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JOURNAL



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Ben Whitworth is the Education and Technical Co-ordinator for the MazWell Group. A qualified funeral director, engineer and crematory operator, Ben is also an accredited tutor of the British Institute of Embalming. Recognised as a speaker in the fields of embalming, funeral service and bereavement, Ben writes for a number of international funeral service publications.

Ben Whitworth, CFSA, Dip.FD, LMBPTA, MBAL, MBAL, BNDIA

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From The Desk Of The National President Jeremy Mead, Dip. FS, LMBIFD



Hello and welcome to you all, I trust you are enjoying this warmer weather and longer days?

Not something that really affects us though is it - longer days, they are all pretty long in this job! We have even been known to go home on the odd occasion...

Karen and I have just returned from our Spring Diploma Weekend, in Warwickshire, where we had the most amazing collection - is that the right terminology?! A study of students sounds more like it to me, perhaps someone will correct me - collection of Diploma Students sitting their final exams .



Eight Diploma Students sat their final exams in Leamington Spa, simultaneously three Students were sitting their exams in Northern Ireland

Seeing these young professionals fills me with pride knowing that the future of our profession is in very good hands, and to think that we played a small part in that future is equally as rewarding. I did have one student who, upon entering the room for her oral exam, said, “ thank God it is you”, wasn’t sure how to take that comment! Good or bad, you choose. It would be wrong of me not to say that we are as equally nervous about this part of the weekend, as we too have very little idea of where it will end up.

I must place on record the whole Institute’s gratitude to the Examination Team under the exceptional guidance of Roger Clark for examining, checking, marking and moderating all the papers on the same very long day. Our erstwhile editor Hayley Bell will be scanning all the documents to Greenwich University for accreditation, a mammoth task on its own.



L-R David Capper, Jane Clements, Roger Clark, Jem Mead, Karen Mead and Carole Clark

We now look forward to welcoming more members to the Dip. F.S. club and presenting them with their Diploma in Wroughton this October at our Conference.

Before that, we have the first B.I.F.D. Education & CPD Weekend in Chelmsford is filling at quite an extraordinary rate and proving far more popular than anyone imagined. If you want to attend, book your places now, as only a few are left. 8 separate sessions of 1 hour on various topics, or to put it another way, two-thirds of your licence CPD in one go! Why would you not want to be there?

Karen & I are off on our travels again next month for the BIE Conference in Harrogate, before which we have to fulfil a promise we made to one of our families to scatter Father, Mother and Son's ashes off Flamborough Head before heading to Huddersfield to present some of Clive Pearson's students with their B.I.F.D. Certificate in Funeral Service, which they sat not so long ago. Karen can remember receiving her Certificate from the then National President, Clive Pearson, and how much it meant to her. Therefore, returning the compliment to him will give me equal pleasure.

Plans are progressing rapidly now for the conference this October, which will be greatly enhanced by having the most amazing Awards Ceremony, with all our new Diploma holders in attendance. From what we have heard, we will again be oversubscribed, so please, if you want to beat the Region G Members to all the best seats - Book Now!

I must close by hoping you are all well and doing what you do best, as I've just been told I have a limo to clean ready for a Church Service.

Look after each other and bye for now.

Jem

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From The Desk Of The Editor

Hayley Bell, Dip. FD, LMBIFD



It is with great pleasure that I welcome you to our latest issue of the BIFD Journal. As always, Lucie and I aim to provide you with insightful and thought-provoking content.

The past month has been busy for me, looking after families in our care and attending meetings with the Board of Directors and Education Team. By the time you read this, my fellow examiners and I will be back from the Diploma Final Examinations weekend, held at Woodland Grange in Leamington Spa. We discovered Woodland Grange when we stayed during the NFE weekend last year, and noted the business suite facilities they had on offer would be perfect for hosting Diploma Examinations, with large rooms to hold the written examination as well as smaller private rooms for simulated funeral arrangements and the marking of papers.

I wish all the Students luck when the final results have been accredited by Greenwich University and released.

We are soon approaching the Education Weekend in May, which is now open for non-residential bookings. We have some excellent seminars and tours planned for all delegates; there are some exciting announcements from the planning team along with the booking form in this issue. It's a fantastic opportunity to get eight hours of CPD across the two days; I look forward to seeing you there!

Speaking of CPD, Membership renewal forms are now available, as well as CPD record forms which need to be submitted before the Professional Funeral Director Licence is issued. You can obtain these forms in the Journal, or by contacting National Office: admin@BIFD.org.uk

I hope you enjoy this issue of the Journal, and the pieces written by Lucie about International Women's Day which was on 8 March. If you would like to contribute an article, or share some News from around the regions, please get in touch with me: journal@BIFD.org.uk

Until the next time, take care.

Hayley x

AS THIS ISSUE OF THE JOURNAL GOES LIVE, THESE STATUTORY CHANGES, DUE TO BE IMPLEMENTED FROM THE 1 APRIL, MAY HAVE BEEN POSTPONED. WE WILL UPDATE YOU AS SOON AS INFORMATION IS AVAILABLE

Changes to Certification for Community Deaths

A new system, already piloted in some areas of the UK, is due to become statutory from April this year, with the intention of medical examiners (MEs) providing independent scrutiny of all deaths in the community which are not taken to the coroner.

The statutory system was formally introduced by the Health and Care Act last year and NHS England wrote to GP practices in England asking them to implement processes to facilitate the work of medical examiners by 31 March 2023.

It means GPs would have to give access to a deceased patient's records in order for the medical examiner to reach agreement on the accuracy of the medical certificate of cause of death (MCCD), where before this extra scrutiny was not required.

The Health and Care Act 2022 amended the Coroners and Justice Act 2009 to allow NHS bodies to appoint medical examiners, instead of local authorities, in order to improve the quality and accuracy of MCCDs.

How the statutory medical examiner system will work

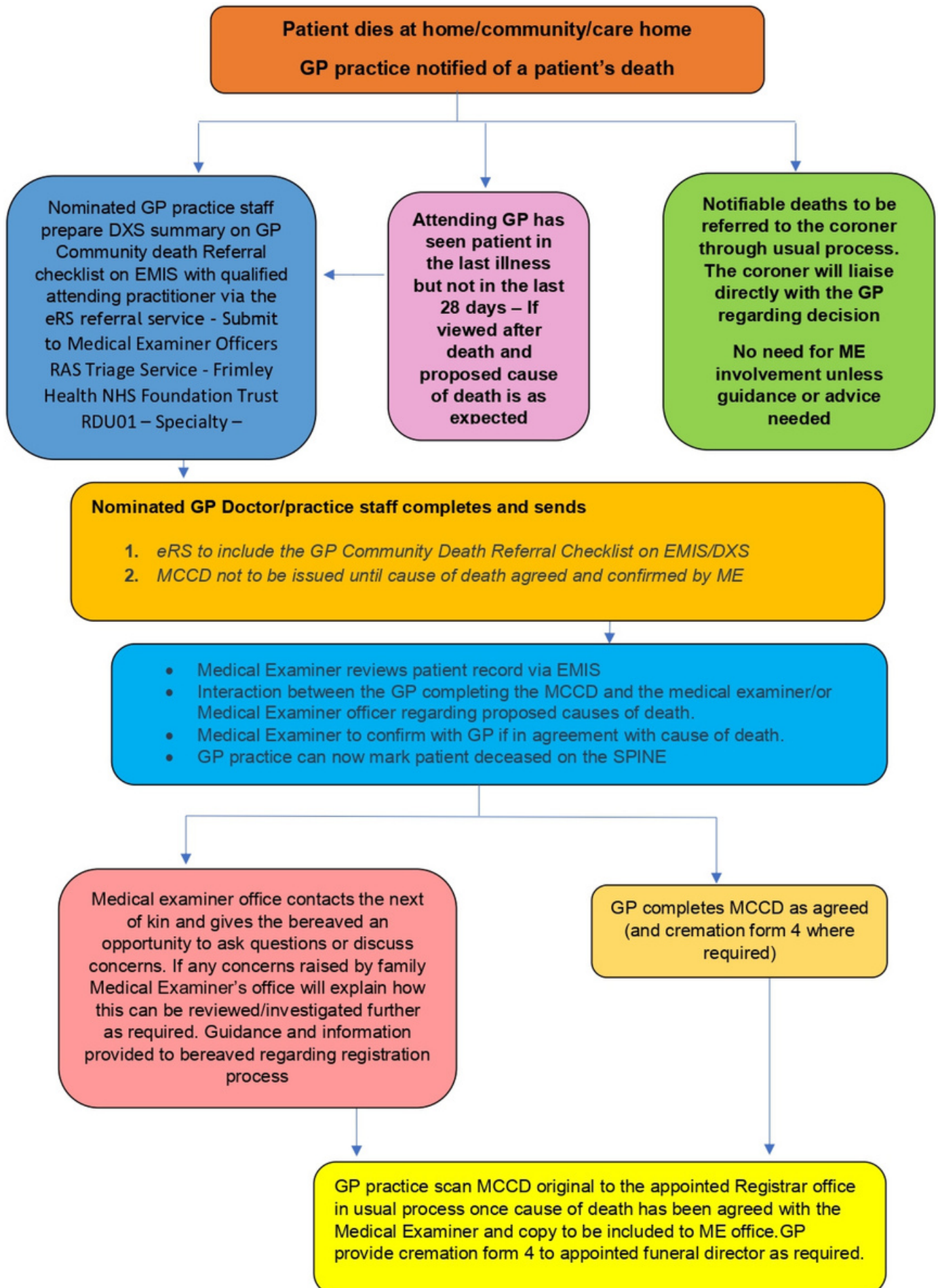
Under the new system, all deaths not taken for investigation by a coroner will have independent scrutiny by a medical examiner based in either an acute trust in England or local health board in Wales. Medical examiners are senior medical doctors who are trained in the legal and clinical elements of death certification processes.

The purpose of the new system is to:

- **provide greater safeguards for the public by ensuring independent scrutiny;**
- **provide a better service for the bereaved and the opportunity for conversation with a doctor who is not involved in the care of the deceased;**
- **improve the quality of mortality data.**

Once it becomes a statutory system, GPs who complete MCCDs will have to share this with the medical examiner in order to agree the proposed cause of death. This means GP practices must have arrangements to share the records of deceased patients with their local ME office.

The following Flowchart has been provided to the BIFD by NHS England to assist with recognising the changes that are to be implemented, so that bereaved families can be advised correctly.



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The Women in Charge

by Lucie Kibbey, Cert. FS, MBIFD
Deputy Editor of the Journal

As part of the BIFD celebrating the many women we have amongst the ranks, I interviewed three prominent women within the BIFD management group. Please take the time to read about these amazing ladies and what they have and want to achieve, in a profession that has been predominantly run by men for a long time.



Amanda Dalby (AD)
1st Vice President



Amanda Pink (AP)
2nd Vice President



Hayley Bell (HB)
PR Officer, Examiner, Region G Director

What is your role in the BIFD?

(AD) I am pleased to say that I was elected to the BIFD Board of Directors in January 2022, and am currently the First Vice President, due to become President in October 2023.

(AP) 2nd Vice President of the BIFD and member of Region G

(HB) I currently hold three roles within the Institute: I am the Public Relations Officer, including my editorial role, and running the Institute's social media channels. In October 2021, I completed the training to become an accredited examiner; this has been an exciting second role for me, as I am passionate about the education of future Funeral Professionals. Finally, I was nominated and voted to be the Director of Region G at the end of last year – I am so fortunate to be able to have so many incredible opportunities within the Institute.

What would you like to achieve this year within the role?

(AD) I want to enhance the public's perception and awareness of the BIFD in all that we do to encourage the education of funeral professionals, as I feel that this is vital for Funeral Directors who are looking after vulnerable, bereaved people. With the forthcoming Government regulations on the horizon, I believe all Funeral Directors should be educated appropriately.

(AP) To make sure we are pushing for education and CPD. Continued training and development is what will set us apart from other institutions and keep us moving with the modern changes in the funeral industry.

(HB) My goal for the Journal in 2023 is to continue building on the foundations that have already been laid by my predecessor, David Gresty. With the support of my wonderful Deputy Editor, Lucie, I think we are producing an innovative and fresh publication. I would also like to get more involved with the education side of the Institute, I have been fortunate to be part of a working group to assist with the Education Weekend scheduled for May at Anglia Ruskin University, Chelmsford, as well as assisting Education Chair, Andrew Floyd and Examinations Chair, Margaret Nicholl with their work with Greenwich University in my capacity of PR Officer.

What does the BIFD mean to you?

(AD) I gained my NAFD Diploma in Funeral Directing in March 2007, with an aspiration to be a member of the BIFD, and was accepted in June 2008. I felt very proud to call myself a professionally educated Funeral Director at this point and am now also able to say that I am a fully licensed member of the BIFD. These two accolades have brought both prestige and gravitas to my business.

(AP) Friendship, learning and integrity in what we do.

(HB) Aside from Educating the Future Funeral Professionals, and this may sound a little cliché, but the BIFD to me means Family – I have received such a warm welcome from everyone, as well as incredible support from our Members, Fellows, Students, and Associates.

Why it is important to celebrate International Women's Day?

(AD) I think it is important to celebrate International Women's Day as I feel I am very lucky to have been born in an era where women can go wherever they want in their career, be educated freely, and be respected by all of their colleagues, whatever gender – and long may it continue.

(AP) Because it wasn't that long ago that women were throwing themselves in front of horses for the right to vote. We still have a long way to go to bridge the gender pay gap disparities that exist, misogyny, racism, homophobia, and transphobia. Women are affected by this just as much as men, and the fact that there are women too scared to go for a night out due to the violence they suffer at the hands of others is disturbing to me as a mother and grandmother.

(HB) International Women's Day is an important day for all women. It allows us to celebrate our achievements and reflect on how we can improve things for women everywhere. I think it's important to recognise that there are still many challenges facing women worldwide and that we have a responsibility to act together.

Have you faced any barriers in your career due to being a woman? If so, how did you overcome them?

(AD) Ironically, the only barrier I faced when aspiring to become a female Funeral Director came from another woman, who told me that I would find it very difficult to find a job in the then male-dominated field. I proved her wrong, by hard work and determination.

(AP) Early in my career the funeral world seemed to be very male dominated but with my education determination to succeed and continued support from family and friends I overcame that, now we seem to be overcoming the old school thinking and this pleases me to see a lot more women coming into the profession.

(HB) When I first started approaching companies in the early 2000's looking for roles within the profession with a view to working and training towards becoming a Funeral Director, I received a letter basically outlining that as a female, aged 17, it would be unlikely that I would become anything more than a receptionist. I didn't let those comments deter me, and I continued applying for roles. I did become a receptionist; however, I pursued every opportunity to educate myself and became a qualified funeral director in 2007.

Whats the most important piece of advice you have been given?

(AD) From my father, Keith Greenwood, to 'treat everyone as my equal and give respect to those who earn it'. I feel that this has stood me in good stead all my working life and hold to it.

(AP) Always believe in what you are doing, and you will do it well regardless of the situation.

(HB) "Don't worry what other people think" My mother always told me not to worry about what other people think, which is something that I would share with anyone: Don't be concerned about what other people think of you or about fitting into someone else's idea of perfection. Embrace being unique and use it to your advantage. Develop your own personality and be proud of who you are. Rid yourself of comparison and remember that you are just as good as anyone else.

How can we encourage more women to pursue entrepreneurship within the Funeral Service World and BIFD ranks?

(AD) I would always encourage female Funeral Directors to gain as much relevant training, qualifications, and experience within funeral service as possible. A good foundation leads to successful entrepreneurship, which leads to respect within the BIFD and its members. They will then find that nominations for running the BIFD will naturally follow!

(AP) Don't be put off by criticism; use it to fuel your ambitions. Prove those people wrong. Ask for help when you need it; for every person willing to put you down, there is always one willing to help you up.

(HB) It is important that we maintain the support network of the Institute, continue to provide educational resources and maybe even consider the introduction of mentorship opportunities. Highlighting the successes of females in the funeral profession can inspire women to pursue entrepreneurship in the funeral world.

We must recognise women's unique skills and perspectives and ensure they have access to the same opportunities within the Institute. As you know, we have many roles that are accessible to all our members – you can start by becoming involved with your Region (or getting your Region up and running) you can get more information about the possibilities in your region from National Office: admin@BIFD.org.uk

What is the most important message you want to send out to young women thinking about their careers?

(AD) Work hard and remember that if you do not love your job – CHANGE IT!

(AP) Fight for what you are entitled to, whether it be salary, bonuses, opportunities for training or progression etc. Put your case forward in the right way and don't take the first answer if it's not what you want to hear.

(HB) Remain true to yourself and focus on what brings you joy. Don't be discouraged by cynics or stereotypes; pursue your goals and know that you have the capability and strength to achieve anything you set your mind to. Believe in yourself and trust that you can make your dreams a reality.

Is there anyone that inspires you in your career?

(AD) It simply must be the late HM Queen Elizabeth II. Her commitment to duty, her standards and her diligence have been astounding. I have always admired her ability to remain composed, confident, and compassionate in all that she did, and I hope I reflect this in some way in my role as a female Funeral Director.

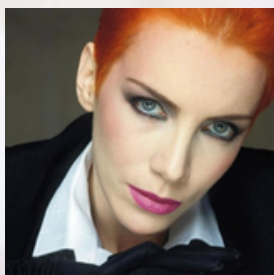
(AP) Lots of people inspire me but it's our own determination that makes us succeed.

(HB) I always looked up to my first funeral colleagues, Pauline, Pat, and Liz who worked at the conglomerate I started my career with – As female funeral directors, they gave me the confidence to chase my dream. I was also inspired by my Diploma Tutor, Sheila Dicks, and her incredible knowledge of the profession. Without these women, I wouldn't be the funeral director I am today.

If you could have dinner with three inspirational women, dead or alive, who would they be and why?

(AD) Annie Lennox because I love her music and her style. Margaret Thatcher because of her strength of character and commitment to her job as our first female Prime Minister.

Victoria Wood because she always made me laugh and I'm sure you all agree that all Funeral Directors, male or female, need a good laugh over dinner at the end of the day.



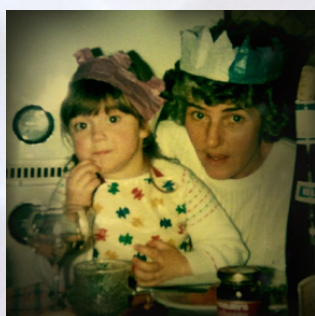
(AP) Karren Brady for her determination in a huge man's world, Michele Obama just because she was the woman behind the first black president of the USA, Joanna Lumley for her work as an actor and a human rights activist. If I could have a fourth it would be the Queen of England just because she was the longest serving monarch in the world.



(HB) Firstly, my grandmother, Christine, who died when I was 11 – I would love to catch up with her on all the achievements that I have made in the 29 years she has been gone, what the family have achieved and tell her how much she is still loved and missed.

The second person I would like to invite to join me for dinner would be Marie Curie, the first woman to win a Nobel Prize, the only woman to win a Nobel Prize TWICE and the only person to win a Nobel Prize in two different scientific fields. She was the first female professor at the University of Paris in 1906. Her legacy led to developments of radiotherapy and nuclear energy and became an inspiration to many girls and women interested in STEM education.

Finally, I would invite Dawn French – not only is she my spirit animal, a truly beautiful human, and a hilarious addition to the table, I also admire that she and Jennifer Saunders promote the normalisation of same-sex, non-romantic soulmates. My best friend, Tamara and I have always said that we don't need a 'normal' relationship to define us, and frequently refer to each other as 'my heterosexual life mate'.





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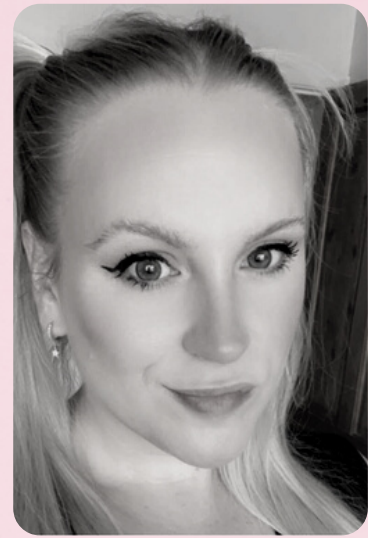
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From The Desk Of The Deputy Editor

Lucie Kibbey, Cert. FS, MBIFD



Hello Everyone,
How is it the end of March already??

So the big news – the Journal will be a monthly circulation now! Congratulations to Hayley on taking the BIFD journal from strength to strength, following on from the safe hands of David Gresty. I cannot wait to work with Hayley to bring you educational, humorous, and inspiring journals for the year ahead.

Who Runs The World?

This leads nicely into our celebration of International Women's Day 2023...

I'm sure some people may wonder why we have a day to celebrate women, surely, we should be celebrated every day! And before the male contingent come at me, there is also an International Men's Day (Sun 19th Nov 2023).

The day began originally in March 1911, a time of great expansion and turbulence in the industrialised world that saw booming population growth and the rise of radical ideologies and was declared a day of celebration for the first time.

International Women's Day was marked for a first time by the United Nations in 1975. Then in December 1977, the General Assembly adopted a resolution proclaiming a United Nations Day for Women's Rights and International Peace to be observed on any day of the year by Member States, in accordance with their historical and national traditions. But it was until 1996 that themes were assigned to the day, with the first being "Celebrating the Past, planning for the Future." which was followed in 1997 with "Women at the Peace table", in 1998 with "Women and Human Rights", in 1999 with "World Free of Violence Against Women", and so on each year until the current.



International Women's Day

**Men,
It is International Women's day...
a chance for fools like me and you,
to celebrate and marvel
at the things that women do.**

**I started to make a list
but stopped when my hand turned blue...
Let's just say there's nothing
that women cannot do.**

**If there is a job or task that needs completed,
we know a women can
accomplish it faster, more efficiently...
and better than a man.**

**Women should be the models
for fools like me and you
because, and this bears repeating,
there is nothing they can't do!**

Which makes me wonder...

**Since they are intelligent, wise and strong,
yet not afraid to shed a tear...
perhaps we should be celebrating women...
every day...of every year.**

Jim Yerman

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FOUR WAYS TO CELEBRATE WOMEN

- **Contribute to a women's charity:** Charities that assist women's causes include groups that help those needing healthcare, education, and job training. To help these organisations continue their vital work, consider donating to one of them.
- **Spend time volunteering:** If you have spare time, consider helping a women's organisation. You might mentor young women and assist with fundraising activities or through office work.
- **Organise a conversation or workshop** on a women's issue that is important to you. Get some friends or co-workers and organise a talk or workshop on the topic. This could involve everything from reproductive rights to gender-based wage disparities.
- **Appreciate the ladies in your life** by taking some time to acknowledge their courage, intelligence, and inspiration. Give a friend or family member a word of encouragement or reward yourself with something unique to acknowledge your own accomplishments as a woman.

MY FEMALE ROLE MODEL

We all have heroes, for a variety of reasons. But as a HUGE country music fan, mine is and always will be Dolly Parton. I don't have enough pages in the journal to list the many reasons that she is adored by millions around the world, but I'll bullet point the top ten below for you.

- She is a true rag to riches story - Dolly was not born with a silver spoon in her mouth. She grew up in a tiny one-bedroom cabin in the Great Smoky Mountains area of Sevierville, Tennessee, a place that you can still visit today after Dolly renovated it. Her parents, Avie Lee Owens Parton and Robert Lee Parton had 12 children in this small home.
- She has been married to her husband Carl Dean for over 50 years.
- To promote childhood literacy, she founded Dolly Parton's Imagination Library in Sevier County, Tennessee in 1995. The books are sent to children all over the country as well as to Canada, the UK, and Australia.
- It is no surprise to those who follow Dolly to know that she loves to cook. What many may not know is that she published her own cookbook of over 125 of her favourite Southern recipes called "Dolly's Dixie Fixin's Love, Laughter and Lots of Good Food."



- Given her great success, it is not shocking to learn that Dolly Parton has a net worth of well over \$600 million. She has made most of her money in country music, and film, through her wildly successful Dollywood theme park, and even after launching her own fashion line.
- One of Dolly's most unique claims to fame is that the world's first cloned animal was named after her. The sheep named Dolly was cloned in 1996, signifying a breakthrough in the world of medical science and innovation.
- After hearing the song "I will always love you" for the first time, Elvis Presley wanted to record it. When his manager and Dolly talked about it, he mentioned that they would take half the publishing rights to the song if the deal were made. This was a deal-breaker for Dolly as this was her legacy and inheritance she would leave for her family.
- The Dollywood Foundation is yet another way Dolly gives back to her community. The foundation started in 1988 has grown since it was initially created to inspire children to be successful in school. Part of this foundation is the Dolly Parton Scholarship, which is given to high school students each year to help them attend and pay for college.
- She has done more than 400 guest appearances on TV Shows. From Designing Women to Hannah Montana, Dolly Parton has been a guest on many television shows. In addition to these, she has also appeared on talk shows such as Johnny Carson.
- Dolly donated \$1,000,000 to Moderna Covid Vaccine to help the research fund. A true believer in giving to where it is needed most.

SONGS TO CELEBRATE WOMEN

I will keep banging on about my love for country music, in the hope that it inspires a few of you to go and have a listen. There are also some amazing songs that are incredibly fitting for funeral services, with great story telling aspects. But for now, please see below some of my favourite songs celebrating women. And a snippet of the lyrics.

Mamas - Anne Wilson & Hilary Scott

For the open arms to fall into

For the when you don't know what to do

For the phone call saying, "Don't forget, I'm always in your corner."

For the heart that makes a house a home, for the knowing that you're not alone.

For the "Darling, don't you dare give up even when you wanna." Yeah, that's why God made mamas.

Beautiful Crazy – Luke Combs

*Beautiful, crazy, she can't help but amaze me,
The way that she dances, ain't afraid to take chances,
And wears her heart on her sleeve,
Yeah, she's crazy, but her crazy's beautiful to me.*

Female – Keith Urban

*When somebody laughs and implies that she asked for it
Just 'cause she was wearing a skirt.
Oh, is that how it works?
When somebody talks about how it was Adam first
Does that make you second best?
Or did he save the best for last?*

In My Daughter's Eyes – Martina McBride

*In my daughter's eyes
I am a hero.
I am strong and wise.
And I know no fear.
But the truth is plain to see.
She was sent to rescue me.
I see who I want to be.
In my daughter's eyes.*

Lady – Brett Young

*I remember when I first heard your heartbeat.
It had only been eight weeks.
Standing there, starin' at that screen
Was the first time you ever scared me.*

Man Made – Matt Stell

*All us boys wanna grow up, make our mamas proud.
Find that girl who lifts us up when life gets us down.
Behind any guy doing anything right is a woman's work at hand.
If a man made anything, it's 'cause a woman made that man.*



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CHELMSFORD

Education Weekend 12-14 May 2023 Seminar Announcements

*Line-up Subject To Change



Eimer Duffy
Digital Marketing
Consultant for
Funeral Directors



Clive Pearson
Disaster Management
Specialist
& Funeral Director



Maxine Edgar
Funeral Director
& Celebrant



Simon Holden
CEO of the Faunus
Group & CEO of the
Woodland Burial Co.



Ben Whitworth
Technical Support
The MazWell Group



Kara Heather
His Majesty's
Coroner's Officer

NON-RESIDENTIAL RATES NOW AVAILABLE

More information can be obtained from: david-gresty@hotmail.com

**CONFIRMED: Tours of the state-of-the-art facilities
at Anglia Ruskin University
PLUS: Embalming Talk/Demonstration**

**Talk/Demonstration Subject To Change*



TRADE STANDS FROM **Subject To Change*

- The MazWell Group - FIT Social Media -
- Motorcycle Funerals - Obitus - Green Funeral Guide -
- Wilcox Limouines - Seeker -
- + more to be announced

Saturday Night Entertainment
@ Southend Airport Holiday Inn

Amy Baker

Award-Winning Jazz Artist



**The British Institute of Funeral Directors
Residential Education Weekend in Funeral Service
12th – 14th May 2023**

'A Unique Educational Experience'

*Residence at the Southend Holiday Inn Airport Hotel and
Educational Seminars at Anglia Ruskin University, Chelmsford*



RATES

1. DELEGATE RATES – RESIDENTIAL PACKAGE

8 hours CPD over Saturday & Sunday

Friday & Saturday Bed & Breakfast

Saturday & Sunday lunch

Saturday (smart casual) dinner

Return Coach Travel (Saturday & Sunday)

Trade stands to visit

Certificate of Attendance Qualifying 8 Hours CPD

Networking Opportunity

Residential Course Per Person (BIFD MEMBER).....£350

Residential Course Per Person (NON-MEMBER).....£390

Residential Course Per Couple (BIFD MEMBERS).....£550

Residential Course Per Couple (NON-MEMBERS).....£630

A University Environment offering an insight into body donation, body donation embalming and state of the art mortuary facilities.

There is a possibility that non-residential rates may become available, but at the moment this is only available for delegates who live in the locality.

2. DELEGATES RATES NON RESIDENTIAL PACKAGE

Saturday Course Only Per Person (BIFD MEMBER) £130

Saturday Course Only Per Person (NON-MEMBER) £150

Sunday Course Only Per Person (BIFD MEMBER) £ 70

Sunday Course Only Per Person (NON-MEMBER) £ 80

3. TRADE RATES

i. Full Residential Package

Includes everything in the above Delegate Rate plus:

Friday & Saturday Bed & Breakfast

Saturday & Sunday Lunch

Saturday (Smart Casual) Dinner

Return Coach Travel (Saturday & Sunday)

Trade Stand In Reception Staffed During Breaks

Networking Opportunity

Access to the Weekend Seminars

Cost Per Delegate (ASSOCIATE MEMBER).....£350

Cost Per Delegate (NON-MEMBER)£390

ii. Attended Trade Stand Only At Event

Trade Stand in Reception Staffed During Breaks

Cost£150

iii. Unattended Trade Stand

Send your trade stand to one of the event organisers to set up on your behalf and arrange collection from us after the event

Cost£100

iv. Sponsorship Opportunities

Sponsor a 1 hour Seminar & have your Company listed in programme

Cost£250

Sponsor Saturday Lunch

Cost£300

Sponsor Sunday Lunch

Cost£200

Please ask for other potential opportunities

The British Institute of Funeral Directors
Residential Education Weekend in Funeral Service
12th – 14th May 2023

'A Unique Educational Experience'

*Residence at the Southend Holiday Inn Airport Hotel and
Educational Seminars at Anglia Ruskin University*



BOOKING FORM

Delegate Name/s: If BIFD Member: No:.....

Address:

Post Code: Contact Telephone Number:

Email Address: Special Dietary Requirements: Yes/No
Details of Diet

Please Highlight Which Is Applicable:

BIFD MEMBER / BIE MEMBER / NAFD MEMBER / SAIF MEMBER / IFDC MEMBER / TRADE
REPRESENTATIVE / OTHER

See Rates Page To Complete Form & Payment

1. Full Residential Education Weekend

- a. Single Member £ _____
- b. Single Non-Member £ _____
- c. Double Member £ _____
- d. Double Non-Member £ _____

2. Non Residential Package

- a. Saturday Member £ _____
- b. Saturday Non-Member £ _____
- c. Sunday Member £ _____
- d. Sunday Non-Member £ _____

a. Trade Weekend

- a. Residential Associate £ _____
- b. Residential Non-Mem £ _____
- c. Staffed Stand £ _____
- d. Unstaffed Stand £ _____
- e. Sponsorship – Please Contact Organisers

**Please return, or email, your completed
booking form for the appropriate amount
to the Conference Co-ordinator and make
payment either by Bacs or by Cheque made
out to 'The BIFD':**

Bacs Payments To:

Sort Code: 60-83-01 - Account Number: 20336550
Please Put as Reference: 'Surname'EW

Mr. David Gresty

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

07803 955 230

Total Amount Due To The BIFD £ _____

david-gresty@hotmail.com



Funeral arranger delighted to be opening second branch of historic family funeral business in her hometown

A Funeral Directors with more than a century of history has opened a new branch to serve additional people in Bradford.

The newly refurbished funeral home from Edwin Pounds and Sons is in the south of the city and is part of Funeral Partners.

Brigid-Mary Oates will be the Funeral Arranger at the new home, which is just a stones throw away from where she grew up.



Business Principal Simon Broome and Funeral Arranger Brigid-Mary Oates

She said: “I’m excited to be opening something which is right in the heart of my community.

“There is a fantastic team at Edwin Pounds who have so many years of experience and I am delighted to be working with them.

“In this job it is a privilege to serve people who may be coming to you in their most desperate of times.

“When I have been working at the other home, I’ve had people say it would have been more convenient for them to get to this new location, so I am hoping the new branch will provide easier access for them and other families who may need our services.”

Previously, Brigid-Mary had worked as a specialist therapeutic practitioner, giving support to young people with trauma and mental health issues.

She moved into the funeral industry last year and is delighted to have found her calling.

“You build a relationship with the people you are arranging for,” she said.

“Bereavement can be traumatic and it is entirely possible that some will have also been through some other kind of trauma, so it has been a great use of my years of experience, to guide and support our families.”

Brigid-Mary is a volunteer at local outreach programme Homeless not Hopeless, and recently completed a sleepout event organised by the Bradford Bulls at their Odsal Stadium which raised close to £10,000. She is hoping to continue to support more local charities with community outreach from the new branch.

“The weather was terrible— we were at the back of the stand sheltered from the rain but not from the wind,” Brigid-Mary said.

“It was very uncomfortable and humbling, however, we were all able to then go home to our nice warm houses, for the homeless it’s not an option, they have to do this day in and day out. That’s why raising much needed funds for the charity is so important.”

Edwin Pounds & Sons have been operating from their original site for more than 100 years – initially working in the farming and coal industries before moving exclusively into funerals after the Second World War.

The business has always been a family affair with the majority of Edwin’s 11 children working there at some point.

Simon Broome, Business Principal, is Edwin Pounds’ great grandson. He is proud to have continued working in the business based at Greengates, the premises where his grandfather spent much of his working life.

When Simon’s mother retired 15 years ago, his wife, Helen, joined the team, running the day-to-day operation of the office.

Simon said he was eager to help even more families in the area, and that it was a call back to the past when the firm previously had a second branch.

“Edwin Pounds and Son has had a second branch before in Shipley before it closed in the 1970s,” he said.

“I had actually looked at the vacant site previously to expand into, so I am glad, with the support and investment from Funeral Partners, it has been made possible.

“It’s a proud moment to expand the business again and have the family name on another local branch, and I hope the reputation we have built up with the community will help make it a great success.

“Hopefully, it will be easier for people living over that way of town to access us, and I look forward to being able to helping more and more bereaved clients and their families at our new funeral home.”

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We will be at the NAFD Conference and AGM in May, so please stop by our table. Or, if you want to discuss selling your business confidentially, please contact:

Sam Kershaw

Chief Executive Officer

07834 531822

sam.kershaw@funeralpartners.co.uk

Steve Wilkinson

Mergers & Acquisitions Director

07528 970531

steve.wilkinson@funeralpartners.co.uk



Vital horse-riding charity given funding boost by funeral firm

A charity which supports disabled people via horse riding and other equine activities has taken a step towards a new roof thanks to a donation of £500 from Alternative Planning Company who offer Choice Funeral Plans via a local Funeral Directors.

Melia Powell Funeral Service in Bradford Road, Sandbeds, nominated Haworth Riding for the Disabled Association (RDA) which supports adults and children with physical and learning disabilities, autism and mental health issues to receive the donation.

Riding and grooming are used as therapy, to improve fitness, and develop skills but the charity is in desperate need of a new apex roof for their stables to keep volunteers, riders and horses warm and dry.

Melia Powell is part of the Funeral Partners network and won the cash to be donated to a charity of their choice through an internal competition organised by their funeral plan company Choice.

Funeral Arranger Carla Weatherall has experience of the vital work provided by Haworth RDA as her ten-year-old son Ryan has been attending sessions at the stables in Vale Mill Lane for the last six years.

He has Cerebral Palsy and riding helps to develop the strength in his legs and core muscles.



Carla Weatherall and son Ryan present a cheque to
Haworth Riding for the Disabled Association

Carla said: “I’m so happy that we’ve been able to support this wonderful charity.

“I’ve seen first-hand how much of a positive impact they have on the lives of those who attend – as well as the physical benefits, riding has improved his self-confidence and helped him to form new friendships.

“I’ve also seen the struggles that they face and know how hard their supporters work to raise much needed funds.”

The charity was hit hard during the pandemic when lessons had to be stopped and is now facing rising costs due to soaring energy bills.

A recent cold snap has damaged the roof of their stables, and an appeal has been launched for a new one to be built. The cost of a new roof is expected to be £50,800.

Jackie Butterfield, who founded Haworth RDA in 2001, added: "Horses really help people. "Whether the person is there to ride or groom them – and horses love being brushed and pampered – the horse is therapeutic.

"They are kind and loving and only want to be loved, and the people who care for them get that in return."

You can donate to the appeal for the new roof at <https://bit.ly/3Iq5QHR>.



About Funeral Partners

Funeral Partners is the UK's third largest funeral business, with more than 230 funeral homes staffed by over 1000 dedicated funeral professionals serving communities across England, Scotland and Northern Ireland.

Chief Executive Sam Kershaw has over 40 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 25,000 funerals each year.

It now includes more than 125 family businesses, which have entrusted their reputation and heritage to Funeral Partners.



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National President's Chosen Charity



Prospect Hospice is a local adult hospice and delivers with no charge to patients and their families, care, comfort and confidence, around the clock, every day of the year, to a community of 300,000 people across Swindon, Marlborough and north east Wiltshire. The services costs £7.5million to deliver and being funded only 25% from statutory sources Prospect Hospice relies on fundraising events & activities, the generous donations of the community and local business support, to help raise the income to deliver their care.

Sheryl Crouch, head of income at the hospice said: "We are thrilled to have been nominated by Mead Family Funerals as their chosen charity to support throughout the term that Jem Mead will be President for the British Institute of Funeral Directors. What an honour for us to be the beneficiary of any fundraising while Jem is serving, we are so very proud and humbled to have been chosen."

5 reasons why a content calendar is essential for Funeral homes with tips to make the most of it.



by Eimer Duffy
Digital Marketing Consultant



Do you need help finding the time to manage your social media presence? If so, you're not alone. It can be challenging to create and publish social media content consistently. By using a content calendar, you can save time with posts and improve your online presence.

So what is a Content Calendar?

It's a calendar plan for creating, publishing and keeping track of your posts. It can be as simple as using Google Calendar and Google Sheet or Excel spreadsheet. You then schedule out using scheduling tools in each social media platform you are on.

There are other options that you can pay to use such as Social Pilot and Semrush Marketing Calendar. These allow you to plan and automate etc...

Some of the benefits of using a content calendar for a Funeral home:

1. Save Time

You can take the stress out of your social media management by creating a schedule for posts ahead of time.

2. Ensure Consistency

It guarantees you to publish at regular intervals. This helps you create a robust online presence. And keeps you top of mind on social media.

3. Plan Ahead

It gives you time to create thoughtful and meaningful content. Help you resonate more with your audience. This can be especially helpful during busy times of the year when you may need more time to devote to social media.

4. Stay on Top of Industry Trends

You can plan posts around industry events or special days. Helping to position your funeral home as a “go-to” expert in the Funeral industry. And you stay relevant to your audience.

5. Analyse Results

It allows you to analyse the results of your social media efforts. By tracking engagement, click-through rates etc, you can determine what works for you. This can help to improve social media performance over time and maximise the impact of each post.

Here are some tips to get started with a content calendar for a Funeral home:

1. Determine Your Social Media Goals

Are you trying to build brand awareness, increase engagement, or promote Funeral pre-planning? Having a clear idea of your goals will help you to create a content calendar that suits your needs.

2. Choose A Scheduling Tool That Works For You

There are many different tools available which I mentioned earlier. Choose a platform that suits your needs and budget. Then it's time to start planning your content. Consider topics that may be of interest to your audience. Include a mix of promotional and educational content to keep your followers engaged.

3. Scheduling Your Posts

Use your content calendar to assign posts to specific days and times, making sure to space them out. By scheduling, you can automate the process of managing social media content. This will guarantee that every post goes out without you worrying about them. Giving you time for more strategic things such as engaging on social media as your Funeral home etc..

In Conclusion

Using a content calendar, you can save time and plan ahead with the right content. The bonus of scheduling will take away any worry about being consistent. And it will help you keep track of your results. Giving you more time to connect with your audience, be top of mind and grow your online presence.

Like the idea of saving time with social media? Want to get started with a content planner? Get on the right road with scheduling? For more information, visit www.fitsocialmedia.ie.

Eimer Duffy, Social Media/Digital Marketing Consultant and Trainer for the Funeral Industry. Assisting Funeral professionals to gain a better online presence and build communities and trust online. Live online interactive sessions for all knowledge levels and at a time to suit your diary - working with you via Zoom. You can find me on Facebook, Twitter, Instagram and LinkedIn.

Thanks for reading and I hope you found this helpful.



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PLUS MORE

Scattering Ashes Announce New Locations For Scattering on Water



Scattering Ashes are pleased to announce that they have added new boat locations to their network of 70 boats in Great Britain.

As scattering ashes over water is becoming increasingly popular, it is great to have more options for families.

You can find all 70 boats on their map: <https://scattering-ashes.co.uk/boat-map-uk/> All you have to do is fill in the form and the skipper will contact you directly to arrange a suitable date.



Chester: River Dee.



Isle of Wight: The Needles.



Boston: River Whitham.



Cumbria: Lake Windermere.



Hull: River Humber.



Bath: River Avon.



Hartlepool: The North Sea.

Why use a boat?

- It is totally private
- You can reach more inaccessible places
- It is easier to put the ashes into the water; and
- It is likely to feel more of an occasion
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Tribute Fund Set Up in Memory of MP James Brokenshire Raises More Than £130,000



Cathy & James Brokenshire



A MuchLoved tribute fund, set up by the widow of MP James Brokenshire, has raised more than £130,000 for Roy Castle Lung Cancer Foundation. James, a father of three, died from lung cancer aged just 53.

‘James was the love of my life,’ says Cathy. ‘We were soulmates and best friends. My life with him was fantastic and idyllic.’

In 2017, James coughed up a small amount of blood, He was told he had lung cancer in January 2018 and died in October 2021. In the last few years of his life, his passion was to help others with lung cancer, to prevent them from going through what he did, and raise awareness of lung cancer. He campaigned for better lung cancer screening.

The night he died, I was lying awake,’ says Cathy. ‘I knew there was going to be such an outpouring of love for James, and I wanted something good to come out of his death. That’s when I decided we needed a tribute page, and it was set up the following morning.

‘In those early days and still, now, it’s lovely to read the messages. They have brought me comfort.

‘James lost his life at a young age, but it was a life well lived, and the tribute page shows me that. It has helped me to feel supported. There have been hundreds of comments.’



MuchLoved enables funeral directors to offer their clients outstanding bereavement support with a beautiful tribute page. It also enables their clients to collect funeral donations for any charities they choose. And it enables funeral directors to easily display service details and arrangements in one place on their website.

‘When I miss James, I can go back and look at the comments,’ says Cathy. ‘Reading the messages puts a smile on my face. The messages and fundraising have helped me with my grieving, and I think they have helped the kids too. They lost their dad at a young age, the youngest was 15, and the eldest was 18.‘When someone puts a story on there, I can read it, my kids can read it, and everyone that loved and knew James gets to know about it as well.’

Cathy has now stepped forward to do the work her beloved James began so brilliantly. Previously a private person, happy to provide James with quiet, steadfast support, she is now dedicated to improving public awareness of lung cancer, its signs and symptoms, and its surrounding issues. James never smoked, but he got lung cancer.

She takes her strength from what she calls the ‘Power of James’ and feels his support and influence at every turn.

The money raised will be used to fund research. Cathy has become a trustee and an ambassador for Roy Castle Lung Cancer Foundation, a lung cancer charity dedicated to helping everyone affected by the disease.

MuchLoved is an online tribute charity which enables people to create a personalised, and free online tribute site in memory of their loved one where they can share memories, thoughts and stories with families and friends as well as light candles, add music, photos and videos.

‘I think James would be proud and pleased about the amount of money that has been raised and the difference it is going to make,’ says Cathy. ‘His ambition in life was to help and make a difference.’

much loved

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much loved

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Funeral Directors As The New Environmental Champions

'How could I look at my grandchildren in the eye and say I knew what was happening to the world and did nothing' ~David Attenborough

'In truth, everyone is now doing something to reduce their impact on the environment. Either as a matter of personal choice, choosing to recycle garden waste, or through measures already introduced by others, the petrol or diesel you use includes 5% bioethanol or biodiesel. Employers are also taking steps, joining carbon offset schemes, installing solar panels or harvesting water. Government is doing their part by setting statutory targets, the transition to 100% zero-carbon electricity generation by 2050.

With the planet facing a climate crisis, society increasingly seeks leadership to avert catastrophe. We believe that funeral directors provide an outstanding level of care to their clients whilst increasingly seeking to apply the same level of care to the environment; though making their business operation more sustainable and providing clients with a variety of green options, funeral directors will be central to greening the whole funeral process. Suppliers to the sector, the funeral itself, through to the cremation, burial or new means of disposal, funeral directors will be the leaders, transitioning the entire industry to a more sustainable future.

Supporting the environment should be manageable, simple, and costly. It should simply be part of how funeral directors deliver their everyday services. If every funeral director started by making a small contribution, with more than 600,000 deaths per annum in the UK, there is the potential to produce a massive environmental benefit.



However, when funeral directors seek to work in more sustainable manner the problem is where to start? Listening to some people everything is damaging the environment. Producing service sheets, gas central heating, chipboard coffins, embalming, driving petrol/diesel vehicles or supplying granite headstones. Whilst their suggested solutions can be impractical and often extremely expensive for funeral director and client.

The secret is the same as with any journey, preparing a road map and then taking one step at a time! Collecting the 'low hanging fruit' and planning to carry out larger changes as and when time, finance and government regulations permit.

The road map, or as we call it our 'Sustainability Audit Questionnaire', identifies the key areas of the business for the funeral director to examine and identify possible improvements. Including:

Client Engagement

- Can the client make arrangements online, to reduce the carbon associated with traveling to and from the office?
- Are details of a range of local burial and cremation options provided to clients, including traditional cemeteries, crematoria and alternatives e.g. Woodland Burial?
- Do chipboard coffins carry FSC certification?

Energy Services

- Is the environmental impact of gas/electricity/oil used to heat/light your building when considering new suppliers?
- Efficient use of water in kitchens, mortuaries, garages and outside is encouraged and controlled.
- Is waste segregated for recycling or reuse?

Premises

- Are energy-efficient lights, including LED, halogen, and compact fluorescent lamps (CFLs), installed?
- Thermostat controls are fitted on heaters/radiators.
- Do the premises have cavity/solid wall insulation installed?

Fleet

- Company vehicles are services in accordance with the manufacturer's instructions to ensure efficient running.
- Staff are trained to drive in an environmentally aware manner, cars left idling during services is discouraged.
- Is the adoption and use of electric/hybrid vehicles being explored?

Biodiversity

- Where possible green spaces are provided to support local biodiversity.
- Do hanging baskets and flower containers include plants to encourage insects such as bees and other pollinators?
- Where there is green space associated with the premises, are pesticides and herbicides avoided?

Community Engagement

- Is your company involved with the surrounding community to promote environmental initiatives?
- Does the company have partnerships with local community or local business organisations to educate on environmental sustainability?

As funeral directors transition to greener ways of delivering their services, along with advising clients of green options, their influence on suppliers and service providers, such as cemeteries, cremation, water cremation and composting will increase. Enabling the wider bereavement sector to deliver more sustainable outcomes.



Carolyn Day

Director, Greener Globe Funeral Awards



Funeral Directors are urged to ensure the coffins they supply are formally accredited to protect the public from potentially inferior products.

The FFMA has developed a universally-recognised accreditation scheme, the Test Protocol, which is seen as the industry standard, and ensures coffins are accepted at sites across the UK. Funeral directors who only supply coffins tested by the Association can be sure of avoiding any problems on the day of the funeral.

Alun Tucker, Chief Executive of the Funeral Suppliers' Association which oversees the Funeral Furnishing Manufacturers Association (FFMA) says:

“In recent years, with the rise of DIY funerals and online sales, there has been an increase in people buying direct from suppliers. Not all of these submit their coffins to us for testing and we, therefore, cannot vouch for their ability to carry a deceased person safely and with dignity.

With an increasing number of crematoria supporting the scheme we ask funeral directors to work with us to ensure families aren't placed in the distressing situation of having a coffin being refused at a crematorium or the product malfunctioning at a funeral.”

The FFMA Test Protocol is built around nine strict tests, including strength, charging, ignition, ash residue, leakage and handling.

For example, if a coffin distorts during autocharging it will fail the test. Likewise, in the leakage test, during which a cone of material is filled with fluid, the coffin will not make the grade if it doesn't retain the liquid.

The scheme was developed by FFMA members, many of whom are coffin manufacturers, with the support of the Institute of Cemetery and Crematorium Management, the Federation of Burial and Cremation Authorities and the Association of Private Crematoria and Cemeteries

Further information can be found at www.ffma.co.uk

Question: What do these coffins have in common?



Answer: It's the Symbol of Approval

The FFMA scheme

A universally-recognised accreditation scheme, the Test Protocol, which is industry recognised.



For more information visit the FFMA website: www.ffma.co.uk

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