



# Insight

## LIFELONG LEARNING

THE 2016 SAIF EDUCATION  
DAY FOR INDEPENDENT  
FUNERAL DIRECTORS

PLUS

THE SHIFTING  
TRENDS OF  
FUNERALS

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SAIFCHARTER'S  
SEARCH FOR  
GOLDEN TALENT

PAGE 36



**Your new SAIFInsight** is packed with the latest news and features, with the best business advice, education and training, plus a handy directory

# The UK's most popular funeral website



## Get at-need telephone enquiries

Funeral Zone generates 1,000's of phone calls per month from its popular online listings



## Get 5-star independent reviews

Funeral Zone generates hundreds of 5-star reviews per month



## Get traffic to your website

Funeral Zone generates 200 brand views per obituary



# Insight

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### PUBLISHERS

#### SAIF

SAIF Business Centre  
3 Bullfields  
Sawbridgeworth  
Hertfordshire CM21 9DB  
Telephone: 0345 230 6777

National President:

Paul Allcock  
nationalpresident@saif.org.uk  
Executive Chairman: Alun Tucker  
alun@saif.org.uk  
Chief Executive: Terry Tennens  
terry@saif.org.uk  
Scottish President: Mark Porteous  
mark@porteousfunerals.com

#### GOLDEN CHARTER

Head Office  
Canniesburn Gate  
Bearsden G61 1BF  
Telephone: 0141 942 5855

Chief Executive Officer:

Ronnie Wayte  
ronniewayte@goldencharter.co.uk

### EDITORIAL

Linda Jones, co-editor  
linda@saif.org.uk  
Michael Fern, co-editor  
michael.fern@goldencharter.co.uk

### PRODUCTION

Produced by:  
Connect Publications  
(Scotland) Ltd  
Managing Editors:  
David Cameron  
david@connectcommunications.co.uk  
Roisin McGroarty  
roisin@connectcommunications.co.uk  
Design: Raymond Francis  
and Mick Reilly

### ADVERTISING

Advertising sales: Jane Deane  
jane@connectcommunications.co.uk  
Telephone: 0131 561 0020

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# THANK YOU WITH YOUR SUPPORT WE HAVE ALREADY RAISED OVER £30,000

The Royal British Legion and Poppyscotland help members of our Armed Forces, veterans and their families all year round.

In recognition of the work they do, £25 is being donated for each Golden Charter Funeral Plan purchased.\*

We're aiming to raise £100,000 over the next 12 months, and with your help, we have already raised over £30,000.\*\*

Whether it's travel to see a loved one in hospital, food vouchers or emergency accommodation, the money raised will make a massive difference to the most vulnerable members of our Armed Forces community.

## SHOW YOUR SUPPORT WITH OUR WINDOW DISPLAY COMPETITION

There's still time to enter our Remembrance Window Display Competition. Categories include Best Overall Display, Most Creative Display and Best Community Engagement.

To enter, simply send photos of your display to [competition@goldencharter.co.uk](mailto:competition@goldencharter.co.uk) no later than 5pm on Thursday 10th November 2016†

**Golden Charter**  
Funeral Plans

**Golden Charter**  
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Support

**poppy**  
scotland

THE ROYAL BRITISH  
LEGION



\*£25 from the sale of each funeral plan will be paid to Royal British Legion Trading Limited which gives its taxable profits to The Royal British Legion (Charity no. 219279) and Poppyscotland (Scottish Charity No. SC014096). †A winner for each category will be selected by Monday 14th November and notified via email and/or telephone on Tuesday 15th November. Our decision is final. No cash alternative will be offered. See your latest Goldennews email newsletter for further information.  
\*\*Amount raised correct at time of printing 31.10.16.



**TERRY TENNENS**  
SAIF CHIEF EXECUTIVE

## Community social responsibility and your business values

SAIF's Chief Executive wants all members to build strong, positive relationships

**F**or the past decade, I led the UK operations of the largest international anti-slavery organisation. The global charity benefited from business partners who supported the work we did through financial sponsorship; pro-bono service of their talented employees, from corporate lawyers, to detectives, marketing and media professionals, IT wizards, parliamentarians and local community activists. It was incredible to receive such support for the mission.

In this article, my definition of CSR is 'community social responsibility'.

Small, medium and large private businesses make an outstanding contribution to their communities.

CSR can be seen as a means to an end. The firm increases the profile and thereby the number of funerals increases. But is that short sighted?

Might CSR be an end to a means? The possibility of engaging in community support has far reaching opportunities and the key questions for your business begin with what your company values are, which will inform your brand identity – this is what the public see as the personality of your business. Also, what is your company mission – how will you go about doing business? How will you treat your clients? Even those who are difficult?

These questions are vital because your company mission and identity needs to ensure that it aligns with the CSR you engage with. There are a multitude of charities and causes to be engaged with, but which ones reflect the priorities of your business?

CSR is important for the following reasons:

**1. CSR improves your public image:** Consumers are making choices on professional services based on the character of the business, that is,

“YOU MUST  
HAVE PASSION  
FOR THE CAUSE  
– PEOPLE CAN  
SPOT FAKING  
INTEREST”

Terry Tennens

family history, the present staff, the transparency of services and the community engagement, including the charities profiled on your website.

**2. CSR increases media coverage:** The majority of people prefer not to think about funeral services. We are there at their time of need due to the personal loss.

Make sure you have connections in the local and regional media so that they can shed light on the community activities you do.

**3. CSR boosts employee satisfaction:** Output is consistently strong at an organisation with a strong public image and contented employees.

Encourage your staff to have a voice in the philanthropic activity of the business that matches the firm's mission and values, staff interests and community concerns.

**4. CSR attracts and retains clients:** When owners spend time raising resources for charities, and staff volunteer their time to serve these ends, it provides an attractive proposition for new clients to see the ethos of your firm, that you have an interest in local and global needs and make a positive impact on the lives of others.

Of course, before launching into a

time-consuming search for a partnership with a local, national or international charity, it's necessary to explore the following:

■ **The niche in the community:** Even if competitors support high profile local causes, that should not detract you from supporting your own cause. This could include links with local schools, faith groups, or healthcare organisations.

■ **Cause-related profiling:** What causes resonate with your local community, what are the opportunities and how does that relate to your organisational identity? Build relationships around a cause that can lead to a partnership agreement of goals, responsibilities and outcomes for both parties.

■ **Employee buy-in:** Set aside time to include the staff in the selection of the cause. Once the cause is chosen, allow time for your staff to learn about the charity as clients will ask questions and first hand stories will be vital.

■ **Set aside time and scale:** Set annual goals for fundraising, activities and media profiling. Start with sensible targets and build a five-year plan.

SAIF members do remarkable work in their communities. Having a social conscious as a business is more than adding value to your marketing; you must have the passion for the cause – people can spot faking interest.

As Mahatma Ghandi said: “Be the change you want to see.” It all leads to CSR. ●

*Terry Tennens*

[terry@saif.org.uk](mailto:terry@saif.org.uk)

# Create the independent future you want.

While SAIF represents you on the issues that matter.

## We know how much you value your independence.

The funeral industry may have changed but our passion for supporting our members has remained the same. We represent you on the issues that matter, from improving understanding of funeral pricing to influencing the legislation which affects your future. Let us take care of the big picture so you can focus locally on what you do best.

For over 20 years SAIF has been promoting and protecting the interests and values of independent funeral directors. Supporting our members is at the heart of everything we do, listening, responding and engaging to secure your independent future.

**Join SAIF now: visit [saif.org.uk](http://saif.org.uk) or call us on 0345 230 6777 or 01279 726 777**



RONNIE WAYTE  
GOLDEN CHARTER CHIEF EXECUTIVE

## Choosing a future

As the funeral profession increasingly opens up in different directions, Independents may have to decide on their own new status quo

Change is always just around the corner in the funeral profession. It is at least as complex and contradictory as any other field: many families are comforted by the traditional service and values offered by funeral directors, but those same families are also sensible, pragmatic consumers, naturally willing to try something new if it benefits them.

That change has been positive for Independents for some time now. Growing market share, beating the conglomerates and flourishing in the field of funeral plans have all been rapid, positive moves. You have ridden that wave of change, but now, as those long-term goals start to come to fruition, the question is how you deal with the next wave.

So what is so very different now and into the future? Much of it boils down to three main points: value, variety and, of course, the role of the internet.

Value comes in many forms; people

describe very different things when they talk about it. Golden Charter's view, as we are making increasingly clear in our work, is that value is about the quality of what you offer. Families trust you for a reason, and it cannot be stressed enough that the vast majority of them care far more about a quality funeral than a cheap offering. Remember, just this year YouGov found that "only 7%" called value for money the main reason for their choice – and 3% looked for the "cheapest" option. We are right there with you on the quality focus, working only with third parties who meet your standards.

Of course, a look at the papers or in any UK parliament confirms that funeral poverty is a real concern. For those people who do need to think in more financial terms though, value again vindicates Independents – you are the most reasonably priced, according to a *Guardian* article from September, and we are currently looking at options for establishing the facts about pricing across the UK, to make that clearer than ever.

Variety is linked to that quality focus, as it is something people increasingly care about. This year's SunLife *Cost of Dying* report suggests everything from modern songs (at half of all funerals) to green options for coffins are now becoming more typical. That leaves you open to various options – there is a wide gulf between a traditional offering and a woodland burial, while funeral poverty means low cost alternatives focused on

disposal only options with minimal fuss and ceremony. These represent entirely different new models.

The same can be said of the internet. Having a presence there is ever more important, and the excellent feedback from our Marketing Masterclasses (see page 11) confirms that Independents are keen to build that presence.

The options for doing so are varied. I know comparison sites have been a divisive issue for some Independents, and a look at the messaging of some makes it clear why. The difference between the way some communicate with funeral directors and the public can be marked, focusing on potential cost savings for the public while assuring funeral directors that their businesses will benefit. Both assertions may have truth to them, but there is also a potential conflict at their heart.

Caution is key. That is true for all of these options and others beyond. Whether moving in any of these directions or continuing along lines which are working for you, Independents have to be cautious and choose their personal future with care. ●

[ronnie.wayte@goldencharter.co.uk](mailto:ronnie.wayte@goldencharter.co.uk)

“VARIETY IS LINKED TO THE QUALITY FOCUS, AS IT IS SOMETHING THAT PEOPLE INCREASINGLY CARE ABOUT”



# Reporter

EDUCATION DAY+ POST-MORTEM RECONSTRUCTION  
+ GOLDEN MASTERCLASSES + SACRIFICES NEVER  
FORGOTTEN + FUNERAL PLANNER OF THE YEAR



SAIF Executive Chairman Alun Tucker, Senior Coroner for Leicestershire Catherine Mason, SAIF President Paul Allcock and SAIF Chief Executive Terry Tennens

Focus on future as speakers address new technologies, new issues and new challenges



“RESOMATION IS OUT THERE, IT IS TESTED, IT IS AVAILABLE, AND YOU GET WHITE ASH BACK AT THE END OF THE PROCESS”  
Sandy Sullivan

This year's SAIF Education Day, at Leicester Tigers' Welford Road Stadium, was packed with speakers outlining the very latest in updates for the funeral profession. From the increasing uptake of new technologies such as resomation to the newest legal and compliance issues for all funeral directors to consider, the focus was on the cutting edge throughout the day.

## Resomation

Following an introduction from Alun Tucker, Sandy Sullivan gave an update on resomation, summarising years of progress with the water-based cremation alternative.

He said: “Regulation has always been the challenge for new technology coming through,” pointing to wins at the Observer Ethical Award 2010 and the John Logie Baird Award as evidence of the process' credentials.

“The UK Cremation Society and the Cremation Association of North America have now made rule changes to allow it. It is accepted now in 13 US states. And most recently, a Scottish law change in 2015 opens up the ability to regulate there. We can now definitively install and begin to regulate in Scotland.”

Sandy concluded: “Resomation is out there, it is tested, it is available, and you get white ash back at the end of the process.”

## Coroners

Also updating funeral directors on the latest developments in her field was Catherine Mason, HM Senior Coroner for Leicester City and South Leicestershire.

In a talk followed up by extensive questions from the funeral directors present, Mrs Mason referred to herself as “an advocate for the dead to safeguard the living”, and focused on many of the changes made to the coroner's service in recent times, including changes implemented in 2013 aiming “to put the bereaved at the heart of the investigation”.

She said: “Coroners are moving from part-time to full-time jurisdictions, which avoids the delegation of responsibility – delegation which ultimately should not be happening. The Chief Coroner provides support and sets up a national framework; a difficult job, given that not everyone has the same provisions and facilities.

“Coroners are now accountable and don't work behind closed doors in the way they may have in the past. If cases

remain open beyond 12 months, they must be reported to the Chief Coroner, who can ultimately report to the Lord Chancellor.”

She went on to outline coroners' powers and the actions they can take when a death is reported, and explained enquiries that can be made, what goes into the decision to hold a post-mortem, and what the law requires.

Mrs Mason also discussed post-mortem CT scanning (PMCT). She said: “I'm all for this, but if a family wants it they currently have to pay for the service themselves.

“I want a staged approach; currently we are too comfortable in what we know, and the advances in treating the living are not reflected in the dead.”

## Compliance

Alison Wilson, Director of Risk & Compliance at Golden Charter, took to the stage after lunch to talk through developments in her area.

Particularly discussed were cash handling, data protection and mystery shopping.

Alison said: “Cash-handling rules are important as, looking at the demographics of who funeral plans go to, we know many of these people may want to deal in cash, and that requires real caution. That can involve various steps, like ensuring you have something to give them that acts as a receipt, or a rule like the one Golden Charter introduced to its sales staff to say that cash must be banked the same day it is received.”

Covering data protection, Alison also explained the role and powers of the Information Commissioner's Office (ICO), and the rules that could affect Independents.

She said: “Individuals and organisations may need to register as data processors if they process any personal information. The ICO website (ico.org.uk) allows companies to perform a self-assessment to see whether that affects them.”

Alison closed by discussing the upcoming mystery shopping plans for Golden Charter's different sales channels. More details about this will be available on *Goldenews*.

## Health and safety

Also speaking was Simon Bloxham of Safety for Business, who covered another field which has seen change in recent years.

He said: “The Health & Safety Executive (HSE) is now focusing a lot more on the health side of health and safety.”

Looking at the costs to workplaces from absence, and issues of sickness resulting from chemicals, he warned that funeral directors



could be affected by this health focus. Simon continued: “Stress is also an issue, with 27.3 million days lost between the two issues of stress and manual handling.”

Another key piece of change Simon discussed was the “fee for intervention” system, which allows the HSE to fine companies for its work when a material breach is encountered during an inspection.

## Education

Simon Galley and Amy Bishop from Preston's College covered the funeral apprenticeship recently discussed in *SAIFInsight*.

In outlining its progress, Simon said the goal was to “do things a little bit differently, see how we can adapt and make things work a little better”.

He outlined the upcoming Funeral Operative Apprenticeship, and noted that while after April 2017 apprenticeships would come with a fee, companies with under three million employees could only have to pay 10%.

Education Day ended with the presentation of IFD College awards to successful students.



Sandy Sullivan, resomation speaker

## Dr Bill e-book available

First you Hurt,  
Then you Heal.

A Road Map for the Grief Journey



Dr. Bill Webster

*'First you Hurt, Then you Heal'*, an e-book written by Dr Bill Webster, is now available from Amazon.

Dr Bill said: “I realise the title of this book may not be the trendiest one I could have chosen. So often the focus these days is on hope and healing. I have heard people say within a short time of the death, ‘the healing has begun’. I understand that this is the fondest wish of us all. But how can the healing begin when the hurting hasn't even begun?”

“It hurts to lose someone you care about, thus I felt it was important to title the book *'First you Hurt, Then you Heal'*.”

The book is aimed both at people going through grief and those unsure what to say to help others who have experienced loss. In more than 230 pages and over 30 articles, Dr Bill outlines a road map for the grief journey. The book opens with the early days after a loss, covering understanding grief, insights into various situations of loss, and strategies to help work through the process.

The e-book can be found through [www.griefjourney.co.uk](http://www.griefjourney.co.uk)



## ARE YOU UP TO THE SAIF CHALLENGE?

SAIF Business Centre is looking to expand the Quality Assurance team and is seeking a suitably experienced person to carry out premises assessments. The assessor will be responsible for arranging his or her own schedule, for which administration support will be given. The successful applicant will be proactive and work with the current

team to continue the development of assessors of a quality programme for SAIF members.

The assessor must possess excellent communication skills, be a team player and able to work on their own initiative.

Due to working from home, it will be essential to have transport and an email account.

Previous applicants need not apply.

If you believe that you could offer this service, please contact Linda Jones in strictest confidence on 0345 230 6777.

## Government rules out organ donor incentives

The Scottish Government has ruled out incentivising organ donors through paying towards their funeral expenses, ahead of a consultation on organ donation.

Aileen Campbell MSP, the Minister for Public Health, confirmed that there were "absolutely no plans" to offer incentives.

She said: "Scottish legislation forbids the offer of payment of any inducement for the supply of an organ."

"Our consultation will include proposals for a potential soft opt-out

system for Scotland."

Golden Charter's Ronnie Wayte said: "This is a delicate question, and we welcome the clarity this statement brings for funeral directors."

"It is a complex issue which obviously affects Independents directly. On the one hand it is of course important that families are able to afford a funeral, and on the other there is an obvious moral dimension to using that to incentivise organ donation, as the legislation forbidding it reflects."



The William Purves Embalming Academy course at the University of Edinburgh attracted notable figures in the field

## Reconstruction after post-mortems

An intensive course on post-mortem reconstruction has provided some of the country's best embalmers with additional skills to help their companies and grieving family members. The William Purves Embalming Academy of professional embalming skills held the specialist course in October at the University of Edinburgh's Old Medical School.

The sessions were attended by notable figures in the field, including tutors Alison Stewart, Colin Price, Milissa Wilson and Andrew

Intensive academy course gives the country's leading embalmers enhanced specialist skills

Floyd. Also in attendance were embalmer Kathy Hall and Shane Teo, a trainee embalmer from Singapore.

The organisers said: "The course was very intensive and hard work, everyone in the group bonded well and put in a fantastic effort which resulted in a very successful week with excellent results."

"We believe that all those who attended left having increased their personal skills as embalmers,

leaving with the confidence to handle trauma cases and now better serve the companies and more importantly the families who rely on their support."

The William Purves Embalming Academy was set up in 2012 to pass on extensive knowledge and skills to help the bereaved, and the academy's resident embalmers, Martin Jeffrey and Ross Corney, have worked in the industry for several years.

Those who attended the course were keen to praise the training. Kathy Hall said: "I felt very privileged to attend not only the first of its kind in the UK, but also to be able to work within the amazing surroundings of Edinburgh University."

"I found the course to be thoroughly informative, educational and most importantly relaxed."

Milissa Wilson added: "I feel better equipped to serve families and I know that I can count on the course organisers for support in any reconstruction I may complete in the future."



A sculpture at Birmingham's Custard Factory, one of the creative venues where October's Masterclasses were held

## NEW MASTERCLASSES FOR THIS DECEMBER

Positive feedback on marketing sessions leads to more events

A new round of Marketing Masterclasses are planned for December, following positive reactions to last month's events.

A total of 85 Independents attended across the four October events in varied, unique locations around the country. Nearly a third provided feedback afterwards, almost all saying they would be interested in attending a future event.

Ciarán O'Toole, who covered digital marketing strategies at the Masterclasses, said: "The sessions went well and each audience was engaged and genuinely interested in online development and marketing. It's very encouraging to read the positive feedback for the sessions."

"I believe we can really work together to grow the online proposition for everyone, as the funeral directors in attendance were asking all the right questions. I'm looking

forward to working with them in the coming months."

Ciarán's session was especially well received, with more than 85% calling it relevant and interesting. A similar number praised the presentations from fellow Independents in particular.

The new Masterclasses are planned for December as a result, and will be held in regions not covered in October. Speak to your local Golden Charter representative if you are interested, or look out for details through *Goldennews*.



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See website for more information, offer applies throughout November 2016 only, carriage & VAT extra. One free bag with every purchase of one Chapel Pall.





## The family bond that ensures a personal touch

Five generations have served their community

**F**ive generations of one family have dedicated their lives to caring and supporting the community when the worst happens.

Established in 1916, James Giles and Sons Funeral Directors in Worcestershire has steadily been growing in strength with the fourth and fifth generation now integral staff members.

According to James' grandson, Raymond Noble, it is the reassuring family bond which has enabled the business to succeed.

"Working with the family is incredibly supportive. We are really relaxed working with each other and this makes people feel comfortable when they come in to see us," said Raymond, who is now company director along with his cousin James Robert. "As a team we have the third, fourth and fifth-generation family members so each of us

is heavily invested in the business's future.

"We are proud of our grandfather for starting this firm and we proudly carry on his legacy."

Originally launched as a carpenters and joiners, it quickly switched to become a funeral home, providing the local community with personal care when they suffered bereavements. That attention to details was so highly regarded that James Giles and Sons were soon supplying cars for weddings, a practice which only ended 40 years ago.

And business expansion is still a trait being used today, with the firm also running a fleet of Jaguars and two removal vehicles.

Over the years, there have also been changes to the types of funerals requested, as Raymond explained: "We have made several improvements to the business and we have many plans for the firm.

We listen to the families and really let them decide what they want. I think a lot of people need to listen more, to provide those grieving with what they need and want.

"When we first started bringing in the colourful coffins and wicker baskets about 30 years ago I wasn't too sure about them, but now I realise how nice it is to make everything more personalised for the family."

While funerals have changed from traditional to involving individual celebrations of life, James Giles and Sons are still true to their roots, serving their neighbours 24/7.

"We have fantastic team of clergy in our area and we have built up strong relationships with them," explained Raymond. "We don't have problems booking in our funerals because we ask the clergy what suits them; we don't

dictate to them what date we would like to run.

"Our business has been built up on these relationships and we support our community."

Those relationships also extend to the local printers, the neighbouring florist and the catering teams who ensure that all requests are met.

That commitment to being an integral part of the community also extends to the local football team that the firm has sponsored for the past three years.

To mark its 100 years of success, the firm's 11 staff members – six family members, two more full-timers and three part-time employees – recently hosted a celebratory event in Bromsgrove for 180 people, with 80 to 90 of those guests being descendants of James Giles.



## SACRIFICES OF OUR FORCES WILL NEVER BE FORGOTTEN

Funeral director leads national charity campaign with the support of Golden Charter

**O**ne man's determination to support The Royal British Legion has triggered Golden Charter to launch a major charity campaign supporting the Armed Forces community.

Shawn Peel, from David Butterfield Independent Family Funeral Directors in West Yorkshire, has always been passionate about charity fundraising and volunteering in his community.

A former Air Reconnaissance/Intelligence Photographer in the Royal Air Force and current member of The Royal British Legion, Shawn realised that with Golden Charter's support, thousands of pounds could be raised to help serving men and women, veterans, and their families.

"It seemed the obvious choice to work and support The Royal British Legion," said Shawn. "The public really care for the charity and show that in their generosity to remembrance collections. However, there is a belief that The Royal British Legion only works once a year with the Poppy Appeal. With Golden Charter supporting it all year, we can promote their excellent work."



With that belief, Shawn approached Malcolm Flanders, Golden Charter's Director of Funeral Director Sales, and was quickly given the go-ahead to approach The Royal British Legion on behalf of the funeral plan provider.

"Malcolm Flanders has been proactive and fully supportive," explained Shawn. "How many managers would listen to a third-party company and take their plans on board?"

"Funeral directors do a lot of charity work, so the Golden Charter plans we sell should reflect that."

From September, funeral directors have been able to offer Golden Charter plans that support the charity, with a £25 donation made for each

badged plan. The campaign's aim is to raise £100,000 in 12 months.

Shawn, who was recently handpicked to lay a wreath at his local war memorial on behalf of The Royal British Legion, commemorating the Battle of the Somme, is overjoyed by the campaign. "This partnership means a lot to me. Often, when people think of The Royal British Legion, they think of older veterans, but we have young people coming back with Post Traumatic Stress Disorder and other issues. They need our support."

"David Butterfield's is a small family firm, dealing with around 150 funerals a year. We sell 40 to 50 plans annually and since this launch I have already sold 12 Golden Charter plans that support The Royal British Legion. For me, Golden Charter now ticks every box as it fully protects the funeral plans and raises money for an excellent cause."

All funeral directors selling Golden Charter plans should have received a briefing pack supplying all the relevant detail about the campaign. Speak to your local Golden Charter representative for further information.



Shawn Peel

## Golden Charter visits Lady Haig's Poppy Factory

Golden Charter Chief Executive Ronnie Wayte recently visited Lady Haig's Poppy Factory in Edinburgh to help with the dispatch of poppies ahead of the 2016 Poppy Appeal in November.

The factory employs veterans with disabilities to hand-assemble around five million poppies.

Ronnie said: "Supporting The Royal British Legion and Poppyscotland, and through them the Armed Forces community, is important to Golden Charter, our network of independent funeral directors and our customers."

"It was a pleasure to meet with the dedicated veterans who work



ABOVE: Ronnie Wayte and Gordon Swan at the factory

tirelessly all year round to help out their comrades in need. It is a fascinating process and I hope that the Scottish public will once again show their support for the Armed Forces community."

To get involved, speak to your local Golden Charter representative.

### 'Hang a Star'

Golden Charter is offering new, uniquely editable materials to support funeral directors' pre-Christmas memorial activities.

Head of Business Marketing Katy Walker said: "As Christmas approaches, we know a number of funeral directors

will be planning their own special memorial events, providing an important opportunity for people to remember loved ones and absent friends.

"These can be marked in various ways, and we know the personal touch is more important than ever at this time of year, particularly around such a sensitive, personal subject. So the new materials we are providing can be edited to suit your own needs."

These materials will not be printed; instead an editable poster and invite can be downloaded from mygoldencharter.co.uk Useful links about where to purchase stars and baubles are available on the portal.



## #CHALLENGEDERBYSHIRE CAR WASH CLEANS UP FOR CHARITY

R W Percival Family Funeral Directors raised £436 last month with a charity car wash in aid of #challengederbyshire. More than 45 vehicles passed through the Heath Street car wash.

Organiser Tom Jepson said: "It was a fantastic effort and we would like to thank everyone who brought in their vehicles for us to clean or dropped off donations. We

are also extremely grateful to Heath Street Car Wash for lending us its premises, making this event possible. We're already looking forward to the next one."

#challengederbyshire is made up of local business owners who came together last year, pledging to raise £1m for three charities: Ashgate Hospicecare, Blythe House Hospice and Helen's Trust.



The RW Percival team washed more than 45 cars

## Award sends a clear message

Golden Charter recognised as top communicator

Golden Charter has won a top industry award for Excellence in Communications.

The company had lots to celebrate at this year's Glasgow Business Award at the Hilton Glasgow on Thursday 6 October.

Gordon Swan, Director of Communications at Golden Charter, said: "We were delighted to be shortlisted for the Excellence in Communications award, so to take it home on the night meant a great deal to us."

"A big part of our role is to engage with and inform independent funeral directors, and the two real drivers of that have been



SAIFInsight Editor Michael Fern (bottom row, second from the right) at the awards

SAIFInsight and the Funeral Planner of the Year Awards. The magazine is in better shape than ever, and our surveying shows that more than 90% of Independents are reading it following our revamp. To have that work acknowledged is fantastic."

The communications award is only the latest in a long line of recent successes for Golden Charter.

The company won Most Outstanding Business at the Glasgow Business Awards in 2014, and is listed in The Sunday Times Virgin Fast

Track 100 league table of Britain's fastest-growing companies for the second consecutive year. Last year, Golden Charter also secured Scottish and UK Institute of Directors Awards for CEO Ronnie Wayte and Chairman Magnus Swanson.

Ronnie Wayte said: "Our awards success is a reflection of the growth we have sustained over a number of years. To be recognised now for our innovative communications shows that we have another string to our bow."

"When working with trusted local businesses in a field like funeral planning, the quality of our work is paramount. This award helps show that we are serious about that quality and have the talent to do justice by our market leading position."

## The history of Polstead Press, where customer service is at the heart of everything they do

When you contact Polstead Press, you will instantly be greeted by a friendly Suffolk accent by one of its members of staff.

The small, family-run company initially set out on its printing adventure when company founder and Director Tony Hutchinson was working as a trade association secretary for the rural building industry.

Working from home and printing various documents to fulfil the role, Tony started to think it might be quite profitable to start up a printing company.

For the first few years, Tony and his wife Jeannie ran the company out of their country home before finally moving into premises in the nearby town of Stowmarket. The company was now at

a point where they could employ more staff and their son Christopher was taken on as Sales Director for the company, which was initially known as Ghyll House Publishing Ltd.

Over the years, the company has continued to grow, especially within the funeral industry. Now employing five full-time staff, including two qualified

designers, the company goes from strength to strength.

"Customer service is at the forefront of everything we do, dealing with delicate matters such as orders of service makes us extremely proud. To be part of someone's final wishes is a privilege and an honour"

TRACY GOYMER, POLSTEAD PRESS, COMMERCIAL DIRECTOR

Advertising feature

## Charity golf day supports Lenny's dream of walking

A charity golf day organised by a funeral director's firm based in Bishop's Stortford has raised thousands for charity and supported a boy's dream to walk.

The 13th annual event by Daniel Robinson & Sons raised £40,000 for local causes and this year, 'Walk with Lenny' was the main beneficiary.

Derek Oakley, the family firm's Funeral Manager, said: "The day was a huge success due to the generosity of so many people and it benefited many good causes. We would like to share Lenny's story with SAIFInsight and would like to invite readers to make a donation to help Lenny to continue to share the wonders of walking."

Lenny was diagnosed with quadriplegia spastic cerebral palsy at nine months old, and when he was three, Lenny's family was told he would never walk. His mum Sarah, however, was determined that Lenny would defy everyone's expectations. Sarah scoured the internet to find a private physiotherapist and came across Kidsphysioworks. Lenny has been



Lenny Pyne

seeing physio Chris Smith for five years and has become more mobile than anyone could have hoped for.

In 2015, Lenny needed a major operation which would reduce tightness in his legs so he could put his feet flat on the floor and also ease the pain. The NHS could not fund the £31,500 operation and the Penny for Lenny campaign was launched. The fundraiser was a success and Lenny had his operation in January this year.

He now needs physio every other day, costing £12,000 every year, and will need further operations on his hips and the muscles in his legs as he grows.

> To donate or find out more, visit [www.walkwithlenny.co.uk](http://www.walkwithlenny.co.uk) and watch Lenny's thank you speech: [www.drobinson.co.uk/downloads/golf\\_day\\_2016.mp4](http://www.drobinson.co.uk/downloads/golf_day_2016.mp4)

## Funeralbooker closes £750k investment

SAIF associate Funeralbooker has announced that it has closed a £750,000 seed round to help the business to accelerate its strategy for long-term growth and to support the independent funeral market.

The round was led by White Cloud Capital with additional support from existing investors including Laurent Laffy, Director, Secret Escapes.

CEO Ian Strang said Funeralbooker plans to use the funds to further invest in technology, marketing and operations. It also aims to continue to build Funeralbooker's customer experience both on and offline for greater transparency and ease of use at a stressful time.

Advertising feature



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## DIPLOMA ON MANAGEMENT OF THE DEAD

A series of specialist diploma courses that include Management of the Dead and Forensic Human Identification have been announced for next year.

Organised by the Academy of Forensic Medical Sciences, all the courses will run both online and face to face at its campus in Charterhouse Square, London.

The Management of the Dead programme will take place from 6 to 10 February and will focus on the processes involved in ensuring the dead are managed in a proper and dignified manner, including consideration for the needs of bereaved families.

The training will also provide an understanding of all aspects of how deceased persons are managed from when death occurs to their lawful disposal and related issues. To sign up visit [www.afms.org.uk/management-of-the-dead-course/](http://www.afms.org.uk/management-of-the-dead-course/)

The second course, Forensic Human Identification, aims to examine the principles involved in the various specialist areas as well as an awareness of the broad scope of the field. Topics will include legal and human issues; victim identification from crime scenes; forensic odontology; forensic osteology; emergency planning for mass disasters; psychological profiling; and the investigation of clandestine graves. The programme will take place between 6 and 10 March. More details are available at [www.afms.org.uk/diploma-course-in-forensic-human-identification/](http://www.afms.org.uk/diploma-course-in-forensic-human-identification/)

Starting from October next year, a part-time programme in Forensic Medical Sciences will comprise of 30 two-hour sessions delivered by forensic specialists. Among the subjects are essential forensic pathology; medical and scientific investigation of fires, explosions and similar causes of non-natural death; child deaths and abuse and investigations of sexual offences. More details can be found at [www.afms.org.uk/diploma-course-in-forensic-medical-sciences/](http://www.afms.org.uk/diploma-course-in-forensic-medical-sciences/)

To register, fill out an application form and send it to [info@afms.org](mailto:info@afms.org)



Get involved with the 2017 Mind Hike through the Lake District

## Help SAIF's charity of the year keep momentum going for mental health

It has been an important few months for mental health, with a wave of high-profile people speaking out about their own experiences and a growing commitment from government, politicians and employers to improve support for people with mental health problems. Earlier this year, SAIF President Paul Allcock announced that Mind would be SAIF's chosen charity of the year:

Mind provides advice and support to empower anyone experiencing mental health problems, and campaigns to improve services, raise awareness and promote understanding. It won't give up until everyone experiencing a mental health problem gets support and respect. Mind does this through its network of more than 140 local Minds that provide services specific to local needs, supporting more than 345,000 people each year. Mind also supports more than 11 million people through its information services and guides.

Last month, *SAIF Insight* looked at mental health in the workplace and how to go about improving

wellbeing for SAIF workers. Emma Mammo, Head of Workplace Wellbeing at Mind, said that one in six workers are currently dealing with mental health problems, such as anxiety, depression or stress. Mind has launched its Workplace Wellbeing Index, which will enable employers to celebrate the good work they're doing to promote staff mental wellbeing

Here is how you can support Mind.

### Get crafty

Getting creative is therapeutic and can help relieve stress. So why not get together with your colleagues and take part in Mind's national fundraising event, Crafternoon, which is one of the biggest, craftiest mental health fundraisers. Organise a Crafternoon at work, school or at home and enjoy a fun craft-themed event while raising lots of cash for Mind.

### Get active

Being active is really important for both physical and mental health. Research shows that 'ecotherapy' or outdoor exercise can have huge benefits for people's health and wellbeing. So if you are feeling more adventurous perhaps you could enrol for a half marathon or challenge event like Mind's 2017 Mind Hike. On 23-25 June two groups of Mind supporters will be trekking for 40 miles through the Lake District, so why not join them?

To find out more visit [www.mind.org.uk/get-involved](http://www.mind.org.uk/get-involved)



## FUNERAL PLANNER OF THE YEAR: HOW DOES IT WORK?

At this year's ceremony there will be some unique points to consider.

Director of Funeral Director Sales Malcolm Flanders summarises the evening, from how to get nominated to what a win could mean, and reveals a new award built around outstanding quality.

### Qualification

All plans you currently sell go towards your chances of an award in 2017. For this year only, there will be a longer qualification period, 1 January 2016 until 31 March 2017. In future, the qualification period will mirror Golden Charter's April to March financial year.

Any funeral director firm attending the SAIF Charter AGM is entitled to four complimentary attendees at the awards dinner, with a

subsidised charge for each further guest depending on availability.

### Eligibility criteria

As ever, the awards are open to all SAIF Charter and Premier Members. Those who increase plan sales during the period qualify for consideration. This also means Independents must have completed two full years of trading, so year on year growth can be gauged – so this time, you must have been trading since January 2015.

Winners are established from the percentage ratio of pre-need sales to at-need funerals. However, quality is just as important as growth and, now more than ever, is a real focus. This year's awards will also involve new criteria to recognise notable achievements and service beyond sales, as well as a

separate overall award for outstanding quality in the marketing and promotion of plans.

Prizes include £500 towards advertising, £100 travelling expenses, and a £150 allowance to treat staff to a celebratory night out (£250 for the 250+ category). National winners also receive a further £1,000 for advertising and the accommodation cost for two on Awards night.

### Categories

With around 60 awards presented at the latest ceremony, the nights were becoming somewhat unwieldy, so 2017 will see a major revamp to the criteria and categories. There will now be two categories for each region:

- Companies carrying out 50-249 funerals in 2016
- Those above 250 funerals in the year.

Added to those will be five newcomers – one for each BDM region – and three

national awards. Awards will also be split into gold, silver and bronze, according to pre-need to at-need ratios.

### Black tie event

For the first time, the ceremony will be on a Saturday night, and with no AGM the following morning we can now incorporate music and dancing after the awards.

We will bring everyone together in London's Park Plaza Riverbank Hotel on Friday 9 September, a venue equipped to take all who want to attend the year's largest gathering of independent funeral directors.

That will set the scene for what promises to be a dramatic night. By adjusting the criteria, and emphasising the role that the quality of your work plays in being an effective funeral planner, 2017's ceremony could really open out the playing field.

Look out for updates to these details as the year progresses. Good luck!

## IFD College invitation to potential Members

The Governors of the IFD College are inviting all Cert. FP, NAFD Diploma and BIFD Diploma holders to become 'Members of the IFD College'.

As a Member of the College you will be able to use the letters MIFDC after your name, will receive an annual membership certificate and offered free entry to SAIF's Education Day next year. Membership for the introductory year will cost £30.

Members will be obliged to provide evidence of 12 hours of Continuing Professional Development (CPD) to continue their membership after the first year.

Your Membership of the College will demonstrate that you are actively maintaining and developing your knowledge to perform

to the highest standard within the profession.

The Governors are keen for membership of the college to reflect both academic achievements and high standards of professional conduct. For that reason they reserve the right to refuse membership or strike off any member whose conduct has or may bring the College and/or the profession into disrepute.

To become a member, complete the application form in the News section of [www.ifdcollege.org](http://www.ifdcollege.org) by 30 October 2016 together with your payment.

For more information, contact the IFD College Administrator, Corinne Pengelly on 0345 230 6777 at [Corinne@saif.org.uk](mailto:Corinne@saif.org.uk)



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# A PROUD NIGHT FOR GENESIS

Two Golds and a Silver for SAIF's PR and marketing agency at industry awards event

SAIF's PR and marketing agency – Genesis PR – had a glittering night of success at the Anglia, Thames and Chiltern regional PRide Awards organised by the Chartered Institute of Public Relations.

Held at Homerton College in Cambridge on 22 September, Genesis won Gold for Outstanding Mid-Size PR Agency, Gold for Corporate and Business PR and Silver in the overall Outstanding PR Agency award.

The regional PRide Awards recognise the outstanding work of leading public relations teams who demonstrate commitment to excellence and best practice



in nine regions across the UK. This year, over 1,000 entries were submitted from more than 300 consultancies.

Judges of the Outstanding Mid-Size Agency category commented: "Genesis demonstrated clear business objectives and a real sense of where they're heading. The judges were highly

impressed by Genesis' excellent commitment to professionalism and CPD, matched with a social commitment to local causes and institutions."

Speaking about the awards, Penny Arbuthnot, Director of Genesis PR, said: "We've enjoyed a successful year to date and so are thrilled to be named the best

mid-size PR agency as well as winning the top gong in the Corporate and Business PR category."

In May, Genesis was the only PR agency in the East of England to be nominated for the prestigious UK title of Outstanding Small PR Consultancy of the Year in the national CIPR Excellence Awards.

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Entrepreneur  
Leader of the Year  
Damian Melville



## Entrepreneur honoured in business awards

One of Britain's leading entrepreneurs has been honoured for his individual achievements in the 2016 Black British Business Awards.

Damian Melville, Director at Melville & Daughters Funeral Directors, won the prestigious Entrepreneur Leader of the Year award. Damian founded the firm in 2010 after working within the funeral industry for six years. He identified a niche in the market for an Afro-Caribbean funeral service in North London and beyond. Damian's vision was an

approach incorporating traditional values, while stepping away from the stereotypical funeral director in look and method, and incorporating the Afro-Caribbean culture of celebration of life, rather than mourning loss.

Damian was a winner in Golden Charter's Funeral Planner of the Year Awards 2016 after ever-increasing funeral plan sales, taking the company's funeral plan fund to more than £500,000.

For further information, visit the website [www.thebbawards.com](http://www.thebbawards.com)

## Making storage efficient

Golden Charter is considering updating the way you receive paperwork about new plans, changes to plans, and cancellations, after sampling opinions from Independents and the SAIFCharter Executive.

PDFs sent via email and downloads from the portal are the most efficient options being considered, with consolidated mailings a possibility for the few remaining funeral directors who do not have an email address.

Malcolm Flanders, Director of Funeral Director Sales, said: "Feedback from various sources, including the rolling monthly survey of Independents, showed that if funeral directors

supported it, we could make significant improvements to our mailing process."

While the company is progressing towards a digital future, those funeral directors who do not have an email address will continue to receive vital communications. One view is that these could be sent in bulk mailings, which would avoid a constant stream of post for funeral directors while also increasing Golden Charter's efficiency.

Malcolm added: "With the benefit of this feedback, we would like to start to make the changes by the new year."

Independents with a view on these changes can pass them on through their local Golden Charter representative.

### LETTER

## DEVELOPMENT OF GUIDELINES FOR CREMATION AUTHORITIES

Dear Sir,

The Cremation Associations, namely the Federation of Burial and Cremation Authorities (FBCA), the Institute of Cemetery and Cremation Management (ICCM), the Association of Private Crematoria and Cemeteries (APCC) and the Cremation Society of Great Britain (CSGB) wish to make it quite clear that they are in the process of developing guidelines for Cremation Authorities, whether publicly or privately operated, on the operation of Coffin Accreditation Schemes.

This process is still in the early stages, and all that has been issued to date is an initial draft which has yet to be approved by the appropriate groups in each organisation and therefore it is anticipated that further suggestions and changes will be incorporated into the final document. However, every effort is being made to complete the exercise in the shortest practicable timeframe. All relevant parties throughout the sector will be fully consulted and legal advice obtained prior to the finally agreed version of the guidelines being published.

In addition the associations also wish to make it clear that they have only endorsed the test protocols, not the operation of the accreditation schemes themselves. Ultimately, it will be up to Cremation Authorities to decide whether they accept both schemes currently available or not."

In closing, we would just like to emphasise that the associations' overall objective is to ensure that all their members have adequate guidance in relation to the safe handling and cremation of coffins at their crematoria.

Yours faithfully,  
**Rick Wright, The Federation of Burial & Cremation Authorities;**  
**Tim Morrison, The Association of Private Crematoria & Cemeteries;**  
**Miriam Deacon, The Institute of Cemetery and Crematorium Management;**  
**Stephen Powell, The Cremation Society of Great Britain**



# SAIF AGM & BANQUET WEEKEND

Friday 24 to Sunday 26 March 2017  
The Old Swan, Harrogate, HG1 2SR

## BOOKING FORM

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■ More details about the banquet ticket will follow in future issues of *SAIFInsight*

### WEEKEND ITINERARY

Friday lunch Associate members Luncheon (by invitation)  
Friday afternoon guest speaker to be announced/confirmed  
Friday evening 'Murder Mystery' event  
Saturday morning SAIF AGM  
Saturday evening Banquet – dancing to The Mighty Persuaders  
Sunday morning inauguration of the Officers

The Old Swan is one of the most famous hotels in Harrogate, with a history going back nearly 200 years. Guests will enjoy splendour with contemporary luxury. With several reception rooms, capacity for up to 300, and ample complimentary parking, The Old Swan is the perfect spot for the SAIF AGM and Banquet Weekend.

Return form to: SAIF Business Centre, 3 Bullfields, Sawbridgeworth, Hertfordshire, CM21 9DB  
Alternatively, please email [linda@saif.org.uk](mailto:linda@saif.org.uk) to reserve your place • Telephone: 01279 726 777 • Fax: 01279 726 300  
Booking form downloadable from events on members area of the SAIF website.

## THE CHANGING FACE OF FUNERALS

Members and leaders of the Institute of Civil Funerals (IoCF) enjoyed a thought-provoking day at this year's seminar and AGM. The theme of the conference was: 'The changing face of funerals and funeral celebrancy'.

The seminar, held in Bournville in Birmingham, looked at the impact of digital technology, the evolution of the funeral system and how the arrival of direct cremation will impact on IoCF members. The day was started by IoCF Chairman Christine Ogden, Dip CFC, and with seminar sessions led by Tony Walter, Honorary Professor, University of Bath,

### The Institute of Civil Funerals Seminar and AGM 2016

the world's only professor of death studies, Anne Barber, IoCF President, and James Norris, a lecturer in digital and social media at UCL and founder of the Digital Legacy Association and the website, [www.deadsocial.org](http://www.deadsocial.org)

The seminar sessions raised some interesting questions and examined how direct cremation could be the catalyst to change in the way funerals are considered and arranged. Members were assured that, in its role of promoting greater choice to families when

arranging funerals, the Institute will be at the forefront of working with all funeral arrangers and families alike to meet the exciting innovations and challenges that clearly lie ahead.

The afternoon focused on the AGM with the Chairman reiterating that the past 12 months have proved to be a time of change throughout the profession and the statistics showed growth financially, in membership numbers and in the rapid rise, year on year, in the number of civil ceremonies led by members.

In a final message to members, IoCF Chairman Christine said that she was leaving office knowing that the Institute is going from strength to strength and will always represent all that is professional, reliable and up to date in the changing world of funerals.



Christine Ogden



# Always room for improvement

**I** find myself approaching seven months as your National President. Last month I celebrated (a loose term) my 50th birthday, and both those seven months and 50 years seem to have flown by.

On my travels, I have met many interesting individuals in various roles connected in some way to funerals. Last week was a case in point, when I attended the open day of Andrew Smith Funeral Services in Macclesfield. Andrew's premises are second to none, and even more impressive was the fact that he still saw the need to improve, where many others would struggle to find fault.

This, I believe, is something that all independent funeral directors need to learn from. However good we perceive our

**Our challenge is to keep is to keep our standards as high as possible**

premises or indeed ourselves to be, there is always room for improvement. My year as President is proving an expensive one as I see things in my own business which can be improved. But I also see the need to keep my standards as high as possible.

Looking back over the last seven months I am pleased that during this period we have nurtured a good working relationship with both the Department of Health and the Department of Work and Pensions. Meetings are continuing with both departments, and although progress on any reforms is inevitably slow, there are many

positives in having an input and being able to air the views of SAIF clearly.

The DWP in particular is very keen to discuss various aspects of the Funeral Benefit Payment Scheme. These include establishing the essential elements of a simple funeral, and simplifying the application process. This would save valuable time for DWP staff but will also ensure that payments to funeral directors will be much quicker. There is a telephone helpline for applications and I would suggest that you point your clients towards this number if they are known to be making a claim (0345 606 0265 or for Welsh language applications call 0345 606 0275). If you have any comments or views on the application process I would be pleased to hear from you. Finally, I touched last

month on the number of new businesses 'jumping on the funeral bandwagon'. This week I was advised that my business doesn't show on the first two pages of Google when a search is made for 'Funeral Director', and subsequently that I need to pay xx amount to ensure that I am at the top of the search.

It seems that many of these companies only recognise the national or international capabilities of the internet, whereas for any SAIF member the importance is being highlighted on a localised search only. Thankfully my business is always at the top of a search for 'Funeral Director Norwich'. The only place I need to be, and I pay nothing for the privilege. Don't get sold something you don't need, and if you're anything like me, you most certainly don't want.

PAUL ALLCOCK, SAIF PRESIDENT



## SAIF ASSOCIATE'S £1M IN FUNDING

An innovative website which helps the bereaved has secured £1 million in investment funding from business 'angels'.

Funeral Zone, launched by Ed Gallois and Kevin Homeyard in 2013, allows the bereaved to compare funeral directors in their local area, as well as providing valuable help and resources when somebody dies. The investment will support [www.funeralzone.co.uk](http://www.funeralzone.co.uk)

Funeral Zone has already grown to become the number one funeral resource in the UK and is also rapidly gaining traction in Australia and South Africa.

CEO and co-founder Ed Gallois said: "After a close friend passed away, I realised there was very little help out there for the bereaved. What should you do first? Is it a doctor, a neighbour or a funeral director?"

"With all that information



in one place at the touch of a button, we realised it would be one less stress-factor for people to deal with."

Funeral Zone, which is based in Exeter, secured its £1 million backing through a number of seed-funding investors, including The Minerva Business Angels.

"You need straightforward and practical information when you are grieving and at your most vulnerable. Our mission is to help the bereaved."

Advertising feature

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# ONE LAST CALL

WORDS: TIM POWER

**W**hen relatives approached Paul Allcock to see if there was any way the deceased, an ex-BT employee, could be buried in his beloved red telephone box, which he proudly displayed in his front garden, Paul was initially taken aback. But as the wishes of the family have always been at the heart of his funeral practice, he said he would see what he could do. A few days later he was able to square it with the council and hire a JCB to make the man's last wishes come true.

Paul, joint-owner of Norwich-

based Allcock Family Funeral Service and SAIF President, said: "The family did not think it was possible but wanted to ask the question and, as I like a challenge, I looked into it and gave them some options. We had a service in the local church with a traditional coffin, then the funeral party drove to the deceased's house where we had prepared a grave large enough to accommodate the red telephone box, which would contain his coffin, and it was lifted down into the grave in the garden."

It's not an everyday request but many funeral directors are being increasingly asked to accommodate more unusual requests to help families celebrate

the lives of their loved ones.

Paul said: "In this part of England, we've noticed the growing trend in non-traditional funerals, but it has really taken off in the past five years. There is more media coverage of unusual funerals and more people are attending these types of ceremonies and becoming aware of the choices available."

It's all about personalising the funeral experiences to reflect the life and interests of the deceased, and Paul thinks this is a good development.

He said: "We've had clients that have wanted simple cardboard coffins, not just because of the cost, but so that the family could decorate them in their own way.

A nice example of this was when everyone put their handprints on the coffin in a way when it was carried by the pall bearers it looked like many more hands were helping them lift the coffin."

Many of these new ways of celebrating the life of the deceased are carried out without a religious service, but Julian Walker from A B Walker and Son, who runs seven branches throughout Berkshire and Oxfordshire, said that many people still like to include favourite prayers or hymns in the service.

Julian said: "In our area we have witnessed a decreasing choice for a church service in favour of using a civil celebrant in a non-religious setting, but that does not necessarily

Unusual and non-traditional funerals that personalise the life and interests of the deceased are on the increase

“THE FAMILY DID NOT THINK IT WAS POSSIBLE AND AS I LIKE A CHALLENGE I LOOKED INTO IT AND GAVE THEM SOME OPTIONS”

Paul Allcock





**Clockwise from left: The timeless dignity of past funerals at Leverton & Sons Independent Family Funeral Directors; a modern approach with a webcam; and a willow basket**

negate the inclusion of religious aspects in the event.

“Some people find that Christian churches are not a flexible option when it comes to meeting their funeral needs, and this is confirmed by the conversations that I’ve had with funeral directors up and down the country. A common theme that comes up is that it is sometimes difficult to engage with a church minister so the civil celebrant is the easiest option.

“As funeral directors are finding it easier to deal with civil celebrants to meet their funeral needs, in a way, we are encouraging to trend towards non-traditional funerals.

“However, in our area we’ve retained a fairly consistent level of religious services – around 80% – but we know that in other parts of the country it has changed significantly due to demographics, particularly in metropolitan areas.”

Paul agreed: “The choice of not having any religious content in a funeral service has slightly increased in the last 10 years but the ability for a family to engage with a celebrant who is happy to involve as much religion as wanted by the

family, such as a singing of a hymn or saying of a prayer, is welcome.”

The media plays an influential role in highlighting unusual funeral ceremonies featuring eye-catching imagery, such as a Darth Vader-like leading a funeral cortege or unusual hearses, from tanks to motorbike sidecars.

Their coverage of the funerals of celebrities, from the outpouring of grief for Princess Diana to the no-nonsense and minimalist funeral arrangements for David Bowie, also influences public perceptions of how funerals can be conducted and many aspects of these are adopted by the public.

This trend is muddying the waters when it comes to defining what a non-traditional funeral really is any more, as most funerals today adopt some measure of personalisation to represent the deceased; from favourite songs through to order of service leaflets that celebrate the life of the loved one through photos and words.

Some of the more ‘unusual’ funeral arrangements picked up by the media are definitely unique. Julian said: “When I discuss what

the newspapers are reporting with other funeral directors we often scratch our heads because it’s rare than any of us have ever come across these types of funerals – these are definitely one-off events which are not reflected in actual practice on the ground. It’s like the media interest in the ‘do-it-yourself’ funeral stories that have been picked up as being unusual but are actually statistically totally insignificant.”

The most significant trend over the past few decades has been the growing demand for cremations, compared to burials, which has enabled people to gather and celebrate the lives of their loved ones beyond the graveside.

According to the statistics, today nearly 75% of people in the UK choose to be cremated, up from 68% 30 years ago.

Many people continue to have services at the crematorium but there is a trend to celebrate before the cremation as Paul described: “We organised a funeral for an ex-Norwich footballer recently where some 200 of his family and friends gathered at the St Andrews Hall in the city to give him a send-off, and then the body was sent on its own to the crematorium, with the ashes delivered later to the family.”

Like most things in today’s world, technology is playing an increasing role in the modern funeral service and creating what the *Guardian* termed the ‘virtual mourner’ in its interview with Paul Allcock.

A recent survey said around a fifth of Britain’s 281 crematoriums already offered a live streaming service, while 61% of funeral directors had received requests for services to be live-streamed.

Paul believes it has a role to play but its continued popularity could have a potential drawback. He explained: “It’s wonderful for those relatives who live abroad, but there’s also a danger of pandering to people’s laziness and not attending personally and sharing your condolences, which is such an important part of the grieving process.

“Many funeral directors will tell you that a few kind words shared over a sandwich after the funeral can never be replaced by watching the event from a distance via a web-camera.”

Paul is comfortable with the growth in non-traditional funerals and enjoys the creativity and challenges it brings to help celebrate someone’s life. “I don’t think funeral directors should fear this trend; they should embrace it and see it as a way of helping us raise our game. At the end of the day, the industry has always been about

**75%**  
OF ALL PEOPLE  
IN THE UK TODAY  
CHOOSE CREMATION

event management and tradition is whatever you want it to be.”

However, a far more reaching change to the funeral industry does not come from Darth Vader-lookalikes or armoured hearses, but from the introduction of direct cremations with “no ceremony, no fuss, no funeral”, as one company states in its marketing.

According to Julian, countries that have already adopted it the demand has been strong: in the US demand went from zero to 35% of all funerals within four years; in Australia, in the similar period, it accounts for 10%. He believes its introduction in the UK will also have a dramatic affect. He

explained: “I don’t think its growth is down to just cost, I think it’s people’s attitudes to funerals – it is like people are saying ‘why bother’?”

“This has the potential to change the face of the market as it goes against all the values of traditional funeral directors who offer their service on the back of quality, trust and flexibility to meet the wishes of the bereaved family.

“If funeral directors offer a direct cremation service in addition to their traditional service then they are going to be offering a very basic, very low-cost product while maintaining the price of their current full-service offering – creating a two-tier approach to funerals which erodes the brand of a funeral director.”

He added: “We’ve got to be mindful that there is a shift in the market which is happening now. Although funeral directors in the SAIF network may not have noticed this, there is collective group evidence that it’s occurring and it’s accelerating, so we need to prepare and adapt to the market so we don’t lose control with what we have to offer.”

## For hope For progress For research For a future when no one dies from breast cancer

Breast cancer is taking the lives of the women we love. Colin’s wife, Gill, was one of them. Colin is keeping Gill’s memory alive by supporting the UK’s largest breast cancer charity and helping to fund research that will stop women dying from this devastating disease.

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**“SOME PEOPLE FIND THAT CHRISTIAN CHURCHES ARE NOT A FLEXIBLE OPTION... TO MEETING THEIR NEEDS”**  
Julian Walker





# A JOB WELL DONE

Gravedigger of the Year and Associate SAIF member David Homer talks about how he maintains impeccable standards and puts families first

WORDS: DEBORAH TORR

After receiving the accolade of Gravedigger of the Year 2016 last month, it's more or less back to business for David Homer, gravedigger of nine years. When I speak to him, he has just got off the phone with a funeral director, passing on a family's gratitude, saying they were really pleased with how the grave looked. That, he says, makes it all worthwhile.

To become a decent gravedigger, David informs me you need two things: an aptitude for hard work and attention to detail. Hard work comes naturally, as he digs every single grave by hand, to avoid the machinery of diggers disturbing the peace and quiet of the churchyard. Meanwhile, his exacting standards have their own origin:

"I think that came from being in the Royal Navy. For that, everything's got to be very smart. There's no vocational training or qualifications, not that I've come across anyway."

David's own start in gravedigging was almost accidental: "I'd been working as a pallbearer when my wife Amanda was let down by the gravedigger she'd hired, and so she asked me. I thought I could probably do a better job and make the grave look nice."

He now owns DTH Burial and Churchyard Services and has five members of staff to help to dig the 300-odd graves he does a year, with two working for him part-time. "I train them up to exactly how I want things done. There are no corners cut because ultimately they're representing me. Otherwise they don't get paid. Only joking, of course."

"The other skill you need for gravedigging is

David with TV presenter Penny Smith at the awards

to be good with people. You need to be absolutely spot on when you're interacting with the families. This afternoon a family stopped by as we were digging the grave. It can be quite distressing for them, but then after the funeral service they came up and thanked me. Those moments are really nice, when you know you've done your best for the family, and for the funeral director."

David, 49, started his working life as a miner before joining the Royal Navy, and then left to work in the Fire Service. In 2007, he began work as a gravedigger. "All the jobs I've had, you've got to be respectful in everything you do. At the end of the day I'm trying to provide a service for the families. You only get to bury your parents once, so I make the graves look as nice as I can, to take away some of the harshness. It is quite a harsh environment – to look at it plainly it's just a hole in the ground. I don't see it like that though, I see it as somebody's final resting place."

To transform the grave from just a "hole in the ground", David dresses the grave in fabric, lays down turf, lines the bottom of the grave with sawdust and then places flowers in each corner.

"I'm a big believer that there is nothing that I can't do; nothing is too much trouble. I'll always go out of my way to help the family." David describes gravedigging as a 'Cinderella' job. "You're not there to be on show. You're there to do the best you can in the background and then watch from a distance."

"There aren't many jobs where you can give comfort to grieving families. It's not a 9 to 5 job either, but then I've never gone for nine to five office jobs. Some people think it's weird, but it's not, you're providing a service to families. It's also



David Homer digs every single grave by hand and dresses it from "just a hole in the ground"

“I’M TRYING TO PROVIDE A SERVICE FOR THE FAMILIES. I MAKE THE GRAVES LOOK AS NICE AS I CAN”

David Homer

good to be out in the open, and I like the peace and quiet of the churchyard. It's absolutely lovely to be honest."

On average, David digs six or seven graves in a week, with the number increasing in the winter. A typical six-foot grave takes around two to three hours when dug by hand. "It can be physically

challenging, depending on the area, the season and the kind of soil, but you've just got to be prepared."

"We have a minimum of a week's notice so I'll always think ahead, take a look at the weather forecast and sometimes we'll go out and prepare things a few days in advance. We never leave anything to the last minute."

This preparation is important as, besides gravedigging, David also takes on exhumations and the burial of ashes.

"It's always a full diary every week, so the paperwork gets taken care of by my admin department – my wife Amanda. And I've got an accountant to manage the finances. I think if you take

on too much you're at risk of becoming a jack of all trades, master of none."

Although the majority of David's work is gravedigging, occasionally he is asked to 'rod' a churchyard. This involves sticking a large rod into the soil to find out which plots are vacant.

"I'll make a note of where is free in the churchyard. Often people reserve graves that don't end up being used, and there aren't always burial records for a churchyard."

Speaking on the shortage of burial sites, David isn't too concerned. "In my lifetime I'm not sure that we'll see graveyards run out of space. Ultimately, people still want to be buried in their local area. If a churchyard gets completely

full up, they will often reuse graves that are over 100 years old, or the church will extend the land. People think that when you lay someone to rest it's permanent, but these graves usually guarantee the plot for only about 75 years."

"Once the churchyards are full, it falls to the council to maintain them. It's always seemed strange to me that that happens – I just can't get my head round it. I often wonder if there will be enough money in the council pots to pay for maintenance, and eventually I can see some churchyards that are full reopening to fund the upkeep."

Since David began work as a gravedigger he's observed some substantial changes to the funeral world. "The industry as a whole has changed so much in the short time I've been a part of it. There's a trend of people new to the industry providing cheap funerals. The question is, are they really any cheaper?"

"I think there's a problem where customers will be

quoted one price but by the time you've added on the other costs it's far more expensive. It certainly undermines these established, longstanding family-run funeral homes. Some people come into the funeral industry thinking they can make a quick dollar out of it, but the question is are they offering a good service? I'd say stick with tried and trusted ones."

David is equally suspicious of the move to online funeral services, worrying that browsing online does not give families the support they need.

"In my opinion, online services are too impersonal – I'd want to sit down with a cup of tea and receive a bit of sympathy."

David's main concern is how families are looked after: "I'll always go out of my way to help a family in need. Online, you can't do that. I don't think it's an industry that can operate entirely online. But for me it's not a worry – after all, there's no such thing as a virtual gravedigger!"



## Quality Assurance Assessor (Part-time)

**SAIF is looking to expand its Quality Assurance team and is seeking a suitably experienced person to carry out premise assessments.**

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Linda Jones, SAIF Business Centre, 3A Bullfields, Sawbridgeworth, Herts, CM21 9DF  
Tel: 0345 230 6777 Email: [linda@saif.org.uk](mailto:linda@saif.org.uk)





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Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity no. 296645.



DR BILL

# WHEN URNS AND ASHES OUTSTAY THEIR WELCOME

We need to encourage people to give their loved ones' remains the fitting destination they deserve

WORDS: DR BILL WEBSTER

want my husband out of the house, said Terry through her tears.

I have heard that statement before... thankfully not by my wife. At least, not in my hearing!

Terry's husband just sits in the family room, and it is driving her round the bend.

It's not what you think – Terry's husband Joe died by suicide just over a year ago. They had enjoyed a reasonably good marriage and were blessed with two girls now in their late teens. Joe had suffered with mental health issues since his teenage years, but had seemed to be doing quite well with everything under control. While he had appeared mildly depressed in the months before he died, his death came as a complete shock.

One weekend last summer, the family was visiting Joe's parents who live in a high-rise apartment building in the city. The day seemed to be going fine, when the unthinkable happened. Joe had simply excused himself for a minute but, unbeknown to anyone, took the elevator to the roof of the building and simply jumped off. Complicating things further was that his fall and the aftermath were witnessed by Terry and all the family.

Obviously it was a very difficult situation for everyone. At the funeral, everyone spoke in glowing terms of Joe's contribution to work, friends and the community, and how stunned they were that this had happened, apparently completely out of the blue.

Terry attended a support group and sought one-on-one counselling to help her deal with the traumatic effects of that terrible day's sights and sounds. She ranged from sad in the beginning to mad at what he had done and the mess he left her in. As months went by, the anniversary of the death approached, and Terry found herself reliving every moment of the days leading up to the event. Her counsellor helped her decide what would be meaningful on the first anniversary, and the day



itself proved to be manageable if emotional.

Joe had been cremated, and his two daughters insisted the urn be kept prominent in the family room. The girls obviously had a difficult time with the death, and felt having the remains at home kept him close, almost as if he was still with them.

That worked for a while with Terry, but soon after the anniversary of his death she uttered the words with which I started my article. She wanted Joe's remains out of the house because every time she looked at them, she felt anger rising at Joe's actions and her situation.

Importantly for funeral directors, many people only start to think creatively about what they should do long after they've brought the ashes home.

Of course, they are more than just 'ashes', and they deserve a fitting destination. But from a grief perspective, we need to remind ourselves of Vanderlyn Pine's statement: "A funeral helps to separate the deceased from the living."

While I understand the theory of 'continuing bonds', there are dangers with misapplication of that model, particularly when the 'holding on' to cremated remains allows the person to psychologically keep the deceased in the present, as though still in the house.

Here is an opportunity for funeral directors at the time of the funeral, if the family is uncertain what to do in the confusion of the time. Why not suggest that in six months you meet for a discussion on 'permanent disposition', when after the initial shock has dissipated they have finally decided what they want to do.

By the way, that might also present a good time to raise the question of pre-planning for the survivors!

I believe we need to be more proactive in encouraging people to "do" something with the cremated remains that allows for a place to leave their loved one, and place they can go to reconnect.

Thus it was last month that the family met together and, with permission, scattered the remains on Joe's favourite golf course, beside a bench they have donated in his memory. Terry's only problem now: Does anyone want to buy a used urn? ●

Dr Bill Webster is the author of numerous books and resources for grieving people. He has some innovative resources which funeral directors and professionals can make available to their clients as part of an after-care programme. Check out Dr Bill's resources at his website, [www.GriefJourney.com](http://www.GriefJourney.com)





# AWARDS FOR STAFF TRAINED IN FUNERAL PLANNING

Months of hard work by colleagues at Alexander Burn Funeral Directors have been recognised with a Certificate in Funeral Planning



Achievement: funeral director Alexander Burn has made training a key priority within his business

Alexander Burn Funeral Directors has become the latest Independent to make use of the increasing array of training options now on offer to funeral directors.

Last month, various members of staff received their Certificate in Funeral Planning. The course, the first devoted entirely to funeral planning, is run in conjunction with the IFD College.

Steve Bennett, Alexander Burn's local Golden Charter representative, said: "Alex has made training a key priority within his business. At Golden Charter we are delighted to support Alex and his team in broadening and deepening their understanding of funeral plans and later life planning, and the benefits they provide to their families."

Alex Burn himself also received recognition last month. Golden Charter's National Sales Manager Drew McAllister

presented him with a certificate after his business produced outstanding legal service referral numbers in 2015-16.

Golden Charter's Director of Funeral Director Sales Malcolm Flanders said: "It is great to see someone as keen to invest in training and developing staff as Alex."

"Every company that has put staff through the Certificate in Funeral Planning is making an investment and gaining expertise in a major part of the profession. To put a whole range of staff through

the process, as Alex has, is an excellent commitment to future growth – both for the company itself and for its staff."

Alexander Burn Funeral Directors is a family firm from Gloucestershire. It serves a wide area, with branches in Bishops Cleeve, Cheltenham, Tewkesbury and Winchcombe.

Funeral directors interested in putting their staff through the Certificate in Funeral Planning should contact your local Golden Charter representative for further details.

“TO PUT A WHOLE RANGE OF  
STAFF THROUGH THE PROCESS  
IS AN EXCELLENT COMMITMENT  
TO FUTURE GROWTH”

Malcolm Flanders

## Update

NEWS FROM KINDRED ASSOCIATIONS

### HISTORY OF EMBALMING

When we think of the history of embalming everyone usually thinks back to the Egyptian times, and of course one of the most infamous examples of the time is Tutankhamun. Anyone who has visited the Valley of the Kings and the Cairo Museum would be struck by the splendour and the work involved in preserving their dead.

So why did the Egyptians feel the need to embalm? There were two reasons. The first reason was because the Nile would flood, and burials could not take place causing a risk to public health. The other reason was that the Egyptians believed that they would go into a state called the Circle of Necessity for thousands of years, and when they returned they would require their body still to be in one piece so they could use it again.

There were different procedures involved depending on your rank in society. The Pharaohs were treated as gods with great dignity and respect. Their internal organs would be removed from the cavities and placed in jars called canopic jars which were filled with natron, a sodium salt. The trunk would be dried and filled with spices, herbs, bitumen and then sewn up. The body would then be placed in a natron solution for up to 40 days which was the end of the embalming process. It was then straightened and dried.

The body would have been mummified by wrapping it in bandages which

were soaked in oils such as cedar with herbs, spices and valuable ornaments placed within the bandage. The bandage was kept in place with an Arabic gum, which also sealed the body from the elements, thus preserving it forever.

After all this had taken place the body would be placed in a sarcophagus (coffin) which was then sometimes placed inside more sarcophagi and then placed in a tomb with much pomp and ceremony.

The middle-ranking Egyptians were similar but had a corrosive chemical placed inside to dissolve the organs and would be given back to families with or without mummification, depending on how much they could afford, and the peasants were just placed in the natron solution and had no mummification.

So how does this compare to embalming today? Some of the reasons for our embalming are the same – we embalm for preservation and sanitation as did the Egyptians – but the third reason for our embalming today is presentation.

When a family come to view, we want to leave them with a pleasant memory of their loved one. During the 23 years that I have been working in our profession, the equipment and products available for embalming have changed considerably, making our lives easier and safer with the introduction of low-formaldehyde products.

Read part two of this article in the next issue of **SAIF Insight** (December).

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# A unique opportunity to study a hands on practical approach



Ross Corney and Martin Jeffrey of William Purves Embalming Academy

## William Purves Embalming Academy of Professional Embalming Skills

### POST-MORTEM RECONSTRUCTIVE SURGERY COURSE

The Dodge Company Ltd  
Edinburgh University  
Anatomy @ Edinburgh

A five-day course will be held at  
The University of Edinburgh's Old

Medical School in the heart of the city. It will provide a unique opportunity to study a hands-on practical approach to cranial/facial reconstruction, soft tissue injury to the face and airbrush cosmetics. A series of structured modules have been specifically devised to allow those completing the course to gain the ability and knowledge necessary to complete the

reconstruction of a badly traumatised head.

This programme, which will be one of the first of its kind in Scotland and the United Kingdom, will be available to embalmers who desire to increase their skill levels in the area of post mortem reconstructive surgery.

Using cadaveric specimens, the skills and techniques taught on the course will provide those attending

with the ability to turn a closed coffin into an open coffin for viewing when dealing with a traumatised head. For embalmers, adding reconstructive surgery techniques to your personal skills provides a much needed and invaluable service to those families who entrust loved ones into embalmers' care, while showing the commitment and dedication taken to become a professional embalmer.

There will be time to tour the university's anatomical museum, giving those attending the course a rare opportunity to spend some time looking at the history of medical teaching in the university.

The anatomical museum was founded in 1798 and has an impressive list of historic exhibits on display. One is the skeleton of the infamous graverobber William Burke. A complete tour will be taken by Iain Campbell, the Anatomy Manager at Edinburgh University, who will be showing the exhibits and explaining the stories behind them.

As one of the largest suppliers of funeral products in the world, Dodge Company Ltd is a name that many people associate with quality, support and customer service.

Dodge will be supplying a very extensive reconstruction kit that will cover everything needed to complete the course, and those attending will keep the kit they have used to enable them to carry on their new skills in their place of work.

The reconstruction course will be held by Martin Jeffrey M.B.I.E. Dip FD, and Ross Corney M.B.I.E. Dip FD.

As resident embalmers at William Purves Funeral Directors, Martin and Ross have more than 50 years' experience in the funeral profession, 30 years of practical embalming experience and have dealt with over 20,000 cases. In addition to this experience, they also have an impressive list of specialist courses and affiliations to other organisations:

- British Institute of Embalmers
- National Association of Funeral Directors
- American Association of Embalmers
- Fountain National Academy of Reconstructive Surgery, Southern Illinois University, Carbondale USA
- Omega Academy of Restorative Art and Embalming, Medical Science Campus, University of Puerto Rico

- Forensic Medicine and Science, The University of Edinburgh
- Fountain National Academy, Restorative Art and Cosmetology, Springfield Missouri, USA
- British Association of Skin Camouflage, Royal Liverpool University Hospital
- Jerker Nilsson Airbrush Cosmetics, Malmo, Sweden.

The course will commence on Monday 17 April 2017 at 9am and places will be limited to a maximum of 10. The cost of the five-day course will be £3,500 +vat. Also covered in this cost will be the Dodge reconstruction kit which has been made available only as part of this prestigious programme, and a set of surgical scrubs. On completion of the course, those attending will be presented with a certificate of achievement having completed 40 hours of specialised instruction in facial / cranial reconstruction, soft tissue injuries to the face and airbrush cosmetics.

Anatomy @ Edinburgh is regulated by the Anatomy Act (Scotland) and Her Majesty's Inspector of Anatomy for Scotland. Before anyone can work with cadavers, a form must be signed to demonstrate compliance with all regulations, which safeguards the respectful treatment of the cadavers and the responsible use of this valuable resource.

## THE COURSE WILL TAKE PLACE AT ONE OF THE OLDEST MEDICAL SCHOOLS IN THE COUNTRY

## MEMBERSHIP UPDATE

### FULL MEMBERSHIP PENDING

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Noyon's Funeral Services  
Abigail Villa  
Houmet Lane  
Vale  
Guernsey  
GY6 8JF

**Mr P Sullivan**  
Sullivan & Son  
Independent Funeral Service  
12 Beaconsfield Road  
Dover  
CT16 2LL

**Mr P Murray/Mrs T Stack-Murray**  
Butterfly Funerals Ltd  
39 Elm Avenue  
Caddington  
Luton  
Beds  
LU1 4HS

**Mr J A Fishwick/  
Mrs V Fishwick/  
Mrs J C Fishwick**  
Aynsley/

**Mrs K V Fishwick Cook**  
Fishwicks Ltd  
Beetham Hall  
Cumbria  
LA7 7BQ

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Funeral Service (Branch  
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Windermere  
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Ambleside  
Cumbria  
LA22 9DP

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MEMBERSHIP**  
**Ms N E Taylor**  
Glascote & District  
Funeral Service  
231b Glascote Road  
Tamworth  
Staffordshire  
B77 2AZ

**Mr A McClure/  
Mr J McClure**  
McClure's Funeral  
Service  
17 Dundrum Road  
Newcastle  
County Down  
Northern Ireland  
BT33 0BG

**McClure's Funeral  
Service (Branch Office)**  
85 Rosetta Road  
Belfast  
Northern Ireland  
BT6 0LR

**Mr J W Garner/Mrs C Knapman**  
Wyatt Brothers Ltd  
5 - 7 Durnford Street  
Plymouth  
Devon  
PL1 3QJ

**Mr M W & Mrs A Allcock**  
W N Allcock (Funeral  
Directors) Ltd  
62 Southgate  
Eckington  
Sheffield  
S21 4FT

**Mr M P Liddle/Mrs V Trumper/Mr I Trumper/  
Mr P J Henman/Mr M B N Henman/Mrs A Tatum-Hume**  
Neville Funeral Service  
Ltd  
Neville House  
Marsh Road  
Leagrave  
Luton  
LU3 2RZ

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(Branch of the above)**  
The Old Church  
Flitwick Road  
Amphill  
MK45 2NT

**Arnold Funeral Service  
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Bedford  
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HP1 1LF

**Neville Funeral Service  
(Branch of the above)**  
96 Walsworth Road  
Hitchin  
SG4 9SU

**Neville Funeral Service  
(Branch of the above)**  
24 Clifton Road  
Sheffield  
SG17 5AE

**Neville Funeral Service  
(Branch of the above)**  
590 Hitchin Road  
Stopsley  
Luton  
LU2 7UG

**Neville Funeral Service  
(Branch of the above)**  
3 Aspley Hill  
Woburn Sands  
MK17 8NH

**Miss A Watkins**  
Mel&Ron Watkins  
Funeral Services  
Graigwen  
12 Pentwyn Road  
Pencoed, Bridgend  
CF35 6SB

**Mrs E Bouston**  
Emma Bouston Funeral  
Services  
The Pay Shop  
Leighton Court  
Stretton Grandison  
Ledbury, Herefordshire  
HR8 2UN

**Mr P Capper**  
Cappers Independent  
Funeral Directors Ltd  
14 Bishopstoke Road  
Eastleigh  
Hampshire  
SO50 6AE

**Ms C Weekes/  
Mrs F Glover**  
A Natural Undertaking  
Ltd  
6 South Road  
Kings Heath  
Birmingham  
B14 7SE

**Mr D O'Dwyer**  
O'Dwyer Funeral  
Directors  
137 Little Ealing Lane  
London  
W5 4EJ

### ASSOCIATE MEMBERSHIP PENDING

**Mr David Tonks,**  
Thorley Smith Limited,  
Britannia Mill,  
Clayton Street,  
Wigan  
WN3 4DG

**ACCEPTANCE  
INTO ASSOCIATE  
MEMBERSHIP**  
**Mr T W Hathaway**  
National Repatriation  
14 Orchard Mews  
Cusworth  
Doncaster  
South Yorkshire  
DN5 8HQ

**Mr A Govind**  
Smart Media Marketing  
Ltd (Afuneralnotice)  
The Dock (007)  
Pioneer Business Park  
75 Exploration Drive  
Leicester  
LE4 5NU

**FULL MEMBER  
NEW BRANCH**  
**R B Copping Funeral  
Services**  
56 Langley Road  
Chedgrave  
Norfolk  
NR14 6HE

**All Seasons Independent  
Funeral Directors  
(Branch of R Kinghorn  
Funeral Directors)**  
80 Front Street  
Prudhoe  
Northumberland  
NE42 5PU

**Howard's Funeral  
Directors**  
1-5 Roe Lane  
Southport  
Merseyside  
PR9 9DR  
(Formerly at Banastre  
Road, PR9 9DR)

**G Wathall & Son Ltd**  
8 Nottingham Road  
Borrowash  
Derby  
DE72 3JU

### FULL MEMBER CHANGE OF DETAILS/ADDRESS

**Mr G Coles**  
Coles Funeral Home  
792 Newport Road  
Cardiff  
CF3 4FH  
(Formerly known as  
Rumney Funeral Home)

### FULL MEMBER NOT RENEWED

**Business Sold:**  
**Mr D Brooks**  
Solent Funeral Services  
82-84 High Street  
Lee on the Solent  
Hampshire  
PO13 9DA

**Business Sold:**  
**Mr D Brooks**  
Solent Funeral Services  
(Branch office)  
109 Stoke Road  
Gosport  
Hampshire  
PO12 1LR

*Note: Should any SAIF member have any known reason which would prevent membership being granted, please contact the SAIF Business Centre, in writing, with substantiated evidence against the said application to be received at SAIF Business Centre by no later than 30 November 2016*





# MEMORY GIVING'S GIFT TO GRIEVING FAMILY

Donations contributed through the service's website paid for a new pulpit at the church of a young minister who died of cancer, a fitting and comforting tribute to a good communicator

Online donation service Memory Giving, first established by brothers Julian and Matthew Walker, has now served tens of thousands of bereaved families.

One family was that of Richard Scholes, who died of cancer at the age of 38, leaving a wife and four children.

Richard's father, Stephen Scholes, said: "Richard was full of fun, a fantastic dad, a fantastic husband, a really great guy. He was an ordained minister and had started a new church with his wife, Home Church in Morecambe. He ran it for 10 years until he became ill.

"When we lost Richard we didn't know what in the world to do; we wanted to have a special offering but we didn't know what for, and Memory Giving came into its own for us.

"Richard was quite well known in

“WE DIDN'T KNOW WHAT IN THE WORLD TO DO. MEMORY GIVING CAME INTO ITS OWN FOR US”  
Stephen Scholes



SAIFF Charter Executive Member John Byrne

different areas and people were able to contribute through the Memory Giving website from all over the world. The donations went to the church and they bought a new pulpit which they dedicated it to him; there's a little plaque on it. It was terrific.

"Without Memory Giving, it is a bit of a mess at the end of the service. When people have finished a funeral they want to go out and talk to family, loved ones and friends, they want to see the flowers and then they want to get off to the reception. They don't want to be worried about money or who to give it to. With Memory Giving you can make the donations before the day, you can do it on the day, you can do it after the day.

"When Richard died we asked for donations instead of flowers. The new

pulpit in his memory brings comfort. Richard was a good communicator and very hard working. He would be thrilled to bits."

The SAIFF Charter Executive's John Byrne, of J T Byrne Funeral Directors, said: "Memory Giving makes life so much easier for us. It's a fantastic service to be able to offer our clients and we are proud to do so.

"We are banking fewer cheques and less cash so it has reduced administration. It is accessed through our own website and is another way of creating traffic through our website.

"It helps us to support charities and organisations, creating an easy flow of online donations from the donator through to the charity or organisation. It is very effective.

"It has definitely been well received by bereaved families, and the fact they can include a personal message means a lot. It becomes very personal, rather than just sending a cheque through the post with a piece of paper explaining what it is for. Relatives in different parts of the world can donate easily.

"Memory Giving really does strengthen the services we offer and we would highly recommend it." ●

✓  
For more information about  
Memory Giving contact:  
Helen Reynolds  
0118 979 9633  
theteam@memorygiving.com





## Labour calls for bereaved parents funding

Labour has called for £10 million to fund assistance for the funerals of children.

The party has asked that Chancellor Philip Hammond set the money aside in the Autumn Statement, due later this month.

Teresa Pearce, Shadow Secretary for Communities and Local Government, said: "Sadly, each year, around 5,000 children die, many of them in their infancy. If the Government accept our proposal to provide free burial for children, it would go some way to reducing the strain for those grieving families.

"While we must always be careful with public expenditure, the cost of this scheme for Government is minimal when compared to the benefits it could bring."

In England, systems for charging vary between councils: some supply free child burial or cremation, while others charge varying amounts. The proposal would cover burial plots or cremations provided by local authorities for a death under the age of 16.

In October, the *Financial Times* said that Philip Hammond was looking into no longer holding the Annual Statement, as part of a move away from "gimmicks". This month's would still be held, according to the paper, but in future a system where there was only one Budget may be introduced.

## DEBATE ON MORTUARY STANDARDS

Political parties across the spectrum have agreed on the need for reform

**A**t a debate in October, the Scottish Parliament agreed to investigate mortuary standards, following one family's "harrowing" experience. After Frank Whyte's death in a boating accident this year, his wife Maryan and granddaughter Isla attended the debate, which centred on the family's experience after being taken to identify the body at an Elgin mortuary.

Richard Lochhead MSP quoted Mrs Whyte as saying: "Just two steps for us to be inside that awful place and there was my husband, just lying, wrapped in a blanket and throw, on a trolley. No warning of what we were entering. No place, no time for composure — just there he was."

Following the family's complaints, long-term change in Moray is planned and the Elgin mortuary is no longer used. However, Richard Lochhead noted that similar issues could be found across the country.

Parties across the spectrum agreed on the need for reform, with Conservative and Labour MSPs also speaking.

Graham Simpson MSP, Conservative member for Central Scotland, said: "The bereaved are already in great pain following their loss and it is appalling that pain should be compounded unnecessarily by neglect from those in authority, who should know better. We constantly fight for the basic rights of the living, but we are surely entitled to dignity in death, too.

"This awful case has shone a light on the issue and, as others have said, it is incumbent on the Government to instigate a review of mortuaries and their condition throughout the country. Let us find out what the picture is nationwide and then have a plan to rectify any failings that we find."

Labour's Colin Smyth MSP, member for South Scotland, said: "We need to have standards for all mortuaries on treating the deceased and their families with dignity. Standards must also take into account factors such as the faith, cultural values and beliefs of both the deceased and the bereaved."

Aileen Campbell, Minister for Public Health and Sport, responded on the Scottish Government's behalf that guidance "was not adhered to" in this case, and that while NHS Grampian had made changes, wider questions were raised.

She said: "I have instructed officials to begin a thorough review of the present guidance to ensure that it is fully up to date, is sufficiently detailed and leaves nothing to doubt. Once the review is completed, the renewed guidance will be issued to each health board chief executive.

"I have begun working with other ministers to investigate mortuary provision in its entirety across Scotland, to fully understand the concerns of Mr Lochhead and the Whyte family, agree a way forward and take action. I will work in conjunction with ministers and Scottish Government officials to make progress on the matter as quickly as possible, because of its importance."



## We need your help with a families survey

As funeral directors, we are very conscious of standards of care and customer satisfaction, despite the difficult circumstances when we provide our service to families. There is, after all, a direct relationship between this and their intention to use your firm again or recommend you in the future.

Many SAIFCharter members conduct a post-funeral feedback survey, usually using a freepost response-type card. Concurrently, Golden Charter has been requesting feedback from its funeral director shareholders, planholders and staff, measuring performance through a structured online survey.

We at SAIFCharter have now instructed Golden Charter to extend that exercise to measure the views of the plan holder's family after the funeral, using a sensitively worded survey. We can quickly present powerful data to the membership – and importantly to the media – about the true peace of mind Golden Charter funeral plans truly deliver.

### What can you do to help?

- We want to make sure that the key person in your business receives survey invitations. Please ensure that your RSM holds that person's direct email address (which may of course be different from the email used for general plan administration).
- Always complete the survey when requested.
- Scan and email or post your own client survey to Gordon Swan (gordonswan@goldencharter.co.uk) so we can consolidate the very best ideas.
- We are shortly to conduct a detailed, confidential, independently verifiable member survey; it is critical that every member responds.

Remember: by working together, we are stronger.



JULIAN WALKER,  
SAIFCHARTER CHAIRMAN

## Make your SAIFCharter declaration at saifcharter.co.uk

As we add members' website functionality, the latest feature is the ability to electronically sign your annual SAIFCharter declaration, saving you another stamp.

You can only do this after paying your SAIF membership fees, although by next year SAIF plans to enable you to pay online and the two

transactions will be available in one visit.

Of course, we need to validate the declaration, so it is only available in the secure members' area.

To log in for the first time:

- Go to the site and click 'login' at the top right of the page
- Click 'create new account'
- Enter the same username and

password you use to log in to mygoldencharter.co.uk website

- Have your membership number on hand for the set up process.

From then on, you can log in at any time with your mygoldencharter.co.uk username and password. In case of any issues, contact field.support@goldencharter.co.uk



Brothers and business partners Julian and Matthew Walker are supportive of developing between generations

## GOLDEN TALENT

This November, as we remember a whole generation decimated by war and conflict, it is fitting that SAIFCharter is developing a next generation group we are calling Golden Talent.

Like many of you, I have worked alongside several generations of my family and am more than aware of the challenges of working alongside family – as well as the personal and commercial advantages.

SAIFCharter Executive Member Arran Brudenell will be leading the development of this group with a focus on developing business skills, as well as

SAIFCharter Chairman Julian Walker unveils the Golden Talent to develop the next generation of SAIF funeral directors

establishing the SAIFCharter network of the future through social and educational events.

If you or a member of your family would be interested in joining in the schedule of events for next year, please pass this to your local Golden Charter representative, or directly to Arran at secretary@saifcharter.co.uk I can't help feeling slightly jealous.

# Business Matters

COUNTDOWN TO THE FUNERAL PLANNER OF THE YEAR AWARDS + DO WE HAVE AN UNREALISTIC APPROACH TO DANGER?

## FUNERAL PLANNER OF THE YEAR SPOTLIGHT

With less than a year to go until the new, revamped Funeral Planner of the Year Awards, *SAIFInsight* is catching up with past winners. Here we speak to R Banks & Son, 2015 winner

### What is your view on funeral planning?

Funeral planning is an essential part of our business. Sales nationally are growing at an ever increasing rate, and we believe this can only be a good thing for both the business and consumer, allowing families peace of mind coupled with financial protection against rising funeral costs. We feel it gets people talking about their wishes and end-of-life plans, which we feel can alleviate the financial and emotional stress.

### What are your goals for funeral plan volumes?

We believe it is essential to keep a close eye on all aspects of our business. However, we must stress that we don't set targets or goals in relation to volume. Our goal is as it always was: to treat every single person we encounter with the professionalism, care, dignity and respect that has served our company since 1921.

### Why do you think your company has excelled in funeral planning?

Firstly, our reputation is key to our success in administering funeral plans for our clients. People know who we are, what we stand for, and that we have always and will always remain family owned and operated. Secondly, support from Golden Charter, with its strategic local marketing campaigns.



R Banks & Son (Funerals) Ltd won a Funeral Planner of the Year newcomer award

### How do you promote funeral plans locally?

We have a number of media platforms: our website, local newspapers, blogging sites, Facebook, Twitter, always used to increase public awareness of funeral plans. However, we have found the Golden Charter leaflet drop tends to yield the highest number of enquiries.

### What planning advice would you give other funeral directors?

Everyone operates differently; what works for us may not necessarily suit another business, but we believe being involved with an independently regulated, reputable funeral planning service is essential. Many smaller funeral directors appear to be missing the benefits of Golden Charter membership and are maybe not considering the long-term benefits to both their clients and their business.

### What difference did your win make?

The award was well documented in the local media, and on all of our digital platforms, and when it was featured we did notice a change in funeral plan enquiries.

### How do you envisage the planning market looking in five years time?

We believe the industry will continue to grow as it has throughout the last few years. Recent SunLife research showed that in the last year 12% of funerals were covered by a plan, which can only be a good thing. Sadly, we believe that it will only be a matter of time before unscrupulous companies start to emerge and may cause damage to the industry's reputation.

### How has Golden Charter assisted you?

Since our joining with Golden Charter it has worked

incredibly hard in assisting us in our development as a funeral plan provider. Anthony Parkinson and Drew McAllister have been a constant source of support, and we would like to thank them for all their hard work and dedication in looking after our company.

### What is your vision for your company in the future?

Firstly to remain an independent family-owned and operated funeral business. Brian Halliwell M.B.I.E Dip F.D. brought the company up from one funeral home to 10, and is well known for saying that if you stand still you will go backwards. R Banks & Son will continue to strive to ensure that we are the best we can be, through maintaining our reputation and standards of service to our clients, and continually evolving and developing to ensure we meet the demands and needs of an ever-changing industry. ●



SAIF  
BUSINESS  
CENTRE  
UPDATE BY  
LINDA  
JONES

## Concern over clinical waste

SAIF Quality Assessors have been doing a sterling job during the course of this year's inspections, helping to ensure our member premises comply with criteria. But disappointingly, results show that of the failings, clinical waste seems to be high on the list. A majority of funeral homes will have clinical waste and you should therefore employ the services of a registered contractor to remove the waste.

Any transportation of clinical waste, unless in a registered vehicle is against the law, so please don't put the waste in your car and take it to the local mortuary or hospital for disposal. Engage the services of a suitable contractor to collect it.

## Keep your safety data sheet safe

Law dictates that each business should have a COSHH register/inventory. It sounds daunting but is really isn't. All you have to do is get an A4 folder, determine which hazardous substances requires a COSHH sheet - this could simply be washing-up liquid or toilet cleaner - and Google a COSHH sheet for that particular item.

The COSHH sheet, which is very often called a safety data sheet, is simply that, a list of what is contained in the product. An easily accessible folder with all this information is all that is needed. Having the details filed and saved on your computer is not acceptable; the idea is to have the safety data sheet readily available to hand.



## TO DRINK OR NOT TO DRINK

Know when it's time to say no... or the consequences could be devastating

**A**nother concern this year is for you the manager, the funeral arranger, the funeral director, the funeral administrator and any staff working within the funeral profession! It was brought to our attention that, very often, staff would finish their day by going to the pub, for what used to be called early doors, to have just a beer or two to help them to relax after a distressing or upsetting day.

Seemingly, that one or two could very often be three or four or more, and the after-effects would still be in your system the following day.

If you have an early-morning funeral to attend to and are required to drive the limousine or hearse, would you be completely over the effects of the night before?

It isn't only driving that needs to be taken into consideration -

any amount of alcohol affects your judgement and can affect your co-ordination, reactions and vision, as well as the obvious upset to any clients or colleagues who can smell alcohol on you.

If you fail a roadside breath test and are found guilty of drink-driving, you may get six months imprisonment, an unlimited fine and a driving ban for at least 12 months. This would negate your insurance. You would gain a criminal record and being dismissed would be an almost certain outcome.

SAIF has a professional helpline specifically set up to help managers and their staff should they be feeling stressed or in need of a counselling service.

You may only need to use the service once but it is there to help you.

You can reach SAIFSupport by calling 0800 077 8578 or emailing [help@saifsupport.org](mailto:help@saifsupport.org) ●

## The waste of cancelled inspection appointments

Most doctors' surgeries now highlight each month how many appointments have been 'wasted' by non-attendance or cancelled at the last minute. So, just like the surgery, we wish to point out that a little over 20% of inspection appointments made were cancelled at the last minute or not convenient at the pre-booked time.

SAIF chooses to advise members in advance of an inspection, but

is disappointed when there are cancellations.

We can't emphasise enough that SAIF is about quality and all members are aware that they must meet certain criteria, and premises are required to be inspected regularly. We fully appreciate the need for small independent businesses to be mindful of their time per chance of a funeral being booked, and of course if they have limited staff. That is all perfectly

understandable, but please stop and think - don't cancel unless it is absolutely necessary.

Cancelling an appointment can ruin that day's inspections and cause the inspector to return at a later date at more expense, particularly if you are the only member in that area. The inspectors are all very aware of Independents' needs and really do try to help, so please help us too.

Thank you.



Simon Bloxham, Health & Safety Strategist for Safety for Business, questions an unrealistic approach to danger

# RISK ASSESSMENTS: DO YOU REALLY NEED ALL OF THEM?

In my day-to-day role I visit many companies, looking at the premises and how the organisation works safely. Part of this is to look at risk assessments, and you might not be surprised that the standards of some fall well below what is acceptable. As I see it the regulations are quite clear. An employer should look at what can go wrong – then assess the significant risks that they find.

So, do we need to concentrate on risk assessments for coffins being stored upright or lying flat when our bearers are struggling under the weight of coffins because of the increasingly obese society we hear we are living in? Should we be concerned about assessing the risk from furniture polish, when there's infectious material coming into our workplace every day?

No, we shouldn't. We should be looking at what is going to do us the greater harm and then putting something in place to make sure we aren't affected by it.

This is what can happen when the lines become blurred between levels of risks, and much of the blame needs to be levelled at health and safety 'professionals' when they get involved. What we need is a little pragmatism in all of this. Maybe we need to take account of our own levels of risk-taking for example.

## **So, what does Lewis Hamilton have to do with all this?**

You might be a fan of Formula 1 like myself and if you are, you may already be aware that many Formula 1 drivers and some of the teams are lobbying for a new device developed by Mercedes, named the 'halo', to be fitted over the front of car cockpits. The halo is designed to shield drivers from pieces of flying debris, but opinions are divided; Lewis Hamilton was quoted as saying it should be optional and that he prefers to take the risk. Others say it should be in place regardless.

There is a disparity between apparent personal freedoms in the workplace, the ability to accept some risk and the feeling of

being stifled 'because of health and safety'.

This contrast can lead to risk-averse decisions of the sort branded in recent years by the Health and Safety Executive and referred to in shorthand as "conkers bonkers" – a reference to the myth that a head teacher asked his students to wear eye protection when playing conkers in the playground.

I would much rather everyone celebrated how much safer workplaces in the UK have become in recent years. But with accidents becoming more and more infrequent, what will happen instead is that we will get a feeling of interference from health and safety professionals in the way that people wish to behave in their own space.

The role of health and safety professionals is to help their colleagues and organisations manage risk more effectively. But there should be a limit; we don't want handrails along all the footpaths across our countryside, just in case walkers stumble. It must be recognised that there is a crucial distinction between the workplace, where an employer has deliberately brought people together to work, and the public domain, in which people make personal choices.

## **Things sometimes just happen**

The challenge is to bring in a more realistic approach to assessing risk, where an acceptance by all that minor accidents do happen, despite our best efforts. Because that's what happens in life, things sometimes just happen. If decisions are informed, our personal health and our personal safety can only benefit in the end.

**Help is at Hand** – If you would like to learn more about health and safety, as well as the legal obligations of employers, we've got you covered. Talk to Safety For Business free of charge, by calling 08456 344164. What have you got to lose? ●



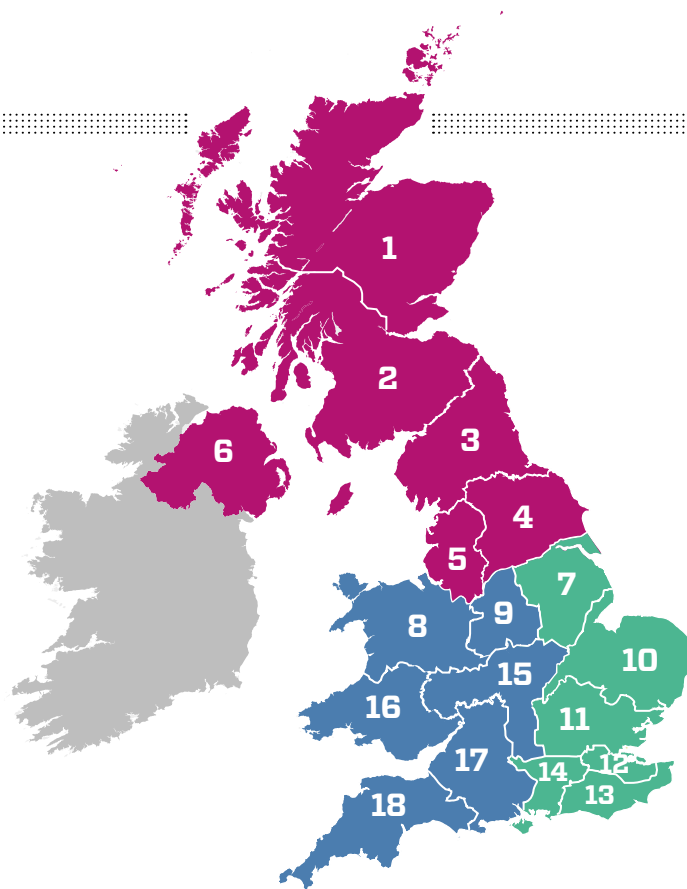
**SAFETY**  
for BUSINESS





# YOUR RSMS

The map shows the numbered regions that our Regional Sales Managers (RSMs) cover. See the RSM below for your region and their contact details. You can get in touch with your RSM regarding anything you need to know about Golden Charter.



## NORTH

**3 Paul Hodgson**  
North England  
M: 07834 417 315  
E: paul.hodgson@goldencharter.co.uk



**Richard Auchincloss**  
North National Sales Manager and Ireland  
M: 07801 853 222  
E: richard.auchincloss@goldencharter.co.uk



**4 Amy Smithson**  
Yorkshire & East Lancashire  
M: 07711 368 112  
E: amy.smithson@goldencharter.co.uk



**1 Linda Harvie**  
North Scotland  
M: 07900 557 850  
E: linda.harvie@goldencharter.co.uk



**2 Jacqui Johnston**  
South Scotland  
M: 07900 580 611  
E: jacqui.johnston@goldencharter.co.uk



## EAST

**11 David Oliver**  
North London  
M: 07711 368 059  
E: david.oliver@goldencharter.co.uk



**12 Iain Catchpole**  
South East London  
M: 07568 100 555  
E: iain.catchpole@goldencharter.co.uk



**13 Neil Hodgson**  
South East England  
M: 07718 706 311  
E: neil.hodgson@goldencharter.co.uk



**14 Russell Cooper**  
South West London & Southern England  
M: 07720 095 204  
E: russell.cooper@goldencharter.co.uk



## WEST

**15 Stephen Heath**  
South Central Midlands  
M: 07809 320 838  
E: stephen.heath@goldencharter.co.uk



**16 Paul Firth**  
South Wales  
M: 07720 097 534  
E: paul.firth@goldencharter.co.uk



**17 Rob Antonelli**  
West England  
M: 07718 358 440  
E: rob.antonelli@goldencharter.co.uk



**18 Chris Pearson**  
South West England  
M: 07809 334 871  
E: chris.pearson@goldencharter.co.uk



**Daniel Hare**  
West National Sales Manager  
M: 07717 696 683  
E: daniel.hare@goldencharter.co.uk



**8 Steffan Davies**  
West Midlands & North Wales  
M: 07740 239 404  
E: steffan.davies@goldencharter.co.uk



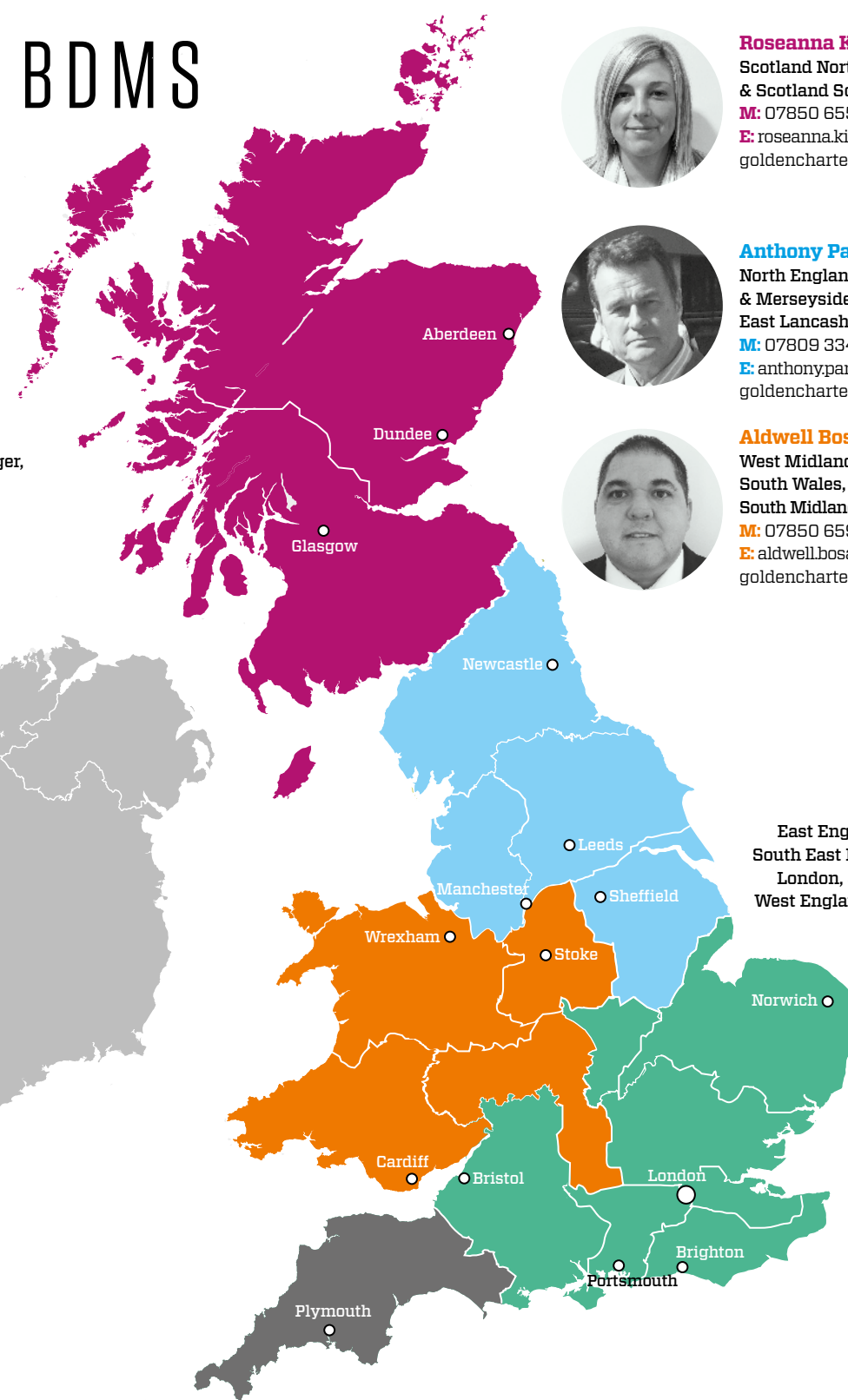
**9 Amanda Hodson**  
Central Midlands  
M: 07714 923 342  
E: amanda.hodson@goldencharter.co.uk



# YOUR BDMS



**Drew McAllister**  
National Sales Manager, South West England  
M: 07711 368 114  
E: drew.mcallister@goldencharter.co.uk



**Roseanna Kinley**  
Scotland North & Scotland South  
M: 07850 655 420  
E: roseanna.kinley@goldencharter.co.uk



**Anthony Parkinson**  
North England, West Lancashire & Merseyside, Yorkshire & East Lancashire, East Midlands  
M: 07809 334 870  
E: anthony.parkinson@goldencharter.co.uk



**Aldwell Bosanquet**  
West Midlands & North Wales, South Wales, Central Midlands, South Midlands  
M: 07850 659 705  
E: aldwell.bosanquet@goldencharter.co.uk



**Steve Bennett**  
East England, North London, South East England, South East London, South West London, West England & South England  
M: 07803 015 514  
E: steve.bennett@goldencharter.co.uk

If your business doesn't have an assigned Regional Sales Manager, speak to Golden Charter's Business Development Managers (BDMs) about growing your business. Your local BDM can help you to identify your business requirements. To get in touch with the BDM for your area, use the contact details on the map above.



# SAIF Associates Directory 2016

## CARRIAGE MASTERS & HORSEDRAWN CARRIAGES

### Brunswick Carriage Company

Mr J Finnegan (Southampton, Hampshire)  
02380 739111 • info@corporatehorse.co.uk  
www.corporatehorse.co.uk

### D A Gathercole Funeral Carriage Masters

Mr D Gathercole (Wisbech, Cambridgeshire)  
01945 583974

### Prestige Carriages

Mr W McKechnie (Kilbirnie)  
07931 309172 • prestigewedding@aol.com  
prestigecarriage.co.uk

### Superior UK Automotive Ltd

Mr Peter Smith (Aldermaston)  
0118 971 4444 • info@superioruk.com  
www.superioruk.com

### Woods Garage (Carriage Masters)

Mr D Wood (Sevenoaks)  
01732 453256 • woodsgarage@outlook.com

## CASKET & COFFIN MANUFACTURERS

### Bradnam Joinery Ltd

Mr B Spittle (Haverhill, Suffolk)  
01440 761 404 • info@bradnamjoinery.co.uk  
www.bradnamjoinery.c.uk

### Colourful Coffins

Ms M Tomes (Oxford)  
01865 779172 • enquiries@colourfulcoffins.com  
www.colourfulcoffins.com

### DFS Caskets

Mr Martin Smith (Annan, Dumfries & Galloway)  
01461 205114 • dfscaskets@aol.com  
www.dfscaskets.co.uk

### W Gadsby & Son Ltd

Mr P Gadsby (Bridgwater, Somerset)  
01278 437123 • coffins@gadsby.co.uk  
www.gadsbywickercoffins.co.uk

### J & R Tweedie

Mr R Tweedie (Annan, Dumfries & Galloway)  
01461 206099 • www.jrtweedie.co.uk

### J. C. Walwyn & Sons Ltd

Mr K Walwyn (Ashbourne, Derbyshire)  
01335 345555 • sales@jcwalywn.co.uk  
www.jcwalywn.co.uk

### Leslie R Tipping Ltd

Mr J Tipping (Stockport, Cheshire)  
0161 480 7629 • sales@lrtipping.co.uk  
www.lrtipping.co.uk

### Musgrove Willows Ltd

Mrs E Musgrove (Westonzoyland, Somerset)  
01278 699162 • info@musgrovewillows.co.uk  
www.musgrovewillowcoffins.com

### Natural Woven Products Ltd

Mr A & Mr D Hill (Bridgwater, Somerset)  
01278 588011  
contact@naturalwovenproducts.co.uk  
www.naturalwovenproducts.co.uk

### P & L Manufacturing Ltd

Mrs S Leighton (Gloucester)  
01684 274683 • sally@pandlmanufacturing.co.uk

### Passages International Inc. Ltd

Mr R Crouch (Maidenhead, Berkshire)  
01628 633 730 • passages@tiscali.co.uk  
www.passagesinternational.co.uk

### The Somerset Willow Co Ltd

Ms H Hill (Bridgwater, Somerset)  
01278 424003 • enquiries@somersetwillow.co.uk  
www.willowcoffins.co.uk

### Tributes Ltd

Mr S Hoare (Poling, West Sussex)  
08453 888742 • info@tributes.ltd.uk  
www.tributes.ltd.uk

### Urns UK Ltd

Mr P & Mrs B Patel (Potters Bar, Herts)

01707 645519 • info@urnsuk.com  
www.urnsuk.com

## CEMETERIES & CREMATORIA

### GreenAcres Woodland Burials

Mrs Carmen Graham  
01992 523863 • info@greenacreswb.co.uk  
www.greenacreswoodlandburials.co.uk

### GreenAcres Woodland Burials Chiltern

Mr Peter Taylor (Buckinghamshire)  
01494 872158  
info.chiltern@greenacreswb.co.uk

### GreenAcres Woodland Burials Colney

Mr Terry Walker (Norwich, Norfolk)  
01603 811556 • info.colney@greenacreswb.co.uk  
www.greenacreswoodlandburials.co.uk/colney

### GreenAcres Woodland Burials Epping

Mrs Deborah McNamara (Essex)  
01992 523863  
info.epping@greenacreswb.co.uk

### GreenAcres Woodland Burials Rainford

Mrs Karen Halpin (Merseyside)  
01744 649189  
info.rainford@greenacreswb.co.uk

### GreenAcres Woodland Burials

Ms Michelle Smith (East Hampshire)  
01428 715915  
info.heatherleywood@greenacreswb.co.uk

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### Heatherley Wood

Ms Michelle Smith (East Hampshire)  
01428 715915  
info.heatherleywood@greenacreswb.co.uk

### Herongate Wood Cemetery

Ms J Sawtell (Billericay, Essex)  
01277 633085 • www.green-burial.co.uk  
enquiries@herongatewood.co.uk

### Westerleigh Group Ltd

Mr R Evans (Bristol, South Gloucestershire)  
0117 937 1050 • info@westerleighgroup.co.uk  
www.westerleighgroup.co.uk

## CLOTHING

### ACS Clothing Ltd

Ms P Robertson (Motherwell)  
0141 781 6530 • jimglancy@acsclothing.co.uk  
www.funeralsuithire.co.uk

### Keltic Clothing

Mr D Barry & Ms L Murcott (West Midlands)  
08450 666 699 • louise@kelticclothing.co.uk

### Waterfront Manufacturing Ltd

Mr A Jenkinson (East Harling, Norfolk)  
01953 718 719  
alan@waterfrontmanufacturing.co.uk  
www.waterfrontmanufacturing.co.uk

## EDUCATION AND TRAINING

### Independent Funeral Directors College Ltd

Corinne Pengelly  
0345 230 6777  
corinne@saif.org.uk • www.ifdccollege.org

### Training2Care (UK) Ltd

Mr G Knight (Colchester, Essex)  
01376 573 999 • info@training2care.co.uk  
www.training2care.co.uk

## EQUIPMENT & SERVICES

### CPL Supplies

Mr W McGuckin (Castlederg, N Ireland)  
028 8167 1247  
sales@cplsupplies.com • www.cplsupplies.com

### Fibrous

Mr G Hart (Stockport)  
0161 429 6080 • gary@fibrous.com

www.fibrous.com

### Funeralmap Ltd

Mr T J Hitchman (Basingstoke)  
0330 223 0279 • info@funeralmap.co.uk  
www.funeralmap.co.uk

### G T Embalming Service Ltd

Mr G G Taylor (Brighton)  
01273 693772 • gtembalming@btinternet.com  
www.gtembalming.com

### Hygeco Lear

Ms H Lockwood (Leeds, West Yorkshire)  
0113 277 8244  
info@hygeco-lear.co.uk • www.hygeco-lear.co.uk

### Roftek Ltd t/a Flexmort

Mr S Rothwell (Gloucester)  
0845 5333561 • info@flexmort.com  
www.flexmort.com

## FINANCE & PROFESSIONAL SERVICES

### AM Specialists Group Ltd

Mrs A Samuel (Braintree, Essex)  
01376 333661 • www.safety-consultancy.com

### Close Brothers Ltd

t/a Braemar Finance (Dundonald)  
01563 852100 • info@braemarfinance.co.uk  
www.braemarfinance.co.uk

### Frontline Communications Group L td

Mr D Jones (Portsmouth)  
01489 866630 • david@wearefrontline.co.uk  
www.wearefrontline.co.uk

### Goldray Funeral Consultancy Ltd

Mr R Barradell (Beverley, East Yorkshire)  
01964 503055 • richard@goldray.co.uk

### Huxley Corporate Finance Ltd

Mr R Huxley (Tarporley, Cheshire)  
01829 730062  
richard@huxleycf.co.uk • www.huxleycf.co.uk

### Ideal Sales Solutions t/a Ideal4Finance

Mrs E Corcoran (Kirkham)  
01772 671355 • sales@ideal4finance.com  
www.ideal4finance.com

### Occupational Safety Systems (UK) Ltd

Mr S Bloxham  
(Letchworth Garden City, Hertfordshire)  
0845 634 4166 • info@safetyforbusiness.co.uk  
www.safetyforbusiness.co.uk

### The Probate Bureau

Mr D Hartley West (Ware, Hertfordshire)  
01920 443590 • info@probatebureau.com  
www.probatebureau.com

### The Probate Department Ltd

Ms I McCleave (Pevensey)  
01323 741204 • info@probateplusgroup.co.uk  
www.theprobatedepartment.co.uk

### Redwood Collections

Mr S & Mr A North (Surrey)  
0208 288 3555  
www.redwoodcollections.com

### SAIFinsure (Lark Insurance Broking Group Ltd)

Mr L Scott (Croydon, Surrey)  
020 8256 4927 • info@saifinsure.co.uk  
www.saifinsure.co.uk

### SAIF Resolve (Scott & Mears)

Bill Baddeley (Southend on Sea, Essex)  
01702 312737 • enquiries@saifresolve.co.uk  
www.saifresolve.co.uk

### Skingle, Helps & Co

Mr J Helps (Carshalton Beeches, Surrey)  
0208 770 1095 • www.helps.co.uk

### South Essex Insurance Brokers Ltd

The Manager (South Ockendon, Essex)  
01708 850000 • www.seib.co.uk

### Templegate Recoveries Ltd

Ms A Rogers (Walton-on-Thames)

## SAIF DIRECTORY

01932 269412 • jo@templegaterecoveries.co.uk  
www.templegaterecoveries.co.uk

### Trust Inheritance

Ms M Macaulay (Somerset)  
01934 422994 • www.trustinheritance.com  
michaelamacaulay@trustinheritance.com

### UK200group.co.uk

Ms S Wise (Aldershot, Hampshire)  
01252 401050 • admin@uk200group.co.uk  
www.uk200group.co.uk

### Zebra Finance Ltd

Mr A Snape (Derby)  
01332 680400 • www.zebrafinance.com  
enquiries@zebrafinance.com

## FUNERAL OFFICIANTS

### Association of Independent Celebrants

Mr P Spicksley (Northampton)  
07783 323324  
president@independentcelebrants.com

### British Humanist Association

Mr A Copson (London)  
0207 079 3580 • ceremonies@humanism.org.uk  
www.humanism.org.uk

### Civil Ceremonies Ltd

Anne Barber (Cambs)  
0845 004 8608 • info@civileremonies.co.uk  
www.civileremonies.co.uk

### County Celebrants Network

Mr Eric Gill (Wiltshire)  
0777 0625378 • ericgillcelebrant@outlook.co.uk  
www.countycelebrantsnetwork.com

### Fellowship of Professional Celebrants

Mrs T Shanks (Worthing, West Sussex)  
01903 602795 • terri.shanks@ntlworld.com  
www.professionalcelebrants.org.uk

### Institute of Civil Funerals

Barbara G Pearce (Kettering, Northamptonshire)  
01480 861411 • info@iocf.org.uk • www.iocf.org.uk

## FUNERAL PLANNING

### Golden Charter Ltd

Mr M Flanders (Glasgow, Strathclyde)  
0141 931 6300  
malcolm.flanders@goldencharter.co.uk

### Golden Leaves Ltd

Mr S Rowlands (Croydon, Surrey)  
0208 684 3464 • info@goldenleaves.co.uk  
www.goldenleaves.co.uk

## GRAVEDIGGER & EXHUMATION SERVICES

### DTH Burial & Churchyard Services

Mr D Homer (Measham, Swadlincote)  
07912 855460 • davidhomer67@gmail.com

## IT & WEBSITE

### Cloudberry Funeral

### Management Solutions Ltd

Miss A Bieri (Dartmouth)  
01803 225101 • info@funeralmanagement.net  
www.funeralmanagement.net

### Eleven Eleven Eleven Ltd t/a Eazi Apps

Mr Tony Smith (Fleetwood)  
01303 0300033 • tony@eazi-apps.co.uk  
www.eazi-apps.co.uk

### EMCOM Software Services

Kat Adams (Derby)  
01332 587740 • katadams@emcomsoftware.co.uk  
www.emcomsoftware.co.uk

### Eulogica

Mr D I Wright (London)  
0845 351 9935 • diw@eulogica.com  
www.eulogica.com

### I-NETCO Ld-d

Mr G King (Newcastle Upon Tyne)  
0845 431 0463 • gerry@i-netco.co.uk  
www.funeraldirectorwebsites.co.uk

### Oak Technology Ltd

Mr S Richardson (Wakefield, West Yorkshire)  
0844 414 2199  
enquiry@funeralsoftware.co.uk  
www.funeralsoftware.co.uk

## MEMORIALS & REMEMBRANCE

### Acorn UK (2006) Ltd

Mrs Wendy Owen (West Kingsdown, Kent)  
01474 853672 / 07956 143049  
enquiries@acorn-uk.co.uk • www.acorn-uk.co.uk

### Cleverley & Spencer

Mr I R Spencer (Ashford, Kent)  
01233 630600 • enquiry@clevspen.co.uk  
www.clevspen.co.uk

### Cleverley & Spencer

Mr I R Spencer (Dover, Kent)  
01304 206379 • enquiry@clevspen.co.uk  
www.clevspen.co.uk

### Forget Me Not Today Ltd

Mr M O'Connor (Milton Keynes)  
0800 783 3299 • mail@forgetmenottoday.com  
www.forgetmenottoday.com

### Fotoplex Grigio Ltd

Mr C Gray (Fareham, Hampshire)  
01329 311920 • sales@fotoplex.co.uk  
www.fotoplex.co.uk

### HeavenAddress Pte Ltd

Mr D Dunlop (Singapore)  
0777 9262121  
ddunlop@heavenaddress.com

### Love2Donate

Mr C Hankin & Mr B Thorogood  
(Olney, Buckinghamshire)  
0754 1165924 • sue@love2donate.co.uk  
www.love2donate.co.uk

### MacIntyre Memorials Ltd

Mr A MacIntyre (Glasgow, Strathclyde)  
0141 882 8000 • info@macintyrememorials.co.uk  
www.macintyrememorials.co.uk

### Memory Giving

Mr J and Mr M Walker (Reading, Berks)  
0845 600 8660 • theteam@memorygiving.com  
www.memorygiving.com

### The MuchLoved Charitable Trust

Mr J Davies/Ms J Baker  
(Amersham, Buckinghamshire)  
01494 722818 • trustees@muchloved.com  
www.muchloved.com

### Scattering Ashes

Mr R Martin (Bovey Tracey, Devon)  
01392 581012 • info@scattering-ashes.co.uk  
www.scattering-ashes.co.uk

### Secure Haven Ltd

Mrs C Yarwood (Margaretting, Essex)  
01277 323776 • cyarwood@securehaven.co.uk  
www.securehaven.co.uk

### Shaw's Funeral Products, Shaw & Sons Ltd

Ms Sarah Smith (Crayford, Kent)  
01322 621100 • sales@shaws.co.uk  
www.shawsfuneralproducts.co.uk

## OTHERS

### Dr Bill Webster

Grief Journey  
07711 908805 • www.griefjourney.com

### FSJ Communications

(Worthing, West Sussex)  
01903 604338 • publisher@fsj.co.uk  
www.fsj.co.uk

### Funeral Zone Ltd

Mr E Gallois/Mr K Homeyard (Exeter)  
01392 409760 • www.funeralzone.co.uk  
sales@funeralzone.co.uk

### Funeralbooker Ltd

Mr J Dunn/Mr I Strang (London)  
0208 6291600 • james@funeralbooker.com  
www.funeralbooker.com

### Lovingly Managed

Ms D Jones (Bridgend)  
07786 382336 • www.lovinglymanaged.com  
info@lovinglymanaged.com

### The Bereavement Register (London)

0207 089 6400  
help@thebereavementregister.org.uk  
www.thebereavementregister.org.uk

### Network Telegram.com

(Part of Network Telex Group)  
Mr P Clarke (Ferndown, Dorset)  
01202 868630 • www.networktelegram.com  
pclarke@telex-net.com

## Professional Help Ltd

Mrs C Betley (Burton in Kendal)  
01524 782910 • www.professionallhelp.org.uk  
info@professionallhelp.org.uk

## Smart Media Marketing Ltd (afuneralnotice)

Mr A Govind (Leicester)  
0116 298 9270  
ash@afuneralnotice.co.uk  
www.afuneralnotice.co.uk

## Twyford's of Wilmslow (Cheshire)

01625 523103 • www.twyfordsowilmslow.co.uk  
ruth.clark@wgpltd.co.uk

## When We Remember

Mrs M Abrahams (Narrabeen, New South Wales)  
0061 429 400 100 • melissa@3thingz.com  
www.whenweremember.com

## The White Dove Company Limited

Mr K Proctor (Loughton, Essex)  
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www.thewhitedovecompany.co.uk

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