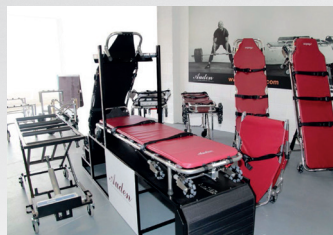
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# WHY SHOULD YOU USE WHATSAPP BUSINESS FOR YOUR FUNERAL HOME?

by Eimer Duffy, Social Media Consultant and Trainer



This is something you may use, but if not then something you might now consider using. Here is a quick overview of WhatsApp Business and how it can be a valuable channel for your customers, families, and your Funeral business.

## What is WhatsApp Business?

WhatsApp Business is a free app for your mobile phone (with different features compared to a personal WhatsApp account). It was created with small businesses in mind, so it's perfect for Funeral Directors. Even if you already have a WhatsApp account and you do download WhatsApp Business it will over-ride your current account, but you will keep your chats and phone numbers.

It allows you to create a WhatsApp profile for your Funeral business, which can be easily customised to suit your online brand identity, including your website, location, contact details, plus showcase your services and products offered by your Funeral business.

## Additional Features

With WhatsApp Business you get additional features e.g.: a unique QR Code/link to invite people to communicate with your Funeral business (add that QR Code to your website, social channels, and printed materials) to help people easily reach out via a message or to call you on WhatsApp. Another feature is it also makes interacting with families easy

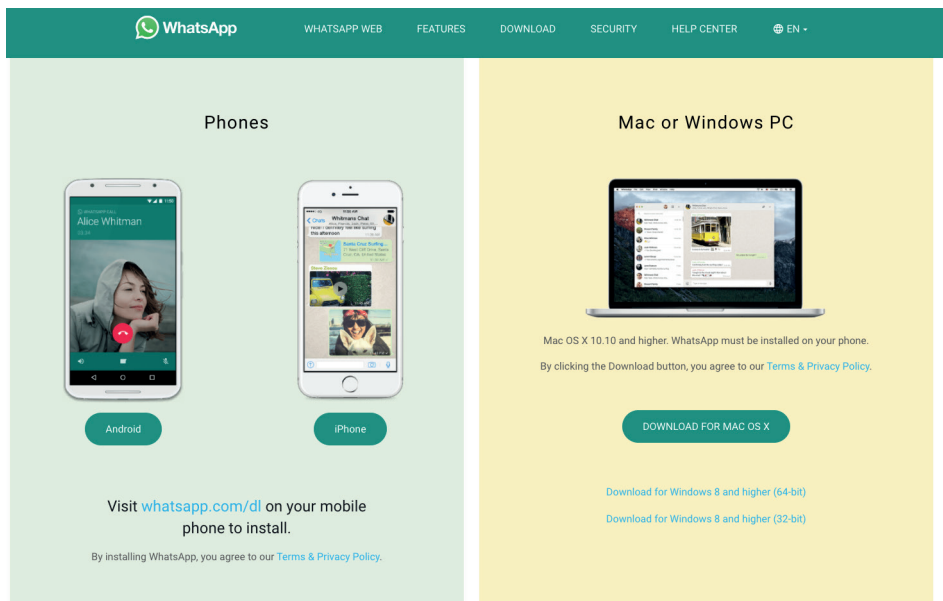


by providing time-saving tools such as shortcut automations to sort and quickly respond to messages.

You can tie in your social media channels where you are able to connect it to your Facebook (with a WhatsApp button on your business page) and your Instagram account (and when people click on your "Contact button" they can start a chat message with your Funeral business).

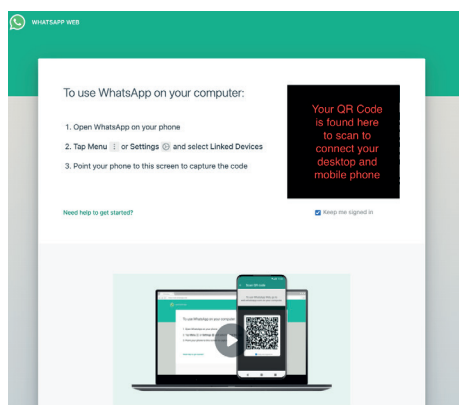
And another bonus is there is a desktop application which you can go to after you have the WhatsApp Business account set up. It can be found here: <https://web.whatsapp.com/> and there you can see and interact with the chats you have on your mobile app.

A good strategy if someone else in the office needs to reply and does not have access to the app on the phone. Interact with the chats you have on your Mobile app. A good strategy if someone else in the office needs to reply and does not have access to the app on the phone.



Here's the first screen and select Mac or Windows PC:

Once downloaded for the steps below and scan QR code with your phone to connect your computer and phone app:



### One thing to consider:

WhatsApp Business must be linked to a dedicated phone number so either convert your personal WhatsApp (and as mentioned earlier you keep the phone contacts you have as well as previous calls and chats) or have a dedicated phone with the WhatsApp Business app downloaded to it. But as mentioned earlier you can access messages and chat groups via the desktop.

### Communication Hubs:

Apart from direct calls and chat messages to your main WhatsApp

Business account, you have group chats like you would with a personal WhatsApp account. You can create family group chats - think of them as private communication hubs for the families and your funeral business.

Creating secure centralised private "communication hub" family group chats with family members at their time of need and afterwards will give them valuable support. It can help with cutting out time with emailing, phone calls and texts, and so less miscommunication. And to save time even more, you can invite the family members with a unique QR code or link for that specific chat easily and keep them updated with things and a place to ask questions.

### What it can do for you and your customers:

So, if up until now you had not considered WhatsApp Business, do think about it as it will help with communicating more effectively, keeping account of things and being up to date with customers and families.

WhatsApp Business provides people with a secure and quick way to call and message your Funeral Business.

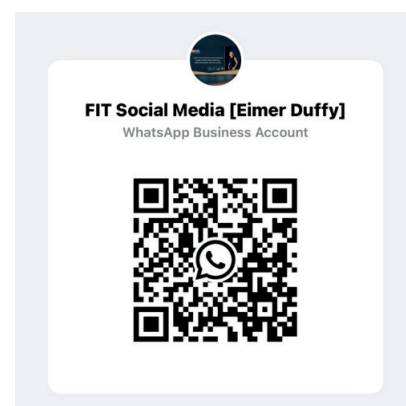
Gives families a safe and secure communication channel with your Funeral business via the family group chats you have created, giving peace of mind. And this in turn helps families to get to know, like and trust you and from there build a relationship with your Funeral business.

### All in all:

WhatsApp Business will help grow your business using things like your QR code/link for your WhatsApp business account on your other digital assets and printed materials for both pre-needs and at-needs communications. And you will give your families an additional valuable service which your competitors may not be using currently, knowing that you are there for them and are easy to communicate with via calls, messages, and chat groups for their family with your Funeral business.

### Want more information?

If you would like more information on WhatsApp Business and how to leverage it for your Funeral business or anything else do contact me. And here's my WhatsApp Code to scan with your phone and we can chat in there too:



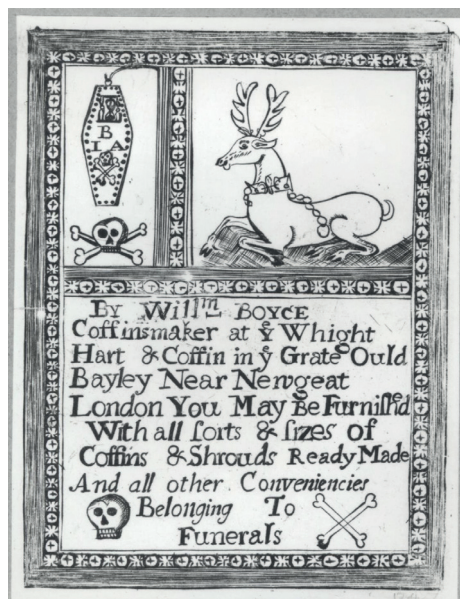
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# THE UNITED COMPANY OF UNDERTAKERS

By Julian Litten, FSA, Hon. MBIFD

Many of you will, I am sure, recall the post-lecture exchange between myself and Dr Dan O'Brien on 22nd February following his excellent presentation on *Early Undertakers of the Eighteenth Century*, on the establishment of the United Company of Undertakers by Robert Legg in 1722.

The earliest known trade card issued by a London undertaker is that of William Boyce (illus 1), whose premises was established at the White Hart and Coffin in Great Old Bailey, Newgate in c.1675.



Illus 1: Trade card of William Boyce of Great Old Street, Newgate, c.1675. British Museum, Heal Collection.

Almost at the same time William Russell, a herald-painter and coffin maker opened his London shop. More ingenious than Boyce, Russell entered into an agreement with the College of Arms in 1689 whereby,

for a fee, its members would attend certain funerals he had arranged for members of the nobility and those with the right to bear arms which he had arranged. For Russell this was an exceptional opening into the mysteries of the craft of the heraldic funeral, more so when it meant that he not only had the blessing of the College of Arms but also avoided their censure, and yet whilst things worked well for Russell the College of Arms soon discovered that their involvement in funerals began to decline. It is in any case debateable whether the College could have survived in the face of such rapid growth in the private sector; their lawsuits against usurping trade diminished once they realised that



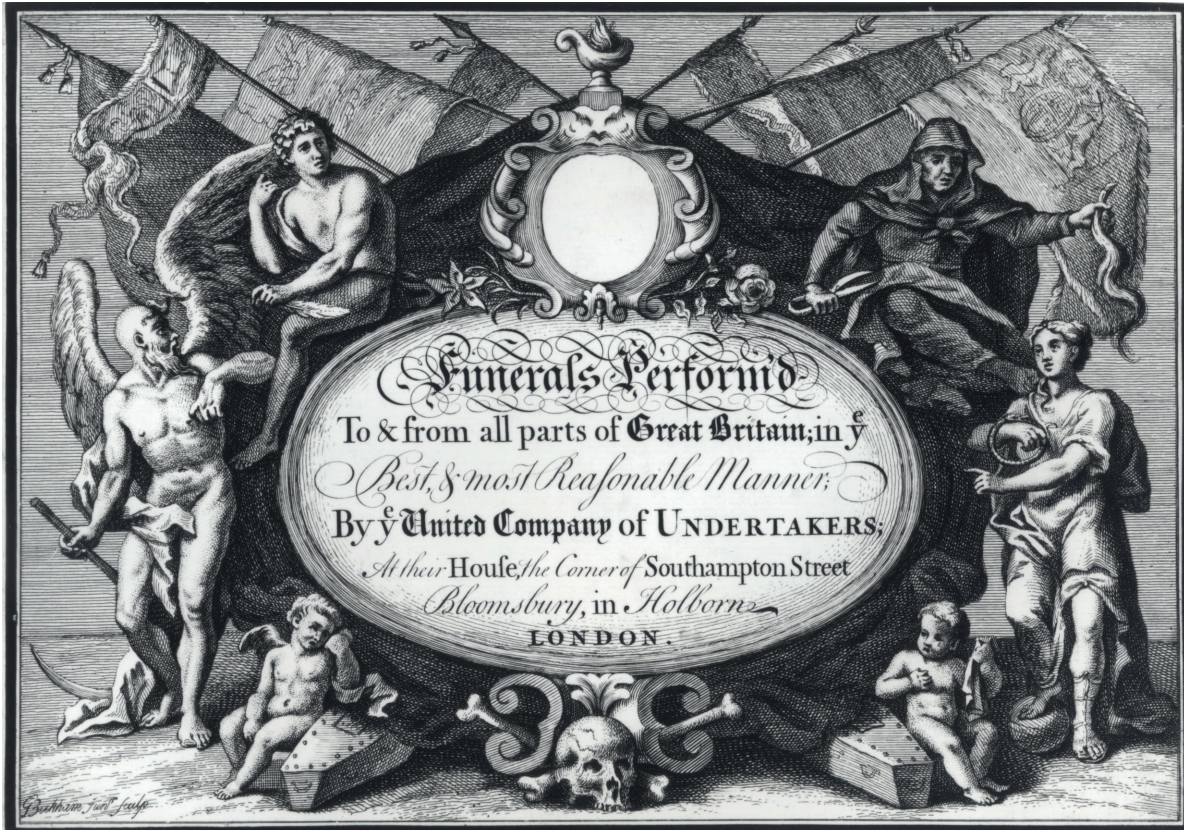
Illus 2: Trade card of Eleazar Malory of Red Lion Street, Whitechapel, c.1700. British Museum, Heal Collection.

they had priced themselves out of the market and had little extra to offer apart from kudos and tradition. Yet even the nobility were loathe to pay for such intangibles when they could obtain a similar ritual at less outlay and with greater speed by going direct to the society undertaker.

There must have been many jealous eyes directed at Russell who, owing to his close association with the College of Arms, was able to sweep up a fair proportion of the up-market trade within the City of London. But neither he, nor Boyce for that matter, enjoyed a complete monopoly for there were others trading as society undertakers at that time, such as Eleazar Malory of Red Lion Street, Whitechapel (illus 2),



Illus 3: Trade card of William Grinly of Fleet Lane, c.1710. Victoria and Albert Museum, London



Illus 4: Trade card of the United Company of Undertakers, c.1722. Private collection.

well established by 1700, William Grinly in Fleet Lane at the sign of the Naked Boy & Coffin (illus 3) in c.1710, Kendall of Paternoster Row, City and Humphrey Drew of King Street, Westminster both in 1720 and John Clarke of Jermyn Street, Westminster who was advertising in c.1720.

With the College of Arms hindering the grant of a new charter to the Upholders Company in 1722 some London undertakers attempted to form their own livery company. A contemporary trade card by George Beckham Jnr for the United Company of Undertakers survives (illus 4). It is a somewhat elaborate item: Youth and Age sit on an oval cartouche flanked by Time and Eternity. The inscription within the cartouche advertises 'Funerals Peformed/ To & from all parts of Great Britain; in ye/Best, &

most Reasonable Manner,/ By Ye United Company of Undertakers,/ At their House, the Corner of Southampton Street/ Bloomsbury, in Holborn/ LONDON.' But was this nothing more than a co-operative of neighbourhood tradesmen use to performing society funerals? Probably, for the United Company of Undertakers was never admitted at Guildhall, and their 'house' was none other than the business premises of Robert Legg, upholder, appraiser and undertaker. Could it have been that the Worshipful Company of Upholders contested the undertakers' desire to establish its own livery company on the pretext that the furnishing of funerals was the prerogative of its own members? Whatever ensued, the United Company of Undertakers did not receive livery status, though they did excite sufficient interest to merit a sarcastic caricature from William

Hogarth entitled 'The Company of Undertakers', and with the motto 'Et Plurima Moris Imago' - 'The Very Picture of Death'. This engraving was subsequently erroneously published by Bertram Puckle in 1926 as 'the sign of the now extinct Company of Undertakers'.

Whilst Robert Legg and his cronies were enjoying a short-lived grandeur within the ill-fated United Company of Undertakers, the Upholders' Company continued to support those members who furnished funerals as part of their everyday trade, though their list of admissions does not specifically identify persons trading as coffin-makers or undertakers though they did admit upholders and mercers, who included funeral furnishing as a side-line to their main trade. By the mid-1730s the Upholders Company saw fit to make available to their members

blank funeral invitation tickets for overprinting, affiliation to the company being shown by an inscription on the plate-mark beneath the illustration, reading 'Peform'd by the Company of Upholders at Exeter Change & at their Hall in Leaden Hall Street'. A later copper engraving of the 1740's, designed by A N Coypel and cut by James Chereau (illus 5), was an up-market plagiarism of the more primitive original issued by the Company of Undertakers. This particular example was issued for the funeral of the late John Lash at St Dunstan-in-the-East, City of London on 12 August 1744. In front of a tall

classical tomb – the centre panel left blank for overprinting or a penned invitation – reclines a shrouded skeleton, representing Death, who leans to the viewer's left to stop Youth from detaining Time, who is shown flying off to his next assignment. On the right, Age addresses her gaze towards Death, thereby distracting her from cutting the Thread of Life joining Eternity to a representation of Clotho, seen resting on a cloud to the upper right corner of the plate. That Death affects all is indicated by the mitre, crown, orb, sceptre and crozier in the bottom left-hand corner of the plate. The only calm

comes with the small figure of the cherub atop the tomb, extinguishing Life's torch.

The silent war between the United Company of Undertakers and the Worshipful Company of Upholders did not last long, for by 1748 the imprimatur had been dropped from the Upholder's blank funeral invitations and we no longer hear from the United Company of Undertakers again.

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Illus 5: Trade card of 1744 based on that issued by the United Company of Undertakers in c.1722. Private collection.



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# HOW DO YOU FEEL ABOUT LEAVING WORK TO GO HOME?

By Susan Leigh, Lifestyle Therapist

Not wanting to leave work isn't necessarily about being a workaholic. There can be a myriad of reasons why we may feel uncertain, reluctant, or even afraid about leaving work at the end of each day. There will be those who will be incredulous that this might be a 'thing'; they can hardly wait for clocking-off time to arrive, when they're finally free to walk out the door.

## So why do some people not want to leave work?

A work environment is often familiar and routine, with regular duties that we're engaged to perform each day.

Even if we don't especially like our colleagues or the work, we're used to the setup and know what's expected of us. We may share banter, coffees, and perhaps even lunch together. Staying on a little longer, not wanting to leave on time may be fine, especially if we're busy and involved in doing some valuable work. Working in the funeral profession means that we're supporting families at a vulnerable time, so leaving work may be a wrench; there's always more to do. We know and understand our role and can slip into autopilot, even when it's stressful and not always comfortable.





If home is tense, difficult, or chaotic work may feel like a place of order and balance. When domestic life is unhappy and filled with arguments or unruly children, we may find valid reasons to justify staying on at work rather than leaving to go home. If we don't anticipate a warm welcome or being particularly wanted it can be a relief to stay on, busily doing something useful, especially when work may be understaffed. In fact, recent research has revealed that 1/5 staff worked an extra 7 hours of unpaid overtime each week and 1/14 didn't take their full holiday entitlement in 2019.

Equally if home is empty and lonely, with nothing to look forward to staying on at work can feel a more worthwhile option. The prospect of making a start on building a life and cultivating new friends and interests can be overwhelming. Where to begin? If we're new to an area, recently separated, divorced, or bereaved it can be tough keeping everything

together. There may be confidence or financial considerations that impact on our ability or desire to get out and socialise. Work may be our comfort zone, where we're doing valuable work, know what to do, what's expected of us and can put our head down, keep busy and earn money.

Sometimes learning to trust others and form relationships of our own might be stressful. At work we have a clearly defined role and status. We may have a job title to stand behind; it informs others of who we are and why we're there. It's different in the 'real world' where people may ask us questions about ourselves and we risk being judged, albeit unofficially, on our answers. Being disliked, rejected, dismissed, found uninteresting rarely happens when we're seen as an expert at work.

Then there are those who struggle with FOMO, fear of missing out. If they're not first in or last out at work they have anxiety at what

they're missing or whether they'll be perceived as not committed, not working hard enough or perhaps as even shirking their responsibilities. Some people suffer from Imposter Syndrome, where they fear being found to be lacking or not capable. They may be reluctant to sign off their work until they check it 'just once more' for mistakes and ensure that it's good enough. Sometimes hours can be spent repeating and re-examining their work. In the funeral profession, no one wants to make a mistake with someone's loved one, so the thought of leaving to go home can cause tremendous anxiety.

Also, there's the fear that if they're not at work someone else may be asked to cover for them and check their work. Having concerns at being discovered as error-prone or inefficient whilst away from work can be stressful and cause anxiety about leaving whilst others are still there.

If we find ourselves increasingly reluctant to leave work and go home, we may need to do a little work on ourselves or risk becoming increasingly isolated from our friends and families, detached from our existing or potential new relationships. Becoming skilled at dealing with differing opinions and values, learning about ourselves, and growing is part of functioning well as an adult but requires ongoing effort and commitment.

Finding ways to manage stress or even having therapy to overcome negative thought patterns could be a valuable step in the journey towards improving confidence and self-esteem. Then we can gradually become more motivated to find people and groups who enjoy similar interests. It's important to be proactive, ready to take a few risks

and feel more positive about leaving work, having some me time and de-stressing. So, is the start of a better work/life balance, thus avoiding adding to the £40 billion or 200,000 days of work lost due to stress each year.

Susan Leigh,  
& Hypnotherapist  
lifestyletherapy.net

Counsellor  
www.



The image features the 'digital solutions' logo at the top, which consists of a stylized blue 'D' with circuit-like patterns. Below the logo is a network diagram of various services represented by circular icons connected by lines. The services include: FOREVER URNS, GUARDIAN, Country Range, Greener Goodbyes, Reflections, HEARTWOOD, and others. The background has a faint world map made of dots.

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# PRACTICAL WAYS TO HELP UKRAINIAN REFUGEES AND THOSE ON THE FRONT LINE



Artist Credit: © My Dog Sighs

Here are some practical ways we can help those caught up in the growing humanitarian crisis in Ukraine.

The full-scale invasion, which was launched on February 24 2022, by Russia, has seen more than 2 million Ukrainians flee the nation.

Defense Secretary Ben Wallace has suggested ways to help, such as donating money to the Ukrainian embassy to be spent on weaponry and aid or volunteering/donating to organisations and charities helping refugees.

How to help those on the ground:

**Unicef:** [www.unicef.org](http://www.unicef.org)

They are working to supply safe water to conflict-affected areas and hygiene and emergency education supplies as close as possible to communities near the line of contact.

**UN Refugee Agency:** <https://donate.unrefugees.org.uk>

Families fleeing Ukraine are faced

with leaving husbands and fathers behind after men aged 18 and over were barred from crossing the border, instead ordered to stay and join the war effort.

The UN Refugee Agency is working alongside authorities, the UN and other partners and is ready to provide humanitarian assistance wherever necessary and possible.

**Local Charities:**

**Sunflower of Peace**

<https://www.facebook.com/sunflowerofpeace>

Sunflower of Peace is a Ukrainian charity gathering medical supplies for frontline paramedics and doctors.

**The British Red Cross:** [www.redcross.org.uk](http://www.redcross.org.uk)

The British Red Cross has launched an urgent appeal to help Ukraine with food, first aid, cash, healthcare, or emotional support.

**United Help Ukraine:** [www.unitedhelpukraine.org](http://www.unitedhelpukraine.org)

They are focused on providing humanitarian aid to those amid the conflict.

**Making Donations Locally**

Donation posts are being set up across the UK to help collect items for new arrivals moving from Ukraine to other nations.

Items needed include Blankets, Clothes, Toiletries, and Nappies.

**Write To Your MP:**

Writing a letter to your local MP

can help urge the government to do more to help the nation during the conflict.

Please type your postcode into the website <https://members.parliament.uk> to find your local MP.

**Support Ukrainian Journalism**

The Kyiv Independent: [www.kyivindependent.com](http://www.kyivindependent.com) and The New Voice of Ukraine: [www.english.nv.ua](http://www.english.nv.ua) are keeping us up to date with the fast-moving situation. Donations can be made directly on their websites.

**Host a Ukrainian Refugee in the UK**

The British Public will have the opportunity to offer a home to Ukrainian Refugees arriving in the UK.

Those choosing to volunteer as hosts will have to agree to do so for a minimum period – potentially six months, as well as potentially having to undergo criminal record checks, as most of the Ukrainian people fleeing the crisis are women and children.

**Refugees At Home** [www.refugeesathome.org](http://www.refugeesathome.org)

is a charity that connects people with spare rooms to refugees and has seen a 50-fold increase since the invasion of Ukraine, with people offering to host those fleeing the war.

# STOP THE SILENCE AND START TO TALK

By Susan Leigh, Lifestyle Therapist



How many of us hate the thought of any whiff of confrontation? It's often a scary, unnerving prospect, as we cannot know in advance what will be unleashed or what the outcome might be.

Working in the funeral business, it's important to present a calm, unfazed persona, to be there for your clients, supporting and understanding their distress. But how about those times when things are building up in your own life. Have you become so used to bottling-up your emotions that something needs to give?

At work, home or with friends there may be undercurrents or escalations of tension that have simmered and remained unspoken about for some considerable time. But keeping silent can bring its own complications and issues. Not speaking out may be interpreted as silently giving permission for things to continue as they are. 'Why didn't you say something sooner?' may be a justifiable comment if we eventually

disclose that we've long been unhappy at the way things are going.

There are several things that can contribute to our apprehension at breaking the silence and speaking up. There may be apprehension at inadvertently saying the wrong thing and causing friction or appearing foolish, unintelligent, or ignorant. Could our words be misconstrued and add petrol to an already inflammatory situation, resulting in messy consequences?

Another concern may be about opening a 'can of worms'. Once said things cannot be unsaid and verbalising how something made us feel may prompt the other person to have much to say, resulting in a barrage of comments, examples and much stored-up resentment that's been festering awhile. We may end up regretting that we said anything at all, though our desire to air our feelings and hurt was valid and justified.

Even so, starting to talk does bring a situation to a head and means that issues are more likely to be dealt with and addressed. Of course, the other person has also got to be prepared to participate, but if they choose not to engage and instead stay silent and unforthcoming that can frustrate any chance of resolving matters.

## Some positive tips to stop the silence and start to talk.

- As a funeral director you will have to speak knowledgeably in a variety of settings, from business

networking, to negotiating with suppliers, to dealing with distressed relatives and arranging their services. Take away the professional mask and speaking out as 'you' can feel very different.

- Get used to speaking-up and hearing your own voice by practising your opinions on 'safe', non-emotive topics, like local news and events. Improve your confidence by suggesting interesting activities to your group or by sharing informed views on what's happening locally.

- Practise speaking in a variety of settings. Appreciate that many people also have concerns as to how they'll be received, what others will think of them when they tentatively voice their opinions. Joining in conversations will enable those relationships to develop.



- In your personal relationships, start by conversing with each other, properly discussing what's happening in each other's lives rather than simply delivering domestic updates about the shopping list or children's diaries. Maybe go for a walk while dinner is cooking or when the children are busy with an activity.
- Sooner rather than later is best. Avoid silence becoming the norm, a default habit, by aiming to regularly set aside time to talk, share and discuss any issues in your relationship. Even minor niggles benefit from being talked through, as it's often the small items that eventually irritate the most.
- Listening is important. This means staying quiet long enough to let the other person process their thoughts and find what they want to say, no matter how inelegantly it's phrased. Avoid the temptation to second-guess or finish each other's sentences!
- If one person has a better vocabulary, is quicker-thinking or is perceived to be better at arguing or more intelligent, it can feel intimidating to be in a 'clearing the air' discussion with them. Lacking the confidence to proceed or feeling apprehensive can inhibit constructive attempts at conversation, particularly if no attempt is made to converse on a more level basis. Be sensitive to any perceived inequalities.
- Beware of using too many examples. If your partner cites a particular problem, try to avoid responding with justifications and examples as a way of explaining yourself. Instead, practice empathy and learn more about how they're feeling and why. Accusations, recriminations, and retaliation merely rehash old wounds and rarely improve a situation.
- Don't underestimate the positive role that gentle, affectionate humour and self-deprecation can play at these times. Both can make valid, helpful points in a light yet significant way.

Investing in important relationships means making time for each other and demonstrating mutual respect, so that everyone feels able to speak, share the good and bad in their lives and enjoy a quality, supportive level of communication. In doing this you stop the silence and start to talk!





Susan Leigh, Altrincham, Cheshire, 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 4 books, 'Your Divorce Handbook, It's What You Do Next That Counts', 'Dealing with Stress, Managing its Impact', '101 Days of Inspiration #tipoftheday' and 'Dealing with Death, Coping with the Pain', all on Amazon & with easy-to-read sections, tips and ideas to help you feel more positive about your life. To order a copy or for more information, help and free articles visit <http://www.lifestyletherapy.net>

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# REGION G'S VISIT TO GREENACRES HEATHERLEY WOOD

By Hayley Bell, Dip. FD, LMBIFD, Editor of The Journal



Region G Members along with Management Staff. Back, L-R: Amanda Pink, Karen Mead, Jeni Putland, Sally Walton, Jem Mead, Keith Snell, Carol Clark, Roger Clark, Adrian Pink & Bekki James. Front, L-R: Peggy Snell & Lucie Kibbey

On Saturday, March 12th, 2022, we were invited by Region G Director and Chair Amanda & Adrian Pink to join them at Heatherley Wood in Grayshott.

Nestled in 12 acres in the heart of Hampshire, we were welcomed by Park Manager Jeni Putland and GreenAcres' Engagement Manager, Bekki James, in the stunning service hall, where they both provided a CPD session about the facilities in Heatherley Wood, as well as the other sites in the group:

- Chiltern, 72 acres
- Colney, 16 acres
- Epping Forest, 15 acres
- Kemnal Park, 55 acres
- Rainford, 65 acres



Green Acres' Engagement Manager, Bekki James and Heatherley Wood Park Manager, Jeni Putland giving a CPD Presentation

Part of the Darwin Bereavement Fund, and historically focussed on woodland burials only, GreenAcres is fully dedicated to supporting people through their bereavement journey and offering families contemporary choices. As such, some parks hold licences and have facilities for marriage ceremonies.

Now offering a cremation service, but with no cremators on-site, each park has a bespoke partnership with local Funeral Directors and Crematoria, who share the GreenAcres ethos. Funeral Directors and Families can tailor burial and Cremation services for people of all faiths or none.

With these sustainable options, all the GreenAcres sites fully support the goal of Carbon Neutral 2030.

**GreenAcres Parks**

Chiltern, Colney and Epping are large Woodland Parks featuring a beautiful Orangerie Woodland Hall for services, facilities for wakes and a variety of woodland based interment options.

Discourage use of imported granite and use of plastic in Park

Look for sustainable options such as local stone and wood

Heatherley Wood and Rainford offer a variety of interment options such as Meadow, Waterside, Lawn, Woodland and traditional gardens

GreenAcres Parks

**GreenAcres Kemnal Park**

Kemnal Park offers a wide range of interment options:

- Lawn graves
- Traditional graves
- Mausoleums
- Scatterings options
- Waterside glades
- Woodland interments
- Private gardens

Kemnal Park

**Eternal Gardens**

Provide a dedicated, compassionate & faith-oriented end-of-life service to support Muslim community with dignity

24 hour telephone support to enable burial within 24 hours of death

Eternal Gardens



Region G Chair Adrian Pink and National President Paul Stibbards



Adrian led the regional meeting following the presentation, joined by National President Paul Stibbards and 1st Vice President Gem Mead.

The meeting concluded with a discussion forum relating to the rise of Direct Cremation, how the CMA has affected the profession and whether corporate funeral companies care about qualified staff.

Before lunch, we all took a stroll through the glorious woodland, which we can all agree are a tranquil and beautiful environment for a final resting place.



*Children from Grayshott CE Primary School Planted a Tree as Part of the Queen's Green Canopy for her Platinum Jubilee Celebrations*

Grayshott CE Primary School planted a tree within the grounds as part of the Queen's Green Canopy Platinum Jubilee celebrations.

GreenAcres provide bereavement support in various forms, including Mother's Day and Father's Day services and peer-to-peer support cafés in association with the Good Grief Trust.

**GreenAcres Care**

- Treat customers as individuals, they don't all want the same thing - offer choice & variety
- Researching more sustainable options: electric cremators, recycled materials for pathways, plastic free, local stone
- Investment to support people through their bereavement journey, monthly Good Grief café in all Parks
- Regular community and memorial events

*GreenAcres Care*



### Good Grief Trust Cafés at all Parks



"Dad is 81 years old and married for 60 of those years and he has struggled immensely with the life change and the quality of business. I asked a lot of grief specialists about Dad which is a big struggle for him just to talk to anyone!"

Finally, we asked at GreenAcres Heathway Wood, and they said about their Good Grief Cafés on a Saturday morning, "We had went for the first time and got through it, then missed a month as he was struggling a bit."

I managed to persuade him to give it another go, and he was so chuffed he did as others asked how he was! This shocked him, but in another way helped him and brought him closer to the others, who also have their own issues."

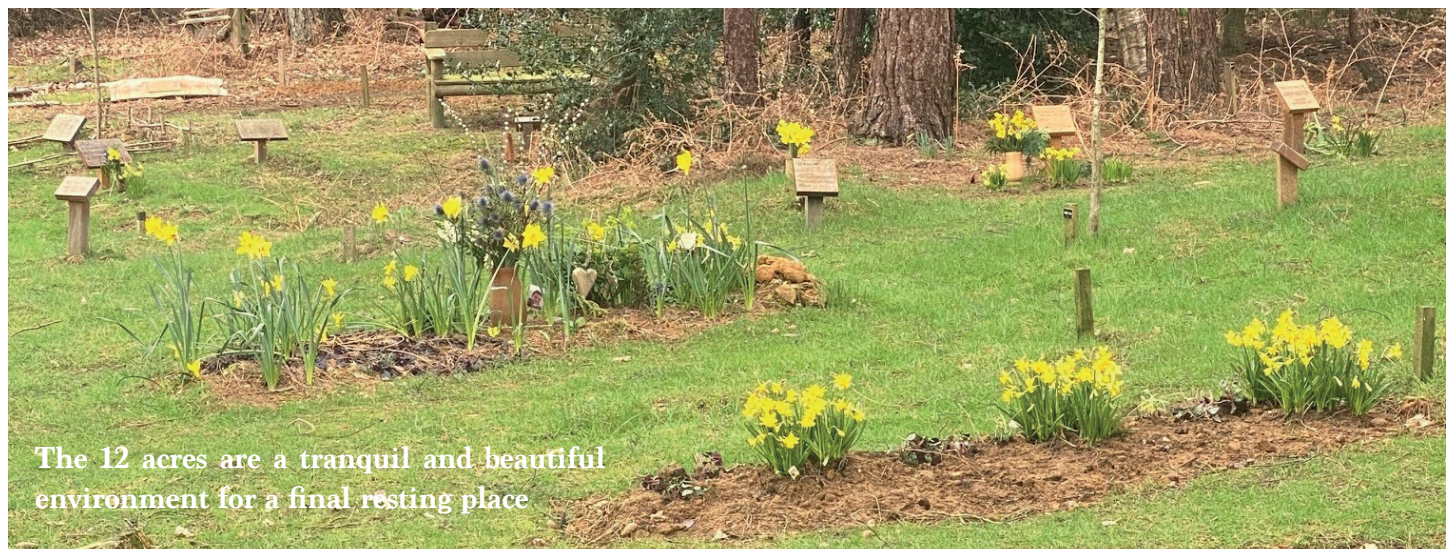


This is a great service helping the grieving try to get through the difficulties of losing a loved one. They have helped my Dad so much in ways I cannot as a son, something that I appreciate so much, I would recommend this service to everyone and can't praise the team highly enough."

### Good Grief Trust Cafés at all Parks

For more information about GreenAcres' sites, their YouGov Survey, or any of their upcoming Good Grief Trust Cafés, please see the leaflets, or contact GreenAcres directly.

*Peggy Snell toured the grounds in style following an ankle operation*



**The 12 acres are a tranquil and beautiful environment for a final resting place**

# POP-UP CAFÉ



**COME AND JOIN US**  
2<sup>ND</sup> THURSDAY OF THE MONTH 5PM-7PM  
**GREENACRES CHILTERN**

Run by the bereaved for the bereaved  
**FREE** event - all welcome

Scan here to register or email:  
hello@the.goodgrieftrust.org

Help and hope in one place

# POP-UP CAFÉ

Run by the bereaved for the bereaved. **FREE** event - all welcome



**COME AND JOIN US**  
THIRD SATURDAY OF EVERY MONTH 10AM-12NOON  
**GREENACRES COLNEY**

Scan here to register or email:  
hello@the.goodgrieftrust.org

Help and hope in one place

# POP-UP CAFÉ



**COME AND JOIN US**  
1<sup>ST</sup> SATURDAY OF THE MONTH 10AM-12NOON  
**GREENACRES HEATHERLEY WOOD**

Run by the bereaved for the bereaved  
**FREE** event - all welcome

Scan here to register or email:  
hello@the.goodgrieftrust.org

Help and hope in one place

The UK's National Umbrella Bereavement Network of over 800 charities and support services for the bereaved



# POP-UP CAFÉ



**COME AND JOIN US**  
LAST THURSDAY OF THE MONTH 5-7PM  
**GREENACRES RAINFORD**

Run by the bereaved for the bereaved  
**FREE** event - all welcome

Scan here to register or email:  
hello@the.goodgrieftrust.org

Help and hope in one place

The UK's National Umbrella Bereavement Network of over 800 charities and support services for the bereaved



# POP-UP CAFÉ



**COME AND JOIN US**  
LAST SATURDAY OF THE MONTH 10AM-12NOON  
**GREENACRES EPPING FOREST**

Run by the bereaved for the bereaved  
**FREE** event - all welcome

Scan here to register or email:  
hello@the.goodgrieftrust.org

Help and hope in one place

The UK's National Umbrella Bereavement Network of over 800 charities and support services for the bereaved



# POP-UP CAFÉ



**COME AND JOIN US**  
1<sup>ST</sup> SATURDAY OF THE MONTH 10AM-12NOON  
**GREENACRES KEMNAL PARK**

Run by the bereaved for the bereaved  
**FREE** event - all welcome

Scan here to register or email:  
hello@the.goodgrieftrust.org

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The UK's National Umbrella Bereavement Network of over 800 charities and support services for the bereaved





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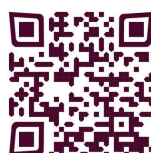
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