



ISSUE 6

BRITISH INSTITUTE OF FUNERAL DIRECTORS

# THE JOURNAL



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# LETTER FROM THE NATIONAL PRESIDENT

*Amanda Dalby, Dip. FD, LMBIFD*



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

Oh dear, I shouldn't have mentioned the WEATHER in my last letter - as we've had so much RAIN in the last few weeks, and not much sunshine at all! Here's hoping for a better June & July ☀

I have managed to plant out all of my pots at the Parlour, though - so let's see if the weather is kind to them, and they flourish?

As I write this, I've been busy packing to head off to the National Funeral Exhibition at Stoneleigh Park, Warwickshire, in the heart of England - where you might have found me on Stand 256, Hall D? I took along some tins of Chocolates to hand out - Quality Street - made in Halifax, just down the road from my premises.

Watch out for a full coverage of this fabulous Bi-Annual Event in our Journal, as it promises to be a 'good do' as we say in Yorkshire!

Talking of which, we had another good CPD Event on ZOOM, last week, with a company called 'FuneralSafe' who explained their Finance Options for families struggling to get a funeral payment together for their loved one.



Attending these CPD sessions is a good way to rack up your CPD hours if you are looking to obtain our BIFD 'Licence to Practice' - and is something that you can use on Social Media too. Watch out for more CPD sessions in the coming months, and do try to join us.

The July session is from The Stroke Association, presented by Emma Kay, on Wednesday 3rd July, by Zoom, at 7pm. Members will be sent an invitation & link.



Moving into June, the next event on our calendars is Father's Day, on Sunday 16th. It can be a really tough one, if you, like me, have lost their beloved Dad. But I have decided to honour & remember him by decorating a special window in my Funeral Home to mark this day, and wish everyone who still has a Father, or Father-figure in their lives, a very happy day, as I extend my sympathies to those who are mourning the loss of their Father too 🌻



I was a real Daddy's Girl, so it's a very sad first Father's Day without him for me this year. I'm going to look for something to remember him by, amongst all of the exhibitors & their merchandise at the NFE.

My Dad was extremely very proud of what I've achieved in my business, and I will be fondly remembering him, as I light a candle & raise a glass of 'Cheers ' to him on this special day too.

Did everyone watch the D-Day Service on 6th June?

What a special tribute this was too, to all of the brave servicemen who sacrificed their lives for us at the end of World War II, on the beaches of Normandy - and to the survivors too. We owe our Freedom to them all.

Being a bit of a Royalist, it was just super to see King Charles & Queen Camilla looking so well turned out, as they joined in with the commemorations.



I have to admit that it was a very moving service, and it had me in tears. We have to hold them back so often, as Funeral Directors, don't we, and I think these types of service allow us to 'let go' a little, and shed those unspent tears.

And Tom Jones was AMAZING! I'm a big fan. He's coming to perform at our beautiful Piece Hall in Halifax, in the Summer.



On a very sad note, the news about the sad passing of Yorkshire Rugby League Star, Rob Burrow, brought a tear to my eye this week. He was a true legend, with an invincible spirit, and has done so much to raise money & awareness for Motor Neurone Disease, despite his own struggles with this terrible illness.

RIP Rob - always a smile on your face, showing True Yorkshire Grit!

I'm sure he'll get a Hero's send-off in the next few weeks.



My next adventure out as your President is an invitation to attend and represent the BIFD at The Cremation Society & Federation of Burial and Cremation Authorities CBCE Banquet at the Winter Gardens, across the border to Lancashire - in Blackpool. This takes place at the iconic Winter Gardens. I'm hoping for a bit of sunshine on the coast - watch this space for 'Sunny, Seaside pics' in my July musings.

Until then, I hope you all enjoy the NFE, if you've managed to attend this year, and here's to a Summer of doing our professional best - with a bit of sun thrown in, fingers crossed, for good measure!

And if you haven't already, don't forget to book yourself on to our Annual AGM & Conference Weekend in my beloved Yorkshire. We are choosing the menus this month - and Yorkshire Puddings are a must!

Yours funerially,

*Amanda Dalby*



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# BENNETTS FUNERAL DIRECTORS BRING FUN AND CREATIVITY TO BILLERICAY'S SOAP BOX RACE

Bennetts Funeral Directors have been a staple at Billericay's Soap Box Race every year. Last year, we had a blast with our Roll's Royce... Soap Box Cart, that is! Check out the photos (right) to witness the entertaining chaos.

This year, we embraced a teddy bear picnic theme with our team aptly named "Bear with Us." Tributes Ltd generously donated a coffin for us to wreck. The sun was shining brightly, and hundreds of community members lined the course, having a great time and supporting this wonderful event.

Our main driver, Martyn Stevens, thrives on airtime – see the photo below for proof!



collage above: Bennetts Funerals 2023 Rolls Royce Soapbox



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# SUCCESSFUL CPD SESSION ON SAFEGUARDING VULNERABLE PARTIES IN FUNERAL FINANCE



Members of the British Institute of Funeral Directors gathered on ZOOM for an insightful and impactful Continuing Professional Development (CPD) session led by Corin Holness and Jeanine Hacking from Funeral Safe. This session, focused on the critical topic of "Vulnerable Parties and Safeguarding in Funeral Finance," underscored the vital importance of ethical and compassionate practices in our profession, particularly when dealing with individuals in vulnerable situations.

## UNDERSTANDING VULNERABILITY IN FUNERAL FINANCE

Funeral directors are often entrusted with guiding families through some of the most challenging times of their lives.

This responsibility includes not only the arrangement of the funeral itself but also the sensitive issue of financing these arrangements. During the CPD session, Corin Holness and Jeanine Hacking shed light on how funeral professionals can identify and support vulnerable parties, ensuring that financial discussions are handled with the utmost care and integrity.

Holness and Hacking emphasised that vulnerability can manifest in various forms, including emotional distress, cognitive impairments, financial hardship, or a lack of support networks. Recognizing these signs is the first step in safeguarding such individuals. The session provided practical strategies for identifying vulnerability, ensuring that funeral directors are equipped to offer appropriate support.

## SAFEGUARDING PRACTICES

One of the key takeaways from the session was the importance of implementing robust safeguarding practices. Several essential strategies were outlined, including:

- **Clear Communication:** Simplifying financial information and ensuring that all options are clearly explained can help prevent misunderstandings and reduce stress for vulnerable clients.
- **Empathy and Patience:** Taking the time to listen and understand the unique circumstances of each client is crucial. An empathetic approach helps build trust and ensures that clients feel supported.
- **Third-Party Support:** When necessary, involving third-party advisors or support services can provide additional layers of protection and assistance for those struggling with decision-making.
- **Transparent Processes:** Maintaining transparency in all financial dealings helps to foster trust and prevent potential exploitation. This includes providing written documentation and encouraging clients to review all information carefully.

## ETHICAL CONSIDERATIONS

The CPD session also delved into the ethical responsibilities of funeral directors when dealing with vulnerable parties. The session highlighted the importance of:

- **Consent:** Ensuring that all financial agreements are made with the informed consent of the client, free from undue pressure or coercion.
- **Confidentiality:** Protecting the privacy of clients, particularly those in vulnerable situations, by handling their personal and financial information with the highest level of confidentiality.
- **Advocacy:** Acting as advocates for vulnerable clients, ensuring their needs and preferences are respected throughout the funeral planning process.

The CPD session with Corin Holness and Jeanine Hacking of Funeral Safe was an invaluable experience for all attendees. It reinforced the importance of safeguarding vulnerable parties and provided practical tools to enhance our practices in funeral finance discussions. As funeral directors, our role extends beyond logistical arrangements; we are also stewards of compassion and integrity. By implementing the insights gained from this session, we can better serve our communities, upholding the highest standards of care and ethical responsibility.

The British Institute of Funeral Directors remains committed to continuous professional development, ensuring that our members are well-equipped to navigate the complexities of funeral finance with sensitivity and professionalism. We extend our heartfelt thanks to Corin Holness and Jeanine Hacking for their invaluable contribution to this important discourse.



## How to approach the vulnerable in Finance

**Here at Funeral Safe we understand that approaching the costing of a funeral is difficult even when a client is paying upfront in full. We want to help make the conversation about finance positive and reassuring during a time of grief.**

### Who is considered vulnerable and why?

Everyone is assumed to be vulnerable. In this industry we see people from all environmental and economic backgrounds, we cannot assume that a person with an expensive car outside has a lot of disposable income or the person who is able to plan the funeral with no outward signs of grief, is unfeeling. In doing this we may accidentally place clients in an uncomfortable situation during an already difficult time and cause them to feel embarrassed or even get frustrated. This is why we should speak with compassion and understanding to all and offer funeral finance as part of our discussions with all clients, not just clients we assume require it.

### How can we safeguard?

- ✓ When discussing the finance options with a client we should always ensure they understand that we are a third party to yourselves, that they can contact us directly for any reassurance or guidance they may need and that they are committing to a loan, which will need to be repaid.
- ✓ We should allow the client time to decide the best approach for themselves by giving them all the information and the time required to digest the information.
- ✓ We should discuss this at the appropriate time, ensuring we are not overloading the client with information.
- ✓ Where possible we should try to have a person of support there for the client, this could be another family member or any other trusted individual.

We should remember that grief can present itself in so many ways and discussing finances can be difficult at any time. It is possible a client would become emotional or frustrated when being offered the services of Funeral Safe. In the event of this, offer reassurances that this is an option and choice offered to everyone without judgement and then move the conversation on in a positive manner.

### How to approach finance?

Funeral finance should be offered in all arrangement meetings. This will help the funeral home team feel confident when discussing it and will help them not to discriminate against any clients. We should approach it calmly and factually. If we assume a client can pay in full and offer the service dismissively then we could be placing the client in a situation where they then would feel too embarrassed to take the financial help if needed.

Ensure the client can understand what the finance involves. Give the client information to take away with them so they can digest this at home and possibly discuss it with others who can help them. Remember that the client is in an unprecedented situation and therefore should be treated with patience, compassion and reassurance.

When discussing Funeral Safe it could help to have material ready. There are short, easy to watch videos on our web page or we can supply your branch with leaflets, this helps bring to life what is being said to the client. After discussing it is recommended that you show them the short video on the webpage so they can have time to think of any questions they may have. It is also a good time to let them know they can call us directly if they prefer, or that you can reach out to us on their behalf.

Reassure the client that they will be kept informed every step of the way when they are applying for finance with us.

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## COMMEMORATING THE 80TH ANNIVERSARY OF D-DAY:

### *Honouring the Legacy of Courage and Sacrifice*

This year marks the 80th anniversary of D-Day, a pivotal moment in World War II that continues to resonate profoundly in our collective memory. As we commemorate this historic event, it is crucial to reflect on the bravery, sacrifice, and enduring legacy of those who participated in the Normandy landings on June 6, 1944. The British Institute of Funeral Directors (BIFD) is honoured to pay tribute to the heroes of D-Day and to recognize the importance of preserving their stories for future generations.

### *Remembering the Brave*

On D-Day, Allied forces launched a massive assault on the beaches of Normandy, France, in a daring bid to liberate Western Europe from Nazi occupation. This monumental operation involved over 156,000 troops from Britain, the United States, Canada, and other Allied nations. The courage displayed by these soldiers in the face of overwhelming adversity stands as a testament to the resilience and determination of the human spirit.

As funeral directors, we understand the profound impact of loss and the importance of honouring those who have died. The 80th anniversary of D-Day provides an opportunity to remember not only the fallen soldiers but also the veterans who returned home, carrying with them the weight of their experiences. It is our duty to ensure that their sacrifices are never forgotten and that their stories continue to inspire and educate.



# *The Role of Funeral Directors in Commemoration*

Funeral directors play a vital role in preserving the legacy of historical events like D-Day. Through our work, we help families and communities remember and honour their loved ones who served in the military. This can include organising commemorative services, assisting with the burial of veterans, and supporting initiatives that highlight the significance of military history.

In the lead-up to the 80th anniversary, many funeral directors have been involved in special events and ceremonies dedicated to D-Day. These commemorations often include wreath-laying ceremonies, memorial services, and educational programs aimed at fostering a deeper understanding of the sacrifices made during World War II. By participating in these activities, we contribute to a broader effort to keep the memory of D-Day alive.



## *Honouring Personal Stories*

One of the most powerful ways to commemorate D-Day is by honouring the personal stories of those who lived through it. Collecting and preserving these stories can be a deeply meaningful way to connect with history on a personal level. Funeral directors can support this effort by encouraging families to share the experiences of their loved ones and by helping to document these accounts for future generations.

The British Institute of Funeral Directors is committed to supporting initiatives that honour the legacy of D-Day. By working together, we can ensure that the courage and sacrifice of those who participated in the Normandy landings are remembered and celebrated for years to come.



## *In Conclusion...*

As we mark the 80th anniversary of D-Day, let us take a moment to reflect on the extraordinary bravery of those who fought for freedom on the beaches of Normandy. Their sacrifices have shaped the world we live in today, and it is our responsibility to honour their memory with the respect and reverence they deserve.

The BIFD encourages all members to participate in commemorative activities and to continue supporting efforts to preserve the history of D-Day. Together, we can ensure that the legacy of this historic event endures, inspiring future generations to remember and honour the heroes of June 6, 1944.

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# GRIEF PART 2:

## HOW BEREAVEMENT UNIQUELY SHAPES OUR GRIEF.

by Joy Pedder

*In the depths of sorrow's night,  
Through the tears that blur our sight,  
Hope's a whisper, soft and true,  
Healing light will find you.  
In shadows deep, where sorrow lies,  
A whisper soft, a gentle rise,  
The dawn breaks through with tender  
grace, A new beginning in its embrace.  
Wounds may pierce and hearts may  
break, But time's embrace can soothe the  
ache. In the quiet, let it be, Pain transforms  
to loving memories.  
Gentle strength in each new dawn,  
Through the pain, we carry on.  
With each breath, a step we take, Towards  
the light, our hearts awake.*



In my experience, during times of grief, we cannot force or rush connections. This readiness may take months or even years to achieve. Often, when someone close to us dies, a significant part of us feels alone and lost too. It's okay to not fully understand this, to feel unable to socialize, and to find it difficult to let people in during times of grief. This is normal. Now is the time to listen to your inner self more than ever before, without feeling guilty. Now is the time to be kind to yourself, knowing that you are not the same person you once were when your loved one was with you, and that you will never be that person again.

Following a bereavement, it may take a long time until you are ready to rekindle relationships where you left off. However, there is a risk in stopping communication with those you once had as you might lose them altogether.

In my view, when we are at our most vulnerable due to bereavement, the grieving process can often feel like a rebirth. It can seem like a new path, a door opening to new chapters of life. Rather than an ending, it is the beginning of something new. Eventually, you will see this new chapter unfold.

We have choices in life: to strive to live to our full potential, aware our time on earth is finite, or to let life pass us by, living in shadows of the safe places we once knew. To begin moving forward in life and forging new connections is key. Sadly, some relationships may have run their course when loved ones die. This can feel like another loss in itself.



above: Joy Pedder a Funeral Director with extensive experience, recently joined the team at Mead Family Funerals in Swindon

Ultimately, we are the decision-makers in our world of grief. We can choose to smile, fill our hearts with warmth, love and kindness and be grateful for the many yesterdays, appreciating precious moments we shared with our loved ones and doing them proud as this would be their wish. Or we can turn our backs and act as if yesterday never existed, forgetting the important part and role of our own valuable existence that our loved ones cherished for the time spent together.

As a Funeral Director, I've observed that when one person dies, often a close relation or companion follows shortly after, sometimes within weeks or months. For example, if the person was elderly and had been living with their loved one for years, the pain can feel more intense than life itself. While many attribute this to old age, those of us in the funeral profession know it's not always about age. I believe humans, like other animals can feel the impact of a broken heart.

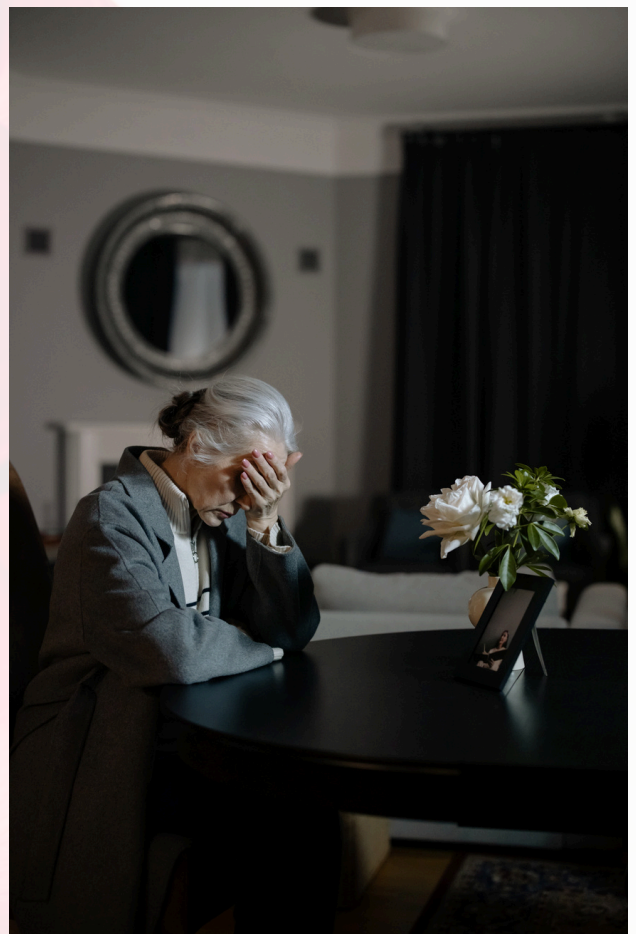
Allowing grief to creep in and consume us can be a harmful path. While grief can feel overwhelming, it can affect us deeply, often without us realizing it until it may be too late.

Many people find it difficult to talk about bereavement, grief, and death, perhaps to avoid the pain of confronting them. It is often said that time is a healer, but to many, including myself this can often seem impossible while we are experiencing the torment of the recent loss of a loved one. We might also prolong our suffering in the belief that it somehow keeps that loved one 'alive' in our mind. But is this pain helping us?! Only time will tell.

Perhaps we subconsciously hold onto our ache until we are ready to let the light shine through the cracks slowly breaking down these walls of pain. As we know all too well, pain is the price we pay for loving and being loved. 'Over time, glimmers of light begin to appear, and our agony is slowly replaced by the feelings of warmth and attachment that the loved one installed in us.' We all have our own beliefs and, although I'm not religious, when I personally feel the luminescence shine through in my own case it feels as if the loved one is talking to me, letting me know that it's okay to be happy, to smile, laugh, love, and live on. Those we have lost are also reassuring us that they too, are okay. And they're enjoying watching over us wherever we are in our life's adventures. They are here every step of the way and always will be, holding our hands until we are reunited once again.



*Let light shine in, dispel the night, Embrace the  
warmth, the guiding light,  
From endings bloom, life's tender spark,  
A journey starts, where once was dark. Moments  
brief, yet ever strong,  
Life's a dance, a fleeting song,  
Living fully, hearts embrace, In laughter's echo,  
find your place.  
Cherish now, the present's gift, Let spirits soar, let  
hearts uplift,  
For in this dance, this joyous spree,  
Life's truest essence, wild and free.*



Joy Pedder brings a compassionate touch to the delicate role of Funeral Director, drawing from her extensive experience in the field. Recently, she embarked on a new chapter in her career, joining the esteemed team at Mead Family Funerals in Swindon. With a commitment to providing solace and support during life's most challenging moments, Joy approaches her work with empathy, professionalism, and a deep understanding of the diverse needs of grieving families. Her dedication to guiding families through the funeral process with care and dignity makes her a valued asset to the community she serves.

# EMBRACING DIVERSITY: LGBTQ+ FUNERALS IN MODERN SOCIETY



In recent years, the funeral industry has made great strides in recognising and accommodating the unique needs and preferences of members of the LGBTQ+ community. As attitudes towards gender and sexual identity continue to evolve, so too do the ways in which we honour and remember our loved ones in death.

## REPRESENTATION AND INCLUSIVITY:

One of the key aspects of LGBTQ+ funerals is representation and inclusivity. Recognising the diverse identities within the community is essential in planning a funeral that truly reflects the individual being honoured. This may involve using gender-inclusive language, incorporating symbols of LGBTQ+ pride, and providing space for chosen family members and partners to participate in the service.

## RESPECTING WISHES AND TRADITIONS:

Like all funerals, LGBTQ+ funerals should reflect the wishes and beliefs of the deceased and their loved ones. It's important for funeral directors to be sensitive to the specific cultural, religious, and personal traditions of everyone within the LGBTQ+ community. This may include respecting the chosen name and pronouns of the deceased, incorporating elements of their identity into the funeral service, and working closely with family members to create a meaningful and respectful tribute.

## CREATING SAFE SPACES:

Many LGBTQ+ individuals may have experienced discrimination or rejection in their lives, which can impact their feelings of safety and belonging in traditional funeral settings. Funeral directors have a responsibility to create safe and inclusive spaces where LGBTQ+ individuals and their loved ones can grieve openly and authentically. This may involve providing resources and support for LGBTQ+ attendees, enforcing anti-discrimination policies, and fostering an environment of acceptance and understanding.



## EDUCATING AND TRAINING:

To best serve the LGBTQ+ community, funeral directors should undergo training and education on LGBTQ+ issues and sensitivities. This includes understanding the unique challenges faced by LGBTQ+ individuals, being familiar with LGBTQ+ terminology and symbols, and staying informed on current best practices for LGBTQ+ funeral services. By investing in ongoing professional development, funeral directors can ensure that they are equipped to provide compassionate and respectful care to all members of the LGBTQ+ community.

In conclusion, LGBTQ+ funerals represent an important and evolving aspect of the funeral industry. By prioritising representation, inclusivity, respect, and education, funeral directors can create meaningful and supportive experiences for LGBTQ+ individuals and their loved ones. As we continue to strive for equality and acceptance, it is crucial that LGBTQ+ funerals be embraced as a vital part of the diverse tapestry of modern society.

*This article was written for the British Institute of Funeral Directors Journal in support of continued efforts to promote understanding and inclusivity within the funeral industry.*

## GOALS 4 GOSH RAISES OVER £47,000 FOR GREAT ORMOND STREET HOSPITAL AS PAN PANTHERS TRIUMPH

The annual charity football match, Goals 4 GOSH, which took place on Sunday 26 May at Crystal Palace's Selhurst Park stadium, raised an impressive £47,850 for the Great Ormond Street Hospital (GOSH) Children's Charity.

In a thrilling match, the Pan Panthers emerged victorious over Hook's Hippos with a final score of 5-3.



Goals 4 GOSH founders and organisers Charlotte Styles and Jamie Groves with Peter Andre.



Former England Lioness Gemma Davison.



The final scoreboard.

Jamie Groves, one of the event founders and organisers and Regional Development Director at Funeral Partners, said: "As always, I am incredibly proud of what we have achieved for such a worthwhile cause, and am amazed by the amount of money people have donated – their generosity is just incredible.

"I'd like to thank every single person who has helped make Goals 4 GOSH 2024 such a success, including my friend and co-organiser Charlotte Styles, the players, the volunteers, the supporters and match sponsors including Funeral Partners and its funeral plan company, Choice."

Now in its fourth year, Goals 4 GOSH has raised a total of £158,000 since its inception in 2021.

This year's match featured a star-studded lineup including BBC reality show *The Traitors* stars Paul Gorton and winner Harry Clark, former Premier League and Crystal Palace players Wayne Routledge and Adrian Mariappa, internet sensations Kristen Hanby and Danny Aarons, former England Lionesses Lianne Sanderson and Gemma Davison, and BBC one *Gladiator Bionic*. Former Eagles manager Ian Holloway returned to lead one of the sides, adding to the excitement of the day.

In addition to the main event, the day was filled with activities, including football tournaments for youngsters and adults, ensuring there was something for everyone.

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## **We are Funeral Directors. Like you.**

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**Steve Wilkinson**  
Mergers & Acquisitions Director  
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## UNLOCKING A GREEN TRANSITION FOR THE FUNERAL SECTOR

by *Julian Atkinson, Environmental Consultant to JC Atkinson*

Though we often focus on regulation within the funeral sector, it's essential to remember that regulations outside the sector also impact us, particularly those concerning environmental claims. And whilst historically, it's large companies that have been required to comply with specific energy-related legislation, the Government has indicated its intentions to extend mandatory emissions reporting to the wider UK economy as part of the net-zero strategy[1].



The funeral sector comprises SMEs valued at around £3 billion, employing over 30,000 people in the UK[1],[2] and Government has previously called on small businesses to lead the charge for net zero[3], recognising the significant role we will play in helping the UK meet its legally binding net-zero target. UK SMEs contribute just under 44% of the UK's non household Greenhouse Gas (GHG) emissions after all.

Regardless of future legislation, as business leaders, we should be making clear climate commitments and taking tangible action. Our sector must demonstrate a progressive approach and contribute to tackling climate change.

[1] <https://www.gov.uk/government/publications/net-zero-strategy>.

[2] *Funeral Activities - Market Size* | IBISWorld

[3] *Funeral Activities in the UK - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)* | IBISWorld

[4] The Climate Change Act commits the UK government by law to reducing greenhouse gas emissions by at least 100% of 1990 levels (net zero) by 2050.

Research by Sage/PWC/International Chamber of Commerce found that only 8% of SMEs currently undertake sustainability reporting, with a further 21% ready to do so. There is a clear link between accurate reporting and meaningful action. Addressing the data challenge, along with governance, processes, and controls to ensure the robustness of data, is a major challenge for our sector. But the reality is that anyone not planning, preparing prudently, and investing to reduce their greenhouse gas emissions will be at a disadvantage. Those who have invested in environmental measures will operate more efficiently, reducing operating costs and the need to purchase fewer carbon credits to offset their emissions.

At JC Atkinson we are known for our environmental best practices and have often led the charge in the sector. However, every organisation now needs to understand its own greenhouse emissions and the impact of the goods it supplies to make the necessary decisions that will future proof their business against future legislation.

Our evidence-based approach and accumulated knowledge have been gained through commissioning research and life cycle assessments. These provide a deep understanding of the materials we use, the manufacturing process, and how our products interface with most funeral arrangements. This has enabled us to make the right changes to our business, ensure a return on investment, and facilitate lower greenhouse gas emissions. We possess sector-wide knowledge, understanding how our coffins affect cremation emissions and their behaviour when buried.

In 2007, we commissioned our first independent study from environmental consultancy Giraffe Innovation into the environmental impact of our coffins using Life Cycle Assessment (LCA) methodology[5]. At the time, this approach was largely the preserve of large corporations. However, our investment in research over the years reflects our commitment to better understanding our contribution to environmental impacts and driving change upstream and down of the supply chain.

The LCA research sought to understand the environmental 'hotspots' of coffins, including material selection, manufacturing processes, and operations, and to inform the market about these impacts. Over the subsequent 17 years, this study has been updated and extended to include the impact of various coffin types and the wider system of cremation in a gas crematorium[6].

The importance of taking an evidence-based, scientific approach to calculating these impacts using primary data from JC Atkinson and crematoria is key. Particularly to counter claims that didn't reflect the efficiency of our operations and the coffin's impact within the wider system boundary of cremation with the cadaver present.

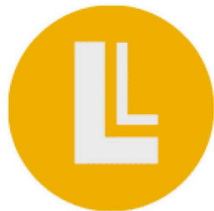
From an environmental impact perspective, the funeral trade should consider doing more now, voluntarily, before those outside the sector call for further regulation. Do we understand our impact? Are there broader environmental issues we should consider? Is it necessary to use plastics to furnish a coffin when other more suitable materials are readily available? Are there trade-offs that need to be considered, such as the impact on nature and biodiversity?

JC Atkinson is currently working on further research for additional coffin types and cremation processes. This will make a robust contribution to the body of knowledge within our sector.

As consumers become increasingly aware of the environmental impact of everything, we must provide them with the correct information on the likely carbon emissions of any given funeral arrangement. JC Atkinson has initiated Greener Goodbyes to specifically address these issues, but this is just the start.

*[5] JC Atkinson research has been modelled aligned with the international standards on life cycle assessment, ISO 14040:2006 and ISO 14044:2006 which acknowledges the life cycle assessment requirements of key phases beginning with goal and scope definition, inventory, analysis, impact assessment, and interpretation. A full cradle-to-grave analysis was completed, using the key processes, including the use and disposal phase.*

*[6] Unabated gas crematorium*



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**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/](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

*"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

*"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



**Life Ledger**

Reviews 17 • Great



4.2

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## 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](mailto: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

# LEVEL 4 DIPLOMA ADVANCED PRACTICE FUNERAL CELEBRANTS VISIT OBITUS

Civil Ceremonies was delighted to arrange two amazing visits in April to Obitus' Offices in Sheffield for celebrants studying for the NOCN Level 4 Diploma in Advanced Practice Funeral Celebrancy. Pictured are celebrants attending the second visit.



Left to right: Ruth Jewell (Celebrant), Bev Scarfe (NOCN), Barbara Pearce (CCL Training Manager), Lisa Dundas (Celebrant), Andrew Fairweather (Celebrant), Ashleigh Morginn (Celebrant), Nicola Hallett (Celebrant and CCL Lead Tutor), Sarah Bertram (Celebrant and CCL Tutor) and Janeen and Drew from Obitus who kindly hosted the visits.



Everyone was totally blown away by the fascinating and informative tour, which included an insight into the innovation and development of future enhanced audio-visual content for further personalisation of funeral ceremonies. The day was just 'brilliant' and still being talked about weeks later! Thank you so much Obitus!

The visit was just one of the extra elements of the Advanced Practice Diploma which is clearly providing progression and enhancement of celebrancy skills, as shown from the quotes below from some of the celebrants currently studying:

*'Having just completed the first section of the level 4 diploma, I can already see the difference in my scripts and my approach to writing a funeral. I loved all that I learnt doing the level 3 course, but even just this first section has elevated the way I write. I know this will make me a much better celebrant. I will be able to offer more to my families, but also see it as a challenge to myself - constantly making me think in different ways and helping me to be the best I can be'. Lisa Dundas.*

# Obitus

*'I'm not only really enjoying it, but already using what I'm learning in my day to day work - which is really pleasing! I felt that way literally from the first page.' Kirstie Atherton*

*'I was a little like a rabbit in headlights when I started the Level 4. It is very exciting and has already put a new spin on ceremonies and the way I write. Civil Ceremonies has taken what I do to a whole new level'. Becky Boothroyd*

*'I have learned such a lot. It is so refreshing, it is a masterpiece. I am really enjoying it and I am already putting things into practice and have adapted my style'. Sue Homer*



For further details about the Level 4 Diploma, which is open to all practising celebrants, see:  
[www.civilceremonies.co.uk/level-4-diploma-funeral-celebrancy](http://www.civilceremonies.co.uk/level-4-diploma-funeral-celebrancy)  
or contact Civil Ceremonies on 01480 276080 or  
[info@civilceremonies.co.uk](mailto:info@civilceremonies.co.uk).



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# EXCITING NEW SERVICES FROM MUCHLOVED

## NEW FUNERAL NOTICE SEARCH

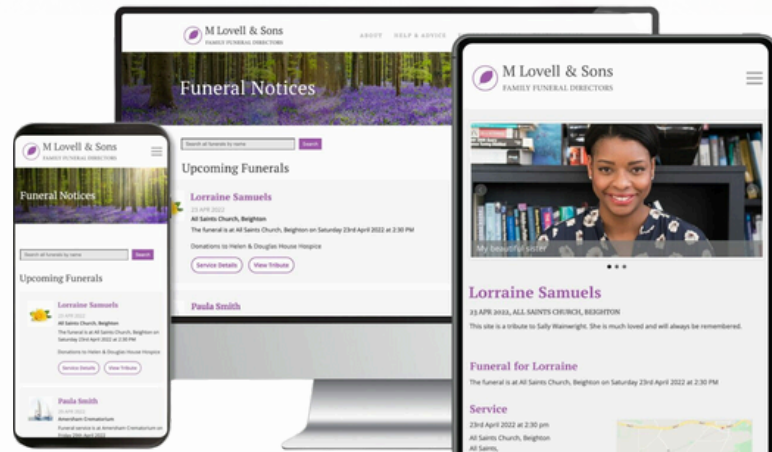
The MuchLoved website currently includes a tribute search, enabling people to look for tributes by name. We're now extending our search functionality to provide a comprehensive funeral notice search:

- Search by town or postcode to show recent and upcoming funerals in an area
- Funeral notices are listed in alphabetical order, with the funeral director's branding clearly presented
- Click through from each listing to the funeral director's own website – driving traffic and improving your SEO performance

## WEBSITE SERVICES

In today's digital age, the first point of call for people wanting to buy any product or service is to search online, so funeral directors need to have an effective online presence, just like any other business.

MuchLoved can help you. Our tributes, funeral notices, independent reviews, and online donations service can help your business grow. We also have more website services in the pipeline so we can support you as your digital partner. We'd love to speak to you if a website refresh is something you've been thinking about.



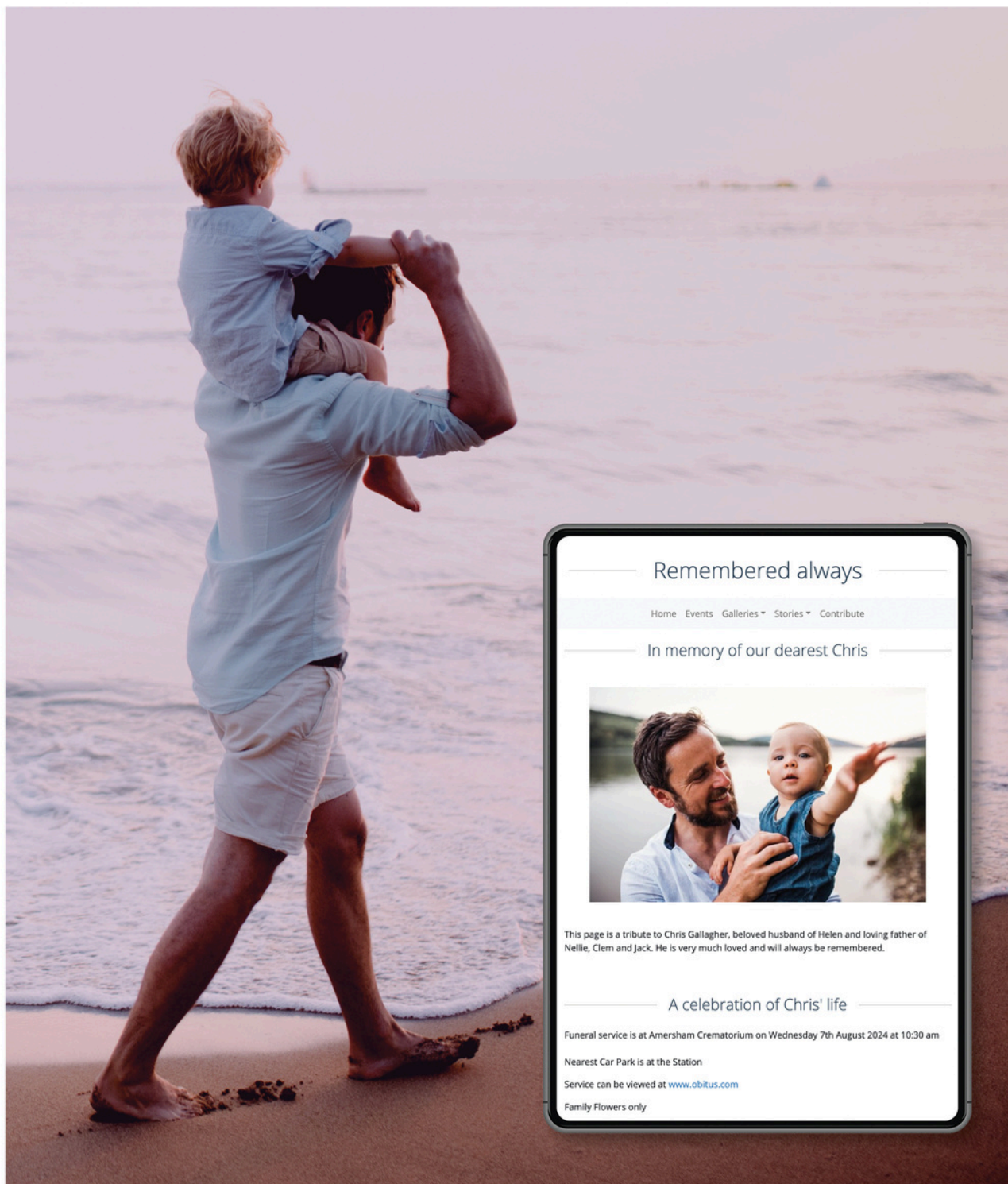
 Download QR Code

## QR CODES AND OTHER FEATURES THAT CAN MAKE YOUR LIVES EASIER

One quick scan with a mobile phone takes people to a tribute page and your website. QR codes can be downloaded from MuchLoved and added to the order of service or displayed at the funeral service – easy and convenient for guests; cashless and secure for your business.

we are passionate about what we do. We want to provide the best possible online tribute service available anywhere, which includes providing excellent support for the funeral directors and charities that partner with us and use our service.

Just drop us a line on 01494 722818 or support@muchloved.com and one of our friendly account managers will be happy to speak with you.



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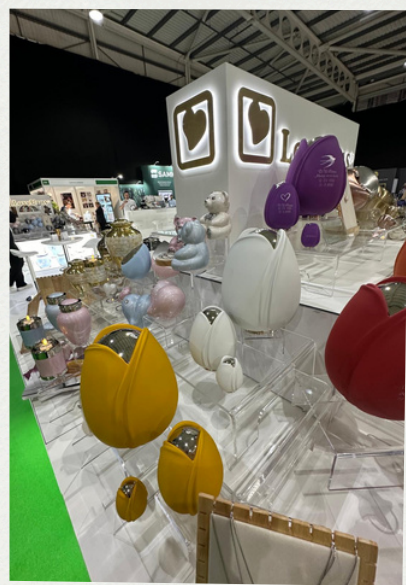
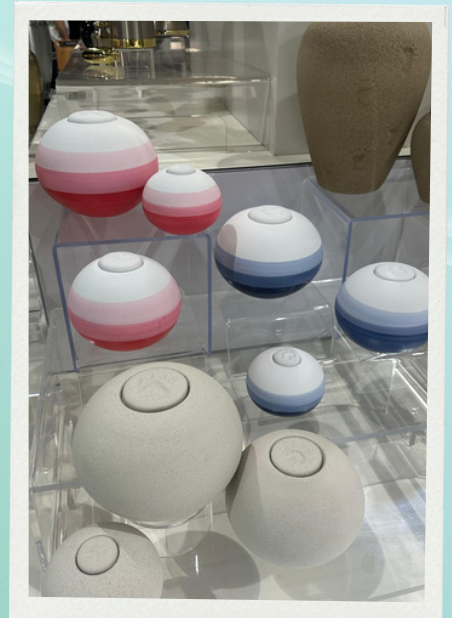
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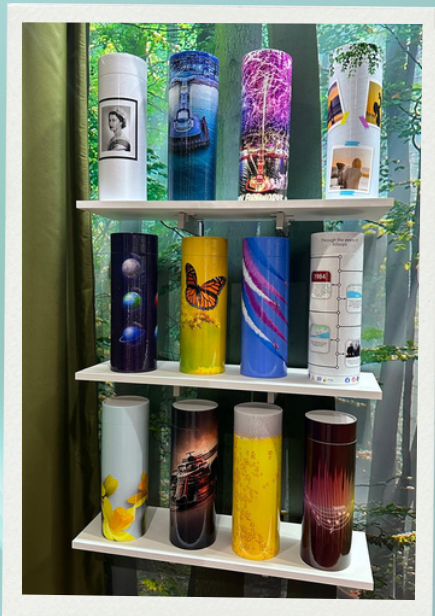
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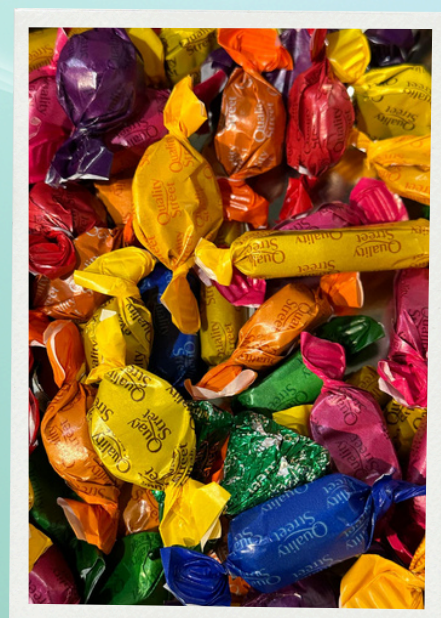




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THANK YOU  
TO THE BIFD NFE TEAM



## We're Eco-Conscious

Providing exceptional products and service for our customers  
should never come at the expense of the environment

## FSA PRESIDENT LAUNCHES HIS CHARITY APPEAL



As part of my term, I have chosen to support the charity, Young Lives vs Cancer, formerly CLIC Sargent.

Young Lives vs Cancer helps the families of children facing cancer by providing financial, and emotional support. Without the support of this great charity, it would be impossible for most families to find the financial means to stop working, and be by their child's side during treatment 24 hours a day. Young Lives makes this happen by providing the necessary funding for the family to live close to the hospital and by offering emotional support and reassurance via the charity support workers assigned to the family.

The reason I am supporting this charity is because at 8 months old, Isla, the baby daughter of our close family friend, was diagnosed with an Anaplastic Ependymoma stage 3 Brain Tumour.

Isla went through two years of intense treatment at Bristol Children's Hospital, her treatment involved eleven separate surgeries, eight rounds of intense chemotherapy and four lumbar punctures. The impact to Isla and her family (Mum, Dad and older brother) was immeasurable. Without the crucial support of Young Lives vs Cancer, Isla's family would have struggled with the very basic things we all take for granted.

To support this amazing charity, I am undertaking the Three Peaks Challenge on the 17th of August with Sam, Isla's father, in a bid to raise as much money as possible. The Three Peaks challenge involves scaling the UK's three tallest mountains in under 24 hours.

I am asking for your support, no matter how small, to raise crucial funds for Young Lives vs Cancer, which will undeniably make a transformative difference to the lives of those children battling cancer. Any donation, large or small, will be greatly appreciated. If you can, please donate to our JustGiving page by scanning the QR code

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vs CANCER  
CLIC SARGENT**



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By testing to the FFMA protocol, manufacturers can ensure their coffins are up to the highest standard. The protocol is split into 10 tests across nine sections, simulating to the worst possible extent and beyond what the coffin may be subjected to during a funeral – from being loaded to 1.25 times the recommended maximum load, to testing handle strength and flammability. We also make sure that the ash produced is not excessive, nor filled with unwanted residue.

Once all testing is completed by Intertek, manufacturers will then be able to obtain their stamp from the FFMA as a sign of the coffin quality.

**Get in touch to find out more:** [ffma.co.uk](http://ffma.co.uk) | [chiefexec@ffma.co.uk](mailto:chiefexec@ffma.co.uk)

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