

BRITISH INSTITUTE OF FUNERAL DIRECTORS



ISSUE 1

THE JOURNAL



SUPPLYING FRONT LINE SERVICES SINCE 1986

"Helping You, So You Can Help Others"



www.themazwellgroup.com



IN THIS ISSUE...

06 MONTHLY ROUND-UP

from National President, Amanda Dalby

14 GOVERNMENT UPDATE

on Medical Examiner and Death Certificate Reforms

16 FROM AROUND THE REGIONS

News, Updates and Events from Regions C, E and G

32 ELEVATE YOUR ONLINE PRESENCE

Why you should create a Social Media Statement for your website

36 UNVEILING FINANCIAL REALITIES:

Sunlife's "Cost of Dying Report"

2024

Please contact
National Office for all
Executive, Administration
& General Enquiries:
C/O Amanda Pink
BIFD National Office
Tel: 0800 032 2733
admin@bifd.org.uk



Please send all adverts,
articles & news
c/o The Editorial Team:
journal@bifd.org.uk

~ or ~
deputyeditor@bifd.org.uk



The CPD Standards Office
CPD PROVIDER: 60065
2023-2025
www.cpdstandards.com

CONTACTING THE BIFD

National President, Amanda Dalby:
admin@bifd.org.uk

1st Vice President, Amanda Pink:
amandapink@bifd.org.uk

Immediate Past President, Jem Mead:
jem@meadfamilyfunerals.co.uk

Chair of Education, Andrew Floyd:
a.floyd.bifd.edu@gmail.com



SUPPORTERS & CONTRIBUTORS

Allsops Funeral Supplies

Auden Funeral Supplies

Bennetts Funerals

Colourful Coffins

EventLive

Funeral Suppliers' Association (FSA)

Funeral Partners

J C Atkinson

LifeLedger

Muchloved

Motorcycle Funerals

The Mazwell Group

Tributes Ltd

Wilcox Limousines

#ANDYSMANCLUB

**SUICIDE IS THE BIGGEST
KILLER OF MEN UNDER 45
1 MAN EVERY 2 HOURS**

**ALL OUR GROUPS
MEET MONDAY 7PM**

**TO FIND YOUR NEAREST
GROUP VISIT OUR WEBSITE
WWW.ANDYSMANCLUB.CO.UK**

**JOIN THE
CONVERSATION**

-  [andysmanclub](https://www.facebook.com/andysmanclub)
-  [andysmanclubuk](https://www.instagram.com/andysmanclubuk)
-  [@andysmanclubuk](https://twitter.com/andysmanclubuk)
-  info@andysmanclub.co.uk



#ITSOKAYTOTALK

We are a peer to peer support group for men. Come have a brew and a chat!

LETTER FROM THE NATIONAL PRESIDENT

Amanda Dalby, Dip. FD, LMBIFD



Dear Members, Students, Fellows and Associates of our Prestigious Institute,

I hope you've all enjoyed some happy family times over the festive period & and are now approaching our busiest time of the year with renewed energy & purpose.

The Roman God of beginnings & transitions 'Janus' is the namesake of January, and apparently he had two faces, so could see the future and the past. How useful would that be, as we approach a new era in the Funeral Industry - with our Government about to look further into regulating our noble profession?

Meetings will take place with our kindred associations during 2024 in preparation for this, and I believe that the BIFD can make some positive & significant contributions, being the educators with the highest level & University Accredited qualification for Funeral Professionals in the UK.

Do your staff have New Year's resolutions to achieve higher qualifications? If so, please contact our Chair of Education, Andy Floyd, who can point you in the right direction for relevant BIFD Tutors. His contact email is a.floyd.bifd.edu@gmail.com

And onto the weather, our Nation's favourite topic at this time of year! Winter has arrived, at last, with snowy weather & freezing temperatures adding to our daily funeral challenges.



The hills & cobbles of Yorkshire can be treacherous - but it's all in a day's work here, as I'm sure it is with your business, ensuring that funerals all run as planned for our many grieving families.

Please do keep yourselves safe and warm during these cold Winter months - we always have the kettle on for a hot cup of Yorkshire Tea to come back to, especially after a burial in a freezing cold Churchyard!

Going onto later in the year, planning for our October Conference is well underway, and I can reveal that we have a 'Special Trip' organised on the Saturday afternoon to our beautiful Piece Hall in Halifax, with shuttle buses organised to take you to this amazing 1779 courtyard & ballustraded building, which incorporates many delightful shops, bars & restaurants, as well as a visitor centre which explains the history of this sole surviving 18th Century Northern Cloth Hall. It is one of Britain's most outstanding Georgian buildings, and the 'jewel in the crown' of Halifax.

Hopefully there will be no snow in October, but here are some images of this Historic Venue, taken by the Trustees this week.



So please don't hesitate to book yourselves onto our 42nd Conference & AGM Weekend this October 18th-20th 2024 & enjoy some warm Yorkshire Hospitality!

See pages 9-11 for full details and the Booking Form.

Yours funerially,

Amanda



Auden

FUNERAL SUPPLIES LTD

Passion | Pride | Quality

Lightweight
Stretchers



Removal
Trolleys



Mortuary



Coffin
Handling



BUY OUR LATEST PRODUCTS SECURELY

ONLINE NOW
www.audenfs.com



First class
repairs and
servicing by
Auden



+44 (0) 1924 402080



3 YEAR
WARRANTY



FINANCE
AVAILABLE



info@audenfs.co.uk | www.audenfs.com

**MADE IN
BRITAIN**

The British Institute of Funeral Directors

Conference: 18th – 20th October 2024

*Cedar Court Hotel
Ainley Top
Lindley Moor Rd
HD3 3RH*



Venue & Itinerary For 42nd Conference & AGM

Our National President, Amanda Dalby, would like to invite all Members, Fellows, Students, Associates, Presidents of the Kindred Associations and all Guests to the forthcoming Conference, AGM and Gala Dinner, to be held, on 18th - 20th October **2024** at the Cedar Court Hotel, Ainley Top, just above Halifax, West Yorkshire.

The Cedar Court 4 star Hotel, offers comfortable rooms and excellent facilities for a relaxing stay. The hotel is conveniently located just off the M62 at junction 24, between Leeds and Manchester. The hotel has excellent modern facilities, a huge car park, and offers free Wi-Fi.

The President's Charity 2024

For her Presidential Year, Amanda has chosen to support **Andy's Man Club**, a charity set up by the brother-in-law of Andy Roberts, a 23 year old from Halifax, who took his own life. The aim of the charity is to prevent suicide in men. The charity is now nationwide, and their now familiar slogan is 'It's Okay to Talk'

The itinerary so far...

Friday 18th October 2024

The Board of Directors will be meeting in the afternoon.

After checking into your room, Amanda invites you to join her for a **3 course dinner** in the function suite.

Saturday 19th October 2024

The AGM will take place in the morning followed by a **buffet lunch**.

Amanda is planning something to occupy your time in the afternoon.....**watch this space!**

The evening will start with a Drinks Reception followed by a **3 course dinner**, plus cheese & biscuits, with wine in the **Yorkshire Room**. After dinner, we will have our **Diploma Awards Ceremony** and **Handover of Offices** followed by music and dancing until late.

Earlier than 18th or later than 20th October 2024

If you would like to enjoy a longer break, we have secured good rates either side of the Conference, so that you can enjoy Yorkshire for an extended stay! Ask Amanda about all of the interesting sights & places to visit around Halifax.



**I look forward to welcoming you all to
Yorkshire in 2024, Amanda Dalby**

DipFD, LMBIFD National President of the BIFD

**The British Institute of Funeral Directors Conference 2024:
18th – 20th October 2024**

Cedar Court Hotel

Ainley Top
Lindley Moor Rd
Huddersfield
HD3 3RH

The 42nd BIFD Conference 2024 Rates

1. Friday Evening To Sunday Morning – THE COMPLETE PACKAGE

<i>Friday Dinner</i>	<i>.....Double Room (per couple)</i>	<i>£595</i>
<i>Friday & Saturday Bed & Breakfast</i>	<i>.....Single Room (per person)</i>	<i>£370</i>
<i>Saturday AGM: On Arrival Tea & Coffee</i>		
<i>Saturday Lunch Included</i>		
<i>Saturday Evening Drinks Reception</i>		
<i>Saturday Gala Dinner – Includes 4 Course Meal</i>		

2. Friday Evening To Saturday Morning - ONLY

<i>Friday Dinner</i>	<i>.....Double Room (per couple)</i>	<i>£250</i>
<i>Friday Bed & Breakfast</i>	<i>.....Single Room (per person)</i>	<i>£160</i>
<i>Saturday AGM: On Arrival Tea, Coffee & Biscuits</i>		

Saturday Lunch Is Available At £25 PP

3. Saturday To Sunday Morning - ONLY

<i>Saturday AGM: On Arrival Tea, Coffee & Biscuits</i>	<i>.....Double Room (per couple)</i>	<i>£360</i>
<i>Saturday Evening Drinks Reception</i>	<i>.....Single Room (per person)</i>	<i>£225</i>
<i>Saturday Gala Dinner – Includes 4 Course Meal Followed By Tea & Coffee</i>		
<i>Saturday Bed & Breakfast</i>		

Saturday Lunch Is Available At £25 PP

4. The Gala Banquet Dinner Only

.....£80 Per Person

Saturday Evening Drinks Reception
Saturday Gala Dinner – Includes 4 Course Meal

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

TO STAY BEFORE OR AFTER THE CONFERENCE B&B BASIS

<i>.....Double Room (2 People)</i>	<i>£100</i>
<i>.....Single Room (1 Person)</i>	<i>£90</i>

The 42nd BIFD CONFERENCE - 18th – 20th October 2024
Cedar Court Hotel, Huddersfield
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:

See Rates Page To Complete Form & Payment

Tariff (1) – Full Package

Double Rate: £.....

Single Rate: £.....

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":

Tariff (2) – Fri to Sat

Double Rate: £.....

Single Rate: £.....

Bacs Payments To:

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

Tariff (3) – Sat to Sun

Double Rate: £.....

Single Rate: £.....

Mr. David Gresty

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

Tariff (4) – Gala Dinner Only

Total Attendees £.....

07354 847 702

Tariff (5) – AGM Only

£ No Charge

david-gresty@hotmail.com

Total Amount Due £.....

NEW DESIGN

ALLSOPS

Introducing The Tuxedo Robe



Funeral Attire with Elegance

- Modern Black Satin Design
- Stylish Lapel, Cummerbund & Cuffed Sleeves
- Optional Sets with Frills, Face-Cloth & Pillow
- Packaged in Convenient Sets

Perfect Blend of Tradition and Modernity



Order online at www.allsops.net

Or call us on 01903 213991



Stand 294 + 298

Bennetts
Family business since 1891
Funerals

Land Rover Defender
Hearse and
Support Vehicle



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

SAIF
INDEPENDENT
FUNERAL
DIRECTORS

FPA
FUNERAL
PLANNING
AUTHORITY

Bennetts Funeral Directors
Call 01277 887110
www.landroverfunerals.com

LETTER FROM THE DEPUTY EDITOR

Lucy Kibbey, Cert. FS, MBIFD

Hello All,
And a Happy New Year!

How are we nearing the end of January already? Christmas feels like a lifetime ago now. I hope you all got some respite and time with family, it is at times, just what we need.



My own Christmas was subdued, spent with my children, one of whom was a little poorly. And then we attended Disney on Ice on Boxing Day, which was a welcome change to sitting about eating leftovers.

Looking forward into the year ahead, I try not to make too many plans, I think in our profession more than most, we know how quickly life can change direction. So, for now it's simply to remain happy and healthy and look after my little Kibblets (children).

Which reminds me of a lovely little poem, have a read below.

I will be back in February with a better update of how the year is treating me.

“The Year” by Ella Wheeler Wilcox

**What can be said in New Year rhymes,
That's not been said a thousand times?**

**The new years come, the old years go,
We know we dream; we dream we know.**

**We rise up laughing with the light,
We lie down weeping with the night.**

**We hug the world until it stings,
We curse it then and sigh for wings.**

**We live, we love, we woo, we wed,
We wreath our prides; we sheet our dead.**

**We laugh, we weep, we hope, we fear,
And that's the burden of a year.**

UPDATE ON MEDICAL EXAMINER AND DEATH CERTIFICATION REFORMS



Statement made on 14 December 2023

Statement UIN HCWS131

by Maria Caulfield, MP

**Parliamentary Undersecretary of State
Department of Health and Social Care**

I wish to update the House on the Government's plan to introduce secondary legislation to reform death certification in England and Wales, from April 2024. Under the reforms, all deaths will become legally subject to either a medical examiner's scrutiny or a coroner's investigation.

Medical examiners are senior medical doctors that independently scrutinise the causes of death. Since 2019, NHS Trusts have appointed medical examiners to scrutinise most deaths in acute healthcare settings and some community settings on a non-statutory basis. From April 2024, it will become a requirement that all deaths in any health setting that are not referred to the coroner in the first instance are subject to medical examiner scrutiny.

The changes will mean that families will have greater transparency on the circumstances surrounding the death of a loved one. Medical examiners will always offer a conversation to the bereaved, providing an opportunity for them to raise questions or concerns with a senior doctor not involved in the care of the deceased. This will help deter criminal activity, improve poor practice and ensure the right deaths are referred to coroners for further investigation.

The relevant primary legislation for these reforms was commenced on 1 October 2023 and today the Government is publishing three sets of draft regulations under powers in the Coroners and Justice Act 2009 that will be laid shortly when parliamentary time allows. These will be published on GOV.UK.

The introduction of medical examiners is part of a broader set of reforms to death certification, coronial and registration processes which will allow for the efficient flow of information between doctors, medical examiners, coroners and registrars in the new system. We are working closely with our partners in Government and the health service to ensure that the appropriate operational processes are in place to deliver these changes from April 2024.

Maria Caulfield is the Conservative MP for Lewes, and has been an MP continuously since 7 May 2015. She currently holds the Government posts of Parliamentary Under-Secretary (Department of Health and Social Care), and Parliamentary Under Secretary of State (Department for Business and Trade) (Minister for Women).





Colourful
Coffins®

as individual as you

The Original Colourful Coffins®

As individual as you

Designed to say something special



Tel: 01865 779172
www.ColourfulCoffins.com



FROM AROUND THE REGIONS: REGION C

NATIONAL PRESIDENT AMANDA DALBY INVITES

MEMBERS AND GUESTS TO

SHAY GRANGE CREMATORIUM

SHAY GRANGE CREMATORIUM LONG LANE, BRADFORD, BD9 6ST

WEDNESDAY 6th MARCH

6.30PM

JOIN REGION C FOR AN EDUCATIONAL VISIT TO BRADFORDS NEW
CREMATORIUM AND GROUNDS

AFTERWARDS WE WILL BE HEADING TO A LOCAL INDIAN FOR TEA
AND A CATCH UP. EVERYONE IS WELCOME

PLEASE EMAIL HAYLEY OWEN IF YOU WISH TO ATTEND
RECEPTION@HAYLEYOWENFD.UK

NEXT REGION C MEETING WILL BE ON
WEDNESDAY 15TH MAY AT HANSON CARRIAGE
HIRE



VINES FUNERALS FIRST IN UK TO LAUNCH NEW GRIEF SUPPORT HUB

Vines Funerals based in Coseley has become the first funeral directors in the UK to offer Grief Support Hub, a free online-based resource to support its clients. The new firm of funeral directors is looking to break the mould by recognising those who are left behind after a death often need ongoing bereavement support long after the funeral has taken place.

Created by Grief Specialists CIC, a social enterprise dedicated to offering immediate professional bereavement support, Grief Support Hub now forms part of Vines Funeral's service. As well as short guides filled with useful information about what to expect, how to cope, and how to exercise self care, it also connects people with trained grief professionals. Through Grief Specialists, Vines Funerals can also provide a level of financial assistance for those who need one-to-one sessions who wouldn't normally be able to access private care.



Richard Vines of Vines Funerals said:
"We are keen to do things differently. Having worked in the profession for a couple of decades, and following in my father's footsteps who also worked in the profession for over 40 years, I have learned that the funeral is just the beginning for those who have been left behind. We understand the unique significance of each individual life, and we are here to support families who are grieving."

Maria Bailey, director of Grief Specialists CIC said: "Our goal is to help Vines Funerals to deliver exceptional after-care to grieving families. We have designed the Grief Support Hub to make a lasting difference in the lives of their clients. It has been set up as part of Vines Funerals' website, and clients receive email prompts to help them at what can be a difficult and distressing time."

FIND OUT MORE BY VISITING:
www.vinesfunerals.co.uk

VF VINES
FUNERALS

WALTER C. PARSON UNVEIL THE “BIG GIRL” FROM ITALY

Walter C. Parson Funeral Directors are absolutely thrilled to reveal the latest addition to their fleet – the only BMW 7 Series hearse in the UK.

Combining the very best of German engineering and Italian design flair, it joins a fleet of 11 matching BMW 7 Series long wheelbase limousines which serve the firm's 12 branches across Devon and Cornwall.



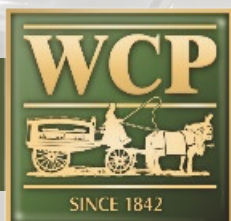
The project began in July 2019 when Walter C. Parson started to look for alternatives to stretched limousines, because the Australian Ford which their previous fleet was based on had been discontinued. They needed to find an alternative which was wide enough to seat three passengers comfortably in the back.

During the gradual replacement of their limousine fleet, they came across BIEMME Special Cars near Verona in Italy who were making a hearse based on a BMW 7 Series.

A six-month project followed which has resulted in the creation of a modern hearse which has been built to their chosen specification, including bright LED interior lighting, an electronic coffin loading device and four wheel drive.

The new vehicle was unveiled at a launch event at Ocean BMW Plymouth on 19th December 2023.

John Ware, Managing Director of Walter C. Parson said “We are absolutely delighted with what we have achieved – a huge step forward in comfort and quality for our clients. The feedback we have had from bereaved families has been superb. The Italians call the hearse the “Big Girl” and at 7 metres long I’m sure you can see why!”



FOR SALE

2011 Ford Cardinal,
Mk 11 Coleman Milne Modern Hearse
£25,000. Open to sensible offers.



- 81,000 miles (131,000 km)
- Full service history including all receipts.
- Serviced in July 2023.
- New front shock absorbers just fitted.

- MOT to August 2024.
- 4.0 litre petrol engine
- One independent FD owner from new.
- ULEZ compliant.

Two wheels in need of a refurb (see photos) and reversing camera has never worked. Otherwise excellent condition, ready to continue work.



Contact: Shaun Harrison, Operations Manager
Walter C. Parson Funeral Directors, Plymouth.
Tel: 01752 343848 or E-mail: shaun@wcpltd.com

WEBCASTING APP FOR FUNERAL HOMES

WORKS IN CHURCHES, CEMETERIES, AND OTHER LOCATIONS



**LEARN MORE AND
GET 3 FREE SERVICES**

5 MINUTES TO SET UP.

+44 7588 302446

contact@eventlive.pro

eventlive

eventlive *Obituary Writer*

As well as providing Effortless and Private funeral live streaming which gives your families the opportunity to say goodbye, eventlive has a **FREE** Online Obituary Writer.

Simply enter the personal information of the person who has died along with:

- A General Overview of the family members who passed away before, as well as the surviving family.
- A Brief Summary of the Life of the person who has died: Education, Military Service, Employment History, Hobbies, Interests and Characteristics
- Funeral information: Date and Location, Charitable Donations
- Any Special Messages

and get an obituary written for **FREE**, instantly. You are able to make edits to the content once the obituary has been generated.

TRY IT TODAY:

www.eventlive.pro/online-obituary-writer

FUNERAL PARTNERS LAUNCHES UNATTENDED CREMATION FUNERAL PLAN

Choice Funeral Plans, the Funeral Plan arm of Funeral Partners has launched a new funeral plan product to ensure people who want an Unattended Cremation, sometimes known as a Direct to Cremation service, will receive the highest quality of care from their network of Funeral Directors.

The country's third largest funeral services business will be offering their new Unattended Cremation Plan in order to fulfil the individual needs of those who do not want a traditional funeral service but want to make some provision for the future.

Funeral Partners Chief Executive Sam Kershaw said it was important to meet every customer's needs. He said: *"The number of people wanting an Unattended Direct to Cremation service is increasing and although we know that traditional funerals continue to be the most popular choice for our families, it is important that we are able to offer this option to everyone. For customers purchasing an Unattended Cremation Plan from us, it will mean they will have the benefit of our exceptional level of service and will be safe in the knowledge their funeral will be conducted by a Funeral Director local to them or their loved one, by people they know and trust. They will also have the option to visit and say goodbye prior to the cremation at one of our funeral homes. If a customer changes their mind about the type of funeral they want during the lifecycle of their plan, they can switch to one of our more traditional plans."*



Choice Pre-Need Executives Rachel Stone and Jess Cowley

The new Unattended Cremation Plan is priced at £1,795, includes professional services, a simple coffin, crematorium fees and doctors' fees (if required), is now available in all Funeral Partners branches, by calling the Choice office and will be available to purchase online in the new year.

Funeral Partners have also made enhancements to their other Choice Funeral Plan products – Essential and Plus – and have introduced one national price for the products across all the funeral homes in their network.

The plans are designed to be fully portable, so they can be bought at one Funeral Partners funeral home and then used at another, if you move to another part of the country or for another reason, subject to terms and conditions*.

Choice Funeral Plans have featured on both regional and digital television channels in the past year with an advertising campaign starring beloved characters Maureen and Brenda, who make wry comments about the choices made by their friends for their funerals demonstrating the benefits of pre purchasing a funeral plan and expressing your personal funeral wishes. The campaign has been well received by customers, so you will be seeing more of the duo in the coming months.

For more information about Choice Funeral Plans, visit www.choiceplan.co.uk or call 0808 2586 775. To find your nearest Funeral Partners Funeral Home, visit www.funeralpartners.co.uk

-Terms and Conditions-

Choice Funeral Plans are provided by Alternative Planning Company Limited (APCL). Funeral Partners is an appointed representative of APCL. APCL is authorised and regulated by the Financial Conduct Authority with firm reference number 965282.

The price of an Unattended Cremation Plan is £1,795. The equivalent price for an unattended funeral purchased today is £1,775, which is a national average based on 243 branches in the Funeral Partners Network (excl. Doctors fees). Funeral prices vary, and local prices differ, please check your local Funeral Partners branch for specific funeral prices or go online at funeralpartners.co.uk. These prices are correct as of 01.11.23. APCL incurs costs in order to provide this Funeral Plan to you. APCL typically retains around £475 of the price you pay for each Funeral Plan to cover our costs.



choice^v



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 of experience in the funeral profession, joining the business back in 2016 as Chief Operating Officer. Funeral Partners, which celebrated 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 130 family businesses, which have entrusted their reputation and heritage to Funeral Partners.

corporate.funeralpartners.co.uk

Thinking of selling your business? Be part of our story...

“ We very much felt as though the DNA of our business would be respected, that our years in the business and expertise would be valued and, most importantly, our name and reputation would be held in high regard. ”

**Mike Jolly, Business Principal
Eaves Funeral Service**

Find out more from former owners about their story so far visit corporate.funeralpartners.co.uk



To get a free, quick estimated valuation of what your business could be worth. Visit our new online valuation tool for a quick, no obligation estimation of your funeral business. funeralpartners.co.uk/value



**Mike Jolly,
Business Principal**

**For an informal, confidential free valuation or conversation
about selling your business now, or in the future, call:**



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



Steve Wilkinson,
Mergers & Acquisitions Director
on 07528 970531
steve.wilkinson@funeralpartners.co.uk

corporate.funeralpartners.co.uk



Your reputation is our reputation

VULCAN ROCKET MARKS HISTORIC LUNAR RETURN:

A New Era in Space Exploration Carrying the Legacy of Legends

In a momentous event marking the resurgence of lunar exploration, the United Launch Alliance (ULA) achieved a historic milestone on Monday, January 8, 2024. The highly anticipated debut flight of the next-generation Vulcan rocket from Cape Canaveral, Florida, not only symbolised a remarkable technological advancement but also heralded the United States' return to lunar missions after an unprecedented fifty-year hiatus.

REVIVING LUNAR AMBITIONS

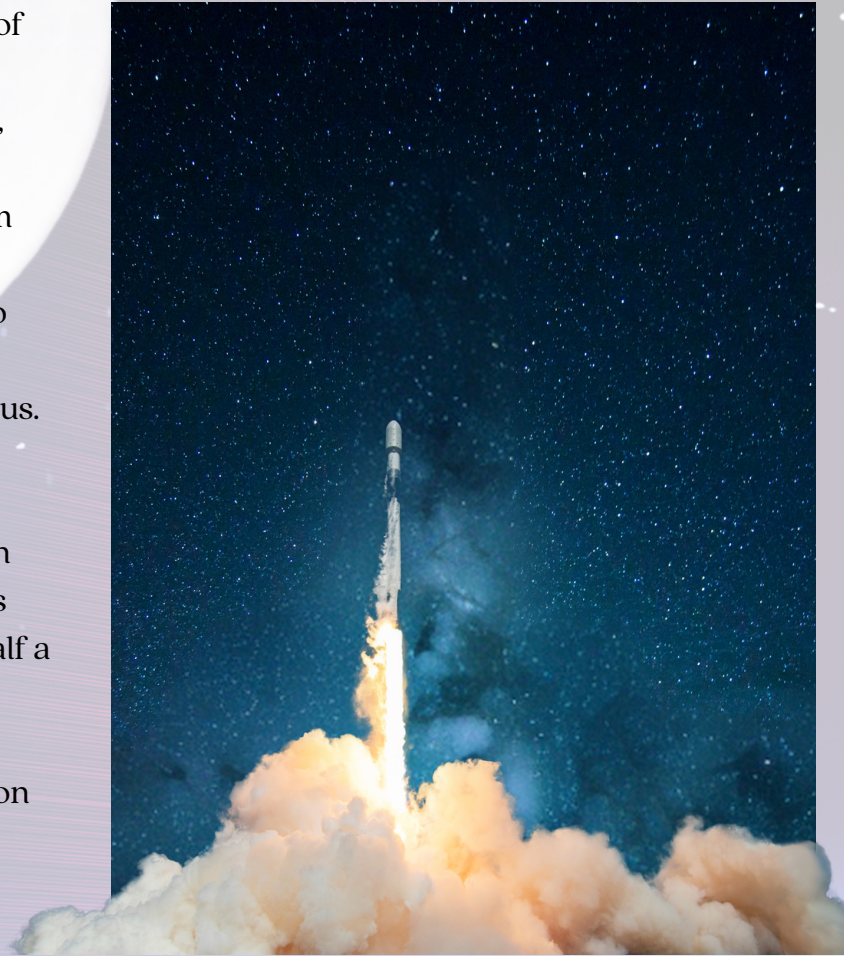
The launch marked a significant turning point in American space endeavours as the U.S. made its first attempt to land a payload on the moon in half a century. Amidst the backdrop of intense competition in the space industry, the ULA's Vulcan rocket emerged as a potential rival to Elon Musk's SpaceX, solidifying its position with a successful lift-off at 07:18 am GMT.

PIONEERING LUNAR VENTURES

The Vulcan rocket embarked on a high-stakes mission carrying the Peregrine Moon lander crafted by Astrobotic, a frontrunner in space robotics, poised to make a ground-breaking soft landing on the lunar surface. If successful, it will mark the first American craft to achieve such a feat since the Apollo era, rekindling the nation's prowess in lunar exploration. Moreover, this venture holds the distinction of being the pioneering non-governmental, commercial endeavour to accomplish a lunar soft landing.

In addition to the Peregrine Moon lander, Vulcan will be transporting capsules containing human remains and DNA samples from over 300 individuals, arranged by Celestis, a space memorial service. Among these remains were those of former presidents who played pivotal roles in shaping the course of American history. George Washington, known as the founding father of the United States; John F. Kennedy, whose vision propelled the nation's space exploration; and Dwight D. Eisenhower, the commander who led during pivotal moments in global history.

Additionally, the remains of Nichelle Nichols, James Doohan, and DeForest Kelley, cast members of the original 'Star Trek' television series, along with the show's creator, Gene Roddenberry, and his wife, Majel Barrett-Roddenberry join this cosmic journey. Their inclusion pays homage to the visionaries who inspired generations with their portrayal of a united and explorative future, where humanity ventured boldly into the unknown.



ESTABLISHING A COSMIC OUTPOST

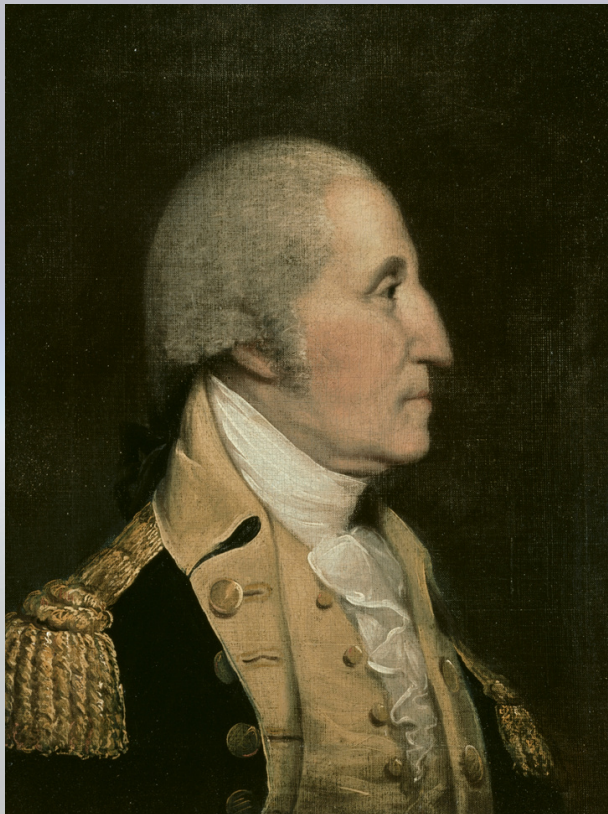
Celestis has articulated that the Vulcan Flight isn't just a celestial memorial; it's a step towards establishing "the world's first true outpost of humanity in the cosmos." This ambitious vision transcends the mere placement of remains into space; it's an endeavor to create a symbol of human unity and exploration beyond Earth's boundaries.

By incorporating DNA samples along with human remains, the mission carries the essence of these individuals, symbolising the continuation of their legacies beyond terrestrial confines. Celestis envisions this as a catalyst for future endeavours, a testament to humanity's quest for understanding, discovery, and the perpetuation of our collective heritage.

ADDRESSING ETHICAL CONSIDERATIONS

While this endeavour represents an awe-inspiring tribute to significant figures in history and popular culture, it has sparked discussions regarding ethics and the commodification of legacies. Some voices express concerns about the sanctity of these individuals' memories and the commercialisation of their contributions.

Celestis has been keen to highlight the respectful and profound nature of the Vulcan Flight, emphasising its role as a symbol of unity and exploration rather than a commercial venture. The company maintains that this mission serves as an opportunity to honour legacies and inspire future generations to push the boundaries of human potential.



FINAL THOUGHTS

The Vulcan Flight represents a daring leap into the cosmos, intertwining the past, present, and future in an unparalleled celestial tribute. Beyond the 330 capsules carrying the physical remnants of historical figures and cultural icons, this mission encapsulates the spirit of human ambition, unity, and the relentless pursuit of exploration.

As the Vulcan Flight ventures into interplanetary deep space, it ignites conversations not just about the journey itself, but about the essence of humanity's aspirations and the role of remembrance in the cosmic tableau. It stands as a testament to our innate curiosity, our reverence for the past, and our boundless yearning to reach beyond the stars.

Above: Capsules containing human remains and DNA samples from over 300 individuals, arranged by Celestis, a space memorial service were transported on Vulcan. Among these remains was a DNA sample of former president George Washington, known as the founding father of the United States of America.

ulalaunch.com/rockets/vulcan-centaur

Question: What do these coffins have in common?



Give families complete confidence in the quality of your Coffins

Answer: It's the Symbol of Approval

The FFMA scheme

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

The benefits

Your families can choose with complete confidence.



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

Where can I learn about coffins? | 🔍

The Academy

Elevate Your Expertise.



Introducing the Academy. A modern training facility dedicated to enhancing professional expertise on coffin choice. 24hr access filled with training videos and bitesize modules complete with certification. We invite you to embark on a journey of discovery and growth with the Academy.

Visit - www.coffinacademy.com



UNESCO INTERNATIONAL DAY OF EDUCATION

Education is a human right, a public good and a public responsibility.

The United Nations General Assembly proclaimed 24th January as International Day of Education, in celebration of the role of education for peace and development.

Without inclusive and equitable quality education and lifelong opportunities for all, countries will not succeed in achieving gender equality and breaking the cycle of poverty that is leaving millions of children, youth, and adults behind.

Today, 250 million children and youth are out of school, and 763 million adults are illiterate. Their right to education is being violated and it is unacceptable. It's time to transform education.



2024 CELEBRATIONS

The sixth International Day of Education will be celebrated on 24 January 2024 under the theme “learning for lasting peace”. The world is seeing a surge of violent conflicts paralleled by an alarming rise of discrimination, racism, xenophobia, and hate speech. The impact of this violence transcends any boundary based on geography, gender, race, religion, politics, offline and online. An active commitment to peace is more urgent today than ever: Education is central to this endeavour, as underlined by the UNESCO Recommendation on Education for Peace, Human Rights and Sustainable Development. Learning for peace must be transformative, and help empower learners with the necessary knowledge, values, attitudes and skills and behaviours to become agents of peace in their communities. UNESCO is dedicating this year’s International Day of Education to the crucial role education and teachers play in countering hate speech, a phenomenon which has snowballed in recent years with the use of social media, damaging the fabric of our societies.

ADVANCING PEACE THROUGH EDUCATION



Building more peaceful, just, and sustainable societies starts with education. It influences all aspects of our daily lives and our overall prospects while being impacted by our health and environment. In the global landscape of worsening climate change, democratic backsliding, persistent inequalities, rising discrimination, hate speech, violence, and conflict, it can be a tool to address and prevent these problems in the future. And it can also be a long-term investment with increasing returns if shaped and deployed effectively.

The new UNESCO Recommendation on Education for Peace and Human Rights, International Understanding, Cooperation, Fundamental Freedoms, Global Citizenship and Sustainable Development, which is commonly referred to as the Recommendation on Education for Peace, Human Rights and Sustainable Development is a landmark guidance document that defines what needs to evolve in and through education to accomplish these goals.

WHAT YOU NEED TO KNOW ABOUT UNESCO'S RECOMMENDATION ON EDUCATION FOR PEACE, HUMAN RIGHTS AND SUSTAINABLE DEVELOPMENT

The Recommendation on Education for Peace, Human Rights and Sustainable Development is a non-binding guidance document that focuses on how teaching and learning should evolve in the 21st century to bring about lasting peace, reaffirm human rights and promote sustainable development in the face of contemporary threats and challenges.

It acknowledges that education in all its forms and dimensions, in and out of schools, shapes how we see the world and treat others, and it can, and should, be a pathway to constructing lasting peace. The Recommendation logically links different thematic areas and issues, from digital technologies and climate change to gender issues and fundamental freedoms.

It indicates that positive transformations are needed in all these domains because education cuts across all of them, being both impacted by all these factors and influencing them. To realize these ambitions, this text outlines what exactly needs to change in approaches to education and how.

The newly adopted text updates the "1974" Recommendation that almost 50 years ago united Member States in positioning education as a key driver of peace and international understanding. For the past two years, UNESCO has been revising this visionary tool.



YOU CAN READ MORE ABOUT THE RECOMMENDATION ON THE UNESCO WEBSITE:

<https://www.unesco.org/en/articles/what-you-need-know-about-unescos-recommendation-education-peace-human-rights-and-sustainable>

Suicide&Co's Sector Summit

29TH FEBRUARY 2024
FROM 8:30AM – 4:45PM

•
IN PERSON IN LONDON & ONLINE
•

IN PERSON TICKETS (INCLUDING COFFEE AND LUNCH) = £95 DONATION
ONLINE TICKETS = £40 DONATION

Suicide&Co's Sector Summit brings together experts within the fields of bereavement and suicide. This event is relevant for Funeral Directors working with people bereaved or affected by suicide. The aim of the event is to learn from peers and experts within the sector and walk away feeling inspired to further enhance your work with people navigating suicide loss.

Get ready to gain valuable insights from 25 top experts and speakers in the sector space, engage in discussions, and explore how we can better support people bereaved by suicide.

If you attend for the full day this equates to 6 hours of CPD and we will provide certificates of attendance.

Date: Thursday 29th February

Timings: 8:30 - 16:45

Location: Church House, Westminster, SW1P 3AZ & Online

Ticket Price: £95 In-Person, £40 Online

Book your ticket and check out the full day agenda by visiting:
eventbrite.co.uk/e/suicidecos-sector-summit-tickets-775525747387?aff=oddtcreator

For questions or information about exhibitor opportunities please email
aimee@suicideandco.org.



Life Ledger

The free, easy-to-use service that makes notifying companies of a death simpler, faster and less stressful.

www.lifeledger.com



- Banks
- Broadband & TV
- Building Societies
- Credit Cards
- Energy Suppliers
- TV Licensing
- Mobile Phone Companies
- Gas Suppliers
- Home Insurance
- Store Cards
- Pension Providers
- Car insurance
- Water Suppliers
- Streaming Services
- Loyalty Schemes
- Social Media Accounts
- Subscriptions
- Telephone Companies
- Pet Insurance

PLUS MORE

HOW LIFE LEDGER WORKS

REGISTER

Create an account and add details of the deceased

CHOOSE

Select the companies you want to notify, add account details

SEND

Leave the rest to us...

IS LIFE LEDGER SAFE?

With bank-level security, Life Ledger is Cyber Essentials certified, is undergoing ISO27001 certification and undergoes regular security and penetration testing to ensure your information is safe.



PLANT A TREE FOR EVERY DEATH REGISTERED

Life Ledger have partnered with global environmental charity One Tree Planted and are proud to play a small part in helping them restore vital habitats across the planet. 2020 saw them plant 15 million trees.



Motorcycle Funerals

For a dignified final journey
Serving Families nationwide:
England, Ireland, Scotland, Wales.
For information and arrangements
Call us: 01530 274888

Boom Trike



Suzuki Hayabusa



Harley Davidson



Triumph Thunderbird

Triumph Speed Triple

Triumph Bonneville



Managing Director, Marian Sinclair: Serving families since 2002

Why Do I Need...



Tiner Duffy

A SOCIAL MEDIA STATEMENT FOR MY WEBSITE?

Your website has many interactions from visitors. A crucial part of your website is your privacy policy. And this should have a social media statement included. This statement outlines how your business engages with social media. Ensuring clarity and establishing a bond of trust with your current and prospective families. Its significance is amplified when dealing with sensitive issues such as posting death notices on social media.

WHAT IS A SOCIAL MEDIA STATEMENT?

A social media statement is essentially a guide that outlines how your business interacts on social media platforms. It encompasses the policies governing content. From sharing, user engagement, and the overall representation of your business's ethos on social media. This statement is essential for maintaining a consistent and respectful online presence. It is part of your Privacy Policy



WHY INCORPORATE IT INTO YOUR PRIVACY POLICY?

Integrating a social media statement into your website's privacy policy is not a mere formality. It's a necessity for ensuring privacy and respect for the families you serve. This integration clearly communicates your approach to handling sensitive information on public platforms. And aligning with your commitment to privacy and ethical practices

THE CRITICAL NATURE OF ADDRESSING DEATH NOTICES IN YOUR SOCIAL MEDIA GUIDELINES

- **The Delicate Handling of Death Announcements:** The process of posting death notices on social media is a sensitive matter. This requires careful consideration. Your social media statement should provide clear guidelines on the protocols. As well as permissions for such postings. Ensuring they are carried out with the utmost dignity and respect for the deceased and their grieving families.
- **Empowering Families During Vulnerable Times:** The decision to post a death notice should always rest with the family. Your policy must reflect and respect this choice. Offering them control over the dissemination of such sensitive information. This approach protects their privacy and emotional wellbeing at a time when they are most vulnerable.

ENHANCING TRUST AND PROFESSIONALISM WITH A COMPREHENSIVE SOCIAL MEDIA STATEMENT

- **Fostering Trust Through Transparency:** In the funeral and bereavement sector, trust is a fundamental aspect of the relationship with clients. A transparent and detailed social media statement reinforces this trust. Assuring clients that their loved ones' memories and personal information are handled with utmost respect and confidentiality.

- **Showcasing Professionalism in the Online World:** Professionalism in funeral services extends into the digital realm. A meticulously formulated social media statement demonstrates your dedication to professionalism online, highlighting a modern, thoughtful approach to your services.

NAVIGATING THE LEGAL AND ETHICAL LANDSCAPE IN SOCIAL MEDIA USAGE



- **Keeping Up with Legal Compliance:** The legal landscape around digital privacy and data protection is continually evolving. Your social media statement should reflect current laws and regulations. This will help to maintain your business's integrity and uphold industry standards.
- **Ethical Considerations in Digital Communications:** In your social media statement, it's vital to address ethical considerations in digital communications. This is especially in regard to the sharing of information and images. This ensures that all online interactions align with the ethical standards of your profession.

IMPLEMENTING AND COMMUNICATING YOUR SOCIAL MEDIA STATEMENT

- **Crafting an Effective Statement:** Creating a social media statement requires a deep understanding of your client base, legal obligations and the nature of your services. It should be clear, concise and reflective of your commitment to privacy and ethical practices.
- **Educating Your Team and Clients:** Once your social media statement is in place, it's important to educate your team about its guidelines. Additionally, communicating this policy to your clients reassures them of your commitment to ethical online practices.

THE LONG-TERM BENEFITS OF A ROBUST SOCIAL MEDIA STATEMENT

- **Enhancing Your Funeral Home's Online Reputation:** A well-defined social media statement helps in shaping a positive online reputation. It reflects a business that is not only caring and sensitive to its clients' needs but also savvy in the ways of modern communication.
- **Adapting to Changing Social Media Landscapes:** The digital world is ever-changing, and so are the norms and practices on social media platforms. Regularly reviewing and updating your social media statement ensures that your funeral home remains relevant and respectful of current trends and societal expectations.

IN CONCLUSION

Your social media statement is more than just words in your website's privacy policy. It's a reflection of your commitment to excellence in every aspect of your service, including the increasingly important digital realm. In crafting and adhering to a thoughtful and comprehensive social media policy, you affirm your dedication to providing respectful, dignified services, both offline and online. This not only sets a standard for your funeral home but also contributes to the broader conversation about digital ethics and responsibility in the funeral and bereavement industry.

With this comprehensive approach, you ensure that your funeral home remains a trusted, respected, and essential part of the community you serve. Both in the physical world and in the digital sphere.

If you would like to get the ball rolling with a free online video audit of your current online presence, then do get in touch. Visit www.fitsocialmedia.co.uk for more information. And you can email me at eimer@fitsocialmedia.co.uk. Thanks for reading.

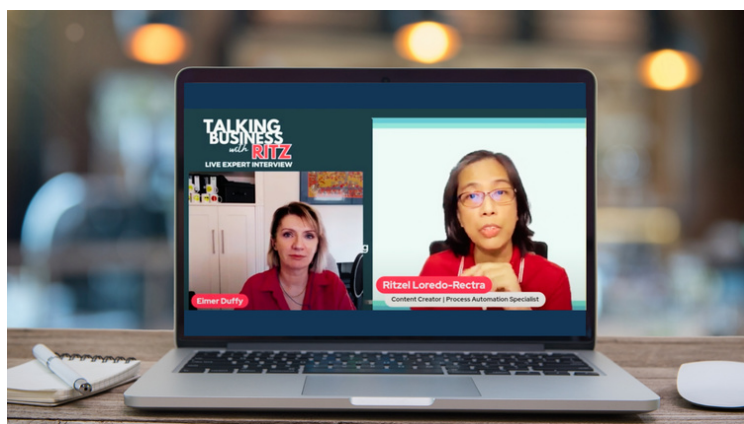
MEMBER TALKS! OFFICIAL PODCAST OF THE WASHINGTON STATE FUNERAL DIRECTORS ASSOCIATION

Here's Eimer Duffy in an interview on The Washington State Funeral Director Association's podcast "Member Talks!"

To hear the interview scan the QR code or go www.wsfda.org and click on their podcast tab, or head over to Spotify or whatever podcast platform you listen to podcasts on and find "Member Talks" with Podcast Host and Executive Director of The Washington State Funeral Director Association, Rob Goff.



CATCH EIMER DUFFY ALSO ON VIDEO! HERE SHE IS ON "TALKING BUSINESS WITH RITZ"



Why does it always happen when you are all set to do something and overnight you get sick? Despite battling a head cold and sinus issue, Eimer didn't want to cancel and had the distinct honour of joining Ritzi Loreda-Rectra on her insightful live business show "Talking Business with Ritz" which goes out live every Saturday.

To see and hear the interview, scan on the QR Code.

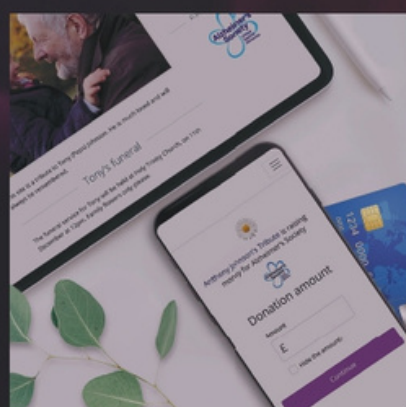
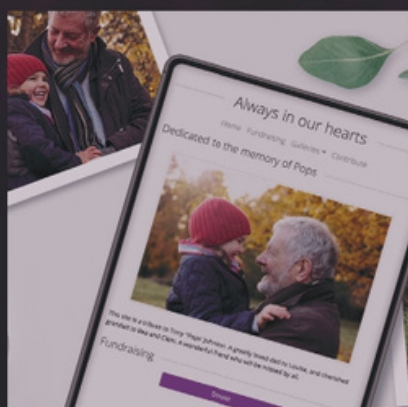


Eimer Duffy is an award-winning Social Media/Digital Marketing Consultant and Trainer for the Funeral Industry. Assisting Funeral professionals to gain a better online presence and build communities and trust online. Live online interactive sessions for all knowledge levels with the benefit of being held at a time to suit your diary via Zoom.



much loved

Your place to remember



The UK's leading funeral notice, donations and tribute service from MuchLoved. In partnership with over 2000 funeral homes, together we have raised over £150 million for UK charities and good causes.

muchloved.com

UNVEILING THE FINANCIAL REALITIES: SUNLIFE “COST OF DYING” REPORT

SunLife's annual Cost of Dying report for 2023 has recently been released, offering a comprehensive analysis of the financial landscape surrounding end-of-life expenses in the United Kingdom.

The report delves into various aspects of funeral costs, shedding light on the evolving trends and challenges faced by individuals and families during the difficult time of coping with loss.



OVERVIEW OF THE REPORT:

The 2023 Cost of Dying report by SunLife is a meticulous examination of the costs associated with funerals and end-of-life services in the UK. The report covers a wide spectrum of expenses, including burial and cremation costs, professional fees, and other ancillary expenditures related to funeral arrangements.

KEY FINDINGS:



- **Overall Increase in Funeral Costs:** The headline revelation from the report is a notable 4.7% increase in the average funeral cost: £4,141 compared to the previous year's £3,953. This uptick reflects the growing financial burden on families already grappling with the emotional toll of losing a loved one.
- **The Continued Rise Of Direct Cremations:** The number of direct cremations swelled during the pandemic – out of necessity – but they've continued to grow in popularity even in the years after COVID-19 restrictions. This may in part be down to cost-of-living pressures. A direct cremation needn't take place in isolation though. 33% of organisers say they held a reception afterwards, 27% held a memorial service, and a further 18% held both.

- **Burial Costs Surge:** Burials, comprising 27% of all funeral services, witnessed a significant surge of 5.9%, making them the most expensive type of funeral. The average cost of a burial has risen to £5,077, underscoring the challenges faced by families opting for traditional interment. The price for Cremation has risen 3.3% to £3,795.
- **Factors Driving the Increase:** The report identifies various factors contributing to the rising costs, including increased prices of essential funeral services and products such as burial plots, coffins, and headstones. Additionally, escalating labour, transportation, and administrative expenses have added to the overall financial burden.
- **Funeral Industry Trends:** SunLife's report delves into the evolving trends within the funeral industry, highlighting a shift towards personalized and unique services. While this trend responds to the diverse needs of families, it has also led to a rise in costs associated with tailoring funeral arrangements to individual preferences.
- **Impact on Families:** The financial strain imposed by rising funeral costs can significantly impact grieving families, forcing them to make difficult decisions or face additional stress during an already emotionally challenging time.

CALLS FOR ACTION:

As the report brings attention to the escalating costs, there is a growing call for government intervention to address the issue. Advocates emphasise the need for measures to ensure funeral services remain affordable and accessible to all, and discussions around potential reforms within the funeral industry are gaining momentum.



IN CONCLUSION:



SunLife's 2023 Cost of Dying report provides a sobering look into the financial realities faced by individuals and families dealing with end-of-life arrangements. As the conversation around funeral affordability gains traction, it is hoped that the findings of this report will contribute to a broader understanding of the challenges and potential solutions within the UK's funeral industry. In the face of rising costs, it becomes increasingly important for families to be informed and empowered to make decisions that honor their loved ones without undue financial strain.

READ THE FULL REPORT:

[HTTPS://WWW.SUNLIFE.CO.UK/FUNERAL-COSTS/](https://www.sunlife.co.uk/funeral-costs/)



May the New Year bring you
peace, joy and happiness.



"We would like to thank all our customers and wish you all the best for 2024.

*Every year we come together as a team to choose a charity for our business to
donate funds to and support over the coming year.*

*In 2024, we have chosen Chestnut Tree House; a charity that provides care for
children and young people with life-limiting conditions."*

- Adam Masters, Managing Director



FSA

Funeral Suppliers' Association
est. 1939



SUPPORT OUR MEMBERS.

VISIT:

funeralsuppliers.uk/members/

Upgrade Your Fleet for 2024: Unbeatable Deals on Volvo Fleets



From
£124,950

£10,000 off Hearse & 2 Limousines

Limited
Stock!

£7,000 off single Limousine



Volvo S90 Hearse



Volvo deck

Browse the Wilcox collection...



Bentley Flying Spur



Mercedes E Class



INTERNATIONAL
QUALITY
AWARDS
2022 WINNERS



W
WILCOX
SINCE 1948

Scan for our brochures 
www.wilcox.uk



CONTACT US TODAY
01942 259 860
Enquiries@wilcox.uk