

BRITISH INSTITUTE OF FUNERAL DIRECTORS



ISSUE 2

# THE JOURNAL





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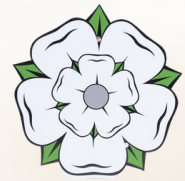
**#ITSOKAYTOTALK**

**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 & Associate Members of our Noble Institute

It is with a heavy heart that I write my letter to you this month, after recently celebrating St.Valentine's Day on 14th February, and feeling truly heartbroken 💔

As per usual, at the start of February, I enthusiastically decorated my Funeral Parlour window with hearts & roses, knowing that many grieving families would be feeling the loss of a husband, wife, mother, father, or partner at this time, and as a tribute to them - as you may well have done too?



What I didn't know was that I was to lose my wonderful Father on 9th February - who I believe really died 'of a broken heart' 💔 Here is a picture of us at my home in Halifax.

We lost my lovely Mum 10 months ago, and he was struggling to go on without her, sadly 'giving up' over the following, torturous months, despite myself & the family willing him to go on. We hear this story a lot, as Funeral Directors, don't we?

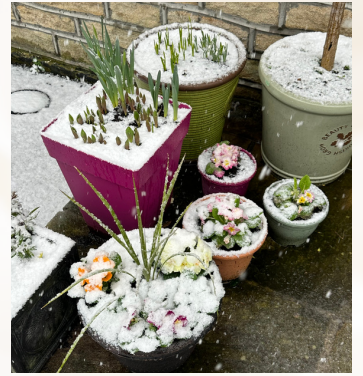
My parents had been happily married for over 60 years, delightedly receiving a celebratory card from King Charles & Queen Camilla only a month before my Mum sadly passed away.

So my message to you all is to ENJOY LIFE & YOUR LOVED ONES WHILST YOU CAN as we never know what is around the corner. And be mindful of the 'Love Stories' of the many families that we have the privilege to look after, whatever the circumstances.

I know this can be challenging at times, especially if we're going through our own personal heartaches, but we must 'plough on' & 'Keep our Chin Up' as we say in Yorkshire!



On a happy note, SPRING is just around the corner, so we should all look to the positives, and as we watch the bulbs start to produce the vibrant daffodils, crocus & tulips in our pots & gardens - hopefully around our Funeral Parlours too, here is a picture of mine, lovingly planted in memory of my Mum last Autumn🍁 and bravely surviving the snow on 8th February!



I have briefly stepped back from my duties as your President for a couple of weeks, until my Father's funeral, but look forward to getting back to them, and attending the London Association of Funeral Director's (LAFD) Banquet on 2nd March, representing our Institute in the 'Big Smoke' on Park Lane, London.



As a quick reminder - please don't forget to book to attend our 42nd BIFD AGM & Conference Weekend this October 18th-20th close to my beloved hometown, at the Cedar Court Hotel, Ainley Top, easily found off the M62, at Junction 24.



Preparations are well underway, and I can now reveal that you will be greeted at our Saturday Gala Dinner by our local 'Friendly Yorkshire Brass Band' - playing amongst other tunes, 'On Ilkley Moor Baht 'at!'

As a final note, I hope that all of our Diploma Students have had a good & positive experience at their Examinations on 8/9th March - we await their results with bated breath, and look forward to their progress in our prestigious Institute, as I'm sure they do too!

Yours funerally,

*Amanda Dalby*



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# The British Institute of Funeral Directors

**Conference: 18<sup>th</sup> – 20<sup>th</sup> October 2024**

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



## **Venue & Itinerary For 42<sup>nd</sup> 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 18<sup>th</sup> - 20<sup>th</sup> 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 18<sup>th</sup> 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 19<sup>th</sup> 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 18<sup>th</sup> or later than 20<sup>th</sup> 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:  
18<sup>th</sup> – 20<sup>th</sup> October 2024**

***Cedar Court Hotel***

Ainley Top  
Lindley Moor Rd  
Huddersfield  
HD3 3RH

**The 42<sup>nd</sup> 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 &amp; Saturday Bed &amp; Breakfast</i>     | <i>.....Single Room (per person)</i> | <i>£370</i> |
| <i>Saturday AGM: On Arrival Tea &amp; Coffee</i>     |                                      |             |
| <b><i>Saturday Lunch Included</i></b>                |                                      |             |
| <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 &amp; Breakfast</i>                          | <i>.....Single Room (per person)</i> | <i>£160</i> |
| <i>Saturday AGM: On Arrival Tea, Coffee &amp; Biscuits</i> |                                      |             |

***Saturday Lunch Is Available At £25 PP***

**3. Saturday To Sunday Morning - ONLY**

|                                                                                   |                                      |             |
|-----------------------------------------------------------------------------------|--------------------------------------|-------------|
| <i>Saturday AGM: On Arrival Tea, Coffee &amp; 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 &amp; Coffee</i> |                                      |             |
| <i>Saturday Bed &amp; 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 42<sup>nd</sup> BIFD CONFERENCE - 18<sup>th</sup> – 20<sup>th</sup> 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:**

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**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

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# LETTER FROM THE DEPUTY EDITOR

*Lucy Kibbey, Cert. FS, MBIFD*

Howdy All,

The long wait of January is finally over and here we are now in the depths of February! My daughter pointed out some beautiful blossom starting on the trees this week, and once again we are reminded that nothing stays the same, lifecycles and evolutions continue around us at pace, and the beauty of Spring will soon be upon us.



In this edition of The Journal, you'll find an interesting article from me about the National Day of Unplugging, and how we should all be taking time to step away from digital screens and social media. Given the improvement in the weather, it would be the perfect time to take a nice long walk and see if spring has sprung anywhere locally for you.

If you haven't already, please do try and book in to attend the BIFD Annual Conference in October, celebrating Amanda Dalby's year as President, it will be wonderful to have so many celebrate her achievements throughout her posting.

Until the next edition, keep well and take care x

## *"My Funny Valentine" by Juwon Daniel*

**My funny valentine;  
Sweet comic valentine,  
You make me smile with my heart,  
Your looks are laughable  
Unphotographable,  
Yet you're my favourite work of art.  
Is your figure less than Greek?  
Is your mouth a little weak?  
When you open it to speak.**

**Are you smart?  
But don't change your hair for me;  
Not if you care for me,  
Stay little valentine, stay!  
Each day is valentines day.**



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# GLOBAL DAY OF *Unplugging*

---

*“ELEVATING HUMAN CONNECTION OVER DIGITAL ENGAGEMENT”*

---

LUCIE KIBBEY, DEPUTY EDITOR



Since 2009, Global Day of Unplugging has been celebrated annually in March. Whether it is 1 hour or 24 hours, at some point during the first weekend of March, people all over the world, will step away from their screens and intentionally shift into an offline activity, an in-person interaction, a real-life gathering or simply a meaningful conversation about their relationship with technology.

The team is working to answer the U.S. Surgeon General’s call-to-action to end loneliness. They are here to support you in finding greater connection in your community!

The U.S. Surgeon General, Dr. Vivek Murthy, recently released an advisory highlighting the epidemic of loneliness and isolation and the role that excessive social media use and other factors play in our mental health and overall wellbeing.

- 
- **One-in-three U.S. adults 18 and over report that they are online “almost constantly”.**
  - **For ages 15-24, time spent in-person with friends has reduced by nearly 70% over almost two decades.**





Global Day of Unplugging is organized by Unplug Collaborative, a non-profit that supports educators, leaders, and event hosts who want to see their communities elevate human connection over digital engagement any day of the year.

It all begins with an idea. When you leave screens behind, you have more hours to do what you love. Unplug Collaborative have 200+ ideas of ways to unplug and add more meaning, fun and relaxation into your life.

## HOW TO: TAKE A BREAK FROM SOCIAL MEDIA

- **Set time limits:** The first thing you'll want to do when lessening your social media use is to set time limits on your phone
- **Make social media harder to access**
- **Turn off notifications**
- **Temporarily uninstall social media apps**
- **Start another hobby**



## FIND MORE IDEAS HERE:

[www.globaldayofunplugging.org/unplug-what-to-do-collection](http://www.globaldayofunplugging.org/unplug-what-to-do-collection)



**GLOBAL DAY OF UNPLUGGING**  
**1-2 MARCH: SUNDOWN TO SUNDOWN**  
**WWW.GLOBALDAYOFUNPLUGGING.ORG**



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**VISIT: WWW.CBCE.ORG.UK**

*150th anniversary of The Cremation Society*  
*100th anniversary of the FBCA*





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](mailto:RECEPTION@HAYLEYOWENFD.UK)

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



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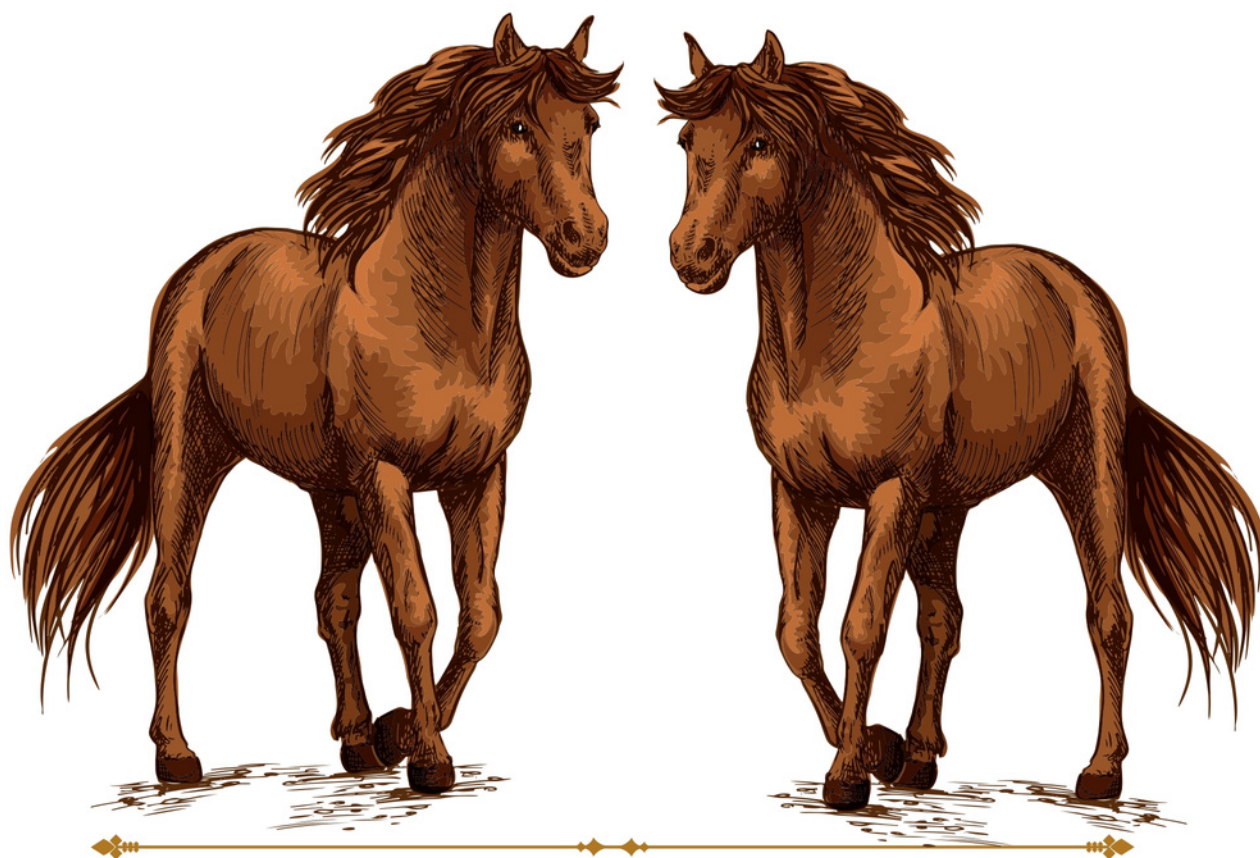


# EDUCATIONAL MEETING TO SEE THE HORSES AT HANSON CARRIAGE HIRE

Region C welcomes everyone to a guided tour  
around the stables and to meet the horses.

The evening will include supper

Wednesday 15th May 2024



Hanson Carriage Hire

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Please get in touch with Hayley if you would like  
to attend at [reception@hayleyowenfd.uk](mailto:reception@hayleyowenfd.uk)

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## FUNERAL DIRECTOR'S FIRST COMMUNITY ASSISTANCE PROGRAMME HELPS LOCAL CHARITIES

A Funeral Directors which has been proudly supporting the people of North Down for more than 60 years has given grants to five local causes following the launch of their first ever community funding initiative.

The John Gray & Co Community Assistance Programme invited projects within one mile of their funeral homes in Bangor, Holywood and Newtownards to apply for small grants to continue their outstanding work. The aim of the initiative is to support causes led by people who have a clear understanding of community issues and that address the needs of the most disadvantaged people in the local area.

### The successful applicants were:

- **Kilcooley Women's Centre, Bangor** to assist the Bangor Social Supermarket.
- **Bangor First Presbyterian Church** to go towards their Warm Welcome Space.
- **Camphill Community, Holywood** to purchase garden furniture for Riverside House — a residential home for adults with learning disabilities.
- **Redburn Loughview Community Forum** to get more young people involved in their shared community garden project.
- **Ladybird Children's Services, Bangor** to purchase a sensory floor rug, to enhance the centre's emotional support provision.

Funeral Manager Barbara Wilson has been co-ordinating the fund, and said she was thrilled to be able to have supported so many worthwhile causes.

*"It has been great to hear from the people involved in these brilliant projects across our communities," she said.*

*"These are challenging economic times for charities and I am so proud we've been able to help them. We don't want these grants to be the end of the matter and we are looking forward to building relationships with them for the future. If you think this is something which could benefit your scheme or charity, then please do not hesitate to get in touch."*

[www.johngrayfuneraldirectors.com/community-assistance-programme/](http://www.johngrayfuneraldirectors.com/community-assistance-programme/)



Above: Funeral Manager Barbara Wilson, Lynsey Lynch from Kilcooley Womens Centre and Senior Funeral Arranger Sandra Williamson



Left: Funeral Manager Barbara Wilson, Laura Redfern from Ladybird Children's Services and Senior Funeral Arranger Sandra Williamson



Right: Funeral Manager Barbara Wilson, Louise Green and Barry Craig Redburn Loughview Community Forum and Senior Funeral Arranger Sandra Williamson



Below: Funeral Manager Barbara Wilson, Anna Gray, Annika Rapp from Camphill Community Holywood and Senior Funeral Arranger Sandra Williamson



## 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**



Mike Jolly,  
Business Principal

Find out more from former owners about their story so far visit [corporate.funeralpartners.co.uk](https://corporate.funeralpartners.co.uk)



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**Your reputation is our reputation**



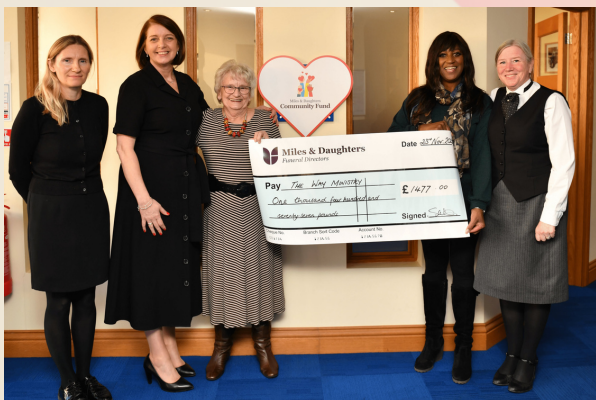
## £6,000 GIVEN TO COMMUNITY CAUSES AFTER FIRST ROUND OF FUNERAL DIRECTORS FIRST COMMUNITY FUND

A Berkshire Funeral Directors which has been proudly serving the community for 25 years has given grants to six local causes following the launch of their first ever community fund.

The first round of the Miles & Daughters Community Fund has supported recipients with close to £6,000 worth of grants.

### The successful applicants were:

- **The Way Ministry in Reading** who were awarded £1,477 to help fund an emergency night shelter for people experiencing homelessness.
- **The Cowshed based in Wokingham** – a charity which supports people in a time of personal crisis – who were awarded £1,500 for their Noah Boxes which provide kitchen essentials for people in need.
- **Kilnsea Preschool in Reading** who have been awarded £1,000 for their garden renovation project.
- **Wokingham & District Association for Elderly (WADE)** who have also been awarded £1,000 for the refurbishment of the centre's lounge area.
- **Reading-based counselling service No5 Young People** have been awarded £850 to continue mental health support for local distressed and vulnerable people.



The Miles & Daughters Community Fund panel present £1,477 to The Way Ministry Reading

Berkshire Area Development Manager Sarah White has helped co-ordinate the fund which was judged by members of their team and an independent panellist.

She said: "I'm so glad we have had the opportunity to open this fund and hear from so many amazing causes in the area. It's amazing what is going on to support people, and the brilliant people working hard for these charities and organisations. It was a pleasure to meet them at our presentation event, and I hope we can continue the relationships we have started through this process. Another cycle of the fund will be opening in February, and I would love to hear from other organisations in the areas we cover."

Applications for the next round of applications for causes benefiting people who live within a three-mile radius of Miles & Daughters Funeral Directors branches in Winnersh, Reading, Whitley Wood, Twyford, Bracknell, Crowthorne, Maidenhead and Tadley will open on February 1 2024.

Miles & Daughters is part of the Funeral Partners network, the country's third largest funeral business.

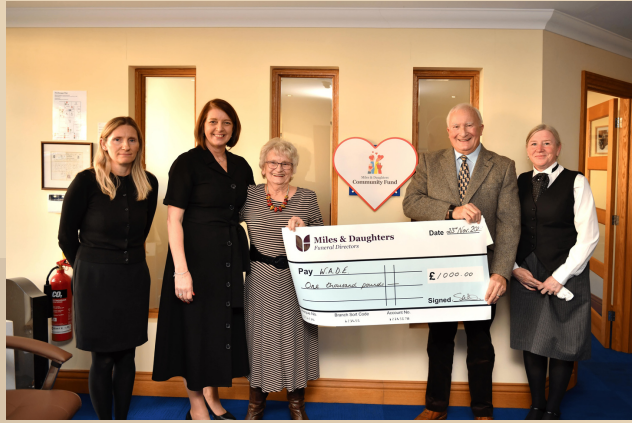


Above: The Miles & Daughters Community Fund panel present £1,500 to The Cowshed

Below: The Miles & Daughters Community Fund panel present £1,000 to Kilnsea Preschool





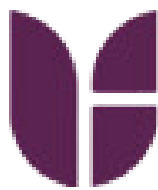


The Miles & Daughters Community Fund panel present  
£1,000 to WADE



The Miles & Daughters Community Fund panel present  
£850 to No5 Young People

**FOR MORE INFORMATION, OR FOR DETAILS ABOUT HOW TO APPLY,  
VISIT: [WWW.MILESFUNERALS.COM/COMMUNITY-FUND/](http://WWW.MILESFUNERALS.COM/COMMUNITY-FUND/)**



# Funeral Partners

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 **JC Atkinson**





# BRITISH INSTITUTE OF FUNERAL DIRECTORS

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

Email: [admin@bifd.org.uk](mailto:admin@bifd.org.uk)

Telephone: 0800 032 2733

## 2024/25 MEMBERSHIP SUBSCRIPTION RENEWAL

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

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

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

| ✓                                  | MEMBERSHIP TYPE                                                                                                                        | SUBSCRIPTION AMOUNT |        |              |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------------|
|                                    | Licenced Full Member (CPD FORM MUST BE COMPLETED)                                                                                      | £185.00             |        |              |
|                                    | Full Member                                                                                                                            | £160.00             |        |              |
|                                    | Retired Member (voting)                                                                                                                | £ 75.00             |        |              |
|                                    | Retired Member (non-voting)                                                                                                            | £ 50.00             |        |              |
|                                    | Student Member                                                                                                                         | £ 75.00             |        |              |
|                                    | Associate Member                                                                                                                       | £100.00             |        |              |
| ✓                                  | ADDITIONAL MEMBER ITEMS                                                                                                                | Quantity            | Cost   | TOTAL AMOUNT |
|                                    | Additional copies of Annual Licence<br><small>(ONLY available to Full Members with a Licence, as above)</small>                        |                     | £10.00 | £            |
|                                    | Member's Lapel Badge                                                                                                                   |                     | £ 5.00 | £            |
|                                    | Member's Window Sticker                                                                                                                |                     | £ 2.45 | £            |
|                                    | Member's Tie (normal straight tie or clip on)                                                                                          |                     | £10.00 | £            |
|                                    | Member's 40 <sup>th</sup> Anniversary Tie (straight tie) – all funds from tie sales donated to the National Presidents chosen Charity. |                     | £15.00 | £            |
| Total Additional Member Items      |                                                                                                                                        |                     |        | £            |
| Membership Subscription (as above) |                                                                                                                                        |                     |        | £            |
| TOTAL TO PAY                       |                                                                                                                                        |                     |        | £            |

Member's Signature:

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

To opt out of allowing your personal information to be shared, please tick the box.

PLEASE NOTE: If you are applying for a Licence, you must complete the 2023/24 CPD Return and enclose it with your Subscription Renewal. CPD Returns will be checked and verified and you may be contacted and requested to supply additional information if we need further verification.



1st April 2022-31st March 2023

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## CONTINUING PROFESSIONAL DEVELOPMENT RECORD

NAME:

MEMBERSHIP NUMBER:

| Date  | CPD provider<br>(Please include: name, address and<br>contact details) | Subject matter &<br>training activity received | Comments | Number<br>of hours |
|-------|------------------------------------------------------------------------|------------------------------------------------|----------|--------------------|
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| TOTAL |                                                                        |                                                |          |                    |

*All the activities must have been undertaken between 01/04/23 - 31/03/24. No carry forwards of any description are acceptable.*

*National Office will require this log in support of your Licence application for 2024/2025. This information must be retained for a minimum of three years.*

*A continuation sheet may be used.*





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Department  
of Health &  
Social Care

# *EVERYTHING YOU NEED TO KNOW ABOUT THE APRIL 2024 DEATH CERTIFICATION REFORM*

## *ROLE OF THE MEDICAL PRACTITIONER*

In the forthcoming reforms starting April 2024, a medical practitioner will have the opportunity to serve as an attending practitioner and fill out a Medical Certificate of Cause of Death (MCCD) if they have attended to the deceased during their lifetime. The attending practitioner will suggest a cause of death to the best of their knowledge and belief. With the introduction of medical examiners, there will be regular independent examination of the cause of death proposed by attending practitioners.



This marks a streamlining of the current regulations, allowing medical practitioners to act as attending practitioners and complete MCCDs if they had attended the patient during their final illness. Previously, if they had not done so within 28 days before death or had not seen the patient in person after death, the case needed referral to a coroner for review.

Guidelines for filling out a medical certificate of cause of death will be revised to align with and complement the implementation of the statutory medical examiner system.

Completing an MCCD is already a legal requirement for attending practitioners, as outlined by the General Medical Council (GMC) in their guidelines on end-of-life care decision-making. This responsibility extends beyond the patient's death, emphasizing professionalism and compassion during the confirmation and pronouncement of death, along with adherence to relevant laws and statutory codes.

The significant change is that attending practitioners must now share the MCCD and proposed cause of death with a medical examiner for scrutiny before submission to the registrar.

## *ROLE OF THE MEDICAL EXAMINER*

According to the proposed regulations for medical examiners, they will offer impartial examination of causes of death and serve as a point of contact for bereaved individuals seeking clarification or expressing concerns.

A medical examiner, typically a seasoned medical professional, will dedicate a set number of sessions each week to independently review causes of death, separate from their regular clinical responsibilities.

Trained in both the legal and clinical aspects of death certification procedures, they do not have prior involvement in the patient's care. Supported by medical examiner officers acting under delegation, they conduct a thorough review of medical records and provide an opportunity for bereaved individuals to inquire and voice concerns.

Medical examiners have been conducting unbiased examinations of causes of death since the introduction of the non-statutory medical examiner system. This practice will persist under the new death certification process, with independent scrutiny by a medical examiner becoming a legal requirement prior to the registration of all non-coronial deaths in England and Wales.

Information on the national medical examiner system is accessible through NHS England, particularly the 'National Medical Examiner's Good Practice Guidelines'.

All guidelines will be revised to align with the implementation of the statutory medical examiner system.

Once both the attending practitioner and the medical examiner have completed their certifications and scrutiny, and the cause of death is confirmed, the Medical Certificate of Cause of Death (MCCD) will be forwarded to the registrar. Simultaneously, the deceased's representative will be notified that they can contact the registrar to proceed with the death registration process.

## *MEDICAL CERTIFICATE OF CAUSE OF DEATH*



A new iteration of the Medical Certificate of Cause of Death (MCCD) will replace the current certificate, aligning with the introduction of medical examiners who will scrutinize the proposed cause of death.

This update aims to enhance:

1. Efficiency within the death certification system.
2. Accuracy of mortality data for local and national purposes.

Forms for deaths occurring after 28 days of life and for neonatal deaths within the first 28 days will remain statutory, with bilingual versions available in Wales. The revamped MCCD will retain details of the attending practitioner who certified the cause of death based on their knowledge and belief.

Moreover, the revised MCCD will incorporate the following additions:

- Information on the medical examiner who reviewed the cause of death.
- Ethnicity data, self-declared by the patient on medical records, reflecting insights gained during the COVID-19 pandemic. If such data is absent, the attending practitioner can mark it as 'unknown' on the MCCD and should refrain from requesting it from the deceased's representative.



- Inclusion of maternal deaths and a new line (1d) for the cause of death, aligning with international standards.
- Recording of medical devices and implants by the attending practitioner on the MCCD, which will subsequently be transferred to the burial or cremation certificate (contained in the green form) by the registrar to inform relevant authorities of their presence.

A paper version of the updated MCCD will be distributed before the implementation of the statutory medical examiner system. Additionally, the Department of Health and Social Care (DHSC) is developing an online version to facilitate easier sharing between attending practitioners, medical examiners, and registrars, with expected availability later in 2024.

## ***MEDICAL EXAMINER CERTIFICATION***

Following the guidelines outlined in the Coroners and Justice Act 2009 and the proposed regulations for the medical certificate of cause of death, we are introducing medical examiner certification to address exceptional circumstances, namely:



1. When no attending practitioner is available.
2. When an attending practitioner cannot be reached within a reasonable timeframe.

In such cases, where the senior coroner decides against initiating an investigation after referral by a medical practitioner who is not a medical examiner, the senior coroner should direct the case to a medical examiner for certification. This certification will be completed through a medical examiner MCCD.

Legislation and guidance will specify that the medical examiner MCCD is to be used exclusively in exceptional circumstances, after all efforts to locate an attending practitioner have been exhausted by the referring practitioner. It will be clarified that only the senior coroner, and not the referring medical practitioner, has the authority to refer the death for certification by the medical examiner.

While medical examiners completing a medical examiner MCCD may not interact with an attending practitioner, all other aspects of medical examiner scrutiny will remain intact. Supported by medical examiner officers, medical examiners will continue to provide representatives of the deceased with opportunities to ask questions and voice concerns. They will conduct a balanced review of medical records. If, in the course of this review, the medical examiner determines an inability to ascertain the cause of death, the case will be referred back to the senior coroner.

## ***THE CORONER***

The draft medical certificate of cause of death regulations primarily focus on the completion of the MCCD. However, they also outline the flow of information among the attending practitioner, medical examiner, coroner, and registrar within the new system.

The Notification of Deaths Regulations 2019 will continue to apply, with minor adjustments due to the changes. Attending practitioners must still notify the coroner of deaths meeting the criteria outlined in those regulations, and the coroner will determine any necessary follow-up actions.

In exceptional circumstances where no qualified medical practitioner is available to certify a death and the coroner's jurisdiction is not applicable, provision will allow the medical examiner to issue certification.



Presently, attending practitioners can directly report deaths to the coroner if they believe it's a statutory obligation. In such cases, there's no requirement for them to notify the medical examiner. If the coroner declines jurisdiction, they will inform the attending practitioner, who will then proceed with completing the MCCD, subject to scrutiny by the medical examiner.

As per the new system's design, endorsed by the General Register Office and implicit in the draft regulations, coroners will no longer be responsible for notifying the registrar when they determine that their duty to investigate under the Coroners and Justice Act 2009 is not applicable.

Regarding interactions with the registrar, little change is expected when investigations are discontinued following a post-mortem examination, and this will now extend to include cases discontinued without such an examination. The process for coroners' interactions with the registrar after an inquest will remain largely unchanged.

The registration of deaths will only proceed once the registrar receives notification of the cause of death from either the medical examiner or the coroner. This notification will trigger the start of the 5-day statutory window for registering the death.

Informants should have the opportunity to discuss and be informed about the cause of death before registration. If any concerns are raised regarding the cause of death during registration, these issues will be forwarded to the coroner or medical examiner as necessary.

## ***REGISTRATION***

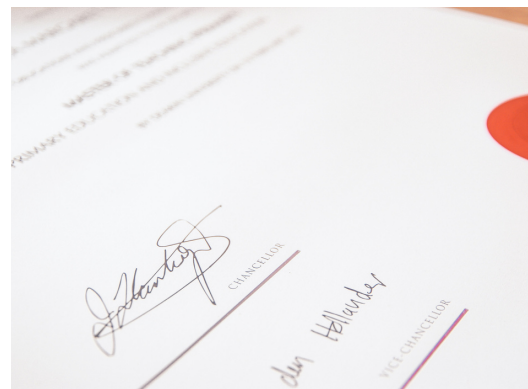
With the implementation of the death certification reforms, the registrar's duties will evolve, removing the requirement for registrars to refer deaths to the coroner. It will be the responsibility of either the attending practitioner or the medical examiner to determine which deaths require referral to the coroner. Consequently, the relationship between the registrar and the coroner will change significantly, as their interaction will be minimal, except in cases where the coroner provides a registration certificate following an inquest or a discontinued case.

The Registrar General will no longer be responsible for providing the Medical Certificate of Cause of Death (MCCD), as the Department of Health and Social Care (DHSC) will handle the development and distribution of the new form.



As there will be limited interaction between the registrar and the coroner, the need for form 100A will be eliminated and thus removed from use.

As outlined in the draft medical certificate of cause of death regulations, specific circumstances will require the coroner to provide information to the medical examiner.



Furthermore, there will be an expanded scope of cases where the coroner, having declined jurisdiction, will communicate this decision to the attending practitioner. The General Register Office, Ministry of Justice, and DHSC will collaborate to ensure the new process functions effectively and will adjust coroner's forms and certificates accordingly.

The objective is to reduce uncertified deaths, with the attending practitioner certifying initially, with medical examiner approval, or the medical examiner certifying in exceptional circumstances following referral by the coroner.

These changes will also introduce new categories of qualified informants, allowing the partner of the deceased and a representative of the deceased to register the death.

## ***BURIAL AND CREMATION***

Cremation and burial procedures are undergoing changes, particularly concerning the documentation required for non-coronial deaths. Presently, a medical practitioner, typically the attending one, completes form Cremation 4 (the medical certificate) to furnish necessary details for the medical referee's comprehension of the cause of death, should cremation be chosen. However, with the impending implementation of the statutory medical examiner system, the scrutiny conducted by medical examiners will render the confirmation on form Cremation 4 obsolete. Consequently, the regulatory obligation for the medical referee to review it will be eliminated.

Details regarding medical devices and implants within the deceased's body, presently documented on form Cremation 4, will be integrated into the Medical Certificate of Cause of Death (MCCD) and the burial or cremation certificate (green form) as outlined.

In cases under coronial investigation followed by cremation, the coroner will continue to certify the cause of death utilizing form Cremation 6 (certificate of coroner). This form will be modified to allow the coroner to note information on medical devices and implants, where available, for communication to the cremation authority. Likewise, the coroner's burial order (form 101) will be adjusted to include information on medical devices and implants for the burial provider's reference.

Currently, medical referees authorise the cremation process based on the provided medical certification. They will retain their roles during the transition period of implementing the statutory medical examiner system. The Ministry of Justice will collect evidence during this transitional phase to determine the ongoing role of medical referees. Medical practitioners, coroners, and funeral directors will have opportunities to contribute to this decision-making process.





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# How Can...

## PINTEREST TRANSFORM YOUR FUNERAL BUSINESS?



Pinterest might not be the first place you think of when considering online marketing. It's a hidden gem that offers a unique and respectful platform for showcasing Funeral services and products. With its focus on visuals rather than comments. It provides a professional environment for sharing ideas and inspiration. Making it an ideal space for funeral businesses looking to connect with families in need. And without the concern of managing public comments.

Pinterest is found at [www.pinterest.com](http://www.pinterest.com). It is a great resource for funeral professionals and businesses looking to present their services. This platform specialises in images and inspiration. Making it an ideal tool for showcasing your offerings during sensitive times. Pinterest's focus on visual discovery makes it a quieter, more respectful space for sharing ideas eg: funeral planning.



### WHY PINTEREST IS AN IDEAL MATCH FOR FUNERAL SERVICES

Pinterest's unique setup, emphasising visuals over text and inspiration over interaction. Aligns perfectly with the needs of funeral professionals. The platform's nature significantly reduces the worry about managing public comments. Interaction primarily takes place through pinning and saving rather than commenting. This feature is especially appealing for funeral services, where discretion and respect are paramount.

### SETTING UP ON PINTEREST: A STEP-BY-STEP GUIDE

Creating a business account on Pinterest is straightforward. This account type offers analytics and better search visibility. Both of which are crucial for understanding and reaching your target audience. Upload a professional image, such as your logo, and craft a bio that explains your services. Remember to verify your website, which lends credibility to your profile and improves your pins' searchability.

### BOARDS AND PINS: THE HEART OF YOUR PINTEREST STRATEGY

Boards are essentially collections that organise your pins (images or ideas) by theme or topic. This could mean having boards for "Eco-Friendly Funerals," "Memorial Service Ideas," or "Grief Support Resources." Setting up a board is as easy as clicking the "+" sign, choosing "Board," naming it, and adding a description that informs users about the board's focus.

Pins are the individual items (like posts) you want to share. Such as photos of your products or informative articles. To add a pin, select a board, click the "+," and upload your content with a detailed description and a link back to your website or the source. This can include pictures of beautiful urns, information about your services, or articles on coping with loss.

## IDEAS FOR BOARDS AND PINS TO GET YOU STARTED

To help you get started on Pinterest, here are some ideas for boards and pins that could resonate with your audience:



- **Pre-Planning Guides:** Create a board filled with checklists, articles, and resources that help individuals understand and navigate the process of pre-planning a funeral.
- **Memorial Service Themes:** Offer inspiration for personalised services with boards dedicated to different themes, such as military honours, eco-friendly practices, or life celebrations.
- **Urn and Casket Designs:** Showcase the range of options available for urns and caskets, highlighting custom designs, eco-friendly materials, and traditional styles.
- **Floral Arrangements and Keepsakes:** Pin images of floral arrangements, memorial keepsakes, and other items that can personalise a service or offer comfort to grieving families.
- **Grief Support Resources:** Share articles, videos, and resources that provide support and guidance for those who are grieving.
- **Ceremony Music and Readings:** Offer ideas for music and readings that can be included in funeral or memorial services, helping families find the perfect way to honour their loved ones.

## ENGAGEMENT THROUGH QUALITY AND ORGANISATION

While Pinterest's quiet nature means less direct interaction, the quality of your pins and the organisation of your boards are crucial for engaging your audience. High-quality images and informative descriptions make your pins more likely to be saved and shared, extending your reach without the need for comments.

## THE LONGEVITY OF PINS AS FRESH CONTENT

One of the standout features of Pinterest is the longevity of pins. Unlike content on other social media platforms, which quickly fades from view, pins on Pinterest can continue to attract attention for months, even years, after they are posted. This enduring presence means your content remains fresh and discoverable to new audiences over time, providing ongoing visibility for your services.

## SEO BENEFITS AND RANKING ON GOOGLE

Pinterest not only serves as a direct platform for connecting with clients but also offers significant SEO benefits. Pins are indexed by search engines, meaning well-optimised pin descriptions. And the use of relevant keywords can improve your content's visibility on Google. This can lead to higher traffic to your website and increased engagement with your Pinterest content. Enhancing your overall online presence.

In essence, Pinterest offers funeral professionals a perfect platform for showcasing their services and connecting with families in a meaningful, visually engaging manner. Its focus on inspiration and visual discovery, combined with the benefits of SEO and the longevity of content, makes Pinterest an invaluable tool in the digital marketing arsenal of funeral services. By thoughtfully curating boards and pins, funeral businesses can leverage Pinterest not just as a marketing platform, but as a significant resource for those seeking guidance and ideas during one of life's most challenging times.



## IN CONCLUSION

Pinterest's visual and inspirational nature makes it an excellent platform for funeral services, providing a respectful and discreet way to connect with families and individuals planning for end-of-life services. By leveraging Pinterest, you can offer valuable support, showcase your services, and inspire your audience during challenging times. With thoughtful curation of boards and pins, Pinterest becomes not just a marketing tool, but a meaningful resource for those seeking guidance and ideas for farewell ceremonies.

If you would like to get the ball rolling with Pinterest, have a chat or book a free online video audit of your current online presence, then do get in touch with Eimer. Visit [www.fitsocialmedia.co.uk](http://www.fitsocialmedia.co.uk) for more information. And you can email Eimer at [eimer@fitsocialmedia.co.uk](mailto:eimer@fitsocialmedia.co.uk).

Thanks for reading.

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## 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 Ritz Loredó-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.**



SCAN

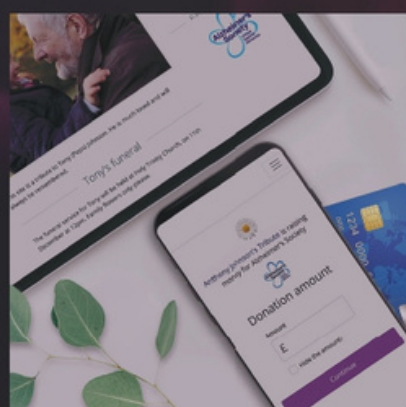
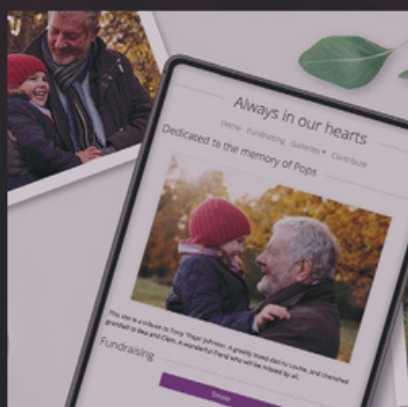


*Eimer Duffy is an award-winning Social Media/Digital Marketing Consultant and Trainer for the Funeral Industry. Assisting Funeral professionals to gain a better online presence and build communities and trust online. Live online interactive sessions for all knowledge levels with the benefit of being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



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## DRIVING THE FUTURE:

### WILCOX LIMOUSINES WELCOMES THIRD-GENERATION TRIO OF WOMEN TO LEAD THE LEGACY IN A MAN'S WORLD

Celebrating 76 years of excellence, Wilcox Limousines, founded in 1948 by May and Bill Wilcox, proudly announces the appointment of Penny Wilcox as part of the dynamic leadership trio, alongside cousins Jade and Leila Wilcox. Penny brings a wealth of experience as a Board-level Director, with previous roles including COO, FD and MD, gained through diverse roles beyond the family business.

Born into the business and having spent a significant part of her upbringing within its walls, many readers may already be familiar with Penny. As the Granddaughter of May and Bill Wilcox, and daughter of Peter Wilcox, Penny is poised to continue her Father's legacy, bringing a fresh perspective to modernize the family business. With Jade as the Managing Director and Leila overseeing people and creative aspects, the three women lead the way in a traditionally male-dominated industry.

*"It's both a privilege and an honour for us to carry the torch forward. Wilcox Limousines has been a cornerstone of quality and craftsmanship for 76 years, and we are committed to investing in new technology and nurturing a strong leadership team,"* says Penny Wilcox.

The third generation extends beyond Penny, Jade, and Leila, with Louis Wilcox serving as Sales Director and completing the formidable team. As part of their commitment to the industry, the Wilcox Women Trio will be attending the LAFD Ball and the National Funeral Exhibition (NFE), eagerly anticipating the opportunity to connect with old friends, customers, and forge new partnerships.

Wilcox Limousines, the best in the world, boasts a legacy of crafting nearly every royal or state funeral car. The family is resolute, strong, and here to stay, inviting everyone to join them in steering the business into the next century.

For more information about Wilcox Limousines and its latest developments, visit

**WWW.WILCOX.UK**





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*"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



# ASHES: A PROBLEM OR AN OPPORTUNITY?

BY RICHARD MARTIN, THE ASHES REGISTER

Cremation has been existence for over 100 years and has steadily grown in popularity and now accounts for around eighty percent of all funerals. There were over half a million cremations in the British Isles in 2023 according to The Cremation Society.



Originally, people would have had their ashes scattered at the garden of remembrance and that would complete the process. Since the start of the 1970s, however, people have started to remove their loved one's ashes from the crematoria, and this is now the norm and occurs in around 80% of all cremations. A person's ashes are generally collected by the funeral director who then passes them on to the family. The family can then decide what to do with them. But whilst people specify that they want to be cremated in their wills, they rarely leave good information about what they want done with their ashes.

## UNCOLLECTED ASHES



Ashes get left at the funeral directors, and not just the odd set, over the few decades hundreds of thousands have accumulated in undertakers' store cupboards around the country. There is a myriad of reasons for lack of collection: someone might not be able to cope with the loss; a family could be arguing about who should pick them up or what to do with them; children might be waiting for the other parent to pass; a bill could be awaiting payment; nobody wants them; and so the list goes on.

The net result is a huge load of ashes sitting in cupboards waiting to be picked up, and sadly it is not just funeral directors that suffer with this problem. Now even storage companies are facing the issue when clearing containers that are unpaid. Usually, their contents are removed and put up for auction in order to recuperate any debt but the storage owners are often left with some unwanted items – ashes being to top of the list.

## WHAT HAPPENS TO ASHES TAKEN HOME?

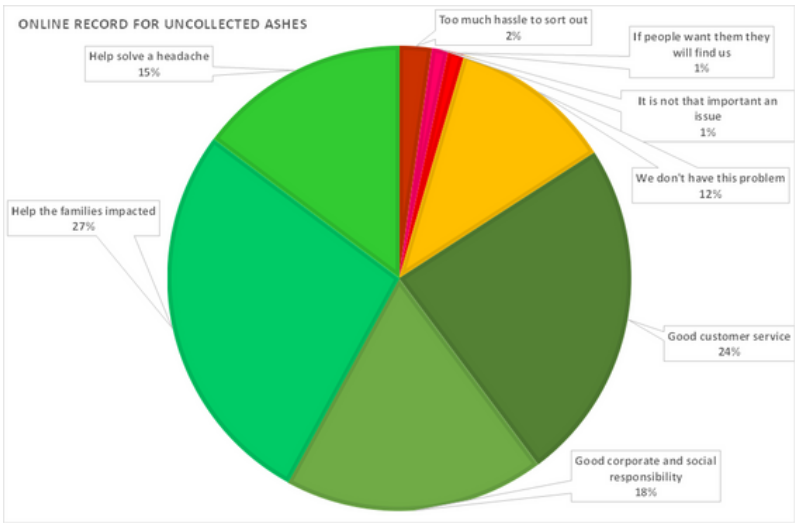
After families take the ashes home, they generally store for a while in the house. Anecdotally they generally stored in a bedroom and very often a wardrobe. After an indefinite period - from 1 month to ten years or sometimes even longer - the family may choose to take them somewhere formal such as a churchyard. But many will choose to scatter the ashes outdoors in a place that has significance for the deceased, such as a particular beach, or a hill on a favourite walk, or a holiday destination: somewhere that resonates with the family. Data suggests\* that the majority of the British public will go on to scatter the ashes of a loved one, the reason for this is largely that it has become the cultural norm, we have adopted scattering as a standard practise. Why does scattering the ashes resonate for us as a nation? There is no definitive answer, but the two main drivers appear to be (i) the desire to create an 'environment of memory' - a place where those left behind can go and reflect, a place that is associated with the deceased. And (ii) the desire to 'set them free' – this is trickier to pin down as it means so many different things to so many people but it is a phrase we hear very often.

Research conducted by Scattering Ashes with the help of the ICCM indicates that since the 1970s over seven million people's ashes have been scattered in the UK and that this figure is likely to rise to three million by the end of the decade.

The consequences of scattering ashes are often not fully considered, this is the last resting place for a person and often it goes completely unrecorded. Whilst the act of scattering serves a wonderful way of allowing those left behind the opportunity to celebrate the life of a loved one it is not often fully thought through. Time goes by people forget where they scattered the ashes or why they chose that particular spot, and a gamut of other meaningful information is gradually lost. Time marches on and landscapes alter, trees appear and disappear, buildings are built and demolished, and that location is harder to pinpoint. Of course, this was never the intention of those who organised the original scattering ceremony, but the focus is upon the immediate loss and those affected, not on the generations to come. It simply does not occur to the those involved and, as a consequence, a generation's last resting place has been erased or forgotten from history. A situation that has not occurred since the Middle Ages. The paradox of losing such vital data - an individual's final resting place - during an era where every inch of our private lives is documented on social media is actually quite astounding.

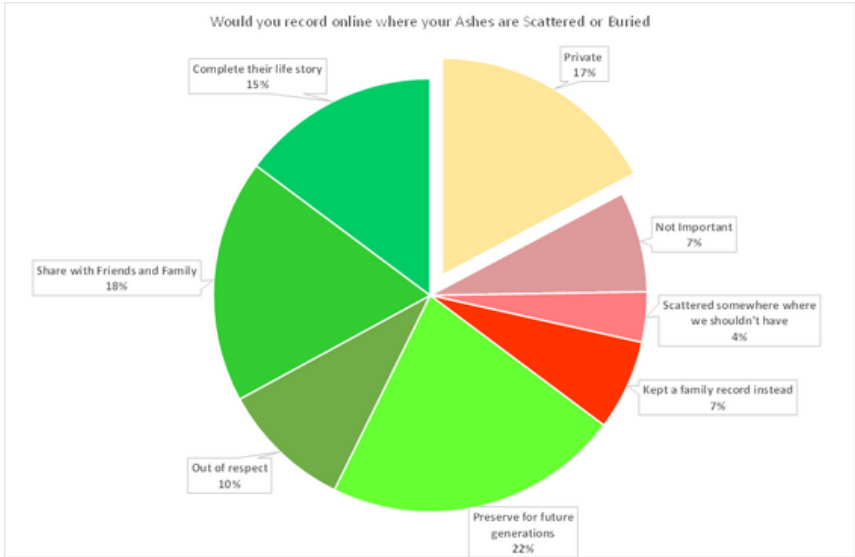
## WHAT CAN BE DONE TO RESOLVE THE SITUATION FOR FUNERAL DIRECTORS?

The Ashes Register was created as a space where a loved ones last resting place could be recorded for free and forever. People can add the information about an ashes scattering ceremony online, simply, quickly and completely for free. Since the launch of The Ashes Register, we have had requests from funeral directors who want us to help them with their 'ashes cupboard' problem.



We are working extremely hard to further understand their needs and demands to ensure that this thorny issue can be dealt with. Recently the BIFD kindly shared our brief questionnaire about the desire for a national database to hold this information so that relatives could find and retrieve the ashes from the store cupboards. The survey showed that around 80% thought this was a good idea.

## DOES THE PUBLIC WANT A RECORD OF WHERE ASHES ARE SCATTERED?



From the good amount of data has been gathered from various sources\* it would suggest that the majority of us would like to have somewhere to record this information for posterity, and that of those that don't wish to record it tends to be for reasons of privacy, which is something that could be achieved. This could be a time delay, like the detailed census records.

\* [scattering-ashes.co.uk/wp-content/uploads/2022/09/The-lost-generation-2022-Final.pdf](https://scattering-ashes.co.uk/wp-content/uploads/2022/09/The-lost-generation-2022-Final.pdf)



# THE ASHES REGISTER

The aim, through the Ashes Register, is to provide a free public service for people to record where the ashes are scattered or buried. Funeral Directors can use this service to help reunite families with their loved one's ashes. And it will also advertise their business and location attracting future customers who want to use this service.



It is hoped that over time the industry will adopt the Ashes Register and it can be integrated within funeral management systems to provide a more integrated service for the family and the industry - for to families to recover lost ashes.

The ultimate hope is to integrate the Register with genealogical services so that someone's full story and final resting place can be researched. Imagine being able to know who attended a loved one's ashes ceremony, exactly where it happened and the rationale behind choosing that particular location.

**For more information email Richard : [support@ashesregister.com](mailto:support@ashesregister.com)**

Complete their story...





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