

BRITISH INSTITUTE OF FUNERAL DIRECTORS



ISSUE 4

THE JOURNAL



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LETTER FROM THE NATIONAL PRESIDENT

Amanda Dalby, Dip. FD, LMBIFD



Dear Members, Students, Fellows & Associate Members of our Amazing Profession

Well, March has come & gone, and I've had a very busy month, as Spring has Sprung into Life well & truly!

I had my first Mother's Day without my beloved Mum, as so many of us have, but I lit a Candle for her & decorated my Funeral Parlour window in Memory of all Mum's, Grandma's and Mother Figures in our lives whom we love & see no longer. It's so important to celebrate this unique love, and my clients always appreciate my Special Window Displays 



*The greatest wonders man can build
Will all, in time, decay
But the wonder of a Mother's Love
Will never fade away...'*



In March, I also attended the SAIF (Society of Allied & Independent Funeral Directors) AGM Weekend in York, and met up with many other Kindred Associations, and joint BIFD Members for a very sunny weekend in Yorkshire's beautiful & historic 'capital' City.

We had an exciting boat trip & meal along the River Ouse on Friday evening, followed by a beautiful meal on Saturday, which I attended with my guest Stuart Wright, a fellow Funeral Director from Durham.

And walking around the Walls of the City of York was, of course obligatory, as was a visit to The Shambles for a spot of shopping!

And on Palm Sunday, I attended a service at York Minster, after a brief, sunny outdoor service, which included a procession led by a Donkey! What an honour it must be to conduct a Funeral Service in that beautiful Minster building - the architecture & the organ are outstanding.



Here I am, promoting Yorkshire & its delights, again!



I also spent some time with my friend Marian Sinclair, of Motorcycle Funerals Ltd, an Associate BIFD Member, who has invited me to attend her Open Day & Memorial Service in April, as it is 5 years ago that she sadly lost her husband, the founder of her business, Revd. Paul Sinclair. She has promised me a day filled with gospel singing & Motorbike/sidecar riding! I'll be taking pictures...

The Annual NAFD AGM & Banquet is my next venture out of Yorkshire, and is to be held DOWN SOUTH, at Old Windsor, in May. But in the meantime I'm taking advantage of being a little quieter and doing some SPRING CLEANING, and am 'taking stock' of our Business Paperwork, Website, Funeral Plan Leaflets, CMA Pricelists & Posters, and making sure that everything is 'Up to Date'.

There is no 'new' news from the Government regarding any imminent 'regulation' in the UK at present, but we must all make sure that we are ready for this, by keeping our businesses in 'tip top' condition & 'inspection ready' for when the time comes.

I'll also use this time to re-organise our Cremated Remains Store - and catch up with families who have left their loved ones ashes with us for longer than expected.

I know that this is an ongoing issue for many Funeral Directors, but it's important to keep the ashes flowing in & OUT of our premises! I'm sure you'll all agree that this is time well spent, on quieter days. Wish me luck! 🍀

On the ashes topic, I arranged for my own Father's Ashes to be interred on Easter Sunday. It was a lovely day, and the sun came out. I have to thank Kevin & Mary Tomes, our Associate Members at Colourful Coffins, for their determination to get my specially ordered 'Crossword' design ashes casket to me, in time for the burial - despite DHL losing it TWICE!



We are often tested in this job - but usually we get there in the end, thanks to all who work alongside us, the florists, casual bearers, printing companies, vicars & celebrants, and even our cleaners, who all help our businesses to function & thrive.

It's called 'Teamwork'

And talking of being 'tested' I'm proud to say that all x10 Students who sat our coveted Diploma Certificate in March have ALL PASSED! Well done to them all. I shall look forward to seeing them being presented with their Certificates at my Conference, at the Gala Dinner, on Saturday 19th October this year, in my beloved Yorkshire.

If you haven't already booked to join me that weekend, please make a special effort to come along & welcome these proud new Qualified Funeral Directors, as they start their journey in our noble profession.

Until next month - yours Funerially

Amanda Dalby

FIRST VICE PRESIDENT, AMANDA PINK REPRESENTS BIFD AT BRITISH INSTITUTE OF EMBALMERS GALA DINNER

I had the honour of representing our esteemed President, Amanda Dalby at the BIE Gala Dinner at the Great Danes Hotel, Maidstone on 20 March, stepping in on her behalf due to prior commitments.

The evening commenced with formal photographs capturing the elegance of all attendees from the Kinder Association, adorned in their finest attire, in the picturesque garden setting.



The focal point of the event was the celebration of Mr. Richard Van Nes, President of the BIE, and also a distinguished member of the BIFD. The venue exuded a patriotic ambiance, embellished with vibrant balloons and life-sized cut-outs honouring the monarchs.

The night unfolded with captivating performances, showcasing the rich cultural diversity from various regions across the country, captivating the audience with delightful melodies.

Engaging conversations flowed seamlessly around the dinner table, fostering a warm and convivial atmosphere. As the concluding speeches wrapped up, the evening transitioned seamlessly into a joyous celebration, with attendees dancing the night away.

Overall, it was a splendid evening filled with camaraderie and merriment, leaving a lasting impression on all who attended.

Warm regards,

Amanda Pink

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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
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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

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National Office
10 St John Road
Wroughton
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SN4 9ED

Tariff (4) – Gala Dinner Only

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Tariff (5) – AGM Only

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SO LONG, AND THANKS FOR ALL THE FISH!!

Lucie Kibbey, Cert. FS, MBIFD

Hello and Goodbye!

Sadly, this will be my last Deputy Editor's Desk for The Journal, as I have decided to step backwards and forwards at the same time and take a job as an Operations Manager for a Consultancy Group that look after Higher Education, and more specifically, Universities.



I spent the 12 years before coming into the Funeral industry as an IT Consultant and Technical Project Manager, and I'm told I was quite good at it. So, I am going back to doing what I know and love, but leaving behind a job that has been the most rewarding of my life. It has taught me things about myself that I didn't know I had, such as my empathy and resilience.

It is with the heaviest of hearts I say farewell to all my BIFD family and friends, particularly Hayley who has always allowed me to be as creative as I wished with my articles. Please do continue to support Hayley with growing the publication and get yourselves involved – it is YOUR journal as well and the content is what you want it to be.



I have to say a huge thank you to Lord and Lady Pink, who gave me the opportunity to do this wonderful role alongside them for almost 7 years, they say you should never work with family, but luckily, we get on alright and work was never a hard place to be. And, to my sister Amanda in particular, who saw me through the harder days, and the services that can make or break you. She is going to be a fantastic incoming President and I wish her every success in working with the Board to further promote and expand the BIFD.

I am hoping to attend the Gala Weekend in October to celebrate our current President's outstanding year, it has been encouraging to see the work Amanda Dalby has been doing throughout the Institute, and the experience that she has brought to the role. If you haven't booked in, please do try to as they are such fantastic evenings and good to get together with other members to celebrate our successes.

I am quite active on social media and LinkedIn, so please do send me a message or give me a follow, it would be fantastic to keep in touch and I will always have one eye on the Institute to see what new and exciting things are coming out of it.

Before I took this job, I always thought of Funeral Directors as very stern and stoic personalities, but you lot are the opposite. The warmth, humanity, love, and humour that you exude to families and clients is beautiful to watch, and I will take great pleasure in educating anyone who tells me otherwise.

If I don't get to speak to you before I leave, take care of yourselves, and each other.

With much love and thanks

Lucie x

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Suicide Bereavement UK have launched evidence-based 'At Your Side guides' for those bereaved by suicide in the Armed Forces community on the 17th April.

Our launch event was hosted at the Speakers Room, Westminster. We brought together, people of influence from various sectors, those bereaved by suicide in the Armed Forces community and those who helped develop the 'At Your Side' guides. They have been well received at the launch and on social media. There is also lots of media coverage.



We are very grateful to The Prince of Wales for writing the foreword. Many in the Armed Forces community have informed me that they really appreciate his heartfelt words.

I would like to take this opportunity to thank my team who have put their heart and soul into these guides, those that took part in the study, which informed the guides, those that provided photos and everyone who has supported us along the way. You know who you are 😊

Please can I ask you to help raise awareness of the guides, so that they can get to those who desperately need them. You can download them for free:

https://suicidebereavementuk.com/armedforces/?utm_source=AF+Guides&utm_campaign=AF+Guides&utm_id=AF+Guides

Please note the third At Your Side guide for serving personnel will be launched later this year.

Dr. Sharon McDonnell

Managing Director of Suicide Bereavement UK and Honorary Research Fellow, University of Manchester
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EDUCATIONAL MEETING TO SEE THE HORSES AT HANSON CARRIAGE HIRE

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THE BLACK DEATH: A GRIM REMINDER OF HISTORY'S DARKEST HOUR

CLIVE PEARSON, 2ND VICE PRESIDENT

The Black Death, a devastating pandemic that swept through Europe between 1347 and 1351, remains one of the most catastrophic events in human history. This pandemic, caused by the bacterium *Yersinia pestis*, unleashed a wave of death and destruction, surpassing any other known epidemic or war in terms of the toll it took on human life.



Genoese ships, departing from Kaffa, carried the epidemic westward to Mediterranean ports, from where it spread further inland. Sicily was among the first regions to be affected in 1347, followed by North Africa, mainland Italy, Spain, and France in 1348. The plague continued its relentless march, reaching Austria, Hungary, Switzerland, Germany, and the Low Countries in 1349. In August of the same year, a ship from Calais brought the plague to Melcombe Regis in Dorset, England. It quickly spread throughout the southwestern counties and reached London in early 1349, causing immense devastation. As the summer of 1349 arrived, East Anglia and Yorkshire were also severely affected. The Black Death eventually made its way to the northern parts of England, Scotland, Scandinavia, and the Baltic countries by 1350.



The impact of the Black Death was felt not only in the high death toll but also in the social, economic, and cultural upheaval it caused. The sheer scale of the pandemic overwhelmed existing medical and social structures, leading to chaos and despair. The loss of skilled labourers and artisans had a profound impact on society, as the workforce declined significantly. This resulted in labour shortages and a subsequent rise in wages, empowering the lower classes to demand better working conditions and higher pay. In addition, the scarcity of labor led to changes in farming practices and the abandonment of land, contributing to the decline of feudalism.

The psychological impact of the Black Death cannot be underestimated. The sheer terror and fear that accompanied the rapid spread of the disease left a lasting mark on the psyche of the survivors. Religious and moral beliefs were questioned, as people struggled to make sense of the immense suffering and death around them. The plague also had a profound influence on art, literature, and culture, with themes of death, mortality, and the transient nature of life becoming prevalent in artistic expressions.

Although the Black Death brought immense devastation, it also had unintended consequences that shaped the future. The pandemic marked a turning point in European history, leading to significant social, economic, and cultural changes. It paved the way for the Renaissance and the subsequent transformation of Europe. The lessons learned from the Black Death also led to advancements in medicine and public health, as societies sought to prevent and mitigate future outbreaks.

In the United Kingdom, the disease struck with unprecedented ferocity, decimating the population and devastating communities. As the death toll soared, existing burial practices were overwhelmed, leading to the creation of mass graves.

Mass graves served as a practical solution to the overwhelming number of deceased individuals. In these communal burial sites, bodies were interred without the usual rituals and ceremonies associated with individual burials. The urgency to dispose of the deceased quickly and prevent further spread of the disease demanded immediate action. These unmarked mass graves represented the harsh reality of the Black Death's indiscriminate wrath.



However, amidst the chaos, archaeologists have discovered evidence of individuals who were given individual burials despite succumbing to the Black Death. This suggests that not all victims were consigned to anonymous mass graves. The reasons behind these individual burials provide valuable insights into the societal norms and cultural practices of the time.

One possible explanation for individual burials lies in the social status of the deceased. Those in higher positions, such as nobles, clergymen, or wealthy merchants, may have been afforded the privilege of individual burials. Their social standing and influence, even in the face of the pandemic, allowed them to be distinguished in death. Additionally, individuals who died outside the peak of the pandemic or in less affected areas may have been more likely to receive individual burials.



Personal and familial connections may have also influenced the choice of individual burial. Families who could afford the expenses associated with individual burials may have chosen this option to honor and respect their loved ones. The desire to provide closure and remembrance could have motivated families to ensure that their deceased members received proper burials, even during the Black Death's devastation.

The discovery of individuals buried separately also highlights the resilience and determination of communities in the face of adversity. Despite the overwhelming death toll, some communities managed to uphold their cultural and religious traditions by granting individual burials.

These findings provide valuable insights into the social dynamics and cultural. The contrasting burial methods serve as a solemn reminder of the profound impact of the Black Death on society and the enduring human need for dignity, even in the face of unimaginable tragedy.

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ROCKING OUT TO RAISE MONEY FOR DEDICATED MENTAL HEALTH CHARITY

An historic Birmingham funeral business which has been serving the city's communities for more than 100 years is backing a huge concert to raise money for a vital mental health charity.

The epic night called Mynd Safe will be held at The Asylum in Hampton Street on Friday, May 31.

The huge event will feature live acts – The Wetlands, Pattie Cooper, Voodoo Sioux and Taxi for Jesus, formerly the Trevor Burton Band – and is being supported by William H Painter Funeral Directors.

Profits from the night will go to the UPRAWR Mental Health Foundation – a charity which provides support for the rock and alternative music community.



Left: William H Painter
Funeral Service
Operative Trevor
Hopkins with Pattie
Cooper

UPRAWR is an alternative club night launched in 2010, with the foundation set up to provide a laid-back, comfortable environment for those in the 'alternative' community to get the help they need among likeminded individuals.

Trevor Hopkins, a Funeral Service Operative at William H Painter Funeral Directors, is organising the event, having been at the heart of Birmingham's music scene for decades.



William H Painter Funeral Service Operative Trevor Hopkins with performers who will play at Mynd Safe

"In my role, I have been involved in the funerals of far too many people, especially young people, who have lost their lives partly or entirely because of mental health issues," he said.

"Whenever it happens, it makes me emotional to see the impact that a potentially avoidable loss has on the family members and friends who are impacted by it. My colleagues and I have wanted to do some fundraising for a while, and really wanted to choose a charity close to Birmingham. This seemed like one that would be great to support."

Trevor's love of rock music stretches back decades, with his family having links to legendary rock guitarist and Black Sabbath founder Tony Iommi.

"His cousin was a bridesmaid at my sister's wedding," he explained.

"I have been involved in the music scene since the late 60s, going to gigs and even playing in a few bands when I was younger."

Jack Davis, Founder and CEO of the UPRAWR Mental Health Foundation added: *"We want to say a massive thank you to Trevor with the support of William H Painter Funeral Directors for arranging such a great event to raise money for our charity. Being shown this sort of support from the community makes a huge difference to our charity and inspires us to keep going."*

Tickets for the gig are £15 and can be purchased via The Asylum website and is suitable for over 16's.

For more information visit <https://www.theasylumvenue.co.uk/> or

<https://www.williamhpainter.co.uk/>

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FAMILY FUNERAL BUSINESS WITH MORE THAN A CENTURY OF HISTORY JOINS FUNERAL PARTNERS

A business where five generations of a family have helped care for their community has joined Funeral Partners.

E. Gill and Sons Funeral Directors based in Newark, Nottinghamshire, has become part of the country's third largest funeral company.

Steeped in a rich history, the Gill family first took ownership of the business when it was transferred to Edwin Gill in 1915 from his previous employer.

His son, Edwin J Gill, became the principal in 1930, and two decades later was joined by his two sons John and Peter.

In 1958, the family opened a hardware and gardening shop to complement their funeral and joinery business, which became a thriving part of the operation for more than four decades before the family took the difficult decision to close it in 2003.

The business is now run by the fourth generation of Gills - David, Simon and Emma-Jane - with David's son Ian and Simon's son Nick adding to the family involvement, while the much-missed shop is now a showroom for the company's masonry arm.

David said now was the right time to find an acquisition partner so he and the family could carry on their work with families in the community, but with some additional management, regulatory and marketing support.

"We're proud of our reputation and the history we have, and of the family business which has been built up over a long, long time," he said.

"Our family has been in business for over a hundred years and people we meet know and recognise us, not just through our funeral services, but also our work in the shop. In fact, people tell us even now they miss the shop which is very heartwarming. In the funeral industry, the regulation, legal and administration required is getting harder and harder to keep up with when trying to focus on the quality of the client service. Simon and I have worked 60-hour weeks for as long as we can remember, and our sons probably want a better work life balance than we've had. Looking to the future, we feel it is the right time to do this to protect our business and the next generation of Gills. Having a support network means we can focus on what we do best and that's working with families. We hope our clients won't notice anything is different when they come through the door as we will strive to maintain the quality of our service for the local community. After conversations with Funeral Partners it became clear they were supportive of a light touch approach, allowing us to protect the way in which we had run the business. Of course, there are process and procedural differences, but we are pleased to say these have been kept to a minimum."



David and Simon Gill from E Gill and Sons Funeral Directors with Sam Kershaw

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.


GET INVOLVED WITH THE JOURNAL



Are you looking for a platform to share your expertise, stay updated with industry news, and connect with fellow professionals? Look no further! Get involved with our online publication, The Journal!

Here's how you can contribute:

 **Write an Article:** Share your insights, experiences, and knowledge with our community. Whether it's a piece on new trends in funeral services or tips for providing exceptional care to families, your voice matters!

 **Share Regional News & Updates:** Keep our readers informed about happenings in your area. From upcoming events to regulatory changes, your contributions help create a comprehensive resource for funeral directors nationwide.

 **Letters Page:** Have something on your mind? Share your thoughts, feedback, or questions in our Letters Page. Engage in meaningful discussions and exchange ideas with your peers.

After three remarkable years as Deputy Editor, Lucie Kibbey is embarking on new adventures! Lucie's dedication and exceptional contributions to the Journal have left an indelible mark on our editorial team and the entire institute. Her departure will be keenly felt, but we're immensely grateful for the invaluable work she's done during her tenure.

We're now on the lookout for a talented individual to join our editorial team on a voluntary basis as the new Deputy Editor. If you're passionate about shaping impactful content and want to be part of a dynamic team, this could be the opportunity for you! If you think you have what it takes, we invite you to submit your application to journal@bifd.org.uk. Please include a brief write-up about yourself, along with any relevant samples of your work (blog posts, articles, essays, etc.). We can't wait to hear from you!

Question: What do these coffins have in common?

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The benefits

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- Store Cards
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- Water Suppliers
- Streaming Services
- Loyalty Schemes
- Social Media Accounts
- Subscriptions
- Telephone Companies
- Pet Insurance

PLUS MORE

AN UPDATE FROM LIFE LEDGER

Many of you (over 1000 independents and some bigger businesses) already signpost our free service that lets families close the accounts of loved ones online, quickly and easily.

We are now also working with over 100 local authorities, again to simply make the bereaved public aware of the help that is available.

We would like to extend a big "thank you" to everyone who has made this happen. If you are not working with us then do get involved. For more information see our dedicated page here:

https://lifeledger.com/funeral_directors/

Life Ledger is free for the public to use and the feedback we get is great - please see some examples from families:

"You and your company have been brilliant on all fronts, and it helps to ease the pain we are all going through at the moment with losing Dad."

JH, Yorkshire

"Thanks for this and all the help. I have to say Life Ledger is proving to be a really valuable resource. Thanks."

KG, Stockport

"I must say this is the most wonderful service and has taken a lot of stress out of an extremely traumatic time. Thank you for everything you do."

ES, Swansea

"You've truly been marvellous and have taken away some of the arduous tasks we have had to deal with. Thank you again! Best wishes and gratitude."

HR, St Albans

"I think this service is brilliant. It's been such a help to me already and removed a big bit of worry and stress in contacting the companies."

EH, Stockport



Life Ledger

Reviews 17 • Great

★★★★★ 4.2

VERIFIED COMPANY

BOOST THE REPUTATION OF YOUR FUNERAL BUSINESS

From March 2024, and based on feedback, we are pleased to now also offer two additional levels of collaboration as follows:

STANDARD PARTNERSHIP (FROM £10 PER MONTH) INCLUDES:

- A promotional listing on LifeLedger.com to encourage both pre-need and at-need enquiries
- Branded landing page
- Life Ledger branded leaflets to give out or co-branded leaflet PDF for self-printing
- Co-branded social media partnership pack
- Software integration with eFD, Oak and other FMS softwares
- Enrolment in our rewards scheme, with the opportunity to earn rewards with referrals
- Official Partner window stickers

PREMIUM PARTNERSHIP (FROM £20 PER MONTH) INCLUDES ALL THE ABOVE PLUS:

- A Life Ledger widget to embed on your website, that will help families start telling companies without leaving your ecosystem
- Branded dashboard for families highlighting YOU as the referrer
- A 400-word review of your business on LifeLedger.com, perfectly SEO-optimised, designed to drive visitors back to you
- A quarterly LinkedIn post dedicated to your business

WHY UPGRADE?

Our website gets a high level of traffic - mainly from individuals who are expecting a bereavement soon, or are very recently bereaved. People are also signposted from service providers, Google, registrars and other sources.

For a demo/discussion about any of the free or paid services available, please call or email dan@lifeledger.com or by phone 07702 639919.

As always thank you for your support and for helping families with their end of life admin journey.
The Life Ledger team



"The service Life Ledger provides the bereaved, allows a family the space and time to grieve without having to worry about administration processes which in the past may have caused unnecessary stress and concerns when sorting out our loved one's accounts"

John Adams Dip FAA, Dip FD,
Cert. ED

"Life Ledger makes the process easier for families. Anything that makes it easier for them is a must!"

Emily Houghton DipFAA,
DipFD, CertED, MBIFD

"Life Ledger is an essential service to offer to families. We have used it personally following a family bereavement and it made the closing of accounts very easy and stress free. It is highly recommended"

David Barrington Dip FD,
CTLLS



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Triumph Thunderbird

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Managing Director, Marian Sinclair: Serving families since 2002

MOTORCYCLE FUNERALS HONOURS LATE FOUNDER AT OPEN DAY AND THANKSGIVING SERVICE



In a touching tribute to the late Revving Paul Sinclair, husband of Marian Sinclair, Motorcycle Funerals Ltd recently hosted an open day and thanksgiving service that drew in over 200 attendees.

The event, held to celebrate the life and legacy of Paul Sinclair, the driving force behind Motorcycle Funerals Ltd, was a poignant occasion filled with heartfelt moments and shared memories.

Friends, family, and members of the community gathered to pay their respects and reflect on the impact Paul had on their lives. As motorcycles lined the venue, serving as a powerful symbol of Paul's passion and dedication, guests were reminded of his adventurous spirit and love for life.

Throughout the day, attendees had the opportunity to participate in various activities and engage in conversations, fostering a sense of unity and camaraderie.



From sharing stories of cherished moments to reminiscing about Paul's love for motorcycles, the event served as a fitting tribute to a remarkable individual.

As the day concluded with a thanksgiving service, attendees were reminded of the importance of cherishing memories and honoring loved ones. Through heartfelt prayers and reflections, Paul's memory was honored, and his legacy celebrated.

Motorcycle Funerals Ltd extends their gratitude to all who attended the open day and thanksgiving service, expressing appreciation for the outpouring of love and support during this time of remembrance.

In honoring the life of Revving Paul Sinclair, Motorcycle Funerals Ltd continues to uphold his vision and passion, ensuring that his spirit lives on through the meaningful work they do.

May Paul's memory be a source of comfort and inspiration to all who knew and loved him.

Want to Get Ahead...

WITH BEING ONLINE?



Fimer Buffy

As the esteemed events of NAFD AGM and NFE2024 are just around the corner, will you be attending? These events not only offer a splendid platform for networking but also for learning about pivotal trends reshaping our industry. I am looking forward to attending NAFD AGM and exhibiting and speaking at NFE2024 to further connect and share more about being online and standing out more in a competitive market.



I was recently at The National Celebrant Conference as a Speaker, and Exhibitor alongside Ian Henderson of Flourishh, we launched our "Beat The Bear" solution. This was born from the recognition of the growing trend of direct cremations and the impact it's having on traditional funeral services. Our goal? To equip Funeral professionals with the tools to not just survive, but thrive amidst these changes.

UNDERSTANDING BEAT THE BEAR

The concept of Beat The Bear is simple yet powerful: It's about staying one step ahead in the race, not just against the looming bear of direct cremation services but ahead of your competitors. Imagine a bear appears during your leisurely hike with a competitor of yours; while you don't all together panic, you confidently equip yourself with a pair of running shoes, because you don't need to outrun the bear, just your fellow hiker!

This metaphor encapsulates our approach to helping professionals to excel in the funeral industry. With direct cremations gaining traction, capturing every potential opportunity is more crucial than ever.

Traditional methods unfortunately will no longer suffice, having a robust online presence is essential to outpace the competition. Our Beat The Bear solution offers a comprehensive suite of services designed to enhance every aspect of your digital and physical presence: Website, Branding, Graphic Design, Digital Marketing, Social Media, Training and Edu-Therapy™.

Navigating through the woods of the funeral industry requires consistency, not just in pace, but in how your brand is presented across all platforms.

Great to launch "BEAT THE BEAR!" at The National Celebrant Convention 2024



This consistency ensures that families feel secure and connected, reinforcing their decision to choose your services over others. In an era of rapid change, online trust becomes your most invaluable asset. It's vital to communicate the integrity and dedication of your services clearly and effectively. Beat The Bear is designed to help Funeral professionals do just that, ensuring your community understands and appreciates the true value you offer.

And talking of being online, do think about how you will make the most of NAFD AGM and NFE2024

ENHANCING YOUR ONLINE PRESENCE AHEAD OF EVENTS

It's essential to streamline your networking strategies and save valuable resources. Using online platforms like LinkedIn can significantly enhance your visibility and connectivity before, during and after these events. Here's how:

- **Professional Networking:** Update your LinkedIn profile to reflect your current role and the solutions you offer, such as Beat The Bear. Connect with event attendees and speakers ahead of time to establish a rapport before meeting in person.
- **Saving Time and Money:** Instead of spending on printed materials, use LinkedIn to share digital content that showcases your services and expertise. This not only saves money but also keeps your interactions eco-friendly.
- **Sanity Preservation:** Digital tools help organize and track your interactions more efficiently than traditional methods. Use LinkedIn's features like notes and reminders to manage follow-ups, keeping your networking efforts structured and stress-free.



Leveraging digital tools like LinkedIn not only enhances your professional image but also provides a seamless way to network and share valuable information without the physical limitations of traditional business cards. Embracing these online tactics can significantly enhance your effectiveness and presence in the industry.

See You Soon...

Will be at the NAFD AGM and hope to meet you there! And NFE2024. Be sure to stop by Stand 225 in Hall 2. I am excited to discuss more about the Beat The Bear solution and even help you lace up your running shoes!

If you're ready to explore more on this ahead of these events, I'm here. Want to have a chat or book a free online video audit of your current online presence, then do get in touch with me. Visit www.fitsocialmedia.co.uk for more information. And you can email me at eimer@fitsocialmedia.co.uk. Thanks for reading



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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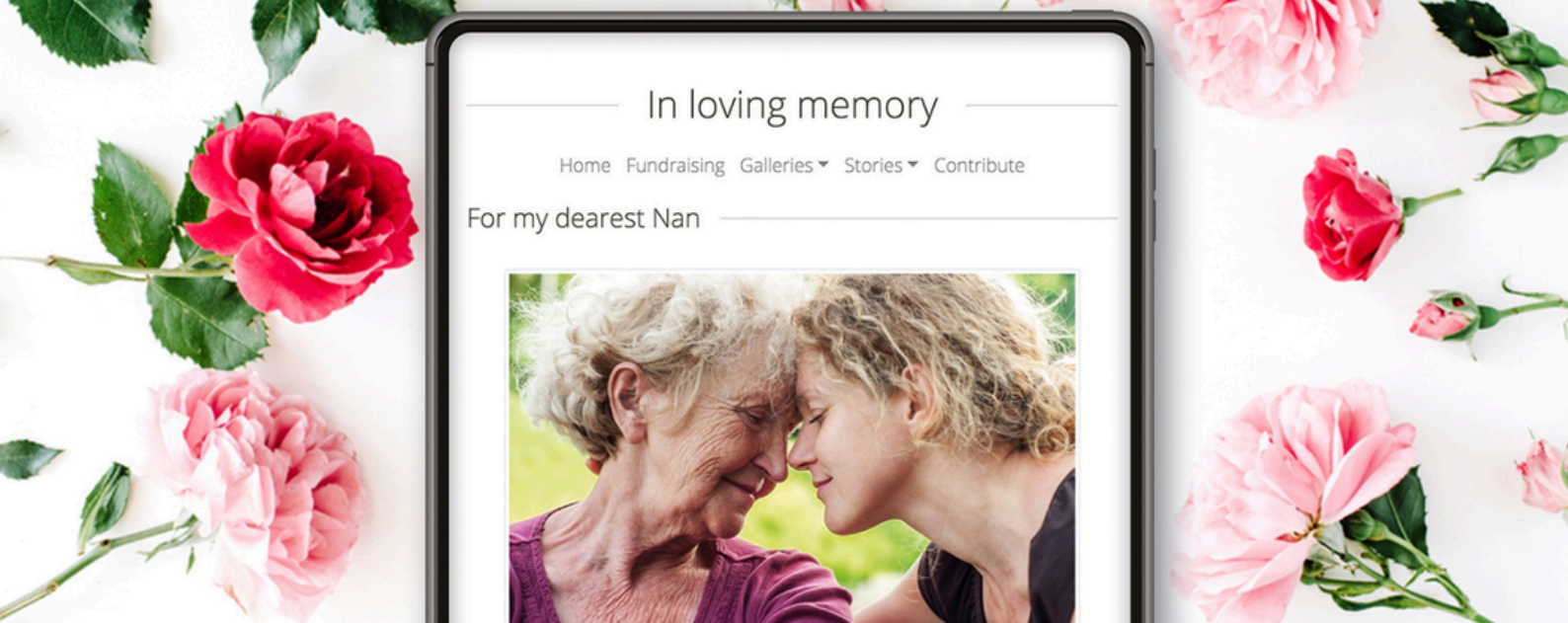
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ADVERTORIAL

THE MUCHLOVED DIFFERENCE - WHY FUNERAL DIRECTORS CHOOSE OUR TRIBUTE PAGES

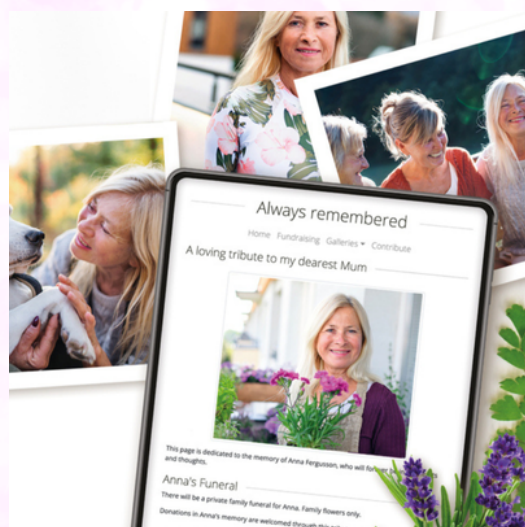
MuchLoved tribute pages offer much more to funeral directors, and the families they look after, than a place to share a funeral notice and process donations.

"The tribute page is a big differentiator between MuchLoved and other online donation services"

- Rhys Askham, Rosedale Funeral Home

WHY CREATE TRIBUTE PAGES FOR YOUR FAMILIES?

Grief experts say that building a continuing bond with a loved one is an important part of the bereavement journey. Tribute pages can be accessed anytime, anywhere to share and view thoughts, photos, candles and much more.



"Our client took great comfort in looking at his wife's tribute page and knowing that other people missed her as much as he did"

-Abi Pattenden, Freeman Brothers

Families often have a lot of photos and videos of their loved one. A tribute page is the perfect place to keep precious images safe forever, especially as only a select few can be used in a visual tribute at the funeral.

"Looking after the tribute page is a great way for younger people, such as grandchildren, to be involved in the funeral arrangements.

We ask our clients who would be the best person in the family to be tribute owner"

-Rhys Askham, Rosedale Funeral Home



"The beauty of tribute pages is that they continue beyond the funeral and can last forever. We didn't appreciate that when we first took MuchLoved"

- Abi Pattenden, Freeman Brothers

HOW CAN TRIBUTE PAGES DIRECTLY BENEFIT YOUR BUSINESS?

Website integration - As part of your MuchLoved subscription service, you can easily integrate tribute pages with your website so that funeral notices are displayed automatically. This is simple to set up and means new content is continually added to your website as new tribute pages are created, helping to improve search engine optimisation and attract more traffic and enquiries.

"Our funeral notices page, with links to tribute pages, is the most visited part of our website. This contributes to brand awareness and helps to keep us in people's minds"

- Abi Pattenden, Freeman Brothers



Less cash handling - As local bank branches close, handling cash is becoming more challenging for funeral directors. MuchLoved tribute pages can greatly reduce the need to manage cash as donations can be made online instead.

HOW MUCHLOVED WORKS

The MuchLoved tribute service is quick and simple to set up and use. It provides you with the very best way to record and share your memories and stories. You can add pictures, music and video, as well as light virtual candles to help you create a truly special and unique tribute site. Comprehensive privacy and invitation settings enable you to keep complete control over both access and display. It is optimised for desktop, tablet and smartphone devices and you can change anything on your tribute instantly through your own personal control settings.

Your tribute will also have the ability to process donations and collect Gift Aid for UK charities if you are looking to fundraise for a chosen cause in response to the death of a loved one. There are also additional features to enable you to record ongoing events and activities carried out in their memory.

The optional Funeral Announcement facility provides an ideal way to communicate funeral information to guests and collect funeral donations, with MuchLoved being awarded the Best Online Bereavement Resource at the Good Funeral Awards in both 2014 and 2016.

MuchLoved works in partnership with over 2,000 funeral directors and over 400 UK charities had good causes, including the RNLI, Stroke Association, British Lung Foundation, Sue Ryder, Prostate Cancer UK and Alzheimer's Society. It is with their support that the tribute service is totally free for you to use and keep, to help with your grief journey.

We are very easy to contact and are always keen to hear input and suggestions as our whole purpose is to make MuchLoved supportive and helpful to you.

Offering you a really special service and helping raise substantial income for good is something we are really proud and excited about. Remembering the person that has died and helping those affected by their death will always remain at the heart of the service. We hope that it becomes of real benefit to you as well.

WWW.MUCHLOVED.COM



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www.tributes.ltd.uk

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- **ASSOCIATE MEMBER (AMBIFD)**
- **RETIRED MEMBER (RMBIFD)**

APPLICATION FORMS INSIDE THIS ISSUE

***FULL LICENSED MEMBER APPLICATIONS
MUST BE ACCOMPANIED WITH A COMPLETED
CPD RECORD**

or visit our website:

BIFD.ORG.UK





BRITISH INSTITUTE OF FUNERAL DIRECTORS

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

Email: 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 <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 th 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 (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

Email: admin@bifd.org.uk Tel: 0800 032 2733



CONTINUING PROFESSIONAL DEVELOPMENT RECORD

NAME:

MEMBERSHIP NUMBER:

Date	CPD provider (Please include: name, address and contact details)	Subject matter & training activity received	Comments	Number of hours
				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.



FSA

Funeral Suppliers' Association
est. 1939

Preparations are firmly in place for this year's National Funeral Exhibition. With FSA members occupying a large number of stands, funeral directors will learn of the vast diversity of our members, including coffins, funeral vehicles, mortuary equipment, marketing & promotional materials, memorial jewellery, commercial insurance, online donations, funeral wear, celebrants, soft goods, memorial products to name but a few.

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· WILCOX LIMOUSINES · SOMERSET WILLOW · MOTORCYCLE FUNERALS ·

· A R TWIGG & SON LTD · CLARKE & STRONG · LYN OAKES LTD · LEGACY TRIBUTES ·

· JC ATKINSON LTD · MUSGROVE WILLOWS ·

· ASSOCIATION OF INDEPENDENT CELEBRANTS · FUNERAL PRODUCTS LTD ·

· L R TIPPING LTD · BRADNAM JOINERY LTD · UNICORN IB LTD t/a SAIFINSURE · OBITUS ·

· YARWOOD MEMORIAL PRODUCTS · J C WALWYN & SON LTD ·

LOOK FOR THE FSA LOGO AS YOU VISIT THEIR STANDS.

If you are a manufacturer or supplier interested in joining the only trade association solely for companies such as you, please contact chiefexec@funeralsuppliers.uk for information on the benefits of being a member.

If you would like to enjoy networking opportunities with like-minded professionals within the funeral sector, the Funeral Suppliers' Association is the place for you.

VISIT OUR MEMBERS.

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Distinct Cremations
Parley Green
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Frontline Communications
FSJ
SEIB
Firehawk Funerals
Steve Soult Ltd
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Lifeart Coffins
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Legacy Tributes
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Association of Independent Celebrants
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Auden Funeral Supplies
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Obitus
Yarwood Memorial Products
J C Walwyn & Son Ltd



FSA

Funeral Suppliers' Association
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COME VISIT US AT THE NFE SHOW 2024

If you are a manufacturer or supplier interested in joining the only trade association solely for companies such as you, please contact chiefexec@funeralsuppliers.uk for information on the benefits of being a member.

If you would like to enjoy networking opportunities with like-minded professionals within the funeral sector, the Funeral Suppliers' Association is the place for you.

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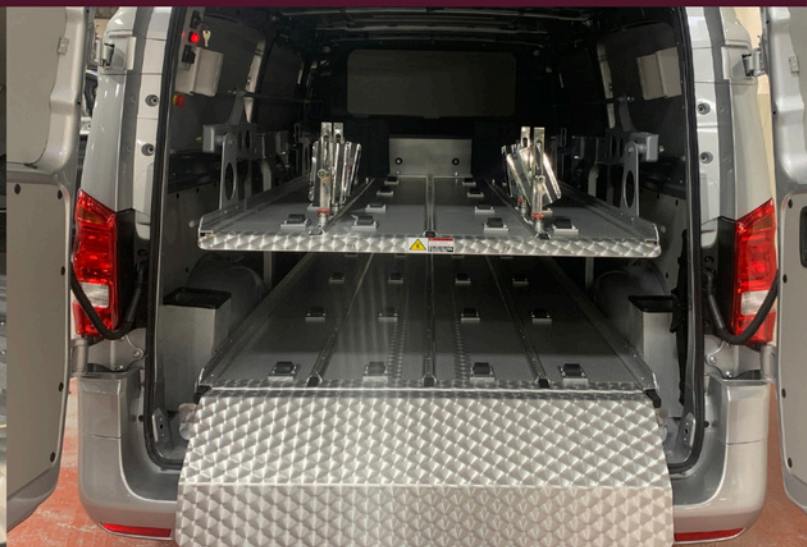
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