

BRITISH INSTITUTE OF FUNERAL DIRECTORS



THE JOURNAL

ISSUE 4



Help support families and keep babies safe.



Your support saves lives.

The Lullaby Trust raises awareness of sudden infant death syndrome (SIDS), provides expert advice on **safer sleep for babies** and offers **emotional support for bereaved families**.

We are entirely reliant on donations to ensure that we can continue to help families keep their babies safe and support those that are affected by the death of a baby or young child.

For information about our work and how you can help, visit: www.lullabytrust.org.uk

Bereavement Support: 0808 802 6868

Information & Advice: 0808 802 6869

Office: 020 7802 3200

Follow us @LullabyTrust





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2023-2025

www.cpdstandards.com

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admin@bifd.org.uk

www.bifd.org.uk



*Please send all Adverts,
Articles & News*

c/o The Editorial Team:

journal@bifd.org.uk



**National President's
Chosen Charity**



The Presidential Team:

National President, Amanda Pink:

amandapink@bifd.org.uk

1st Vice President, Clive Pearson

2nd Vice President, Dr Philip Gore

Immediate Past President, Amanda Dalby

admin@bifd.org.uk

Chair of Education, Andrew Floyd:

a.floyd.bifd.edu@gmail.com



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Letter from the National President

Amanda Pink

Dear Members, Associates, Students, and Supporters.

As we move further into spring, I'm delighted to share with you a few highlights from what has been a particularly full and rewarding April in my role as your National President. It's been a month of connection, collaboration, and – perhaps unexpectedly – a leap of faith!



To begin, I had the pleasure of attending the SAIF Conference in Glasgow.

It was a wonderful opportunity to engage with fellow professionals, share perspectives, and strengthen the relationships that make our profession stronger. The hospitality was second to none, and the conversations I had there reminded me just how committed our wider funeral service community is to quality, care and continuous improvement. I was also pleased to witness the installation of Ross Hickton as National President – many congratulations to Ross on his appointment.



April also saw me at Cutlers' Hall in London for the installation of the new Worshipful Master of the Worshipful Company of Upholders. As one of the oldest livery companies in London, the Upholders have a rich heritage – including the historical provision of soft furnishings for coffins – and they are keen to rekindle ties with the funeral profession. I believe there's real value in exploring this shared legacy, and I look forward to seeing how this relationship may grow in the months and years to come. You can find out more about them at www.upholders.co.uk.

Later in the month, I had the opportunity to visit the team at MuchLoved, one of our industry's leading memorial technology providers. We're working together to offer a valuable educational session at our BIFD Conference this October. I'm particularly excited about what we're developing – ensuring we support our members with relevant and progressive tools that can enhance the services we provide to families. To learn more about their work, visit www.muchloved.com.

On a rather different note – I took to the skies (and then promptly jumped out of them!) on Saturday 12th April as part of a charity skydive in support of my President's Charity, The Lullaby Trust. It was an incredible experience – terrifying, exhilarating and totally unforgettable. I want to say a heartfelt thank you to everyone who has donated or sent kind words of support. It means the world. If you'd like to contribute, donations can still be made here: <https://lullabytrust.dedicationpage.org/charityoftheyear2024>.



As the month draws to a close, I'll be heading to the BIE Conference from 25th–26th April, where I'll have the honour of supporting Rachael Shipley at the end of her presidential term and welcoming her successor. It's always inspiring to witness leadership transitions, and I know that the BIE will continue to thrive under new stewardship.

And finally, I'll be finishing the month by heading up to Sheffield on 30th April with our 1st Vice President, Clive Pearson, to meet with Obitus at their headquarters. We'll be discussing how we can work more closely with them going forward – a valuable opportunity to explore meaningful collaborations that benefit our members and the families we serve. For more about their services, visit www2.obitus.com.

As always, thank you for your continued support and engagement. Whether you're a seasoned Fellow, a practising Member or a Student just beginning your journey, I remain deeply proud to represent such a dedicated and compassionate profession.

Best Wishes to you all,



Amanda

Amanda Pink, Dip. FS, LMBIFD
National President, Region G

43RD ANNUAL BIFD CONFERENCE

24TH – 26TH OCTOBER 2025



The Copthorne Slough-Windsor Hotel
Clippenham Lane, Slough, SL1 2YE

The BIFD Invites You To Conference 2025

National President, Amanda Pink, would like to invite all Members, Fellows, Students, Associates, Presidents of the Kindred Associations and all Guests to the forthcoming Conference and Gala Dinner to be held on 24th - 26th October 2025 at The Copthorne Slough-Windsor Hotel.

The Copthorne Hotel offers comfortable and contemporary facilities, where modern comfort seamlessly blends with the historic Windsor. With 219 spacious and comfortable rooms, the 4-star hotel is the perfect base to feel relaxed and rejuvenated for our Conference Weekend.

From here, you can visit the medieval **Windsor Castle** still in use since the middle ages, see the changing of the guard and experience Windsor's rich history. The hotel is also located very close to **Legoland Windsor** perfect for our guests who would like to attend with their family.



The **Bombay Pavillion Restaurant** offers dishes inspired by the traditional clay oven 'Tandoor' and curries that stay true to their origin.

The **Motion Health Club** provides comprehensive leisure facilities and state-of-the-art gymnasium and swimming pool.

Heathrow Airport is a mere 15 minute drive and is ideally located just outside of central London, just 30 minutes away by train.

The President's Charity 2025

For her Presidential Year, Amanda is supporting The Lullaby Trust.

The charity works to educate and support new parents in the best sleep practices for their babies with the aim to prevent deaths. Their aim is to reduce the level of Sudden Infant Death Syndrome (SIDS) which they have helped to reduce by 81% since 1991 saving over 30,000 babies. They also support bereaved parents following the tragic and devastating loss of a baby or young child and have so far helped over 800 families. A fantastic charity that needs funds to continue its important work and any support provided to our campaign for the Lullaby Trust throughout 2025 and at Conference will be gratefully appreciated.



The itinerary so far...

Friday 24th October 2025

The Board of Directors will be meeting in the afternoon.

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

Saturday 25th October 2025

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

In the afternoon Amanda is planning an educational session... Watch this space for further information.

The evening will start with a Drinks Reception followed by a 3 course dinner with wine, plus cheese & biscuits. We will also have our Diploma Awards Ceremony and Handover of Offices followed by music and dancing until late.

Earlier than 24th or later than 25th October 2025

If you would like to enjoy a longer break, we have secured good rates either side of the Conference, so that you can enjoy Windsor for an extended stay.

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The British Institute of Funeral Directors Conference 2024:
24th – 26th October 2025

The Copthorne Slough-Windsor Hotel
Clippenham Lane
Slough
SL1 2YE

The 43rd BIFD Conference 2025 Rates

1. Friday Evening To Sunday Morning – THE COMPLETE PACKAGE

Friday DinnerDouble Room (per couple) £675
Friday & Saturday Bed & BreakfastSingle Room (per person) £425
Saturday AGM: On Arrival Tea & Coffee
Saturday Lunch Included
Saturday Evening Drinks Reception
Saturday Gala Dinner – Includes 4 Course Meal

2. Friday Evening To Saturday Morning - ONLY

Friday DinnerDouble Room (per couple) £295
Friday Bed & BreakfastSingle Room (per person) £200
Saturday AGM: On Arrival Tea, Coffee & Biscuits

Saturday Lunch Is Available At £30 PP

3. Saturday To Sunday Morning - ONLY

Saturday AGM: On Arrival Tea, Coffee & BiscuitsDouble Room (per couple) £395
Saturday Evening Drinks ReceptionSingle Room (per person) £235
Saturday Gala Dinner – 4 Course Meal Followed by Tea & Coffee
Saturday Bed & Breakfast
Saturday Lunch Is Available At £30 PP

4. The Gala Banquet Dinner Only£85 Per Person

Saturday Evening Drinks Reception
Saturday Gala Dinner – 4 Course Meal Followed by Tea & Coffee

5. AGM ATTENDANCE ONLYFree To All Members & Students

Saturday AGM: On Arrival Tea, Coffee & Biscuits

Saturday Lunch Is Available On The Day At £30 PP

The 43rd BIFD CONFERENCE - 24th – 26th October 2025

The Copthorne Slough-Windsor

BOOKING FORM

Members Name: Membership Number:

Address:

Post Code: Contact Telephone Number:

Email Address: Number of Rooms Required:

Special Dietary Requirements: Yes/No Details of Diet

Arrival Date:/...../..... Departure Date:/...../.....

Attending Partners Name:

Attending Guests Names:

See Rates Page To Complete Form & Payment

Tariff (1) – Full Package

Double Rate: £.....

Single Rate: £.....

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

Tariff (2) – Fri to Sat

Double Rate: £.....

Single Rate: £.....

Bacs Payments To:

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

Tariff (3) – Sat to Sun

Double Rate: £.....

Single Rate: £.....

Mr. David Gresty

C/O The British Institute of Funeral Directors

National Office,

2 Heather Ridge Arcade,

Heatherside,

Camberley, Surrey,

GU15 1AX

07354 847 702

Tariff (4) – Gala Dinner Only

Total Attendees £.....

Tariff (5) – AGM Only

£ No Charge

Email: treasurer@bifd.org.uk

Total Amount Due £.....

Ask A Celebrant

Hi, Berni here, This issue I'm all alone, Dinah has a busy training schedule and suggested I might take the opportunity to tell you all about a new resource your clients, especially those looking into purchasing funeral plans, might be interested in and find informative.

On 20th April 2025 my new guidebook, entitled My Life, My Death, My Wishes is available to purchase via Amazon.

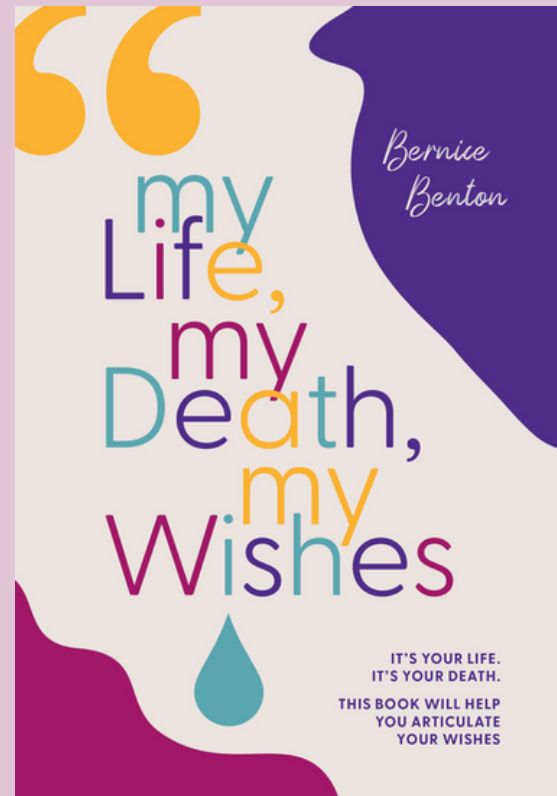
There is so much talk these days about how little confidence or willingness the general public have to talk about death. Funny isn't it, how we talk about not talking about it!!

Having trained as a funeral celebrant just before the covid pandemic (Feb 2019) and working as an End-of-life Celebrant (often known as a Soul Midwife), I come across so many families at the time when they are struggling to process loss or impending loss. Many have regrets about not talking more. Many carry guilt or worry at not knowing what their person would have wanted or feel at a loss because what their person has requested doesn't meet their needs in grief. Then there are those caught by surprise or facing unexpected revelations.

We all know that, amidst grief is not the best time to make choices. They will be with limited capacity to process, limited time to research and people may be restricted to the finances available at the time.

This is your area of expertise, and you have all had so much more experience with grieving families at the coalface when they are struck by a loss. It must be easier for those families who have had conversations or financed a funeral with a preplan.

I'm based in Mid Wales and last year another celebrant I know, and a local solicitor founded a project called The Legacy Lounge. I became a founding partner, as their mission and values closely mirror my own. Our aim is to encourage conversation and pre-planning. To empower individuals and families by providing them with choice, knowledge tools and resources.



In my experience, most of us know what we don't want, often before we know what we do. How can we know what we want if we don't know what's available? That's where my book comes in. It not only talks about tradition and mainstream, it expands choice to lesser known and innovative alternatives eg: different types of coffins, alternative things to do with cremains. Different types of officiants, transport, tributes and funerals

I wrote my book. My Life, My Death, My Wishes as an accessible, conversational guide between me and the reader—an inspiring collaboration packed with practical tips, how-to guides, and space for personal reflection. It includes prompts, checklists, and signposts, and it gently guides people to gather everything they need to navigate the end of life with confidence: In it I touch on most things (I'm sure there will be a second addition as I discover more, or legislation changes) care options, death options, funeral planning and legacy projects. I explain everyone's roles, simplify terminology and invite the reader to be true to themselves.



By the end of the book (hopefully) the reader will feel empowered to take control, have gathered all their thoughts and factual information to be ready to plan and have conversations with their next of kin. The aim is to ensure that those walking beside them are supported, comforted and understood—no surprises, only reassurance and clarity, even in their grief.

My Life My Death My Wishes will retail on Amazon at £18, but you can buy it via this link for £15 plus postage and £1 from the sale of every copy in 2025 will go to At A

Loss

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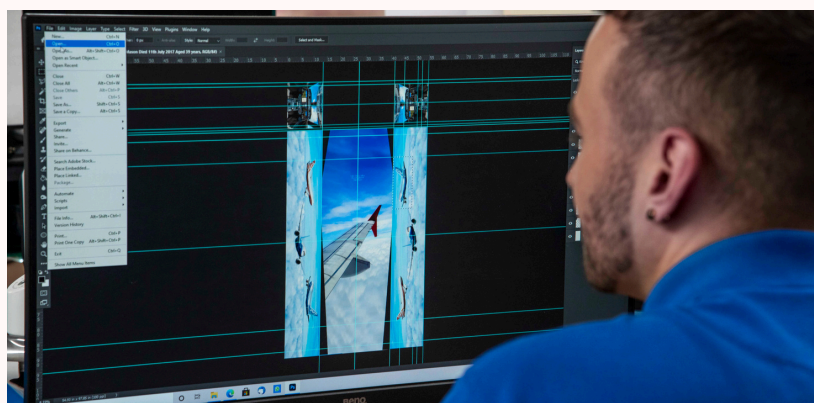
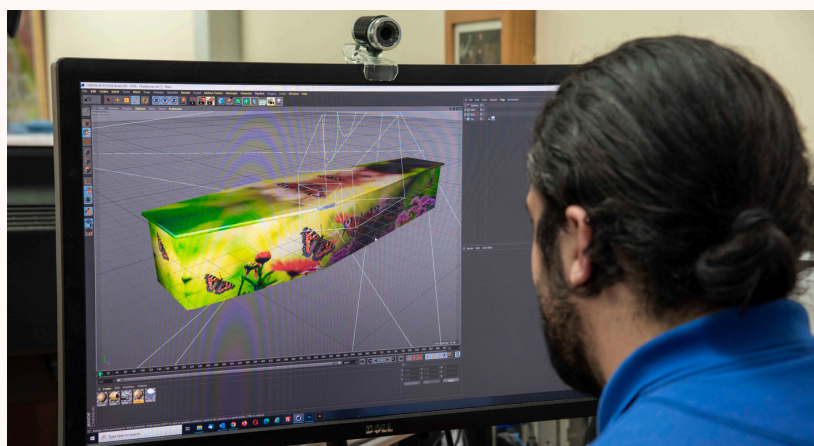
This year marks a significant milestone for Colourful Coffins as we celebrate 20 years of innovation and service within the funeral industry. Over the past two decades, one of the most notable shifts we've observed, is the increasing frequency with which families contact us directly.



While our products continue to be available exclusively through Funeral Directors, we do receive a high volume of enquiries from members of the public. Interestingly, the most commonly asked question, both by families and Funeral Directors alike, is: "How soon can I have the coffin?"

It's a question that speaks volumes about the emotional urgency often surrounding these decisions. To support this, we've refined our processes to ensure both speed and clarity. Custom designs are typically proofed within two to three hours. Once completed, we provide both 2D and 3D visual mock-ups for approval. Upon receiving confirmation, we aim to deliver the finished coffin within 72 hours—or sooner where possible. Every order is confirmed with a clear, agreed-upon delivery date, ensuring full transparency and peace of mind.

There are times, however, when even our streamlined timelines are not fast enough. Once a family has made the emotional decision to choose a Colourful Coffin, the need often becomes immediate. For many families, the act of designing a bespoke coffin becomes a powerful point of focus—a meaningful and cathartic step in their bereavement journey. At a time when so much feels out of their control, selecting a coffin that truly reflects their loved one, offers a small but significant way to reclaim that sense of balance.



This is particularly true when the loss involves a child. In these moments, families often want the casket as soon as possible. We understand this and do everything in our power to make urgent deliveries happen - with compassion, care and the urgency the family deserve.

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CPD OPPORTUNITY

Visit to Parley Green Coffins by Region G

Regional Annual General Meeting and visit to Parley Green Coffins

www.parleygreen.co.uk

By kind permission of Parley Green Coffins we have arranged a visit to their premises on **Saturday 14th June 2025** @ 11.00am for AGM and a show round.

1 Nimrod Way, Ferndown Industrial Estate, Dorset, BH21 7SH

The National President of the BIFD Amanda J Pink Dip FS LMBIFD

will be in attendance and looks forward to meeting you all.

The president will give an update on national news and events.

This event is open to all members and students.

Please register your attendance for catering purposes to
admin@bifd.org.uk

THE STUDIES OF WILLIAM HARVEY

By Clive Pearson 1st Vice President

The mystery of life and death has fascinated humans for centuries, and the art of preserving the body after death is one of the oldest practices in history. Among the many figures who contributed to this field, William Harvey stands out for his groundbreaking discoveries in the early 17th century. His exploration of the circulatory system revolutionised the understanding of human anatomy and had a profound impact on the practice of embalming. By uncovering the secrets of blood circulation, Harvey not only changed medical science but also influenced the techniques used to preserve bodies for posterity.

To begin with, William Harvey's meticulous studies on the heart and blood circulation revealed essential insights into how the human body functions. Before Harvey's work, the common belief revolved around Galenic theories, which posited that blood was produced in the liver and consumed by the body. However, in 1628, Harvey published "De Motu Cordis," in which he demonstrated that blood circulates through the body in a closed system, pumped by the heart. This discovery laid the foundation for modern physiology and provided a clearer understanding of human anatomy. Consequently, this knowledge directly influenced embalming practices, as embalmers began to understand the importance of preserving not just the body but also its internal functions. By recognising the role of blood in the body, embalmers were able to develop methods that would effectively stop decay and maintain the body's structure for longer periods.



Harvey's work led to advancements in the science of embalming itself. With a better understanding of the circulatory system, embalmers were able to experiment with different chemicals and techniques to prevent decomposition. These substances helped to protect the body from bacteria and other elements that cause decay. Harvey's discoveries paved the way for the development of more sophisticated embalming fluids, which are still used today. This evolution in technique not only improved the quality of preservation but also made it possible for families to keep their loved ones at home for longer periods before burial, allowing for a more meaningful farewell.



Beckenham Crematorium

From Vision to Reality

Beckenham Crematorium and Cemetery is a 44 acre site in the London Borough of Bromley. The cemetery opened in 1876, the crematorium was added in 1956. It is owned and operated by Dignity UK/CMG Group.

Objectives

Reduce cost of rose replacements

Beckenham replaces roughly 800 plants per year, mainly roses, at a cost of £15,000.

Reinstate unusable ash beds

There are several areas now saturated with cremation remains that are unusable and look unsightly.

Improve Client Experience

Prevent distress of dying memorials and reduce complaints and abuse of staff.



Case Study

Solution

Creation of new, reusable ash beds

- NT & Grounds Team to design and test.
- Orchard View opened in October 2022.

Replacement of roses, using RTN

- All planting now using RTN
- Immediate positive feedback from families

Soil Samples taken

- Samples now taken by NT annually
- Reports shared and levels monitored.

RESULTS

Reduced Expenditure

Costs for replacement roses and labour significantly reduced.

Reclaimed Land

Saturated land has now been reclaimed, allowing the crematorium to continue working indefinitely.

Client Satisfaction

Families have expressed gratitude and joy at the improved look of the site. There has not been a single complaint.



Testimonial

"The grounds team are very happy to use the soil, it means less resources for rose replacements and the grounds look a lot better. We will continue to use RTN Soil. We have saved on costs, we have happy families and healthy soil with lots of worms!"

Nina Leonilli - Beckenham Crematorium Business Leader.



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- The course includes lunch and light refreshments throughout the weekends
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National President Takes to the Skies for Charity



On Saturday 12 April, National President Amanda Pink, Dip. FS, LMBIFD, quite literally soared to new heights in support of The Lullaby Trust — completing a tandem skydive from an astonishing 15,000 feet at GoSkydive in Salisbury.

Strapped to her instructor, Alex, Amanda experienced a full minute of heart-pounding freefall, reaching speeds of up to 125mph before her parachute deployed, giving her a breathtaking 6–8 minute descent back to solid ground. It was a challenge that pushed the boundaries — and one she embraced with her characteristic determination and courage.

Amanda was cheered on by a lively group of 14 family members and friends, all wearing matching t-shirts created especially for the day. Their support — and the prosecco they had ready and waiting — gave the occasion a real party atmosphere, adding to the jubilant spirit as Amanda made her landing. Her daring efforts were in aid of The Lullaby Trust, a charity that supports bereaved families and works to raise awareness of Sudden Infant Death Syndrome (SIDS). As of the time of writing, Amanda has raised an incredible £2,741.34, with her fundraising page remaining open for the remainder of her presidential year.



Speaking after the jump, Amanda said:

“It was absolutely exhilarating. I wanted to do something bold that reflected the importance of the cause and the strength of the families The Lullaby Trust supports. I’m overwhelmed by the generosity of everyone who has donated so far — and there’s still time to give!”

The BIFD is proud to support Amanda in her efforts and commends her bravery and commitment to making a difference.

If you'd like to contribute to Amanda's fundraising total, her donation page will remain live throughout her presidency. Every penny raised goes towards the vital work of The Lullaby Trust.

🔗 Donate here: <https://lullabytrust.dedicationpage.org/charityoftheyear2024>





BRITISH INSTITUTE OF FUNERAL DIRECTORS

BIFD National Office 2 Heather Ridge Arcade Heatherside Camberley Surrey GU15 1AX

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

Email: admin@bifd.org.uk

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2025/26 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 <i>(ONLY available to Full Members with a Licence, as above)</i>		£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 2025/2026 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

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



MEMBERSHIP NUMBER:

TOTAL

National Office will require this log in support of your Licence application for 2025/2026. This information must be retained for a minimum of three years.

A continuation sheet may be used.



BRITISH INSTITUTE OF FUNERAL DIRECTORS

APPLICATION FOR FULL MEMBERSHIP – 2025/26

FULL NAME		
Address:		
		Post Code:
Telephone:	Home:	Business:
Mobile:		
Email:		
Website: www.		

Details of qualifications ie Diploma in Funeral Service or Diploma in Funeral Practice

Please complete and return this form to National Office with evidence of your qualifications. ie. a copy of your NAFD Diploma Certificate or IFD Cert FP Certificate. Once we have checked these we will provide you with our bank details for you to send payment prior to us issuing your membership certificate.
I Declare that the information furnished by me as part of this Application is correct and I agree to comply with the Rules of the Institute including the Code of Ethics.
I Acknowledge that any Membership Certificate issued to me will remain the property of the Institute
I Confirm that on termination of my Membership of the Institute, for any reason, I will return my Membership Certificate and cease using the logo or any advertisement containing reference to the Institute.
I Agree to my details being shared with Institute members

Signature:	Date:
------------	-------

Please forward the completed application form to:

British Institute of Funeral Directors

BIFD National Office 2 Heather Ridge Arcade Heatherside Camberley Surrey GU15 1AX

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



BRITISH INSTITUTE OF FUNERAL DIRECTORS
APPLICATION FOR ASSOCIATE MEMBERSHIP - 2025/26

FULL NAME or COMPANY NAME		
Address:		
		Post Code:
Telephone:	Home:	Business:
Mobile:		
Email:		
Website: www.		

Involvement with the funeral/bereavement sector :

Please complete and return this form to National Office.

Once the Board of Directors have approved your application, we will provide you with our bank details for you to send payment prior to us issuing your membership certificate.

I Declare that the information furnished by me as part of this Application is correct and I agree to comply with the Rules of the Institute including the Code of Ethics.

I Acknowledge that any Membership Certificate issued to me will remain the property of the Institute

I Confirm that on termination of my Membership of the Institute, for any reason, I will return my Membership Certificate and cease using the logo or any advertisement containing reference to the Institute.

I Agree to my details being shared with Institute members

Signature:	Date:
------------	-------

Please forward the completed application form to:

British Institute of Funeral Directors
BIFD National Office 2 Heather Ridge Arcade Heatherside Camberley Surrey GU15 1AX
Tel: 0800 032 2733 Email: admin@bifd.org.uk Web: www.bifd.org.uk

Region C Visit to Maple Park Crematorium



Thursday 19th June



6pm



**Hambleton Crematorium
Thirsk YO7 4SA**



Hayleyowenfd@gmail.com



**National
President
Amanda**

Pink

- National President Amanda Pink will be joining us
- Certificate Presentation
- Tour of the Electric cremators
- Refreshments afterwards in the café



Funeral Partners appoint long-serving duo to Area Development Manager roles



Emma Moore and Kylie Gourley have both been promoted to Area Development Manager at Funeral Partners

Funeral Partners has promoted two of their brightest homegrown talents to the senior position of Area Development Manager in Northern Ireland.

Both Emma Moore and Kylie Gourley, have progressed with the company and are now in charge of a significant number of funeral homes each.

Area Development Managers play a key role in ensuring families receive exceptional service, and develop the homes they oversee through great people management, business awareness and active community engagement.

Emma became interested in the funeral profession following the death of her grandfather. His funeral was carried out by Mulhollands Funeral Directors in Carrickfergus and she began working with the business as an arranger in 2010.

“Mulhollands is now one of the branches I manage – so in some ways I have come full circle,” Emma said.

“I enjoy working with teams that have the families at the forefront of everything they do – they strive to provide the best service possible to grieving families, which makes me incredibly proud.

“The new role has enabled me to focus more on standards overall for the families, with support from our Funeral Managers.

“Funeral Partners have played a big role in my development, with support from senior management and HR.”



Kylie started as a Fleeting Coordinator in 2016 where her responsibilities included co-ordinating funerals and allocating duties to team members.

Having completed a qualification in Strategic Management and Leadership last year, she is enjoying putting her new skills to practical use.

“Stepping into a more strategic leadership role has been both exciting and challenging—balancing hands-on involvement with empowering teams, driving business growth across multiple locations, and ensuring consistency in service and standards.

“There are moments when I think – ‘Wow, how did I get here?’ but I’m grateful for the journey and eager to make a meaningful impact.

“I have always felt extremely proud to work within the funeral sector and feel truly privileged to have worked alongside some of the most fantastic colleagues—both within our company and through the relationships I’ve built with other funeral directors.

“The dedication and passion within this profession continue to inspire me every day.”

About Funeral Partners:

Funeral Partners is the UK’s third largest funeral business, with more than 280 funeral homes staffed by over 1,000 dedicated funeral professionals serving communities across England, Scotland and Northern Ireland.

Chief Executive Sam Kershaw has over 40 years’ experience in the funeral profession, joining the business back in 2016 as Chief Operating Officer. Funeral Partners, celebrating its 15-year anniversary in 2022, has grown rapidly, building a strong reputation as a well-run, high-quality funeral services business overseeing more than 20,000 funerals each year.

It now includes more than 140 family businesses, which have entrusted their reputation and heritage to Funeral Partners.

Third largest Funeral Service Provider in the UK.
Over 280 branches, 140 family businesses.



Take time out, find your balance

Funeral Partners is growing faster than ever before, supported by our family's strength. Offering a safe pair of hands and a secure future with our commitment to high standards.



As a business owner, take control to protect your legacy



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

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



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

corporate.funeralpartners.co.uk

Your reputation is our reputation



Funeral Arranger to run 5k per day in May to raise awareness of Dying Matters

A newly-appointed Funeral Arranger is set to take on a mammoth running challenge in May to raise awareness of the Dying Matters campaign.

Jenny Rufus, based at Bexley Funeral Service in Southeast London, is planning to run 5km on each day of the month in an attempt to get people talking about the nationwide Hospice UK campaign.



Jenny Rufus, Funeral Arranger at Bexley Funeral Service

She is also raising money for Holding On Letting Go, a Rochester-based charity which provides support for children and families who are experiencing a bereavement. Jenny is no stranger to running challenges, having completed the London Marathon in 2013, and said she was looking forward to getting the miles in her legs once again.

“Even though I am new to the role, it’s already clear that this is such an important campaign, and we need to reduce the stigma of talking about death,” Jenny said.

“The charity is a local one to our funeral home, and it obviously links in perfectly to the aims of Hospice UK and their initiative.

“I know 5km a day is a big ask, but I never want to do things by half.

“My partner completed a similar challenge in 2023 for Mind, raising hundreds of pounds, so I know it’s possible, and the impact it can have.”

Jenny began her role as a Funeral Arranger at Funeral Partners earlier this year having previously worked at Crayford Dog Track before it closed and said she was loving her new career choice.

“It was something I was always interested in, so when I saw the job advertised I thought it was the perfect opportunity,” Jenny added.

“So far, I’m absolutely loving it – people who know me say I am like a different person already because I am enjoying my work so much.

“From the outside, you don’t realise all the intricacies involved in planning a funeral, and all the little things you can do to make the day exactly as the family wants it.”

To sponsor Jenny for her 5k a day challenge, visit <https://holg.org.uk/>

Rose Names - Personalised Roses



In addition to offering the heartfelt gesture of naming a rose in memory of a loved one—with their image beautifully printed on the plant label—we are proud to introduce the Forever Rose Flower Card.

This elegant tribute is a preserved real rose that lasts for years, providing a lasting symbol of love and remembrance. Unlike traditional bouquets that quickly fade, the Forever Rose offers enduring beauty and comfort to grieving families during their time of loss.

Plant a rose. Name it with love. Let it bloom forever.



Name your own Roses!

A heartfelt way to add a personal touch to tributes of your client's loved ones.

Each rose can be named after the deceased with their image, creating a unique and memorable memorial

For more information visit www.rosenames.co.uk or email sales@rosenames.co.uk



Evidence-based Suicide
Bereavement Training

PABBS – Postvention Assisting those Bereaved By Suicide

Evidence-based • Evaluated • Engaging • Effective

Developed by Suicide Bereavement UK

This training is first of its kind internationally. The research which informed its development was conducted at the University of Manchester and funded by the National Institute for Health Research (NIHR).

We deliver PABBS evidence-based and evaluated suicide bereavement workshops in 2 ways and they are noted below

Individual bookings: hosted at two locations across the UK (Manchester & London) & In-house bookings: delivered to 20 attendees - in-house delivery quote on request

Suicide Bereavement UK Conference

Suicide Bereavement UK's 14th International HYBRID
Conference (Face2Face and LIVESTREAM)

DATE: September 25th 2025

VENUE: Mercure Manchester Piccadilly Hotel



My team and I from Suicide Bereavement UK, have just returned home from Gibraltar after delivering several PABBS evidence-based, evaluated and CPD accredited suicide bereavement training. The workshops were commissioned by GibSams.

Gibraltar is a beautiful country. Equally, Gibraltarians are very warm and welcoming. They are also eager to learn how to better care for those bereaved by suicide. So much so, attendees from diverse professions attended. Something very special happened whilst delivering the training. I have no doubt whatsoever, that their newfound knowledge will be used to help influence policy and practice to improve the care of those bereaved by suicide in their country.

To date, we have delivered PABBS suicide bereavement training to Guernsey, Jersey, Isle of Man and Gibraltar. The common denominator is that they all have a population of 103,000 or lower, which creates its own unique set of problems.

However, the majority of PABBS suicide bereavement training is delivered across the UK. The feedback is always exceptional. Over 300 testimonials are on Suicide Bereavement UK's website.

Dr. Sharon McDonnell

Managing Director of Suicide Bereavement UK and Honorary Research Fellow, University of
Manchester



Cremation & Burial Communication & Education 2025

23rd - 25th June 2025 - *Hilton Southampton - Utilita Bowl*



Learn - Hear from keynote speakers covering a wide range of relevant topics and leave with an up to date knowledge of burial and cremation issues.

Connect - Network with industry-leading practitioners, learning from their insights and forging new partnerships.

Discover - Explore the most effective way of providing your service by seeing and discussing the most up-to-date technology and tools available.

Professional Development - Certificates from the CPD Certification Service awarded to all attendees.



Scan to register or visit cbce.org.uk for more information

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- Glass roof
- Private registration not included in sale

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12 months provided on sale
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- ULEZ compliant

*Very good condition,
ready to continue work.*



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

MuchLoved Supports Dying Matters Awareness Week

At MuchLoved, we're looking forward to Dying Matters Awareness Week which will run from 5 to 11 May. Hospice UK's wonderful campaign encourages open and honest discussions about death, dying and grief. This year's theme, The Culture of Dying Matters, delves into the diverse ways communities across the UK discuss, navigate, and commemorate death and dying.

MuchLoved tribute pages align perfectly with the Dying Matters campaign.

Tributes provide a place for families and communities to come together to remember a loved one and share in their grief. They can also be personalised to reflect and honour a family's faith, culture or religion.

Encouraging conversations about death and dying

Many people find talking about death, dying, and bereavement difficult, but are comfortable sharing their thoughts and feelings through on an online tribute page. Tributes can help break down the stigma around talking about death by creating a place where emotions and memories can be shared openly.

"I think this is the most beautiful tribute I've ever seen. Thank you for letting me share my thoughts personally"

"Saying his name and remembering him means the world to me and my family"

Funeral directors who partner with MuchLoved can also offer their clients access to Grief Chat, an expertly staffed online bereavement organisation designed to offer anyone bereaved a safe space to grieve and explore their feelings, wherever they are.

Normalising these conversations and enabling people to show they care even when there are no words goes a long way in helping a bereaved family feel less isolated.

Tributes for all cultures and faiths

Grief is a universal experience, but different cultures and faiths have unique ways of honouring loved ones. MuchLoved tribute pages are inclusive and flexible so people from all backgrounds can create a memorial that reflects their traditions, beliefs, and values through:

- **Personalised content** – Tributes can be personalised with prayers, scriptures and language, making them meaningful to diverse communities
- **Sensitive designs** - MuchLoved offers a range of themes including culturally inspired ones so families can personalise the design of their tribute to reflect their background or traditions
- **Optional funeral details** - Tributes can help families to share funeral details. But if funeral information is not needed, in accordance with their faith or traditions, it can be left off
- **Connecting families and friends** - In our global world, tribute pages bring people from different locations and time zones together to share their grief and celebrate the life of their loved one

Supporting charities, faith groups and community organisations

It's well known that bereaved people find comfort in raising money in memory of their loved one for a cause close to their hearts. At MuchLoved, we can process donations for churches, faith groups and community organisations, as well as registered charities. We understand that bereaved families have unique and special connections with small groups and organisations, so we do our best to accommodate their wishes for fundraising in memory.

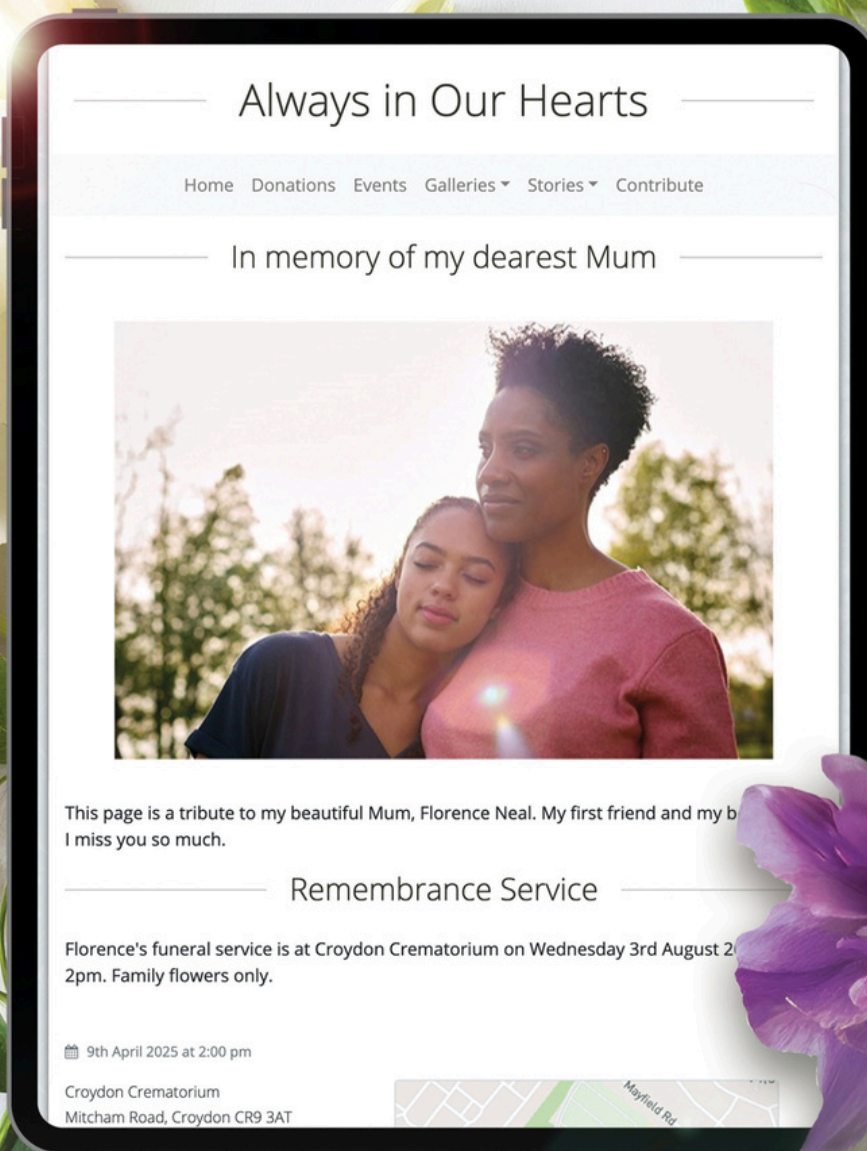
Talking about death may not be easy, but it is essential, and tribute pages offer a compassionate way for people to connect. If you would like to find out more about including tributes as part of your service to families, please get in touch:

support@muchloved.com or 01494 722818



much loved

Your place to remember



funeral notices • online donations
independent reviews • website services



For more information: 01494 722818 • support@muchloved.com

muchloved.com

Obitus

Editorial

Bringing Professional AV Solutions to Funeral Services

How technology can help funeral directors deliver meaningful, modern ceremonies

Today's families increasingly expect heartfelt and personalised funerals that represent their loved one's life and values. As a funeral director, delivering a professional, seamless service is central to your role, and modern audio-visual (AV) technology can help make that possible, wherever the ceremony takes place.

At Obitus, we understand that not every service happens in a chapel and families are choosing a setting to say goodbye in the place that reflects their loved one best.

These locations: gravesides, churches, and other community spaces each come with their own challenges - unreliable acoustics, a lack of built-in or high-quality tech, or even unpredictable weather. We've developed a range of smaller-scale AV systems, specifically designed for private chapels or remote venues, to help you deliver the same standard of AV quality and care to families as any Obitus-supported crematoria.

Simple, professional AV, anywhere

Whether you're looking to enhance services within your own chapel or need flexible solutions for outdoor or remote venues, we can offer professional-grade systems tailored to your needs:

- The Maestro Lite Fixed is ideal for smaller chapels, offering all of Obitus' core services: music, visual tributes, and streaming capabilities, from a compact, cost-effective unit.
- The Maestro Lite Portable brings professional-quality music to graveside, church and remote services, with the scope of additional Obitus core services in the future.

These easy-to-use systems allow you to create moving ceremonies without needing technical expertise, just reliable tools that let you focus on supporting families.

Support that goes beyond the equipment

We know that technology is only part of the picture. That's why Obitus backs every customer with comprehensive support, including:

- A dedicated Customer Success Manager, who will be available to help you through setup and ongoing use.
- A helpful and knowledgeable Customer Service Team, available to give you daily support in service bookings or day-to-day queries.
- Live technical monitoring and on-call engineer support, to keep things running smoothly.
- Access to the Obitus Dashboard for easy music and media bookings.
- Obitus Academy resources for ongoing training and confidence building in using Obitus' systems.

Our team shares your values of compassion and we're here to help you support families with professionalism, sensitivity, and care.

Meeting Modern Expectations

Today's services are often more than a farewell, they're a celebration of life. Whether you're streaming a ceremony for loved ones abroad, playing a favourite piece of music, or showcasing a photo tribute, the right AV setup can make all the difference. With our AV solutions, you can deliver memorable experiences that truly reflect each individual, no matter the setting.

Ready to Enhance Your Services?

Obitus is proud to support funeral professionals in delivering modern, meaningful services. Whether you're enhancing your own chapel or taking a service on the road, we offer options to help you meet today's expectations with ease and confidence.

To find out more or book a demo, get in touch via hello@obitus.com. We're ready to work with you to honour lives and support families, wherever the service takes place.

DON'T FORGET!!!!!!

Our Conference Runs from October 24th - 26th this year
At The Copthorne Slough - Windsor Hotel

Places are limited so please use the forms included in this
edition to book your places



Our President Amanda Pink is bringing the Institute back to its
roots of Education and Saturday afternoon will be filled with meet
and greets and talks from various people.

This afternoon is open to members of the public who wish to know
more about what we do. Alternatively, you can explore the facilities of
the Hotel or have a wander around Windsor

Saturday Night will include a drinks
reception, followed by a 3 course meal.
and the Handover of Offices. Students
who have passed their exams, will be
presented with their certificates

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