

BRITISH INSTITUTE OF FUNERAL DIRECTORS



THE JOURNAL

ISSUE 6



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

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Information & Advice: 0808 802 6869

Office: 020 7802 3200

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HELLO
JUNE

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c/o The Editorial Team:

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**National President's
Chosen Charity**



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Letter from the National President

Amanda Pink

Dear Members, Associates, Students, and Supporters.

As we reach the mid-point of the year, I hope this letter finds you well and enjoying the longer, brighter days. June has been a slightly quieter month in terms of official engagements, but I have been kept just as busy behind the scenes — not only in my role as your National President, but also managing day-to-day activities at the National Office, working closely with the Board of Directors, and of course, running my own (very busy!) funeral business.



On 1st June, I had the pleasure of joining my husband Adrian and a group of friends at Surrey Shooting School, where we took part in a charity clay pigeon shoot to raise funds for Shannon Court Masonic Home. It was a fantastic day filled with camaraderie and community spirit — and I was delighted (and a little surprised!) to win a trophy as runner-up in the ladies category.

June also marks two important awareness campaigns close to our hearts. It is Pride Month — a time to celebrate diversity, support inclusivity, and continue the journey towards equality for all. It is also Men's Mental Health Awareness Month, a reminder of the importance of open conversations, compassion, and support for the mental wellbeing of men in our profession and beyond. Let's continue to look out for one another and ensure that no one feels alone.

By the time this letter reaches you, Region K will have held its Regional AGM at Judds Folly Hotel, Ospringe. Region G will also have hosted their AGM at Parley Green Coffins in Ferndown, and Region C will have carried out a tour of Maple Park Crematorium in Thirsk. I'm delighted to see such active participation across the regions, and a full write-up of these events will be included in the July edition of The Journal.

Looking ahead, Region C is planning a CPD session at The Memory Tree, York's first memorial woodland, on Wednesday 23rd July at 6.30pm. This promises to be an insightful and grounding event in a beautiful setting. All are welcome — please confirm your attendance by emailing Hayley Owen at hayleyowenfd@gmail.com.

Also, a gentle reminder that our Annual Conference and Gala Dinner will be taking place from 24th — 26th October. Places are very limited, so we encourage early booking to avoid disappointment. This year's Conference promises a weekend of celebration, learning, and reconnection — bringing the BIFD back to its roots of education. I look forward to welcoming Members, Students, Associate Members, and Kindred Associations for what is sure to be a memorable occasion. Booking forms can be found in the pages of this Journal or by visiting our website: www.bifd.org.uk.

Finally, I'd like to take a moment to remind everyone that The Lullaby Trust is my chosen presidential charity for 2025. Following April's skydive, you've helped to raise valuable funds to support their vital work in safer sleep awareness and bereavement support for families. Donations can still be made right up until our Annual Conference in October by visiting: <https://lullabytrust.dedicationpage.org/charityoftheyear2025>

Thank you, as always, for the incredible work you continue to do. I remain proud to serve as your President and look forward to seeing many of you at upcoming events.

Best Wishes to you all,

A handwritten signature of Amanda Pink in black ink.

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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24th – 26th October 2025

The Copthorne Slough-Windsor Hotel
Clippenham Lane
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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 £.....

Combs and Funerals

By Clive Pearson, 1st Vice President

From the dawn of human civilization, the comb has served as a testament to humanity's ingenuity and desire for self expression. The comb, though a seemingly mundane object today, holds profound significance, revealing not only the aesthetic and practical aspects of ancient societies but also their spiritual and ceremonial dimensions. This seemingly simple tool, first crafted thousands of years ago, has been intricately linked to the rituals surrounding death and the funeral profession, underscoring its cultural importance across ages.



The earliest evidence of combs dates back to prehistoric times, where they were carved from bone, wood, or ivory. These ancient tools were not merely functional objects but symbols of status and beauty. For instance, in ancient Egypt, at around 3000bc, combs were often crafted with elaborate designs, signifying the wealth and position of the owner. The Egyptian civilization, known for its meticulous burial practices, frequently included combs in tombs as part of the grave goods. This practice reflects the belief in the afterlife, where the deceased would need such objects to maintain their appearance. The comb, thus, was not just an accessory but a vital part of the funerary rites, symbolizing care for one's appearance beyond the mortal realm.

Transitioning to the Roman era, combs maintained their dual role as both utilitarian and ceremonial objects. The Romans, much like the Egyptians, believed in the afterlife and the continuation of one's social status beyond death. Roman combs, often crafted from more durable materials like metal, were included in the burial kits of the deceased. These kits were intended to provide comfort and utility in the afterlife, highlighting the continuity of social practices even in death. Such traditions underscore the cultural importance attributed to personal grooming and appearance, extending beyond life into the spiritual journey.





In medieval Europe, the use of combs in funeral practices continued. During this time, combs were often intricately carved with religious symbols and were considered amulets of protection for the deceased. These combs were placed in graves to safeguard the soul's journey to the afterlife. The symbolism attached to combs during this period reflects a broader understanding of death as a transitional phase, where personal belongings played a crucial role in ensuring a smooth passage to the hereafter. This practice demonstrates the enduring association between personal grooming objects and the spiritual aspects of funerary customs.

As societies evolved, the symbolic significance of combs in funerary practices persisted. In the Victorian era, a period known for its elaborate mourning customs, combs became part of mourning attire and were used in memorial portraits. This era saw the creation of mourning combs, designed to reflect the sombre mood of the time while still emphasising the importance of appearance and self care. These objects served as a reminder of the deceased, embodying their presence through a tangible and personal item.



The humble comb, from its ancient origins to its role in modern funerary practices, illustrates a profound connection between personal grooming and cultural beliefs surrounding death. Its enduring presence in burial rituals across civilizations highlights a universal understanding of beauty, status, and the afterlife. The comb, therefore, is more than a tool; it is a symbol of humanity's timeless relationship with life and death. Embracing this historical perspective encourages a deeper appreciation of the cultural artifacts that shape human history and the rituals that continue to honour the departed.

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The window display at the Brentwood branch of Bennetts Funeral Directors Ltd is always welcoming of any local event, charity or poignant day and event that deserves their recognition, this is just one of the small things we do to show our support of the community.

Not only do we have our window displaying these great events and causes, we also have dedicated a memorial space to a family we have looked after in the past who loved the idea of our window being used in the way that it is.



Our window display in our Brentwood Office is a tribute to the courage, sacrifice, and unwavering spirit of those who fought for our freedom. We take a moment to remember and appreciate those who gave everything they did for us today, and always.



The Bennetts Funerals Brentwood Office window display featuring art from @weebohyart in support of the Brentwood Art Trail. This year's @bwdarttrail will take place from 31st May - 29th June and will feature many activities to do, head over to their Instagram for more information.





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



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Room for an elephant? Bereavement charity launches animation to help support bereaved teenagers

Child Bereavement UK has launched a new animated short film aimed at bereaved young people. The film, titled 'Room for an elephant', explores how taboos and awkwardness around talking about death and dying can prevent people from being supportive. Sadly, this reluctance to mention the 'elephant in the room' can result in bereaved young people feeling lonely and isolated.

'Room for an elephant' illustrates a specially written poem and is narrated by a young person. The film's design is inspired by the style of teen graphic novels and is the latest in a series of award-winning animations by Child Bereavement UK, which form part of the charity's comprehensive range of bereavement support resources.

Child Bereavement UK helps families to rebuild their lives when a child grieves or when a child dies. The charity supports children and young people (up to the age of 25) when someone important to them has died or is not expected to live, and parents and the wider family when a baby or child dies or is dying.

Maninder Hayre, Director of Services and Partnerships at Child Bereavement UK said:

"Children and young people we support tell us that grief can be very isolating, particularly when others feel awkward asking them how they're feeling or mentioning their special person who has died. We hope this film will help raise awareness of how lonely grief can be and encourage others to connect with bereaved friends with greater compassion and understanding."

With thanks to the family and friends of Amara Sharma (7 October 2018 – 16 December 2019) for contributing to this film in her memory.

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- The course includes lunch and light refreshments throughout the weekends
- Certificate course fees are £2,700.00 for additional information email Hayley at hayleyowenfd@gmail.com



A Historic First: Sustainable Funeral Floristry Shines at RHS Chelsea Flower Show



For the first time ever in its distinguished history, the RHS Chelsea Flower Show has welcomed an exhibit dedicated to sustainable funeral floristry. East Yorkshire florist Gill Hodgson MBE, alongside the non-profit Farewell Flowers Directory, proudly staged this groundbreaking display at the very heart of the Great Pavilion — and was awarded a coveted Gold Medal for their efforts.

This milestone represents a significant recognition of the beauty, artistry, and profound meaning embedded in farewell flowers. Funeral floristry is more than decoration; it plays a heartfelt role in commemorating loved ones, providing comfort, and expressing emotions when words may fail. Seeing this deeply meaningful craft celebrated on such a prestigious, world-renowned platform reflects a growing awareness of the importance of sustainable practices in all aspects of life — including those surrounding loss and remembrance.

Gill Hodgson's exhibit beautifully intertwined themes of nature, sustainability, and remembrance, offering visitors a poignant reminder of how flowers can serve as living tributes. This tribute to both nature and memory highlights the care and thoughtfulness that goes into choosing funeral flowers that not only honour the departed but also respect the environment.



The British Institute of Funeral Directors warmly congratulates Gill Hodgson MBE and Farewell Flowers Directory on this remarkable achievement. Their work is a shining example of innovation, compassion, and environmental responsibility within the funeral sector.

For those interested in exploring this inspiring project further, visit www.farewellflowers.co.uk/rhs-chelsea-2025.

June's Flower of the Month

As you can see this issue contains a lot of roses, which is because they are the Flower of the Month for June

Rose Names have issued a helpful "How to care for your roses" piece which appears later in the issue.



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New Funeral Home in Ferndown Set to Strengthen Community Support



Funeral Arranger Simon Ives, Funeral Director Jon Austin and Natalie and Anthony O'Hara at their new funeral home in Ferndown

Nicholas O'Hara Funeral Directors is proud to announce the opening of its sixth branch which will see them help provide the ideal goodbye for even more people.

The new funeral home is in Ferndown, Dorset, in premises that were previously a cycle shop.

The building has been fully refurbished to create a welcoming environment. It offers a range of facilities including welcoming private family viewing and arranging rooms, and a comfortable service chapel where families can hold intimate gatherings prior to a cremation or burial service, ensuring comfort and privacy at a sensitive time.

Nicholas O'Hara Funeral Directors, a family business founded in 1974 by Nicholas O'Hara, has a long-standing relationship with the Ferndown community, having supported local families with care and compassion for many years from its branches in Wimborne and West Moors.

They joined Funeral Partners – the country's third largest funeral business – last year, and the partnership has played a key role in enabling them to invest in growing the team and expanding their service availability by opening a new modern, comfortable and welcoming funeral home.

Funeral Director Jon Austin is from Ferndown and is looking forward to working closely with the community in his town.

He said: "It's a privilege to be bringing our exceptional levels of service to somewhere I know very well. It is an exciting time for me and the team to be opening in Ferndown, and I am looking forward to being able to provide our service and support our local families at a convenient funeral home close to where they live. I grew up in Ferndown, went to school there and played sports in the area so I know the people and what matters to them. I hope we will be able to help lots of people in what is obviously a difficult time for them."

Anthony O'Hara, Business Principal and son of founder Nicholas, said: "Opening this new branch is a significant step for us and one that we are deeply committed to.

"Ferndown is a community we care deeply about, and we're excited to provide even greater support with our new, purpose-built premises. We are proud to serve the families of Ferndown."

For more information about Funeral Partners, please visit www.funeralpartners.co.uk/

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Your reputation is our reputation



Funeral Partners Continue their Expansion in Northern Ireland with Sandy Close Funeral Services

A family-run Belfast Funeral Directors has joined Funeral Partners as the continue to build their presence in Northern Ireland.

Sandy Close Funeral Services, based on Belfast's Shankill Road, is now part of the UK's fastest-growing funeral business.

Founder Sandy set up his own company in 1998, having previously worked in the funeral profession for many years for both Houston & Williamson Funeral Directors and James Brown & Sons Funeral Directors in the city. Both businesses became part of the Funeral Partners family back in 2019.



Agnes Close and Sandy Close outside their funeral home in Belfast

Sandy said that it felt like the right time to think about the future, and that becoming part of Funeral Partners would secure the legacy and growth of the business for years to come.

"I already feel some of the stress and pressure from running your own business lifted, and feel relieved and happier just a few weeks in," Sandy said.

"Funeral Partners were the only serious option I considered as an acquisition partner. The people I met from the company were very experienced and impressive and I am in touch with some contacts and friends who know and have worked with them for a long time. They were all complimentary and shared their positive experiences. In the current climate, it is financially challenging for an independent Funeral Directors, with things like increased regulation, rising costs and tax changes.

"The first few weeks were intense but having somebody here to help us through the first stages of the integration process, was really valuable. I definitely want to stay on and continue doing what I am passionate about, so it was great to have that option while having the benefits of investment, marketing support, administration, compliance and more. The business remains family run, with Sandy at the helm and his daughter Catherine and sister-in-law Christine all holding key roles within the team. Wife Agnes previously worked there too, and having recently retired, continues to be an ambassador within the local community. One of the big factors for me in choosing Funeral Partners was keeping my name above the door, to protect our legacy," Sandy said.

"I want to stay working in the business for a long time to come, and, in future generations I want my grandchildren and great-grandchildren to look at our business and know it was me who founded the Funeral Directors and be proud of that."

Sam Kershaw, Funeral Partners CEO, said: “We are delighted to welcome Sandy and the team at Sandy Close Funeral Services. They have built up an enviable reputation for providing a high-quality, personalised service and they maintain close links to community organisations and the Church – I am proud to see them become part of our network. This acquisition in Northern Ireland strengthens our presence in the region and supports our ambitions for further expansion within the region in the near future.”

For more information about Sandy Close Funeral Services visit
<https://www.sandyclosefuneralservices.com/>

If you are an independent Funeral Director and thinking about the future of your funeral home, please get in touch for an informal, confidential conversation via
<https://corporate.funeralpartners.co.uk/>



Only 106 days to when Suicide Bereavement UK host their 14th international hybrid conference in Manchester on the 25th September. For more information, visit Suicide Bereavement UK's 14th International Conference - Suicide Bereavement UK

It is a must for those who work in suicide prevention or come into contact with and/or are responsible for the care of those bereaved or affected by suicide.

Not only will you learn from the speakers, but you will also network with the largest audience of people interested in suicide bereavement. Actually, this is the largest suicide bereavement conference internationally. Delegates are travelling from numerous countries to attend, ranging from USA, Australia and Ghana etc.

On a different note, we at Suicide Bereavement UK, have been very busy developing new training, which I have no doubt will be of interest to many of you. This will be launched at the conference.

Suicide Bereavement Across the Life Span training, is evidence-based and will be CPD accredited. This one day, face to face training will focus on long term bereavement and its impact. Please contact Paul Higham, if you would like to be kept updated on this training.

email: paul.higham@suicidebereavementuk.com

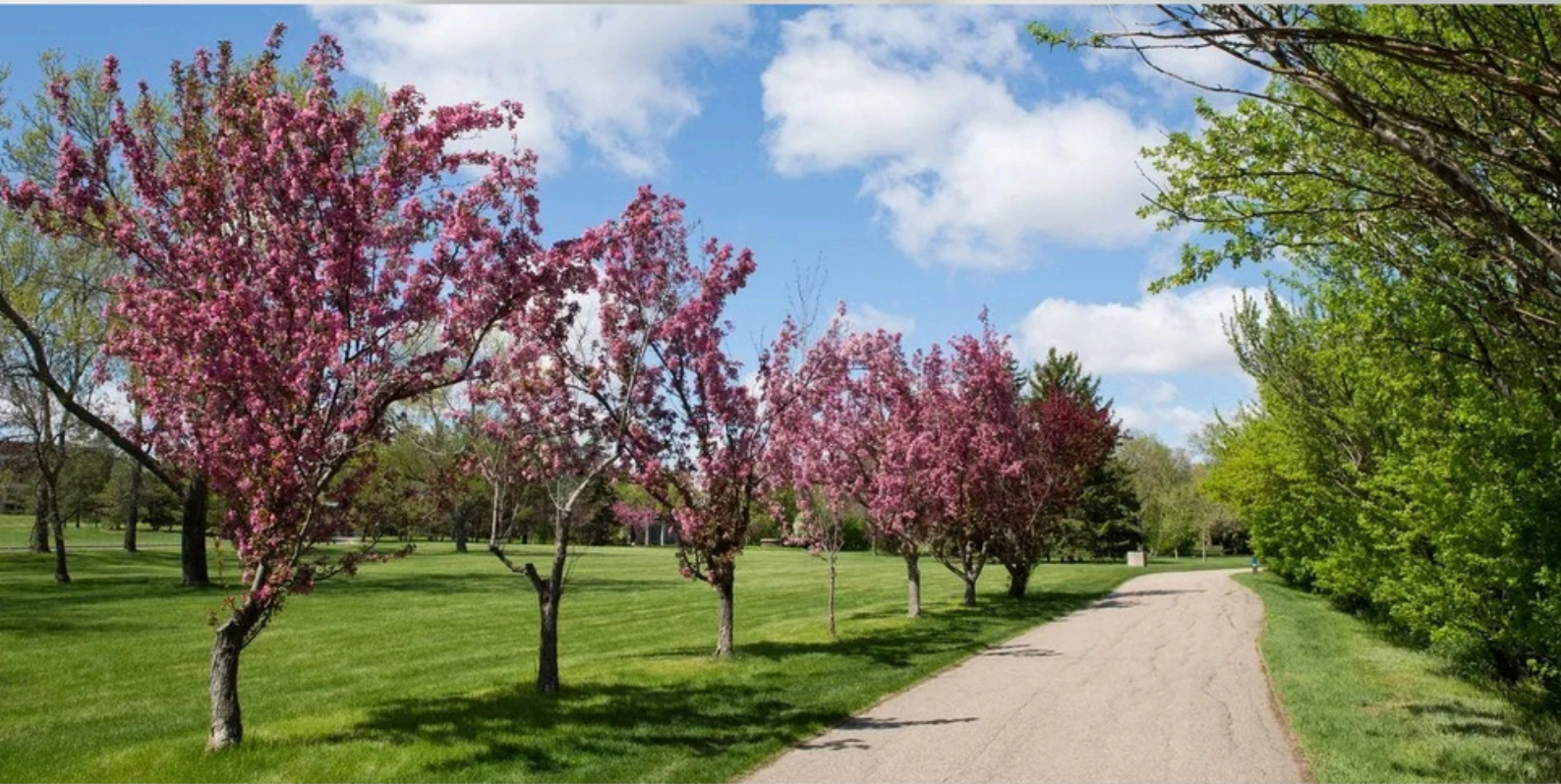
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The Power of Custom Tribute Edits: Creating Meaningful Goodbyes



At Obitus, we're increasingly hearing from funeral arrangers who are being asked to help families create more complex and personalised Tribute videos. It's no longer just about a handful of photos set to music - families now want to include home videos, multiple music tracks, and precise photo timing to reflect a loved one's personality, milestones, and story.

This shift is part of a wider trend. Over the past three years, Tribute use has grown by more than 78%, and today, nearly 40% of the services we support feature a Tribute of some kind. Whether it's a simple slideshow or a fully tailored video, families are clearly seeking more meaningful ways to say goodbye.

Why Tributes Matter

Funerals are powerful moments - not just of mourning, but of reflection and connection. A Tribute video weaves together images, sound, and memory to tell a story that words often can't. Done well, they offer comfort, spark shared memories, and create a sense of presence for everyone involved, including those attending remotely.

Going Beyond: The Impact of Custom Edits

We believe that our standard Tribute options already offer a beautiful and respectful way to honour someone's life. But for those who want to go a step further, we offer custom edits that allow for even more personalisation.

These can include:

Embedding home videos, from wedding footage to childhood moments

Adding up to three carefully chosen music tracks

Tailoring image timing to sync perfectly with a meaningful song

We've created a sample Tribute showcasing these custom features on our blog, and the response has been overwhelmingly positive. Seeing a loved one's story unfold through sound, motion, and memory is powerful - and often deeply moving.

Obitus

Why Work With Us?

For funeral arrangers, choosing Obitus means peace of mind. We ensure each Tribute is professionally edited, formatted to suit the venue, and fully supported from start to finish.

Our editors take care of the technical details such as timing, transitions, pacing, so that families and professionals alike can spend their time where it matters most. By handling the creative and technical side, we free you up to focus on guiding families through the service itself, knowing the Tribute is in safe hands.

How to Arrange a Tribute With Custom Edits

It's easy to ask for custom edits. Once a Tribute has been ordered, just contact us via email, phone, or through the Obitus dashboard with your request.

We do recommend allowing a little extra time for custom work, especially when videos or multiple songs are involved. Our team will collaborate with you to make sure everything is exactly as it should be.

At Obitus, we're committed to helping you create farewells that are not only beautiful, but truly personal - and remembered long after the final note fades.

If you'd like to know more, we're only a message away.



Cremation & Burial Communication & Education 2025

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



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How to Protect Funeral Guests from QR Code Scams

QR codes on orders of service are a simple way to join up print and digital for families. In a world where digital and print increasingly work hand in hand, a small but powerful addition to your funeral stationery can make a big difference: a QR code on the back of an order of service linking directly to a person's MuchLoved tribute page.

Whether families want to collect donations for their chosen charity or simply create a place to share memories and messages, the tribute page is a valuable part of the funeral experience. But how do you help people find it at just the right moment?

Why QR codes?

For families, it's about ease. Adding a discreet QR code to the back of the order of service means guests know exactly where to go without needing to search online or keep track of a website link, or type at all. It's especially helpful for those less confident with technology. Just open the camera on your phone, point and click.

And it's not just about convenience at the funeral itself. Attendees can scan the code later at home, when they feel ready. They may want to light a candle, share a memory, or make a donation in their own time without interrupting the moment of the service.

They may take the order of service home and pass it to someone who couldn't attend, giving more people a direct route to show their love and support.

Protect funeral guests from scams

Safe sharing is at the heart of MuchLoved QR codes. Action Fraud, the national fraud reporting centre, has seen a rapid increase in people being caught out by fraudulent QR codes on parking meters and restaurant menus, as well as on parcels and emails, and even on the television.

In these so-called quishing incidents, people who scan QR codes using mobile phones and other electronic devices are directed to websites controlled by the scammers and tricked into handing over data such as bank details.

Last year, scammers targeted funeral guests using Facebook pages to share live streaming links that required upfront payment. Funeral businesses should once again be vigilant, this time of scams involving QR codes.



You can keep your families and funeral guests safe by only downloading QR codes from your MuchLoved partner area or tribute pages.

The following advice will also help families and funeral guests to protect themselves:

- Scan the QR code but preview the URL before clicking. Legitimate MuchLoved QR codes are easy to identify as the URL muchloved.com will appear on their screen
- Find tributes via a funeral director's website, or muchloved.com, so you can be sure they are legitimate and safe to share
- Ensure that any live streaming links are accessed through the tribute page, not from social media posts
- Other information about phishing attacks is available from The National Cyber Security Centre and CyberScotland

A simple scan, a lasting connection

The QR code, much like the tribute, is theirs for as long as they want it. Some families go on to fundraise for many years and use their tribute page for all their fundraising events. Having everything in one place is a really powerful reminder of the impact that their loved one is having. By using the MuchLoved QR code, funeral businesses play an important role in helping families stay safe online as they remember their loved one.

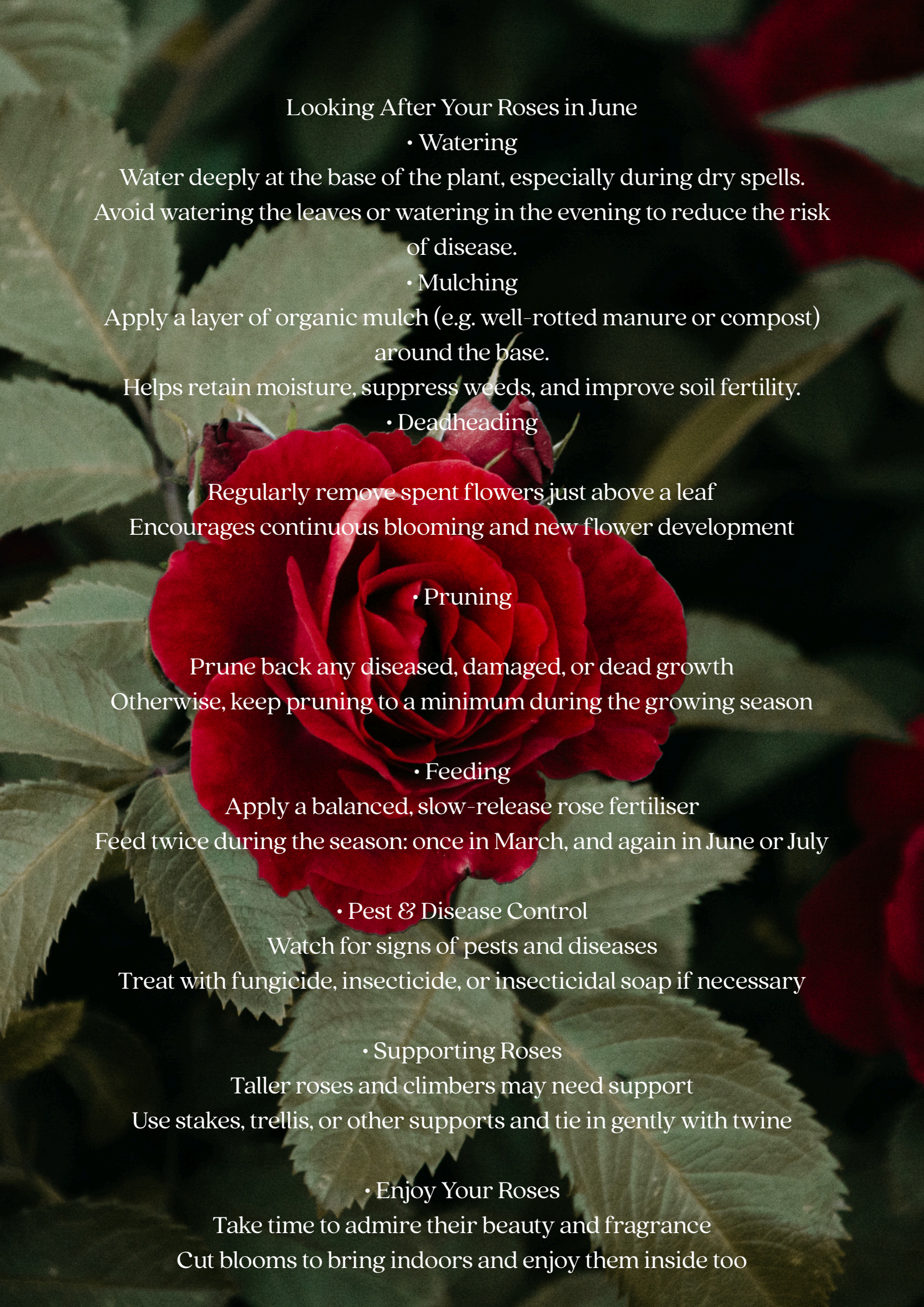


Name your own Roses!

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



Looking After Your Roses in June

• Watering

Water deeply at the base of the plant, especially during dry spells.
Avoid watering the leaves or watering in the evening to reduce the risk of disease.

• Mulching

Apply a layer of organic mulch (e.g. well-rotted manure or compost) around the base.

Helps retain moisture, suppress weeds, and improve soil fertility.

• Deadheading

Regularly remove spent flowers just above a leaf
Encourages continuous blooming and new flower development

• Pruning

Prune back any diseased, damaged, or dead growth
Otherwise, keep pruning to a minimum during the growing season

• Feeding

Apply a balanced, slow-release rose fertiliser
Feed twice during the season: once in March, and again in June or July

• Pest & Disease Control

Watch for signs of pests and diseases
Treat with fungicide, insecticide, or insecticidal soap if necessary

• Supporting Roses

Taller roses and climbers may need support
Use stakes, trellis, or other supports and tie in gently with twine

• Enjoy Your Roses

Take time to admire their beauty and fragrance
Cut blooms to bring indoors and enjoy them inside too

Child Bereavement UK Conference

Child Bereavement UK's conference for professionals, 'Cultural perspectives on supporting children and young people through grief' (Monday 23 June 2025, Birmingham), will bring together speakers from diverse backgrounds to explore how different cultures and traditions communicate with and support children around death, dying, and bereavement.

The conference aims to foster an understanding of cultural differences and similarities, develop deeper understanding, and learn from best practices that can inform your work and help improve support for bereaved children and young people of all backgrounds.



Speakers from diverse, cultural backgrounds and faiths will share their insight and expertise on how different cultures explain death and dying to children and provide support; how cultural practices can be understood to enable effective talking and listening with children about death; and how we can help children and young people talk about death to help them navigate their grief

Confirmed speakers include Pariss Sailsman, Journals to Dreams – Director; Mohamed Omer, National Burial Council – Chair; Madhuri Bedi, Sands - South Asian Outreach; Nicola Marshall - Grief and Loss Campaigner; Reverend Cassius Francis, Birmingham Women's and Children's NHS Foundation Trust; Jedine Pendley-Daley, New Way Christian Centre - Co-Pastor; and Remi Martin, Emergent Bereavement Researcher.

Attendees are invited to join in person at The Studio, 7 Cannon Street, Birmingham, B2 5EP or online via a livestream.

For further information or to book your place., visit

<https://www.childbereavementuk.org/cultural-perspectives-on-supporting-children-and-young-people-through-grief-conference>

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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