

BRITISH INSTITUTE OF FUNERAL DIRECTORS

THE JOURNAL



ISSUE 10



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

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The CPD Standards Office

CPD PROVIDER: 60065

2023-2025

www.cpdstandards.com

*For all Executive,
Administration & General
Enquiries, please contact:*

BIFD National Office

Tel: 0800 032 2733

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



SUPPORTERS & CONTRIBUTORS

Auden Funeral Supplies

Bennetts Funerals

Colourful Coffins

Funeral Partners

J C Atkinson

Muchloved

Wilcox Limousines

Letter from the National President

Amanda Pink

Final Reflections

As I come to the close of my term as National President of the British Institute of Funeral Directors, I have been reflecting on what a truly wonderful opportunity this role has given me. It has been an honour and a privilege to represent our Institute and to visit so many different parts of the country, meeting members, students, and colleagues of our Kindred Associations who all share the same passion for our profession.



Throughout the year, I have been reminded time and again of the dedication, professionalism, and compassion that our members bring to the communities they serve. The Institute is more than an organisation; it is a network of people committed to raising standards and ensuring that families receive the very best care at a time when they need it most.

Looking ahead, I believe the future of the BIFD lies in our continued role as a strong influence in the education and training of funeral professionals. Through our valued relationship with Greenwich University, who accredit both our Certificate and Diploma in Funeral Service, and with the support of our Level 5 accredited tutors, we are uniquely placed to guide the next generation through their studies while also encouraging lifelong learning. Our free CPD sessions, which have been so well received, are a testament to the Institute's commitment to ensuring that professional development remains accessible to all our members.

With the future of regulation now imminent, I am confident that the BIFD will continue to be a voice of authority and integrity within the sector, guiding our members and supporting them through the changes to come.

As my presidency draws to a close, I would like to thank you all for your support, encouragement, and commitment to the Institute. It has been an unforgettable experience to serve as your National President, and I look forward to continuing to play my part in the work of the BIFD in the years ahead.



Warmest regards

A handwritten signature in black ink that reads "Amanda".

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

Conference Agenda

Friday 24th October

Check in will be from 3pm

There will be a drinks reception from 6.15pm in the Royal Suite

Dinner will at 7pm in the Royal Suite and will be an informal smart casual dress code, there will be a 3 course dinner, fun casino tables, and music to enjoy.

Saturday 25th October

AGM registration will be open from 9.30am for BIFD members only, and the meeting will start at 10am.

Saturday afternoon after a buffet lunch for those who have booked in advance, the CPD educational sessions will be from 2pm until 4pm in the Royal Suite provided by Obitus and MuchLoved.

If you have booked the hotel for Saturday night only check in will be from 3pm.

Saturday Evening Banquet

Location: Royal Suite

Time: 6:15pm - Drinks Reception, followed by dinner

Attire: Black Tie

The Banquet Evening will be a highlight of the conference -there will be some fabulous entertainment and an opportunity to enjoy a formal dinner and an evening of celebration with colleagues and partners across the profession, seeing our students who have worked incredibly hard presented with their Diploma's. This evening will culminate with the handover of chains ending my year in office. Then the opportunity to dance the evening away.

There will be a raffle and the opportunity to buy our unique table centrepieces so do remember to bring cash with you.

We very much look forward to welcoming you and hope that you have an enjoyable and memorable time with us.

BRITISH INSTITUTE OF FUNERAL DIRECTORS

Registered Office:

National Office, 2 Heather Ridge Arcade, Camberley, Surrey, GU15 1AX

Company Limited by Guarantee - 06230309

NOTICE OF THE 43rd ANNUAL GENERAL MEETING



Dear Members, Students, Fellows & Associate Members,

You are duly invited to attend the 43rd Annual General Meeting of the The British Institute of Funeral Directors on:

**Saturday 25th October 2025 at 10:00 a.m., at The Copthorne Slough-Windsor
Hotel,
Clippenham Lane, Slough, SL1 2YE**

to conduct the following business:

AGENDA

- 1 Welcome to the Meeting by National President Amanda Pink (including Minutes Silence for Members we have lost and in respect of the deceased people and families we have served).
- 2 Roll Call: Members present will announce their name, town, region and any office held.
- 3 Apologies for Absence.
- 4 To Adopt Standing Orders.
- 5 Minutes of the 42nd Annual General Meeting held on Saturday 19th October 2024 at The Cedar Court Hotel, Lindley Moor Road, Huddersfield, HD3 3RH
- 6 Matters Arising from the Minutes.
- 7 Resolutions To Conference (received at National Office by 13th October 2025).

The Board of Directors propose a new membership called "Certificate Membership", to enable members who have completed the Certificate in Funeral Service course and will not be going on to take the Diploma course stay as members.

Certificate Members

10a.1 Certificate Membership shall be open to individuals who, at the date of their application:

10a.1.1 are 16 years of age or above;

10a.1.2 whose applications are acceptable to the Directors and

10a.1.3 who have completed the Certificate in Funeral Service, or an Equivalent Qualification.

10a.2. A Certificate Member shall be entitled to:-

10a.2.1. to receive any publication of the Company; and

10a.2.2. attend any General Meeting of the Company.

10a.3. A Certificate Member shall not be entitled to:-

10a.3.1. Vote on matters put before any General Meeting of the Company.

10.4. Once a Certificate Member shall have been awarded the Diploma or completed satisfactorily an Equivalent Qualification they shall be entitled to apply to become a Full Member and provided they submit a Full Membership Application within 3 calendar months of being awarded the Diploma or satisfactorily completing an Equivalent Qualification, they may remain a Certificate member until their Full Membership Application has been determined but thereafter their Certificate Membership shall automatically cease. Where such Certificate Member fails to make a Full Membership Application within such period of 3 calendar months his student Membership shall automatically cease on the expiry of that period.

8 Education Report

9 Administration, Company Secretary & Director's Reports

10 To receive the Treasurer's Report and Financial Statements for the period ended 31st March 2025.

11 To appoint auditors of the Company to hold office until the conclusion of the next general meeting at which the financial statements are laid before the Company: Hughes & Co, The Stables, Broseley Hall, Church Street, Broseley, Shropshire, TF12 5DG

12 To fix subscription rates for 2026-27.

13 To appoint the nominated individuals listed below as Honorary Officers, such individuals having been nominated in accordance with the provisions of Regulation 28.3 of the Company's Articles of Association:

National President:	Clive Pearson
First Vice President:	Phil Gore
Second Vice President:	Judith Dandy
Immediate Past President:	Amanda Pink
National Treasurer:	David Gresty
The Company Secretary:	Amanda Pink
Editor of The Journal:	Kayleigh Ingham
Deputy Editor of The Journal	Vacant
Chair of Education:	Andrew Floyd

14 To re-elect as directors the following individuals who are retiring by rotation in accordance with the Articles of Association: -

1. Region A – **Vacant**
2. Region B – **Vacant**
3. Region C – Hayley Owen
4. Region D – **Vacant**
5. Region E – **Vacant**
6. Region F – **Vacant**
7. Region G – **Vacant**
8. Region H – David Capper
9. Region J – Sophie Cross
10. Region K – **Vacant**

15. Adjourn the meeting to the Gala Dinner where the awards ceremony and handover of offices will take place

****Please remember that only members, students, associates and fellows can attend the AGM part of the weekend, no guests are allowed to this part of the conference and ONLY Fully Registered Members can vote.***

Thank you

By The Order of The Board
Secretary & National President – Amanda Pink



MINUTES

42nd Annual General Meeting

19 October 2024 at 10.30am | Cedar Court Hotel, Lindley Moor Road, Huddersfield HD3 3RH

ATTENDANCE

Roll call: Amanda Dalby (National President, Region C), Amanda Pink (1st Vice President, Region G), Clive Pearson (2nd Vice President, Region C), Andrew Floyd (Education Chair, Region B), Hayley Bell (Public Relations Officer/Examinations Chair, Region G - *minutes*), Judith Dandy (Region G), Beth Harron (Region C), Margaret Dow (Past President, Region A), Hayley Owen-Barker (Tutor, Region C) David Barker (Region C), Adrian Pink (Past President, Region G), Richard Ryland (Region B), Paul Stibbards (Past President, Region F), Andrew Western (Region J), David Capper (Past President, Region H), Dr Philip Gore (Region K), David Gresty (Past President, Region J), Victoria Howcroft (Region C), Alan Puxley (Past President, Region G), Sue Puxley (Region G), Judith Brandwood (Region C), Deborah Torrie (Region C), John Butterworth (Hon. Member, Region J), Margaret Goodwin (Hon. Member, Region J), Skye Knight (Region C), Shaun Thorpe (Region C), Craig Metcalf (Region J).

Apologies for Absence: Jeremy Mead (Immediate Past President, Region G), Karen Mead (National Treasurer, Region G), Rev. Kevin Dow (Region A), Roger Clark (Past President, Region G), Sally Walton (Past President, Region G), Samuel Roy (Region H), Rodney Major (Region G), Roger Hickling (Region F), Rosalyn Pratt (Region G), Jacqueline Mitchell (Region F).

Proxy Votes Received: 8

WELCOME

National President Amanda Dalby welcomed everyone to Yorkshire and thanked them for their attendance. A minute's silence was held in memory of members we have lost and in respect of the deceased people and families we have served.

TO ADOPT STANDING ORDERS

Proposed: Clive Pearson (2nd Vice President, Region C)

Seconded: Amanda Pink (1st Vice President, Region C)

All in favour.

MINUTES OF THE 41ST ANNUAL GENERAL MEETING

Approval of minutes of the 41st AGM held on Saturday 21 October 2023 at the Alexandra Country House Hotel, Whittingham Drive, Wroughton, Swindon, SN4 0QJ

Proposed: Clive Pearson (2nd Vice President, Region C)

Seconded: Amanda Pink (1st Vice President, Region G)

All in favour.

MATTERS ARISING FROM PREVIOUS MINUTES

None Received.

RESOLUTIONS TO CONFERENCE (RECEIVED AT NATIONAL OFFICE BY 12 OCTOBER 2024)

None Received.

EDUCATION REPORT: ANDREW FLOYD (CHAIR OF EDUCATION, REGION B)

Tutor Training: It was confirmed that three people attended an information session on 11.10.2024. Subsequently, six people have committed to registering to take the Diploma in Teaching (DIT, level 5).

This course will be predominantly held via Teams, with x4 in-person observed classes per candidate in their place of teaching, which will be completed by Andrew Floyd.

The cost will be £3,500 per candidate (negotiated down from £5,900 there is a cohort of 6, and we will be facilitating the observation aspect of the assessment). A pathway to PgCE is embedded into this course, should candidates wish to continue with their learning.

The DIT course will start on 1 November 2024, with the end-point assessment in June 2025. Tutors with an existing level 4 qualification will be known as 'BIFD Approved Tutors' and will be able to teach the Certificate in Funeral Service and present the Introduction to Funeral Service only.

Tutors with a level 5 DIT qualification will be known as 'BIFD Accredited Tutors' and will be able to teach the full suite of courses.

Revision of Textbooks: Due to the many changes that have been implemented since the last revision in 2020, the Education committee has suggested that a textbook committee be formed as a working group to make changes to the textbook, all relevant members of the education team will be approached to form the committee (of 4 or 5 people). The Education committee will be also approaching BIFD members who may be able to assist the committee with specific chapters (e.g. Scotland, Embalming, Repatriation, etc.) chapters will need be prioritised in order of importance.

Certificate in Funeral Service Cohort: Currently there are 28 candidates enrolled in the revised academic year Certificate in Funeral Service (September 2024 – February 2025).

Introduction to Funeral Service: The last Introduction course was facilitated online six months ago, we have had around 350 interested parties in this course, with the majority indicating that they would prefer to attend an online session. Andrew commented that the Institute will facilitate four of these sessions online throughout the year, and any of the approved tutors are welcome to hold in-person sessions in addition to these four webinars.

It was mentioned by having tutors personally curate these sessions enables them to build a potential relationship with those who may wish to progress onto our suite of courses.

It was agreed that a fee of £175 per candidate be charged. It was suggested that there would be a minimum number of cohorts to cover the fee for the presenter.

Margaret Dow (Past President, Region A) took to the podium to share changes to Repatriation of a deceased person to Scotland, stating that a Coroner's Interim Death Certificate would now be accepted as part of the paperwork.

Thanks were expressed to the Education team for their continuing hard work.

ADMINISTRATION, COMPANY SECRETARY & DIRECTORS' REPORTS: AMANDA PINK (1ST VICE PRESIDENT, REGION G)

Finance and Membership:

£107,155.45 held across both accounts.

270 full members, with 28 new student members.

Amanda discussed the updates that she has been working on regarding the Institute's database including updated student details which will streamline booking examination venues. A further discussion was held regarding student

memberships, and it was agreed that moving forward one membership certificate would be issued for two years signed by the current national president and chair of education, again to streamline the process.

Update to National Office's Registered Address:

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

Proposed: Amanda Pink (1st Vice President, Region G)

Seconded: Hayley Bell (Public Relations Officer/Examinations Chair, Region G)

All in favour.

TREASURER'S REPORT AND FINANCIAL STATEMENTS ON BEHALF OF KAREN MEAD (TREASURER, REGION G)

The Treasurer's Report and Financial Statements for the period ending 31 March 2024 were provided as detailed in the September 2024 issue of the Journal.

Proposed: Amanda Pink (1st Vice President, Region G)

Seconded: Adrian Pink (Past President, Region G)

All in favour.

Thanks were expressed to the current and previous administration team for keeping the accounts in a healthy position and very good order.

TO APPOINT THE AUDITORS OF THE COMPANY

To hold office until the conclusion of the next general meeting at which the financial statements are laid before the Company: **Haines Watts Cirencester Ltd. Old Station House, Station Approach, Newport Street, Swindon, Wiltshire, SN1 3DU.**

Proposed: David Gresty (Past President, Region J)

Seconded: Alan Puxley (Past President, Region G)

All in favour.

TO FIX SUBSCRIPTION RATES FOR 2025-2026

John Butterworth (Honorary Member, Region J) commented that as membership is down compared to the previous year, perhaps we should raise our subscription rate slightly to ensure that the Institute's finances remain healthy. Amanda Pink (1st Vice President, Region G) said that from National Office's records it had been noted that associate members were down on the previous year, the cost-of-living crisis was being felt by a lot of people and was good reason for the subscription rates to remain as it was.

Subscription rates for 2024-2025 were fixed at the previous year's rate.

All in favour.

APPOINTMENT OF HONORARY OFFICERS

To appoint the nominated individuals listed below as Honorary Officers, such individuals having been nominated in accordance with the provisions of **Regulation 28.3** of the Company's Articles of Association:

National President: Amanda Pink

Proposed: Adrian Pink (Past resident, Region G)

Seconded: David Gresty (Past President, Region J)

All in favour.

First Vice President: Clive Pearson

Proposed: Amanda Pink (1st Vice President, Region G)

Seconded: Margaret Dow (Past President, Region A)

All in favour.

2nd Vice President: Dr Philip Gore

Proposed: Clive Pearson (2nd Vice President, Region C)

Seconded: Alan Puxley (Past President, Region G)

All in favour.

Immediate Past President: Amanda Dalby

National Treasurer: David Gresty

Proposed: Adrian Pink (Past President, Region G)

Seconded: Clive Pearson (Past President, Region C)

All in favour.

The Company Secretary: Amanda Pink

Proposed: David Gresty (Past President, Region J)

Seconded: Sue Puxley (Region G)

All in favour.

Public Relations Officer: Hayley Bell

Proposed: Margaret Dow (Past President, Region A)

Seconded: Andrew Floyd (Chair of Education, Region B)

Majority favour, x1 abstention.

Deputy Editor of the Journal: Vacant

Chair of Education: Andrew Floyd

Proposed: Hayley Bell (Public Relations Officer/Examinations Chair, Region G)

Seconded: Sue Puxley (Region G)

All in favour.

Following the appointments, Dr Philip Gore (Region K) took to the stand and addressed the members to re-introduce himself.

RE-ELECTION OF REGIONAL DIRECTORS

To re-elect as directors the following individuals who are retiring by rotation in accordance with the Articles of Association:

REGION A: Margaret Dow

Proposed: Clive Pearson (2nd Vice President, Region C)

Seconded: Hayley Bell (Public Relations Officer/Examinations Chair, Region G)

All in favour.

REGION B: Vacant

REGION C: Hayley Owen-Barker

Proposed: Amanda Pink (1st Vice President, Region G)

Seconded: Clive Pearson (2nd Vice President, Region C)

All in favour.

REGION D: Vacant

REGION E: Vacant

REGION F: Vacant

REGION G: Hayley Bell

Proposed: Amanda Pink (1st Vice President, Region G)

Seconded: Clive Pearson (2nd Vice President, Region C)

Majority favour, x1 abstention.

REGION H: David Capper

Proposed: Margaret Dow (Past President, Region A)

Seconded: Hayley Bell (Public Relations Officer/Examinations Chair, Region G)

All in favour.

REGION J: Sophie Cross

Proposed: Clive Pearson (2nd Vice President, Region C)

Seconded: Adrian Pink (Past President, Region G)

All in favour.

REGION K: Vacant

MEETING ADJOURNED TO THE GALA DINNER

The meeting was adjourned at 11.30am for the meeting to conclude at the Gala Dinner, that evening, where the awards ceremony and handover of offices took place.

Company registration number 06230309 (England and Wales)

BRITISH INSTITUTE OF FUNERAL DIRECTORS
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

BRITISH INSTITUTE OF FUNERAL DIRECTORS

COMPANY INFORMATION

Directors	Mr D E Capper Miss S Cross Mr A Floyd Mrs H Barker-Owen Mr C J Pearson Ms A J Dalby Ms A J Pink Mr P S Gore Mr D Gresty	(Appointed 19 October 2024) (Appointed 25 November 2024)
Secretary	Ms A J Pink	
Company number	06230309	
Registered office	2 Heather Ridge Arcade Heatherside Camberley Surrey GU15 1AX	
Accountants	Haines Watts Cirencester Limited Old Station House Station Approach Swindon Wiltshire SN1 3DU	

BRITISH INSTITUTE OF FUNERAL DIRECTORS

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BRITISH INSTITUTE OF FUNERAL DIRECTORS

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2025

The directors present their annual report and financial statements for the year ended 31 March 2025.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

Mr J P Mead	(Resigned 19 October 2024)
Mrs K V Mead	(Resigned 19 October 2024)
Mr D E Capper	
Miss H E C Bell	(Resigned 20 November 2024)
Miss S Cross	
Mr A Floyd	
Mrs H Barker-Owen	
Mr C J Pearson	
Ms A J Dalby	
Mr G Easton	(Resigned 19 October 2024)
Ms A J Pink	
Mr P S Gore	(Appointed 19 October 2024)
Mr D Gresty	(Appointed 25 November 2024)

Small companies exemption

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

.....
Ms A J Pink
Director

Date:

BRITISH INSTITUTE OF FUNERAL DIRECTORS

ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF BRITISH INSTITUTE OF FUNERAL DIRECTORS FOR THE YEAR ENDED 31 MARCH 2025

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of British Institute of Funeral Directors for the year ended 31 March 2025 which comprise the statement of income and retained earnings, the statement of financial position and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <https://www.icaew.com/regulation>.

This report is made solely to the board of directors of British Institute of Funeral Directors, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the financial statements of British Institute of Funeral Directors and state those matters that we have agreed to state to the board of directors of British Institute of Funeral Directors, as a body, in this report in accordance with the requirements of the ICAS as detailed at <https://icas.com/icas-framework-preparation-of-accounts>. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than British Institute of Funeral Directors and its board of directors as a body, for our work or for this report.

It is your duty to ensure that British Institute of Funeral Directors has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and surplus of British Institute of Funeral Directors. You consider that British Institute of Funeral Directors is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of British Institute of Funeral Directors. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Haines Watts Cirencester Limited

Chartered Accountants

Old Station House

Station Approach

Swindon

Wiltshire

SN1 3DU

Date:

BRITISH INSTITUTE OF FUNERAL DIRECTORS

STATEMENT OF INCOME AND RETAINED EARNINGS

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	2024 £
Income	2	103,631	100,710
Cost of sales		(373)	(981)
Gross surplus		103,258	99,729
Administrative expenses		(79,072)	(105,359)
Operating surplus/(deficit)		24,186	(5,630)
Interest receivable and similar income	4	2,154	2,054
Surplus/(deficit) before taxation		26,340	(3,576)
Tax on surplus/(deficit)		(409)	(390)
Surplus/(deficit) for the financial year		25,931	(3,966)
Retained earnings brought forward		93,097	97,063
Retained earnings carried forward		119,028	93,097

The income and expenditure account has been prepared on the basis that all operations are continuing operations.

BRITISH INSTITUTE OF FUNERAL DIRECTORS

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Current assets					
Stocks	5	850		921	
Debtors	6	9,641		11,937	
Cash at bank and in hand		111,994		93,605	
		<u>122,485</u>		<u>106,463</u>	
Creditors: amounts falling due within one year	7	<u>(3,457)</u>		<u>(13,366)</u>	
Net current assets			<u>119,028</u>		<u>93,097</u>
Reserves					
Income and expenditure account			<u>119,028</u>		<u>93,097</u>
Total members' funds			<u>119,028</u>		<u>93,097</u>

For the financial year ended 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on and are signed on its behalf by:

.....

Ms A J Pink
Director

Company registration number 06230309 (England and Wales)

BRITISH INSTITUTE OF FUNERAL DIRECTORS

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Company information

British Institute of Funeral Directors is a private company limited by guarantee incorporated in England and Wales. The registered office is 2 Heather Ridge Arcade, Heatherside, Camberley, Surrey, GU15 1AX.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

These financial statements for the year ended 31 March 2025 are the first financial statements of British Institute of Funeral Directors prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was 1 April 2023. The reported financial position and financial performance for the previous period are not affected by the transition to FRS 102.

1.2 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of cost and replacement cost, adjusted where applicable for any loss of service potential.

1.3 Taxation

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the income statement because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

2 Income

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in the England and Wales.

3 Employees

The average monthly number of persons (excluding directors) employed by the company during the year was :

	2025 Number	2024 Number
Total	-	-

BRITISH INSTITUTE OF FUNERAL DIRECTORS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

4 Interest receivable and similar income

	2025 £	2024 £
Interest income		
Interest on bank deposits	2,154	2,054
	<u>2,154</u>	<u>2,054</u>
	2025 £	2024 £
Investment income includes the following:		
Interest on financial assets not measured at fair value through surplus or deficit	2,154	2,054
	<u>2,154</u>	<u>2,054</u>

5 Stocks

	2025 £	2024 £
Raw materials and consumables	850	921
	<u>850</u>	<u>921</u>

6 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Prepayments and accrued income	9,641	11,937
	<u>9,641</u>	<u>11,937</u>

7 Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	414	480
Corporation tax	19	390
Accruals and deferred income	3,024	12,496
	<u>3,457</u>	<u>13,366</u>

8 Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

BRITISH INSTITUTE OF FUNERAL DIRECTORS

DETAILED INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	2025 £	2025 £	2024 £	2024 £
Income				
Subscriptions		65,023		45,796
Education tutors		8,700		1,275
Conference		23,681		31,555
Advertising		6,227		1,699
CPD weekend		-		20,385
		<u>103,631</u>		<u>100,710</u>
Cost of sales				
Opening stock	921		1,600	
Purchases	302		302	
Closing stock	<u>(850)</u>		<u>(921)</u>	
Total cost of sales		<u>(373)</u>		<u>(981)</u>
Gross surplus	99.64%	<u>103,258</u>	99.03%	<u>99,729</u>
Administrative expenses				
Computer running costs	602		602	
Conference expenses	22,590		36,989	
CPD weekend	-		19,537	
Accountancy fees	3,083		3,317	
Bank charges	102		87	
Insurance	1,625		1,487	
Printing and stationery	734		1,097	
Publications	2,608		2,124	
Telephone and internet costs	215		497	
BIFD Administration	27,177		22,684	
Education committee expenses	12,786		12,283	
Directors and President expenses	4,298		3,156	
NFE expenses	<u>3,252</u>		<u>1,499</u>	
		<u>(79,072)</u>		<u>(105,359)</u>
Operating surplus/(deficit)		<u>24,186</u>		<u>(5,630)</u>
Interest receivable and similar income				
Bank interest receivable	<u>2,154</u>		<u>2,054</u>	
		<u>2,154</u>		<u>2,054</u>
Surplus/(deficit) before taxation	25.42%	<u><u>26,340</u></u>	3.55%	<u><u>(3,576)</u></u>

SMOKE-DRYING AS THE WORLD'S OLDEST KNOWN HUMAN MUMMIFICATION: WHAT FUNERAL DIRECTORS CAN LEARN FROM 10,000-YEAR-OLD PRACTICES

A recent study has brought to light what is claimed to be the oldest evidence of deliberate human mummification, in a very different form to what many of us might immediately imagine. Its findings, reported in Proceedings of the National Academy of Sciences, have implications not just for archaeology, but for our understanding of the deep history of mortuary care, ritual and bodily preservation.

WHAT THE STUDY FOUND

- Researchers examined **54 human burials** from southern China and Southeast Asia, dating between about **4,000 and 14,000 years ago**.
- In these burials, many skeletons show microscopic and structural signs consistent with having been gently heated after death; smoke-dried, in effect. The oldest individual came from northern Vietnam, dated to about **14,000 years ago**.
- The bodies were often buried in very tightly flexed or “crouched” positions, flexures so extreme that the researchers suggest the bodies must have been bound or shaped after death to achieve them.
- The heating appears not to have been accidental. Some bones show exposure to more than 500°C, others lower heat more compatible with smoke or indirect heat rather than fire. Importantly, the remains were still intact, so not cremated.

HOW THIS DIFFERS FROM MORE FAMILIAR MUMMIFICATION PRACTICES

Many in the UK, and globally, are more familiar with Egypt's dry, arid-climate embalming and mummification using salt, natron, resins, etc., or the Chinchorro mummies of Chile, among the earliest known from 7,000 years ago.

This newly reported practice appears to be less about elaborate chemical treatment and more about controlled drying: binding, smoke or heat, tending over time to preserve the body. It's less ‘embalming’ in the Egyptian sense, more “smoke drying” to delay decay, maintain form, possibly to allow further rituals or mobility of the deceased.

MORTUARY IMPLICATIONS: WHAT DOES IT TELL US?

For funeral directors, mortuary practitioners, and those interested in the history and ethics of death-care, this raises several points of interest:

THE ANTIQUITY OF CARE AFTER DEATH

The study suggests that preservation of the deceased is not a new impulse, but ancient, even in hunter-gatherer societies. Ritual, respect, and the handling of the body post-mortem clearly mattered deeply and were practiced with care.

DIVERSE METHODS OF PRESERVATION

We often think of preservation in terms of modern embalming or Egyptian methods, but this reveals a much broader set of techniques: binding, smoke, controlled heating. Preservation is not one thing, but many, adapted to local climate, beliefs, resources, and values.

DURATION AND CARE LABOUR

The researchers estimate that completing a single body preserved in this way might have required about three months of continuous care. Even where material remains are scarce, the evidence points to a social investment in the dead: attention, rituals, tending the process.

RITUAL, IDENTITY AND MOBILITY

The binding and crouched positions possibly suggest that bodies were prepared in ways that made them portable, perhaps to carry, display, or move in certain customary ways. This resonates with some Indigenous practices still in existence, including in Papua New Guinea.

PRESERVATION VS CREMATION VS DECAY

One reviewer of the study cautions that high temperatures recorded in some bones (over 500°C) raise questions: do they exclusively indicate smoking/preserving, or might there have been burning/partial cremation? The findings invite debate.

SOME QUESTIONS AND LIMITATIONS

EVIDENCE VS INTERPRETATION

While the bone science is strong, it is difficult to know with total certainty that smoke-drying was intentional preservation for ritual rather than a byproduct of burial practices, or accidental exposure. Some skeptics suggest the interpretation may overreach in calling this “mummification.”

PRESERVATION OF ORGANIC SOFT TISSUE

No skin or hair survived. So many aspects of “mummification” by popular understanding e.g. skin, facial features preserved, are missing. The study is more about skeletal preservation and alteration.

REGIONAL AND CULTURAL VARIABILITY

The practices vary across the sites. What was true in southern China, northern Vietnam and Southeast Asia may not reflect practices elsewhere. It's a reminder not to generalise.

CONCLUSION

This discovery enriches our understanding of the long and varied history of mortuary practice. It shows that the care of the dead, and the desire to preserve the body, has ancient roots, expressed in many forms. For professionals involved in funeral care today, there are not only technical or historical curiosities here, but potentially important insights into ritual, sustainability, cultural respect, and what it means to honour those who have died.



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BABY LOSS AWARENESS WEEK 2025

Baby Loss Awareness Week 2025 runs from October 9th to October 15th. This annual event aims to raise awareness about pregnancy and baby loss, foster a community for bereaved families, and campaign for improved bereavement care. The week culminates with the #GlobalWaveOfLight on October 15th, where people worldwide light candles to remember babies lost too soon.

What is Baby Loss Awareness Week?

Purpose: To remember babies lost during pregnancy or infancy and to support families affected by baby loss.

Awareness: To highlight the reality and impact of pregnancy and baby loss.

Advocacy: To advocate for better bereavement care and support for families.



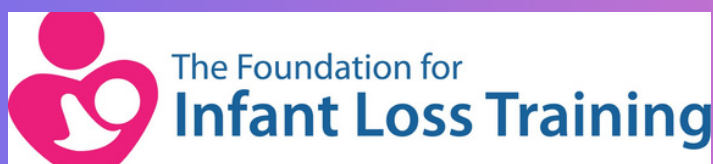
The Foundation for Infant Loss Training has been established for many years, offering training to those who support bereaved families. This stems from our Founder Dr Chantal Fowler Lockey's own loss of her daughter Marnie aged 6 weeks to SIDS in 2004.

Chantal would like to offer some free of charge training to any BIFD member. The content includes:

Pregnancy and Infant Loss Training – Course Content

- Pregnancy and Infant Loss in the UK including statistics. Is Pregnancy and Infant Loss still a taboo?
- Types of Loss
- Why does a baby die?
- Marnie's story: A mothers perspective of losing her baby to SIDS aged 6 weeks
- The emotional impact on families
- Grief and likely behaviours
- Front line care: A geographical lottery? Examples of excellent bereavement care (including bereavement suites, the cold cot, informed choice, the option of taking baby home, the importance of memory making including memory boxes and photography)
- What now? Issues surrounding Birth and Death Registration, The Coroner, The Child Death Review, Post Mortem, The Mortuary and The Funeral Directors
- Life after loss -The support required – how accessible is support and help?
- Dads and Partners: The Forgotten Party?
- Supporting Grandparents and children
- Anniversaries and Triggers
- Support available and organisations that can help
- An Awareness session – A snapshot in how different religions and cultural beliefs affect attitudes to baby loss

Should you wish to register for this free of charge training then please email us quoting BIFD, it is recorded training and can be accessed in your own time



Smashing the Stigma 2025



Our first event was in September 2024 as part of Suicide Prevention Week it followed a conversation with one of our local ministers, who had lost of their family unit to suicide the previous year.

We spoke about how people often feel uncomfortable reaching out to someone who has experienced this kind of loss. But the truth is, when you lose someone to suicide, you need your friends, family, and colleagues more than ever. The loneliness, the guilt, and the overwhelming grief is so awful and no one should have to face that alone.

Working in the funeral industry, we see far too often the devastating impact suicide has on families. The trauma is immense, and we felt a strong need to start speaking more openly about suicide—to help smash the stigma that surrounds it.

So, the planning began:

We brought together around 15 organizations that support people bereaved by suicide—from offering guidance and counselling to support groups. Just knowing you're not alone, that others are on a similar journey, can bring incredible comfort.

At the event, we offered refreshments, therapeutic arts and crafts, and a beautiful church service for those who wanted a peaceful moment to reflect and light a candle in memory of their loved one.

After the success of the 2024 event, we knew we had to do it again in 2025. We followed a similar planning process, reached out to all the organizations once more, and introduced a few new activities to build on what we had started.

This is something we are deeply passionate about, and we fully intend to continue hosting this event every year because we need to talk about suicide and there is a need to support each other.



And this event is all about that—about showing that help and guidance are out there. We just need to work together to make sure everyone knows they're not alone. There are so many people who care and truly understand.

The event is in the main held outside in a beautiful welcoming space known as Butterfly Meadow as some of the pictures will show.



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The Digital Divide: Social Media, Youth Mental Health, and the Crisis of Suicide

The rise of social media has fundamentally reshaped adolescence, offering young people unprecedented connectivity and access to information. However, coinciding with this digital expansion is a troubling increase in youth depression, self-harm, and suicide rates, making the relationship between social media use and severe mental distress a critical public health concern.

Research consistently demonstrates a correlation between excessive social media use and a higher risk for suicidal thoughts and behaviours in adolescents. While social media isn't the sole cause of this crisis, its nature and features act as powerful exacerbating factors.

Social media impacts young people's mental health through several distinct, but interconnected, mechanisms that can contribute to suicidal ideation. We can learn more about these below:

1. Social Comparison and Body Image Issues

Platforms driven by visual content create a pervasive environment for upward social comparison. Teens, especially girls, are constantly exposed to curated, filtered, and often unattainable standards of beauty, wealth, and success. This level of exposure can lead to negative self-worth and a severe depression risk.

Studies have found that young adults who are heavy social media users are significantly more likely to suffer from depression, a primary risk factor for suicidal behaviour. For instance, research linked platforms like Instagram to worsening body image issues for teenage girls and contributing to suicidal thoughts in a percentage of users.

2. Cyberbullying and Online Victimization

Unlike traditional bullying, cyberbullying is relentless and inescapable, following a victim into their home and personal space. The anonymity that online platforms often grant perpetrators can diminish their sense of responsibility, increasing the severity and frequency of the attacks.

Cyberbullying is strongly and independently associated with increased suicidal thoughts and attempts. Victims of online aggression report higher levels of depression, anxiety, loneliness, and self-harming behaviours.

3. Exposure to Harmful Content

Algorithms designed to maximise engagement can inadvertently funnel vulnerable users toward distressing material. Young people can easily access graphic imagery and messages that glorify or promote self-harm and suicide methods. This exposure, particularly for those already in distress, increases the risk of social contagion, where one person's suicidal behaviour encourages others to emulate it.



Excessive screen time, especially late at night, is linked to chronic sleep loss and later bedtimes. Poor sleep quality severely impacts mood regulation, cognitive function, and emotional resilience, making a teen less equipped to handle daily stresses and compounding feelings of distress. Furthermore, replacing in-person interactions with online ones can lead to feelings of social isolation, despite being constantly “connected.”

Addressing the link between social media and youth suicide requires a multi-faceted approach involving technology, policy, and direct intervention.

Social media companies face intense pressure to prioritise user well-being over revenue. This involves implementing more robust safety policies and restricting access to content that is known to be harmful, especially for minors.

Ultimately, while social media provides valuable avenues for support and community for some marginalised youth, its detrimental aspects—driven by comparison, bullying, and harmful content—pose a clear and present danger. A concerted effort across society is necessary to ensure the digital world supports, rather than sabotages, the mental health of the next generation.



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Community Funds Re-Open After Thousands Donated To Local Causes Across The UK



The team at Time to Change West Cumbria receive their grant from Eaves Community Assistance Programme for the Small Steps Widows Group, which offers peer support for women navigating bereavement.

Funeral Partners branches continue to make a meaningful difference across the UK, once again inviting local charities and organisations to apply for the latest round of funding designed to support their communities.

Thousands of pounds have already been donated by 10 funeral brands in the Funeral Partners network as part of their Community Funds and Community Assistance Programmes. Nine of these branches are now preparing to support even more inspiring community groups in their next wave of funding. They include:

- **A N Abraham Funeral Directors** – Hemsworth and South Elmsall, West Yorkshire
- **Eaves Funeral Service** – Whitehaven, Cumbria
- **Elizabeth Way & Company Funeral Directors** – Mossley, Greater Manchester
- **Howard's Funeral Directors** – Southport and Ainsdale, Merseyside
- **John Blenkiron & Sons Funeral Directors (incorporating Simon Barningham)** – Richmond, Barnard Castle, Catterick and Reeth, North Yorkshire/County Durham
- **John G Hogg Funeral Directors** – Sunderland, Tyne & Wear
- **Kavanagh & Coates Funeral Services** – Heywood, Greater Manchester
- **Melia Powell Funeral Services** – Bradford Road, Sandbeds, and Cavendish Street, Keighley
- **ML Williams Funeral Directors** – Ayr, South Ayrshire

John G Hogg Funeral Director Claire Ward, who has helped co-ordinate her branch Community Fund, said: “It’s brilliant to be able to support the work of dedicated groups doing amazing things to help residents and the wider community each and every day. These grants highlight the wonderful variety of projects happening on our doorstep – from children’s groups and disability support to local sports and environmental initiatives.”

Further grants are now available to fund local activities which improve the quality of life of residents and the wider community. Projects must align with one or more of four categories – Health, Education, Employment Opportunities and Poverty and Social Deprivation. The deadline for applications is October 27 at 12 noon.

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Changing Lives Through Sight Saving and Sight Restoring Transplant: How Funeral Directors are Instrumental in Supporting People's Wishes for Corneal Donation in Community and Hospice Care Settings

Author: Christopher Greaves-Thomas (RGN, BSc) – Regional Tissue Donation Nurse Specialist, NHS Blood and Transplant

With special thanks to contributors: Claire Price (National Retrieval Manager, NHS Blood and Transplant), Justine Denbigh-Ashbridge (Senior Retrieval Assistant, NHS Blood and Transplant), Elisabeth Partridge (Regional Tissue Donation Nurse Specialist, NHS Blood and Transplant)

At a time when healthcare is rapidly transforming to support the wishes of people at the end of their life, funeral directors are increasingly becoming involved in the care of those that wish to explore corneal donation as their preferred choice for care after death. NHS Blood and Transplant has enjoyed a long history of closely working with funeral directors across the UK, which has become more involved as people are supported to die outside of a hospital setting. This article will focus on corneal donation from a community and hospice care setting as these are the most likely instances where funeral directors will be involved to support retrieval.

Who are NHS Blood and Transplant?

NHS Blood and Transplant are a Specialist Health Authority commissioned by NHS England to manage all elements of tissue donation across the United Kingdom, from the initial raising of awareness and promotion of choice to support throughout the donation. Specially trained healthcare professionals will support the family through assessment and consent for donation to take place, facilitate the retrieval procedure, and provide aftercare for the family to ensure that they remain supported following the donation. Every year NHS Blood and Transplant changes the lives of thousands of people in the UK through their work in organ, tissue and blood donation. They are regulated by the Care Quality Commission (CQC) and Human Tissue Authority (HTA) holding multiple HTA licences allowing for tissue donation to be safely and legally carried out, processed and supplied to healthcare establishments across the UK for transplant, research and education. As a funeral director, you are likely to encounter two of the teams that directly support corneal donation; initially National Referral Centre, a group of highly specialist nurses that support the family through the donation assessment and obtain consent for donation to take place, as well as ensuring that the donation is safe, legal and ethically managed. Then the Retrieval Teams, specialist staff that undertake the eye retrieval. They will ensure that the donor is treated with dignity, respect and honour, and that the retrieval is minimally disruptive to their care. The retrieval teams operate under the NHSBT HTA licence, allowing them to legally travel to the donor and undertake corneal retrieval. Additionally, all retrievers have an enhanced DBS.

What is corneal donation?

Corneal donation is the process of obtaining eye tissue for transplant and research through whole eye retrieval with the expressed consent of the family or designated next of kin of the deceased person. Whilst the whole eye is retrieved, only the cornea (the transparent, protective barrier at the front of the eye) and the sclera (the white outer layer of the eye) are used in transplant procedures, though other parts of the eye may be used in research if the family have given their consent. Corneal donation cannot and will not take place without recorded consent from the designated next of kin.

The retrieval can only take place within 24 hours of death, meaning that you may be contacted by NHS Blood and Transplant early on in your care of the deceased person. There is no requirement to alter your care of the deceased person, or to transfer the person to another location for corneal donation to take place. When the retrieval team undertake the donation, a full assessment of the person is carried out, including an identity check and full examination. Following this, a blood sample is procured as part of the retrieval process. The retrieval then takes place, with full reconstruction of the person's eye to ensure that those that wish to spend time with the deceased person are able to, reassured that they will look like themselves.

Why is corneal donation important?

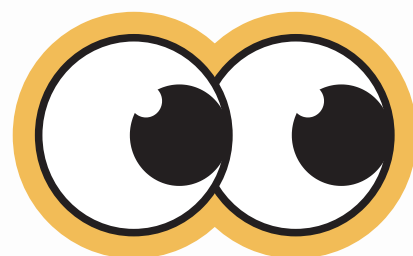
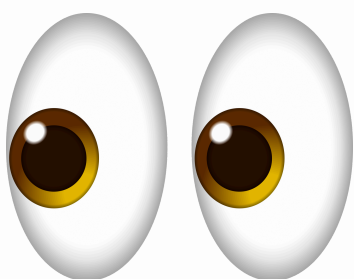
The Royal National Institute of Blind People estimates that there are currently 2.5 million people living with sight loss in the UK, with a prediction that this will increase to 3.5 million by 2050. NHS Blood and Transplant reports that approximately 6000 corneal transplants are required annually in the UK to combat disease and trauma that results in sight loss or impairment. Each person that donates will potentially go on to help up to 10 others through transplant of the cornea and sclera.

For people approaching the end of their life, corneal donation is often something that is relatively unknown to them. Research has shown that most people are unaware that they can consider corneal donation as part of their care, though overwhelmingly felt that it was important to discuss and allow them to express their wishes and be supported in the choice that is right for them. Many people that wish to explore corneal donation have expressed that they feel in control of their care, are proud to leave a legacy, or are relieved that despite their condition they are able to help others.

As an advocate for those in your care, supporting their right to donate and their wish to help others is just one more way in which you can ensure that they receive the best possible care following their death.

How are funeral directors involved in donation?

When those in your care wish to donate, once consent has been obtained, NHS Blood and Transplant's retrieval team will contact you to seek permission to undertake the retrieval at your facility. You will only ever receive this request once consent has been obtained, documented and recorded from the family, in line with the wishes of the deceased. As retrieval can only take place within 24 hours of death you may find that this request comes to you quite early during your care. The retrieval team will attend your site and will request a space to change into personal protective equipment, as well as that the donor be placed in a private space for the retrieval to be carried out to protect their privacy and dignity, with a clean, flat surface to be able to prepare the instruments required for the procedure. The retrieval team may accept requests for funeral director staff to observe the donation, providing they meet the criteria for safe observation which will be explained to you by the retrieval team.



Following retrieval there is a small risk of some bruising or bleeding. If this is evident, the retrieval team will inform you and prior to leaving will take steps to minimise any bleeding that occurs during the procedure. The family are made aware of this risk as part of the consent process. The retrieval team will ensure that you are left with documentation that highlights the retrieval that has taken place, as well as any additional actions that have been taken by the team. The donor will also have a label placed on their person notifying anyone that cares for them that they have had a retrieval procedure. In the days following the donation you will receive a call from the retrieval team for follow up and feedback of the process.

How will I know if a person wishes to donate?

In most cases in the community where a referral has been made for donation the family members are aware and have consented to this referral going through. Additionally, community-based care settings are increasingly supporting people's wish to donate and are communicating this wish to funeral directors when care is transferred. You may find it helpful to ask, "Has this person been referred for corneal donation?" as part of your care transfer to better determine whether a person may be exploring donation. In some cases, the first time that you are aware that the person wishes to donate will be when you receive contact from the retrieval team or National Referral Centre from NHS Blood and Transplant.

What are some frequently asked questions about corneal donation?

Q. Does donation change my care?

A. No, your care will continue as normal; donation is minimally disruptive to you

Q. Can my family still visit me if I donate?

A. Yes, a full reconstruction of your eye will be undertaken so that your family can spend time with you

Q. Does my religion prohibit donation?

A. No major religion prohibits the donating of organ or tissue following death. You may wish to discuss this with your local religious leader if you are unsure, and ultimately donation is a personal choice; it is your right to choose the path that is best for you.

Q. Will there be any charges to donate?

A. No, NHS Blood and Transplant is free at the point of access, no additional charges are placed upon either yourself or those important to you should you choose to give the gift of sight.

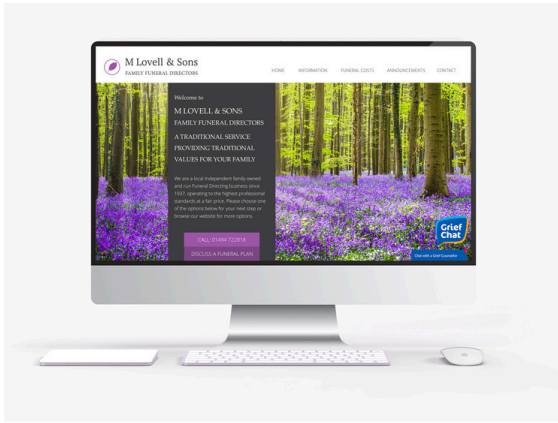
Q. Will my funeral be delayed if I donate?

A. In most cases your funeral will not be impacted as donation takes place within 24 hours after death. In some cases, particularly where a rapid funeral is preferred, NHS Blood and Transplant will work with your family to determine if the donation can take place without disrupting funeral plans. In cases where disruption is likely, NHS Blood and Transplant will work with those close to you to determine what your wish would be. If the wish for a rapid funeral is greater than your wish to donate, NHS Blood and Transplant will honour your choice and support those important to you with this wish.

Q. Where can I find more information about donation?

A. Public information is available through NHS Blood and Transplants' website:
www.organdonation.nhs.uk

The Power of Words: Why Website Content Matters More Than Ever



In today's digital world, it's important that your website creates a good first impression. Clear, compelling, and strategically crafted relevant content not only increases visitor numbers and improves usability but also builds trust and credibility with your audience.

In this article, MuchLoved's website expert, Kate Walker, offers some tips to help you create compelling content.

Create a Good First Impression

Your website is often the first place a grieving family turns to for guidance. At one of the most difficult times in their lives, families are looking for:

- Compassion and reassurance that you understand what they are going through
- Straightforward guidance without jargon
- Confidence to trust that you are the right people to help

The words and images on your website shape that first impression. By using warm language you can start to build a connection, whilst generic phrases risk pushing people away.

The Must-Have Pages and What They Should Say

Statistically, you have around 9 seconds to impress a real person on your website. We say 'real person' as you have just under 4 seconds to impress an AI tool like ChatGPT. In essence, every word and every image counts. Here are some tips for key sections of your website:

- **Homepage** - Keep it clear, welcoming, and human. Use friendly fonts and photos of real people from your team. Colour photographs are more engaging than black and white. Testimonials will showcase your service and reputation.
- **About Us** - Potential clients want to see more than qualifications, so highlight your team's interests outside work to show that you're approachable and part of your community.
- **Your services** - Describe the services that you provide and how families can personalise their choices, with a link to your price list for transparency.
- **What to do when some dies** - This page is especially useful for people who have never arranged a funeral before. You should offer clear guidance, FAQs, or a simple checklist.
- **Funeral notices** - Your funeral notices are likely to be the most visited pages on your site. By using a service like MuchLoved, you can quickly and easily create funeral notices which are automatically displayed on your website.

How to Create Engaging Content

Our top tip is to write as if you're sitting across from a grieving family. Be empathetic, clear, and helpful. By doing so, you'll naturally create engaging content which not only appeals to visitors but will also boost where you appear in search engine results.

5 Easy wins

1. Humanise your website - Use warm words and real photos

2. Answer real questions - Turn common queries into helpful content

3. Keep testimonials fresh - Don't rely on reviews from 10 years ago, update regularly. A reviews service like MuchLoved will make this easy

4. Showcase your people - Write engaging staff bios that highlight their expertise and their interests

5. Use strong headings - Make all titles clear, inviting, and relevant

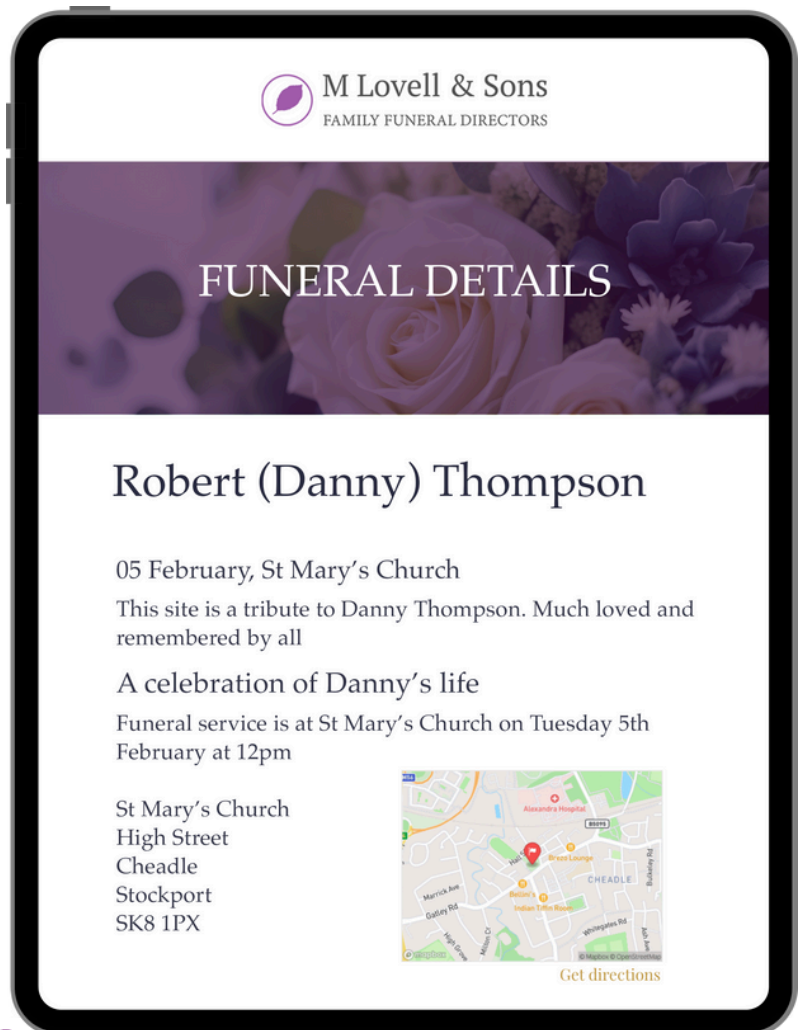
Some other considerations

We know that there are issues and challenges with creating website content, such as time constraints and not being used to the format of writing. It's also important to understand what people want to read and be aware of relevant CMA guidelines, Advertising Standards and more.

Tools like ChatGPT can save you time by generating ideas and helping with structure, but they can't replace your voice or your expertise. Ensure that your content is accurate and personalise it so that it reflects your knowledge and personality.

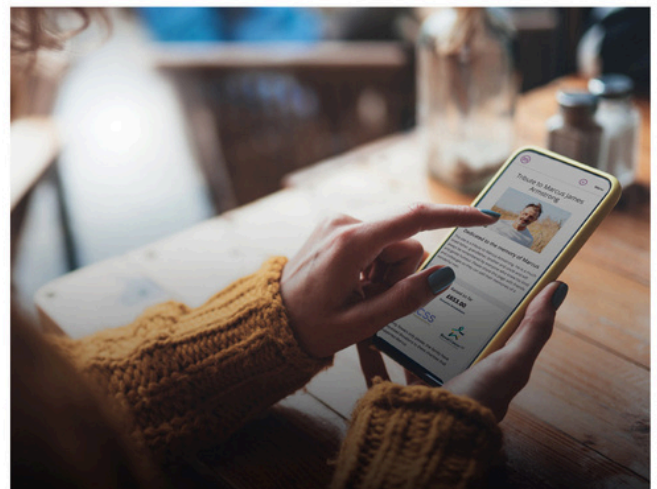
Finally, it's worth noting that building trust through community involvement is just as important as online content. If you would like some ideas for creating connections offline, read MuchLoved's article on community engagement.

Kate Walker — Manager, Funeral Director Websites - has 15 years' experience in creating search-engine optimised websites and has worked with the Funeral profession for over five years. She has a long-established background in IT training and technical project management.



The screenshot shows a mobile device displaying a website for 'M Lovell & Sons FAMILY FUNERAL DIRECTORS'. The page is titled 'FUNERAL DETAILS' and features a background image of purple and white roses. The main heading is 'Robert (Danny) Thompson'. Below this, the text reads: '05 February, St Mary's Church', 'This site is a tribute to Danny Thompson. Much loved and remembered by all', and 'A celebration of Danny's life'. It then states: 'Funeral service is at St Mary's Church on Tuesday 5th February at 12pm'. The address 'St Mary's Church, High Street, Cheadle, Stockport, SK8 1PX' is listed. A map shows the location of St Mary's Church in Cheadle, Stockport. A 'Get directions' link is at the bottom right.

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

Bookings are now closed and Proxy Votes should have been sent in.



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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