

Insight

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**TRAINING FOR
SUCCESS AT
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**FUNERAL
PLANNER
OF THE
YEAR**

**A NIGHT TO
REMEMBER**

**CELEBRATING THE OUTSTANDING EFFORTS
OF INDEPENDENT FUNERAL DIRECTORS**

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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 or call us on 0345 230 6777 or 01279 726 777



Insight

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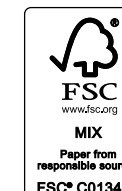
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Remember Campaign 2017

Help us reach £250,000

We are delighted that Golden Charter has entered its second year of partnership with The Royal British Legion and Poppyscotland.

With your support, last year's campaign smashed the £100,000 target, raising a total of £139,000.

We're looking to build on this success with our Remember Campaign 2017. Once again, a donation of £25 will be made for each participating funeral plan sold.[†] Together with you, we'd like to take our total to over £250,000.

To find out how to get involved and order your 2017 campaign kit, contact your local Golden Charter representative or call 0800 833 800.

Golden Charter is proud to support



[†] £25 from the sale of each eligible funeral plan (when you take out a plan by 31 December 2017 and do not cancel) 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) depending on where the product was purchased. The Royal British Legion and Poppyscotland cannot, and do not, endorse or in any way recommend funeral plans being promoted by Golden Charter. You should consider the suitability of any financial products and seek appropriate advice having regard to your own personal circumstances.



TERRY TENNENS
SAIF CHIEF EXECUTIVE

The Independent's talent and succession management

In the spring of 2016, the SAIF Executive Committee was aware of the need to develop a plan to nurture the next generation of leaders among the Independent sector.

At the SAIF AGM in March 2017, **SAIFNext Gen** was launched under the leadership of Daniel Ginder, Jamie West, and Ross Hickton. This able and gifted trio of leaders have established SAIF's forum for emerging leaders of member firms and the Independent's future leadership.

SAIFNext Gen has a clear objective to build knowledge and capacity for these leaders in:

- coaching and mentoring through peer to peer support
- learning from SAIF's Past Presidents' *SAIFInsight* articles
- business development: how to expanding into three new branches in the next five years
- intentionality and growth of the pre-need market by promoting funeral plans
- managing finance, IT systems and talent management
- cultivating vision and goal setting in a fast changing profession.

If you wish to be a part of SAIFNext Gen, contact the SAIF Business Centre on info@saif.org.uk or email daniel@ginder.co.uk and get more details of our next meeting and future monthly emails.

SAIFInsure

SAIFInsure has a new insurance broker and underwriter.

From 2 May 2017, SAIFInsure moved

“NURTURE
THE NEXT
GENERATION
OF LEADERS
AMONG THE
INDEPENDENT
SECTOR”
Terry Tennens

to a new insurance provision led by Brian Hart's new brokerage, Unicorn Insurance Brokers. Brian Hart is one of the leading insurance experts in the funeral profession, having established the SAIFInsure scheme with SAIF's permission in 1994.

We are delighted to have Brian's first-class service and the assurance that all claims will be handled personally by his team. We have also moved underwriters to a well-known name, Aviva Insurance.

SAIFInsure now has not only the best in class insurance product for commercial premises and vehicles, but also state-of-the-art cyber cover included for members free of charge.

Please give Brian Hart the opportunity to quote for your insurance renewals as SAIF is confident you will receive not only a competitive premium quotation, but also the best terms of cover available in the market for

premises, vehicles and cyber fraud protection.

Contact Brian on 0203 603 4194, 0774 057 7651 or email brian@saifinsure.org.uk

Annual General Meeting

*SAIFCharter Annual General Meeting
Saturday, 9 September 2017, 2pm, London*

We encourage all SAIF members who exclusively sell Golden Charter Funeral Plans to attend the Annual General Meeting for SAIFCharter Members.

This is a very important meeting in such a fast-changing pre-need market to contribute to the strategy and consider how, as owners of Golden Charter, the direction and succession in leadership, plus decision making in the coming year will best serve the needs and values of your independent future.

SAIF meetings and conference

Autumn has many challenges ahead from Government consultations, social fund decisions, Scottish regulation and digital marketing competition – be sure to attend the SAIF Regional Meetings and SAIF Conference – Education Day – on 1 November. ●

Warmest wishes,

Terry Tennens

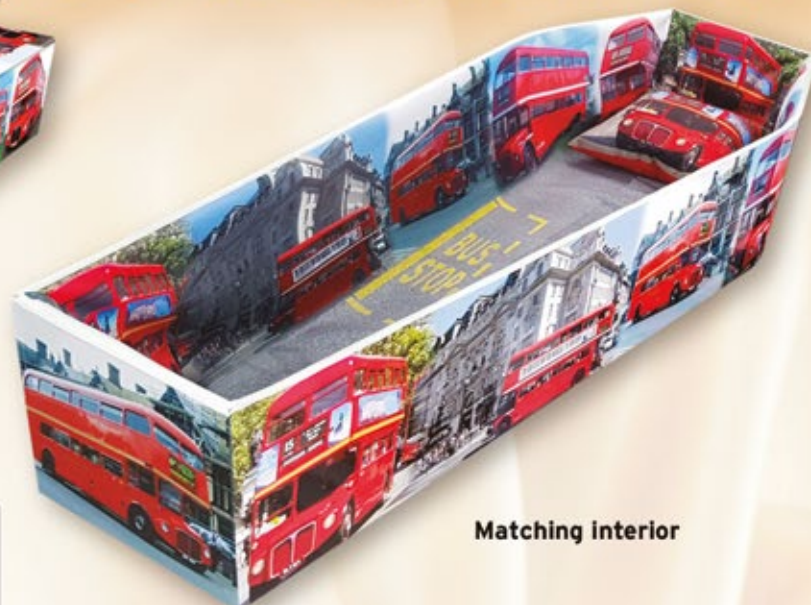
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COMMENTARY



RONNIE WAYTE

GOLDEN CHARTER CHIEF EXECUTIVE

Eclipsing the competition

The SAIFCharter AGM affects the whole profession, and we need to take the opportunity to plan our future together

As I write, a huge variety of people from all sorts of backgrounds are about to come together to be part of something bigger than themselves. I'm talking about the once in a lifetime solar eclipse that stretches from one US coast to the other, but I could put the SAIFCharter AGM in nearly as grandiose terms.

One of the most striking things about those American cities preparing for the eclipse is how much practical planning is going into dealing with the day. Traffic jams, supplies of food and water and even hotel space don't seem too important in the light of what will be going on up above, but they have a huge effect on everyone's experiences. So, on that note, I should underline some of the practical points for AGM day:

SAIFCharter AGM

The SAIFCharter AGM itself is open to all independent funeral directors. It takes place at 2pm on Saturday 9 September. You can find it at the Plaza Suite in the Park Plaza London Riverbank

hotel, and registration opens at 1:15pm.

Following the SAIFCharter Chairman's address, those funeral directors who make up the SAIFCharter Executive will be addressing attendees, covering the work being done by every committee: Anthony O'Hara will speak about the Voice of the Funeral Director committee, Matthew Gallagher about Marketing & Membership Benefits, John Byrne on Policing & Compliance, and Paul Stevenson on Product Development & Innovation.

An update from the Trustees will follow, as well as a review of the last financial year. Golden Charter will also be reporting to shareholders after the close of the formal AGM. SAIFCharter is made up of over a thousand funeral director branches across the UK, so it has a huge effect on the profession as a whole. The AGM is a time to hear what moves SAIFCharter has made, and contribute to its future direction, so please do get involved.

Funeral Planner of the Year

At 6:20pm that evening, in the hotel's Plaza Suite, the drinks reception for the Funeral Planner of the Year Awards 2017 ceremony begins. The awards dinner itself takes place in the Ballroom.

All of the key information about the ceremony, including a full list of nominees, can be found in this month's pull-out on the centre pages. This year's host, the BBC's Dan Walker, will kick off proceedings at 7pm, with dinner provided for all attendees.

The Awards always aim to provide something special, and this year's black tie ceremony is no different – I am confident you will be greeted with another step change in this year's production when you see what

is in store this year. I look forward to seeing those of you who signed up to the event.

Moving forward together

There are a lot of moving parts to consider on AGM day – as the eclipse has shown, there is no event so simple that it doesn't require intricate planning. But ultimately the AGM's purpose is a simple one: bringing a disparate group together to chart the way forward.

That has paid off in all sorts of ways. Our Government consultation responses are the latest example of how SAIFCharter, Golden Charter and Independents have worked together to bolster our political influence. Presenting a unified voice is a major part of that, as SAIF and the NAFD have also emphasised together. In Golden Charter's meetings with policymakers, we will continue to draw on funeral directors' views and advocate for Independents' interests.

In this area, as in so many others, we need to hear those views if we are to bolster them. We will continue to consult Independents throughout the year, but the AGM is the key event for clarifying SAIFCharter's plans and positions. That co-operation is how we first came to eclipse the competition, and it remains the best route to a bright future. ●

Ronnie Wayte

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CO-OPERATION
IS HOW WE CAME
TO ECLIPSE THE
COMPETITION
AND IT REMAINS
THE BEST
ROUTE
Ronnie Wayte

Funeral Costs Plan introduced

Scottish ministers have launched a plan to tackle funeral poverty issues with new guidance on cost and consumer protection



Gordon Swan

Golden Charter has welcomed the Scottish Government's ten-point plan to address funeral poverty in Scotland. The plan provider has been active and vocal in calling on the Scottish Government to explore sympathetic and dignified solutions, enabling the limited funds in the public purse to be directed at those who need it most. The rise in "paupers' funerals" and the growing uncertainty about how to cover the cost of funerals has made this need all the more urgent.

In particular, Golden Charter welcomed new guidance on funeral costs and consumer protection for funeral plans. It has been lobbying both

Scottish and Westminster Governments about the need for consumers to be fully aware of what they are buying when they purchase a funeral plan.

Golden Charter's Director of Communications Gordon Swan said: "The Funeral Costs Plan is a major step forward in addressing a huge issue for families, and Golden Charter is committed to continue working to support solutions for funeral poverty. We welcome all developments that increase transparency and certainty for consumers and are gratified that many of the initiatives we have supported through the consultation process have appeared in the report."

Golden Charter has also campaigned on the need to make the process of applying for Government aid in meeting funeral costs more simple and streamlined. The current system is complex and lengthy, and can leave bereaved families facing long and uncertain waits before finding out if they will be eligible for government support in meeting funeral costs.

Gordon added: "We have already developed lower cost pre-paid funeral plans to help make planning ahead more affordable, and independent funeral directors are working to ensure total transparency on funeral costs.

"People need to know that saving and planning for their funeral will be worthwhile and the success of pre-paid funeral plans demonstrates that.

"The Government's commitment to improve advice on planning for funerals and provide guidance on costs will help in this process ahead of the planned launch of a new Funeral Expense Assistance Benefit in 2019."

See more about the Funeral Costs Plan in the politics section on page 24.



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Award-winning community support



Andrea Button, Chris Button, Gai Button, Graham Parlour, Sara-Jane Stratton and Shane Chandler

Success as family firm wins prestigious regional prize at the National Family Business Awards

Button Family Funeral Services is celebrating its latest success after being announced as a regional winner at the prestigious National Family Business Awards. The firm picked up the South East Region Big Heart award after beating off stiff competition.

Andrea Button, owner of the independent firm in Chatham, Kent, believes the win is all due to her team's community spirit and commitment. She said: "We are part of our local area, we walk the same streets as the families that come to us for help. Everything we do is about the people that we serve."

The SAIF member was delighted with the win but had a nervous weekend waiting on the results, as they couldn't attend the ceremony. "Sadly we couldn't go on the night as we were carrying out duties for a family. This meant we had to wait until the start of the next week until we received the emailing confirming our win. Since then we have had lots of lovely comments from passersby and we really couldn't have done it without them and we want to share this win with our community."

To celebrate their win at the National Family Business Awards, Andrea will be

taking the full team out for a celebratory meal.

Button Family Funeral Services was established in Chatham, Kent, in 2005 and has steadily grown in reputation.

Andrea is also part of Kenyon International, the Texas-based organisation that provides first responders to disaster situations around the world. At any time Andrea can be called upon to jump on a plane and fly out to provide support services to the families of the deceased.

As the family business continues to thrive, Andrea has no plans to take it easy. "I absolutely love every part of this business, from sitting

down with the families and helping them tell their story, to ensuring everything is filled out correctly on the paperwork. There is really no part I don't enjoy.

"When we first started we didn't have the money for cleaners, so I used to be in the premises at the weekends scrubbing the place. Now I have more support but there's no such thing as a sick day, you can't let the families down. We are here for the families."

The firm's positive attitude is paying off with the latest award and glowing customer feedback on their social media channels.

IFD COLLEGE: AUTUMN/WINTER SCHEDULE 2017

DATE	TIME	COURSE NAME	LOCATION
2 September	10.00 - 12.00	Health & Safety for Funeral Staff	Hemel Hempsted
2 September	12.30 - 14.30	Foundation - Funeral Practitioner	Hemel Hempsted
19 October	10.00 - 16.00	Foundation - Funeral Practitioner	Glasgow
20 October	9.30 - 12.30	Health & Safety for Funeral Staff	Sawbridgeworth, Herts
20 October	13.00 - 16.00	Foundation - Funeral Practitioner	Sawbridgeworth, Herts
6 November	10.00 - 15.00	Health & Safety for Funeral Staff	Tonbridge
9 November	10.00 - 16.00	Health & Safety for Funeral Staff	Glasgow
11 November	9.30 - 12.30	Health & Safety for Funeral Staff	Liverpool
11 November	13.00 - 16.00	Foundation - Funeral Practitioner	Liverpool
15 November	9.30 - 16.30	Funeral Operative	Anstey, Leics
24 November	9.30 - 12.30	Health & Safety for Funeral Staff	Anstey, Leics
24 November	13.00 - 16.00	Foundation - Funeral Practitioner	Anstey, Leics
11 December	10.00 - 15.00	Foundation - Funeral Practitioner	Tonbridge

Please note that this is an initial version of the schedule - more courses are likely to be added over the coming months.

Further information about the courses, including details of the syllabuses can be found on the college website: www.ifdcollege.org or contact the IFD College Administrator Corinne Pengelly on 0345 230 6777 or email corinne@saif.org.uk



Museum visitors damage coffin

An 800-year-old stone coffin was damaged when visitors to a museum put a child inside it.

According to BBC News and the *Southend Echo*, part of the sarcophagus tumbled over and a chunk fell off at Prittlewell Priory Museum in Essex.

Staff at Southend Museums Service are now working out how to repair the damage so the coffin can go back on display.

The sandstone coffin was found in the grounds of the priory in 1921.

The incident happened on August 4.



Considering selling your business?
Received an offer and would like a view on it?
Need help with a start up or acquisition?

Guy Turner

If you would like to contact me in complete confidence to discuss your business or plans please call on **07917 221 497**

www.funeralconsulting.co.uk

Grief Journey

New Director of Resources and Bereavement Care

Linda Jones, known to independent funeral directors through many years at SAIF, has been settling into her Director of Resources and Bereavement Care role with Grief Journey UK.

Dr Bill Webster said: "Grief Journey has many varied resources for grieving people, and Linda's appointment gives us a great opportunity to make these more available. We offer numerous booklets, videos and our web portal to communities around the UK, plus we will be introducing a few new concepts in aftercare next month."

Linda added: "I have seen myself how effective Dr Bill's books and his grief support model has been, and I look forward to working with him and sharing with many of you the advantages of having Grief Journey UK assist you with your aftercare needs."

✓ You can contact Linda on 0333 8000 630, or at linda@griefjourney.com

Mike East moves in next door

Expansion allows Hull family firm to offer a higher level of service

This summer Mike East & Family Funeral Directors, from East Hull, expanded its current premises by moving in to the property right next door.

The expansion allows the firm to offer families an even higher level of service, with five chapels of rest,



Birrell Corrance Funeral Directors' new vehicles

Pictured: Tony Kerr with Robert Birrell

With more than 30 years of experience as a funeral director and two premises, Robert Birrell knows what it takes to build a reputation, and recognised the same principles in Coleman Milne.

Robert and his team serve the Glasgow area and have a strong understanding of the needs of the community. Birrell Corrance Funeral Directors has invested

heavily, not only in its new fleet, but across its premises too with renovation work helping to future-proof the business.

Robert said: "I have developed a relationship with Tony Kerr (Coleman Milne) from his regular visits over the last three years. During that time, Tony arranged a demonstrator fleet viewing of the Norwood and Rosedale range.

"When the time came to renew our funeral ceremonial vehicles, Coleman Milne was our preferred choice."

The modern fleet will enable Birrell Corrance to continue to provide the highest standards for the families they serve. The family-owned business also chose a dignified Dorchester Mk 11 to supplement the fleet and the reaction has been fantastic.

"I am delighted with our new fleet consisting of a Norwood hearse, Rosedale limousine and Dorchester Mk11 limousine. We have received several positive comments from our clients and within the trade."



three arrangement rooms and a private waiting area.

There is also a large and spacious reception area, and



for the staff much-needed office space.

Mike added that he also has plans to upgrade the mortuary in the near future, increasing the Independent's capacity in this area as well.

SAIF Education Day

Annual event brings together funeral professionals and specialists, allowing SAIF members to keep up to date with issues and gain ideas for best practice for their own funeral business

The 2017 SAIF Education Day will take place on Wednesday 1 November 2017 at Leicester Tigers Football Club. SAIF announced the main speaker for this year's conference will be Cheryl Paris, from the Scottish Government's Burial and Cremation Team, will talk about the regulation of funeral directors.

Other key speakers on the day will include:

- Kevin Sinclair will be giving an update on the latest embalming technique challenges
- Gavin Faber from Irwin Mitchell will give an overview of how to handle conflict with families
- Brian Hart will provide a session on cyber fraud
- Fatima Uzzaman from the Department for Work & Pensions will be providing an update on Social Fund Payments

- Robert Rowntree will be discussing international disaster recovery by the funeral director

Students from the IFD College, who have successfully completed various courses, will be receiving their well-earned certificates from the IFD College Chairman during the latter part of the afternoon.

Exhibition stands have been confirmed from Smart Media Marketing (aFuneralnotice); Colourful Coffins; Funeralbooker Ltd; I-Netco Ltd; Ghyll House Publishing (t/a Polstead Press); Guy Elliott (Funeral Repatriation); Legacy/Life Expressions; MuchLoved Charitable Trust; National Repatriation; and Secure Haven Ltd.

If you are a SAIF Associate Member and have not yet booked your space, contact the SAIF Business Centre soon to ensure availability. For non-associates who wish to attend please complete the booking form on page 22.



Golden Charter is committed to encouraging independent funeral directors to sign staff up to the Dementia Friends initiative. To that end many Golden Charter staff recently attended Dementia Friends awareness sessions provided by corporate partner BUPA. In total, around a third of Golden Charter staff attended a session, including Managing Director of Legal Services Graeme Carruthers. The sessions' purpose was two-fold: to raise the company's awareness of dementia, and help staff understand the importance of seeing the person first and not just the dementia.

Graeme said: "Everyone associated with the funeral profession takes our duty of care very seriously, and becoming Dementia Friends is a very natural way to express that. At the same time it recognises the real need to raise our individual awareness and understanding of dementia."

✓ See more details on becoming a Dementia Friend at www.dementiafriends.org.uk

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Dates for your diary

- Wednesday 20 September Essex Regional Meeting, Chelmsford
- Wednesday 4 October Home Counties Regional Meeting, High Wycombe
- Tuesday 17 October South Coast Regional Meeting, Bournemouth
- Wednesday 18 October Kent/Sussex Regional

Meeting, Tunbridge Wells

- Wednesday 1 November Education Day, Leicester Tigers, Leicestershire
- Wednesday 15 November Northern Ireland Regional Meeting, Belfast
- Friday 1 December Wales Regional Meeting and Christmas Dinner, Stradey Park Hotel & Spa, Llanelli

Infant loss training

The Foundation for Infant Loss Training will be hosting "Infant Loss: Identifying best practice between hospitals, funeral directors and crematoria" this month.

The event, on Monday 18 September 2017, runs

from 9am to 5pm at Birmingham Conference and Events Centre at £95 with refreshments, lunch and certificate included. A range of speakers have been booked, and some exhibitor opportunities are still available.

MICHAEL CELEBRATES 25 YEARS' SERVICE



Managing Director Keith Walwyn, right, presented Michael with a silver engraved watch

The Sales Manager at J C Walwyn & Sons Ltd, Michael Marshall, has recently celebrated his work anniversary of 25 years at the independent family-run coffin and casket manufacturer in Ashbourne, Derbyshire. Michael had previously worked for the company from 1979 to 1988, based on the factory floor, and then left to work for his father's business, before returning in July 1992. Michael resumed his work with the title of Sales Manager where he enjoys the interaction with the customers of J C Walwyn.

Michael received a silver engraved watch from Managing Director Keith Walwyn as a gift to acknowledge his great loyalty and service to the company.

Michael said: "I love the job now more than I ever have done. It's a great challenge but we really do have a loyal base of customers and the service and quality we provide is, I believe, the best in

the country. We recently displayed our coffins at the National Funeral Exhibition (NFE) in Stoneleigh and it was great to see so many of our customers face to face, rather than speaking to them on the telephone. It was also wonderful to hear the great comments made about our products."

Keith Walwyn expressed his thanks to Michael and said: "It's a gratitude to our company yet again when we have another employee on the books who has served 25 years of service with us. Michael is a great person who has pushed the company forward in his years with us, and he not only takes the orders by the phone, he likes to get involved still in the fitting out area of the factory along with sorting out the daily transport logistics as well. The company is a family business and our staff are very loyal which is testament to the firm, and I look forward to Michael continuing his work with J C Walwyn & Sons Ltd over the coming years."

FUNERAL EXPENSES PAYMENT REFORMS

A consultation by Northern Ireland's Department for Communities on the planned Funeral Expenses

Payment reforms closes on Friday 15 September. Details can be found at www.communities-ni.gov.uk



New fleet for C T Butterfield

Comfort and welfare of families the driving force behind regular updates of hearse and limousines

A new fleet of Jaguar funeral cars has arrived at C T Butterfield & Sons in Rotherham. The vehicles, consisting of hearse with panoramic glass roof and two limousines, are the firm's sixth fleet of Jaguars, complete with the company's rebranded logo stencilled on the cars. Replacing the fleet every three years is at the heart of owner David Butterfield's wish that the families they look after travel in comfort to and from the funeral.

A spokesman for the family firm said: "From our many years of experience, we understand how important the right funeral vehicles are to the families of the deceased. We update our fleet every three years, regardless of cost, to ensure we deliver perfection and comfort when you are travelling to and from the funeral or cremation of a loved one."

"Our funeral car drivers are all fully trained to an exceedingly high standard and know precisely what to do on the day to provide the service that we know our clients deserve."

C T Butterfield offers a broad range of funeral vehicles to suit all needs.

The Independent added: "For families that require a lower-cost funeral option, we also have a long wheelbase Volkswagen Transporter. The Transporter has darkened windows to maintain privacy and this option certainly works out much more affordable for those families that are working to a budget."

WE UPDATE OUR FLEET EVERY THREE YEARS, REGARDLESS OF COST

SAIF APP KEEPS MEMBERS UP TO DATE

SAIF members can keep up to date on the move with a smartphone app.

The SAIF app is available to iPhone and Android users.

To install the mobile app, members can visit the SAIF website at saif.org.uk or via the Apple app store,

searching for 'SAIF funerals', and on GooglePlay by searching for 'SAIF'.

If members have any problems installing the app, or would like to provide SAIF with feedback, please contact SAIF Business Centre on 0345 230 6777.

Police appeal after lost urn was found in taxi



Picture courtesy of Police Scotland

A 'very ornate' urn was discovered on the back seat of an Edinburgh taxi. Police Scotland are appealing for help to track down the owner after no one has come forward to claim the item.

The small velvet box containing an urn full of

ashes was found in the taxi at 2am on Sunday 30 April.

The urn is dark grey and white.

Officers appealed for its owners to contact them. It is being held at the lost property department at Fettes Police Station.

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Presentation Matters

Presentation Folders for Funeral Directors

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(Providers of the SAIF Support service and SAIF Bereavement Care pilot scheme)

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For further information please contact Catherine Betley on:
01524 782910 or email catherine@professionalhelp.org.uk



The service room

Cupar funeral director Steven Stewart moves to new premises

Steven Stewart Funeral Directors in Cupar recently moved to new, very spacious premises in Cupar's Provost Wynd. Steven has been an established funeral director in the town for many years but felt that he needed to expand into larger premises to offer a better service to the community. He is now able to offer a service room seating 50, viewing rooms and offices, mortuary facilities and,

unusually, he can also offer on-site catering for funeral teas.



ABOVE RIGHT: The spacious arrangement room.
BELOW: The team of Bill Mann, Vivienne Stewart, Steven Stewart and Jim Brodie



Older generation demand more choice over coffins and funerals

Figures revealed in a nationwide survey show that many funeral directors are not giving the older generation as much choice as younger people when it comes to choosing a coffin for a loved one

The results of a nationwide survey have indicated that if people were choosing a personalised picture coffin for a loved one, nearly a quarter of people aged over 70 (23%) would opt for cardboard, whereas just 8% of young people aged 18-24 would make the same decision.

This result is in stark contrast with the options the different age groups have actually been offered.

When respondents who have organised a funeral were asked what type of coffin they were offered by funeral directors, 87% of over 70s found themselves being offered a traditional "plain" wooden coffin.

Only a very small number of that generation, who have arranged a funeral, said they were given the choice of a personalised cardboard coffin (1%) or plain cardboard coffin (5%).

Nearly half (48%) of the 18-24 year olds said that if they were to choose a personalised coffin, they would choose one to be made from wood, far higher than just 36% of over 70s who opted for wood.

The results were revealed in a survey of more than 2,100 adults, ranging from age 18 to 70+, who were interviewed in a YouGov Omnibus survey, carried out on behalf of Colourful Coffins.

Mary Tones, Managing Director of Colourful Coffins, says the figures highlight the fact that to meet the changing needs of their customers, funeral directors could benefit from being

more flexible in the products they supply and could also consider targeting different age groups with different ranges.

"We found the survey results really revealing and we wanted to share them with funeral directors to help them know what families today are looking for," she said.

"As the baby boomers hit their 60s and 70s, they are breaking traditional barriers by demanding more choice and they are much more open to new ideas than perhaps the industry currently gives them credit for."

Although the number of 18-24 year-olds who had to organise a funeral was too small to be included in the statistics, 25-39 year-olds who have arranged a funeral reported funeral directors gave them much more choice when it came to choosing a coffin for a loved one.

Nearly one in five were given the opportunity of a personalised or plain wicker coffin (19%) and 11% were offered plain or personalised cardboard. Only 63% of 25 to 39 year olds who have arranged a funeral said they were offered a traditional plain wooden coffin - a big difference to the 87% for 70+ year olds.

Looking at wider funeral choices, when asked whether they would prefer a traditional coffin or a personalised one, one in four (25%) of 18-24 year-olds and 18% of 25-39 year-olds said they would opt for a personalised coffin for themselves, with 40%

of 18-24 year olds saying they would like their own customised coffin decorated with family photos.

Keeping an eye on funeral costs was more important to the younger generation, with nearly twice as many 70+ year olds saying they would not consider DIY options to save money (37%), compared to the 18-24 year olds (19%).

Methods of keeping costs down that 18-24 year olds would consider include not using a funeral director (18%), booking the church or crematorium themselves (29%), buying bunches of flowers rather than formal arrangements (29%) and asking a family member or friend to lead the service (23%). They were also keen to make savings by hosting the wake at a family or friend's home (38%) rather than at a venue.

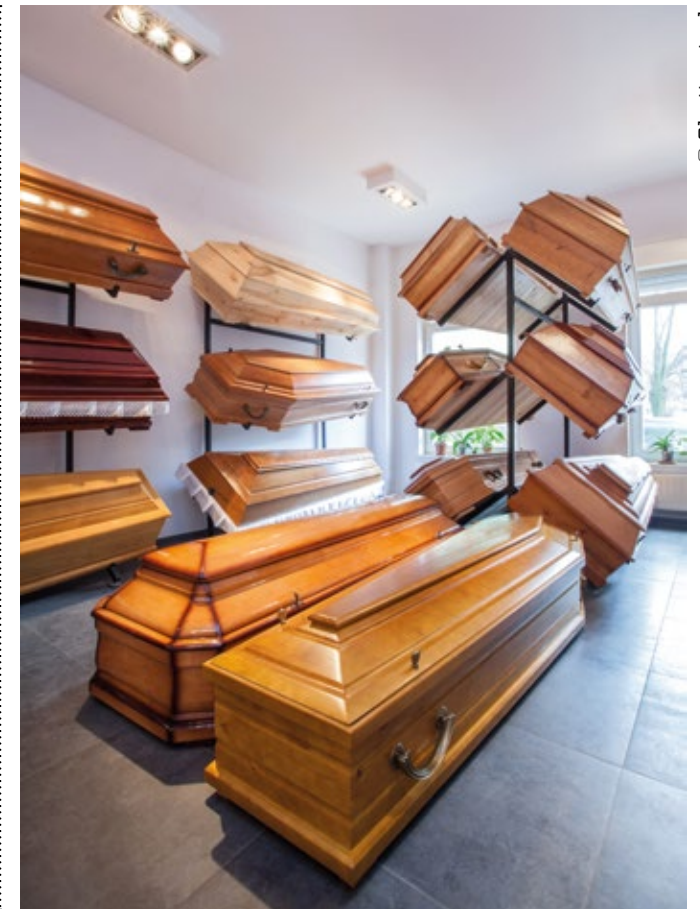
Mary added: "I think what the results show is that today's younger generations are taking a 'pick and mix' approach to funerals.

"On the one hand, they

clearly want more control and are prepared to make changes to save money, but they also like certain elements of formality. Higher numbers of younger people thought a funeral should be a more formal, sombre occasion with mourners wearing dark clothes, contrasting with the preference for older generations who want to celebrate a life with a colourful dress code.

"Not surprisingly, older people are more likely to choose a religious service, no doubt reflecting the fact that many of them were brought up in a churchgoing tradition, but it is absolutely clear that they also want more choice in the funeral arrangements and options available.

"We hope that these results will be useful in helping funeral directors to broaden their offering for all generations and for families to be able to be given the wide range of choice that it seems they really do want"



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Update

NEWS FROM KINDRED ASSOCIATIONS

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THE DEATH & FUNERAL OF WILLIAM THE CONQUEROR

Usually, when a king dies, we imagine the splendour, pomp and ceremony that occurs with a state funeral, with soldiers on horseback, carriages and dignitaries in attendance from other countries. However, when William the Conqueror died it was far from dignified and certainly not what we would have expected for the King.

William died early on the morning of 9 September 1087 AD at the age of 59 years. He had been attempting to capture the French town of Mantes when he was struck down with fatigue, and due to his rather large stature, he fell forwards over his saddle rupturing his internal organs. He then retreated to Rouen to recover but never did.

Bishops, abbots, monks, physicians and two of his sons were at his side, but when the death occurred all the wealthy left to protect their own properties due to looters having free reign as there was now no King to rule. One son left immediately to claim the throne of England, and the other insisted his £5,000 of inheritance was weighed out to make certain it was all there before he too departed. The people who were left stripped the house of all its furnishings, leaving the King's body

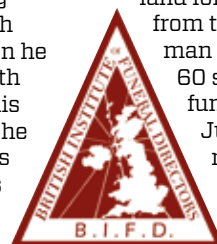
alone on the floor (as they had taken his bed) almost naked.

As all the royal dependents had departed, it fell to a common knight to make the funeral arrangements for the King to be taken to Caen. As the body of the King arrived at the church, a fire broke out in the town, and all the mourners vanished to put out the fire leaving only the monks to carry out the service. Someone attempted to stop the funeral, claiming the church had been built on land forcibly acquired from their father. The man was compensated 60 shillings and the funeral carried on.

Just when you think nothing else could go wrong, as they tried to place the rather large King into a stone sarcophagus, it emerged it had been made too small, so they tried to squeeze him in. Unfortunately his bowels burst and a terrible stench filled the air, and not even the frankincense and spices could mask the smell. The funeral rites were hurriedly carried out so the King could be laid to rest.

All his treasures, which had been gained through evil deeds, were given for the holy uses of good men and the Church.

BY CLIVE PEARSON
IMMEDIATE PAST PRESIDENT
BRITISH INSTITUTE OF
FUNERAL DIRECTORS



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NEW MEMBERS

MEMBERSHIP UPDATE

FULL MEMBERSHIP PENDING

Mr J Brown
J Brown Funeral Services Ltd
67 Woodside Road
Amersham, Buckinghamshire
HP6 6AA

Mr A Sheppard
F Woodruff
2 High Street
Winterbourne, Bristol
BS36 1JN

H G Harris (Branch of F Woodruff)
9 Broad Street
Staple Hill, Bristol
BS16 5LN

F Woodruff (Branch Office)
118-120 Station Road
Yate, Bristol
BS37 4PQ

F Woodruff (Branch Office)
192 Badminton Road
Coalpit Heath, Bristol
BS36 2SX

L & J Gulwell (Branch of F Woodruff)
1 Quaker Lane
Thornbury, Bristol
BS35 2AD

Mr R Kent
Robert Kent Funeral Services Ltd
83/85 High Street
Dover, Kent
CT16 1EB

R A Crumpton/K R Crumpton
Crumpton Rudd Funerals Ltd
14 Park Gardens
Kingston Upon Thames, Surrey
KT2 5LT

ACCEPTANCE INTO FULL MEMBERSHIP

Mr A Alsisi
White Rose Funerals & Memorials Ltd
31 Splott Road
Splott, Cardiff
CF24 2BU

ASSOCIATE MEMBERSHIP PENDING

Mr A Leigh
Lend a Hand Finance Limited
Adamson House
Towers Business Park
Wilmslow Road, Didsbury
M20 2YY

ACCEPTANCE INTO ASSOCIATE MEMBERSHIP

Mr M Anderson & Ms L Wratten
Lemon Business Solutions Ltd
Unit 1
Lockheed Court
Preston Farm Business Park
Stockton-on-Tees
TS18 3SH

Mr D Arnaud
Groupe Delfosse - New Urm
13, Rue de l'Industrie
01150 Sault - Brénaz, France

Mr B Hart
Unicorn IB Ltd
9 Benham Close
Old Coulsdon, Surrey
CR5 1JB

ASSOCIATES CHANGE OF ADDRESS DETAILS

New Address:
National Repatriation
Groudle Glen
High Street
Woot, Lincolnshire
DN9 2BT
Previously: 14 Orchard Mews,
Cusworth DN5 8HQ

NO LONGER A MEMBER FIRM

Fosters Funeral Directors
240 Glasgow Road
Rutherglen, Glasgow
G73 1UZ

Fosters Funeral Directors (Branch Office)
15 Earl Grey Street
Mauchline
Ayrshire
KA5 5AB

Fosters Funeral Directors (Branch Office)
32 Ayr Road
Cumnock
Ayrshire
KA18 1DW

Fosters Funeral Directors (Branch Office)
Foster House
292 Stonelaw Road
Burnside
Glasgow
G73 3RP

BUSINESS SOLD

G & L Evans Family Funeral Services
8 Marlborough Street
Faringdon, Oxfordshire
SN7 7JP

G & L Evans Family Funeral Services (Branch)
4 Covingham Square
Swindon
SN3 5AA

G & L Evans Family Funeral Services (Branch)
Unit 14, Blackworth
Industrial Estate
Highworth, Swindon
Wiltshire
SN6 7NA

RESIGNED

D Hollowell & Sons
287 Devonshire Road
Blackpool, Lancashire
FY2 0TW

D Hollowell & Sons (Branch Office)
Highfield House
497 Lytham Road
Blackpool
Lancashire
FY4 1RE

D Hollowell & Sons (Branch Office)
Bank House Funeral Home
Alexandria Drive
Lytham St Annes
Lancashire
FY8 1JD

D Hollowell & Sons (Branch Office)
The Willows
57 Fleetwood Road
Thornton Cleveleys
Lancashire, FY5 4AB

FULL MEMBER CHANGE OF DETAILS/ ADDRESS SCOTLAND

New address:

Lindsay Jack & Son
Coire Bhrochain
Rhuarden Court,
Grantown-on-Spey
PH26 3DA

Previously:
83 High Street
Grantown-on-Spey
PH26 3EW

CHANGE OF ADDRESS

New address:

Tom Woodhouse
(Branch of William Purves
Funeral Directors Ltd)
40 Regent Street, Blyth
NE24 1LS

Previously:
64 Park Road
Blyth
NE24 3DL

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 1 October 2017.

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Prestigious anniversary

WORDS: PAUL BOWLEY

The holiday season is now well upon us and, I must admit, Davina and I are looking forward to going away ourselves.

I was delighted to be invited to attend the 150th anniversary of S Stibbards & Sons Family Funeral Directors at Orsett Hall Hotel, Essex on 5 August.

Samuel Stibbard, the company's founder, established S Stibbards & Sons Ltd Funeral Directors in 1867. The company has always been based at New Road Corner, with the premises expanding and adapting over time to meet the changing needs of the company. In 1925, David and Albert, the sons of Samuel's wife Ann, took over the company. The brothers began the expansion of the business, appointing trusted agents in the local community to arrange funerals on the company's behalf.

Since then much has changed in the

company's structure, but S Stibbards & Sons is still owned and run by direct descendants of Samuel Stibbard. They now have five branches: the head office in Hadleigh, Leigh-on-Sea, Canvey Island, Shoeburyness and Hockley. They continue to provide care and support to their clients during a difficult time and exercise the utmost professionalism in helping them arrange a fitting tribute to their loved ones.

Davina and I would like to say thank you for a very warm welcome.

On 11 August, we attended the opening of Peter Smith & Son in Witney, Oxford. Unfortunately, we were stuck on the world's biggest car park, the M25, and arrived after the service. However, we were welcomed by Peter, Sean and Ian and shown around the premises, which are tastefully decorated to a high standard and very modern in appearance. I wish them success.



Opening of Peter Smith & Son in Witney, Oxford

LEAP FOR LIFE

Bored of marathons? Fed up with climbing mountains? Had enough of bake sales and fancy dress? Embrace your wild side and experience the unforgettable thrill of a tandem skydive



Join Paul, Donna, Dani, Brad, Paul and Daniel on the jump for the SAIF President's charity challenge for the British Heart Foundation

Beat the butterflies, tick it off your bucket list and get ready for 10,000ft of pure exhilaration – all while helping to make life-saving heart research possible by raising money for the British Heart Foundation (BHF).

You choose the skydive venue and jump date that suits you best. On the day you will receive training before taking to the skies for your skydive. You'll be harnessed to an experienced parachute instructor at all times. After leaping from 10,000ft in the air you will freefall at up to 120mph down to 5,000ft before the parachute is opened up and you soar through to sky to a safe landing.

Cardiovascular disease still kills around one in four people in the UK, stealing them away from their families and loved ones.

After paying a registration fee of £50, a minimum of £400 raised by each person will cover the cost of your jump and fund the fight against heart disease or you can donate to Paul's charity at www.justgiving.com/fundraising/paul-bowley

When filling in the form don't forget to mention you are doing this for the **SAIF President's Challenge**.

On the registration form you can select three dates. The skydive centre will try to accommodate your first choice, but if not, then one of your other choices. On the day you will receive training before taking to

the skies for your tandem skydive.

Go to www.bhf.org.uk/get-involved/events/skydives for more information on the charity fundraiser.

RAISE MUCH NEEDED FUNDS FOR THE BRITISH HEART FOUNDATION

Remember, a minimum of £400 raised by each person will cover the cost of your jump and fund the fight against heart disease, or you can donate to Paul's charity. Call Paul on 01273 841711 or 07843 289220 to get your picture in the frame.

How to bank the funds you raise:

Donate to Paul's JustGiving or Virgin Money accounts:
 ■ www.justgiving.com/fundraising/Paul-Bowley
 ■ <http://uk.virginmoneygiving.com/team/saifpresidentcharity>

To support Paul's charity:
 ■ Visit Paul's VirginGiveMoney webpage to donate directly at <http://bit.ly/2rkTQwr>
 ■ Contact SAIF Business Centre on 0345 230 6777
 ■ Make a cheque payable to SAIF Charity Account
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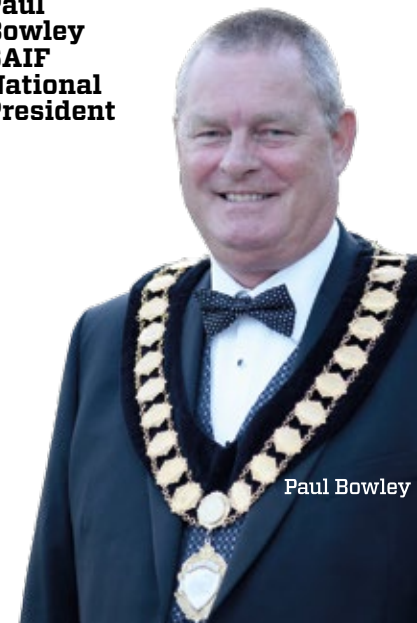
Modern Merchant Banking

On 7 September, I shall be attending the Good Funeral Awards Lunch and on 9 September, we shall be attending the SAIFCharter AGM and Funeral Planner of the Year Awards at the Park Plaza London Riverbank Hotel.

Also on 26 September, we shall be attending the ICCM Banquet followed by a trip to associate member Bradnam Joinery the following day when we hope to meet Managing Director Bob Spittle for a tour of the factory.

I would like to take this opportunity to thank all our associate members for supporting SAIF and all your continued sponsorship at our events.

Paul Bowley
SAIF
National President



Paul Bowley

Cornwall funeral directors' double charity success

© Ian Wray



After only starting running and cycling in the last 18 months, David and Beth Bray, of R J Bray & Son, Wadebridge, Cornwall, have completed a double challenge this year.

In April they ran the London Marathon, in aid of FLEET, (a Cornish charity which continually upgrades equipment on Cornwall's ambulances), and then, in July, they cycled more than 350 miles in four days, from London to Paris, raising money for the Alzheimer's Society.

David said: "When I was young, our family were all involved with the St John Ambulance Brigade, with dad rising to the rank of Deputy Commissioner of Cornwall. I can remember him being on call evenings and weekends, and I can vividly picture the old Bedford ambulance, with no sirens back then, but instead, a big silver bell on top of the bonnet.

"Ambulances have come on leaps and bounds since



“IT'S SAD TO SEE THE EFFECT THIS DISEASE HAS ON BOTH THE PERSON THEMSELVES, AND THEIR FAMILY AND FRIENDS, SO WE WERE VERY KEEN TO RAISE FUNDS FOR THE SOCIETY”

then, and FLEET exists to raise funds to continually update their equipment throughout Cornwall.”

If ambulances reflect Ron's past, sadly Alzheimer's

disease is now his present. "Dad was diagnosed with Alzheimer's disease a few years ago, and although he remains happy in himself, it's sad to see the effect this

disease has on both the person themselves, and their family and friends, so we were very keen to raise funds for the Society.”

David added: "We would like to thank everyone for their support, and generous donations, which is now approaching £10,000. We are hoping to continue both running and cycling, and aim to take part in next year's London Marathon, and then the 100-mile RideLondon.”



Examining our path to success

BY SEAN MARTIN,
FUNERAL DIRECTOR AT C WATERHOUSE
& SONS FUNERAL DIRECTORS AND A
MEMBER OF SAIF NATIONAL EXECUTIVE

As I look forward to the forthcoming Funeral Planner of the Year awards event in London, I've been reflecting on the last few years and the path our company has taken to become a 2017 nominee and help us to enjoy success.

Partnerships

When it comes down to it, it's all about creating a successful partnership. In the dictionary, in business terms, a partnership is defined as "an arrangement in which two or more individuals share the profits and liabilities of a business venture". This definitely sums up our company's relationship with Neil Hodgson, our Golden Charter Regional Sales Manager.

As a company, we've accepted that pre-need is now and should be an intrinsic part of our business offer. If you think about it, how many other businesses do you know where you can safeguard or ring-fence your future market and associated income by being proactive now?

However, there is a problem: being proactive invariably means giving up one's time to focus on a specific task. In a world that is ever changing and demanding – the funeral industry isn't immune – we can very soon find ourselves becoming, to coin a phrase, 'busy fools'.

Having identified that pre-need is essential to safeguarding our future

success, over the last two years we started to engage further with Golden Charter in terms of marketing.

Marketing

We wanted to create awareness that, as well as being synonymous with funerals in our area, we could also be pre-eminent in providing advice and support on pre-paid funeral plans too. However, the burden of responsibility to enlighten the public didn't just weigh firmly on our shoulders, as we are fortunate to have a very positive and strong relationship with our Regional Sales Manager. The partnership we have formed with Neil has undeniably helped to forge the success we now enjoy today.

Support

So, you may ask, what has Neil done that has impacted so much on our business? As well as his professionalism, it's the fact that he has challenged us to do more and facilitated activities for us so we can still get on with the 'day job'. He has also made us see that the traditional default position of funeral directors – waiting for clients to come to us rather than us being proactive and following up on business opportunities – meant we were losing out in today's competitive world. So, for us, that mentality had to change... and it did.

Success

The proof of that change is that over the course of the last two

years our business has moved from selling one plan for every seven funerals we conduct to now more closely to **one plan for every two funerals we undertake.**

Yes, in the case of some areas of marketing, particularly on leaflet drops, we've had to take a leap of faith, but these have proven to pay dividends. They have not only generated plan enquiries and subsequent sales, but have also promoted our name in the local area to a population that nowadays has become much more transient.

I would implore any funeral director who has resisted an approach from their Regional Sales or Business Development Manager to try something new – what have you got to lose? Well, quite a lot actually, namely your future market share!

As we have all seen lately, the Co-op movement is not backwards in coming forwards when it comes to marketing (we've all seen the steamroller advert) and it's irrefutable that marketing has helped increase their market share of late. I would add

that, although we receive financial support towards various marketing activities as SAIFCharter members, via Golden Charter, that we have also, unlike previous years, now allocated

our own funds towards different marketing initiatives. These funds having, in some cases, simply been realigned from traditional forms of media that now, due to the advent of more web-based advertising, simply don't work for us anymore.

Future

So, my advice would be that if you want to safeguard your future market, don't just sit back and think that Golden Charter will do it all for you, contact your local Golden Charter Sales Manager and just try one new thing that you've never done before. You never know, it might work and, in 12 months' time, your business might be walking away with the accolade of Funeral Planner of the Year. Even if you don't win, you've still taken a major step to guarantee that your business goes from strength to strength.

Remember, as Albert Einstein once said: "If you always do what you've always done, you will always get what you've always got."

More information

If you require any further help or support please look on page 32 of this magazine and the details of your local Golden Charter representative can be found.



Sean Martin

C. Waterhouse & Sons
FUNERAL DIRECTORS

EDUCATION DAY 2017

The annual event brings together funeral professionals and specialists, allowing SAIF members to keep up to date with issues and gain ideas for best practice for their own funeral business

SAIF EDUCATION DAY

Wednesday 1 November 2017

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Including
morning
refreshments
and lunch

STUDENTS ATTAIN THEIR CERTIFICATES

SAIF and the IFD College would like to congratulate the following students on completing all units required to attain the Independent Funeral Directors College Certificate in Funeral Practice:

Rebecca Adams
Park Funeral Directors
Steve Dommatt (Retired)
Grassby & Sons Ltd
David Dunn
G Collins & Sons Funeral Directors Ltd
Thomas Gray
St James Funeral Home
Amy Harman
G Collins & Sons Funeral Directors Ltd
Reuben Normandale
Grassby & Sons Ltd
Lee Wilkins
Peasgood & Skeates

Congratulations to the following students on passing individual courses:

FUNERAL ADMINISTRATOR COURSE

Rebecca Adams
Park Funeral Directors
Debra Barton
Daniel Robinson & Sons Ltd
Phoebe Callison
W J Murray & Son
Steve Dommatt (Retired)
David Dunn (2 Units)
G Collins & Sons Funeral Directors Ltd
Thomas Gray
St James Funeral Home
Caroline Gunn
Daniel Robinson & Sons Ltd
Guy Elliot (2 Units)
Guy Elliot Ltd
Amy Harman (2 Units)
G Collins & Sons Funeral Directors Ltd
Ceri-Lou Newman
Penarth Funeral Directors
Reuben Normandale (4 Units)

Grassby & Sons Ltd
Lee Wilkins
Peasgood & Skeates
Rachel Wright
Peasgood & Skeates

FUNERAL OPERATIVE COURSE

Samantha Bobyk
Cliff Bradley & Sons Funeral Directors Ltd
Paul Carroll (2 Units)
Carroll & Carroll Independent Funeral Services
Edward Kliszc
Cliff Bradley & Sons Funeral Directors Ltd
Ruraidh McIntosh (2 Units)
Gaulds Funeral Services Ltd
James Neil
Aberdeen Funeral Directors
Corinne Sycamore
Grassby & Sons Ltd
Nick Wardle
Anstey & District Funeral Services Ltd
Derek Wittmann (2 Units)
Gaulds Funeral Services Ltd

FOUNDATION - FUNERAL PRACTITIONER

Nicola Baker
Arthur Jary & Sons Ltd
Julie Down
Ashcroft Funeral Directors
Jacqueline Gordon
Daniel Robinson & Sons Ltd
Louis Hunter
MLS Independent Funeral Directors
Anabel Hunter-Walker
MLS Independent Funeral Directors
Ritchie Hutchison
Mark Shaw Funeral Services Ltd
Anne-Marie Hyde
Arthur Jary & Sons Ltd
Robert Kent
Victoria Lee
Anstey & District Funeral Services Ltd
Carly McKnight
Wm. Wallace & Son

Hayley Ratcliffe
Paul Bourton Funeral Service
Brodick Russell
Adam Collier Funeral Services

HEALTH & SAFETY FOR FUNERAL STAFF

Ian Anderson
Aberdeen Funeral Directors
Mike Butler
Tovey Bros
Richard Cumming
Aberdeen Funeral Directors
Anne-Marie Freeland
Mark Shaw Funeral Services Ltd
Jacqueline Gordon
Daniel Robinson & Sons Ltd
Rebecca Gruffydd
Cimla Funeral Home
Brian Jane
Paul Bourton Funeral Service
Robert Kent
David Murray
W Sherry & Sons
Jocelyn Prendergast
Rowley & Sons Family Funeral Services
Rebecca Reed
Daniel Robinson & Sons Ltd
Brodick Russell
Adam Collier Funeral Services



Chris Parker with the IFD College Certificates

Members are obliged to provide evidence of 12 hours of continuing professional development (CPD) to continue their membership after the first year. Your membership of the IFD (Independent Funeral Directors) College demonstrates that you are actively maintaining and developing your knowledge to perform to the highest standard within the profession.

If you have not started recording your CPD, a form is available on the website, which needs to be completed for continued membership from 1 November 2017. The last qualifying CPD event for membership to continue from 1 November will be SAIF's Education Day on that date. A confirmed booking will count as evidence.

Membership will cease on 31 October if evidence of completion of 12 hours of Continuing Professional Development is not provided and you should immediately cease using the letters MIFDC after your name, remove any references to membership of the college from your website/paperwork and return your certificate to the College Administrator.

Please ensure that your completed CPD form is returned to the IFD College Administrator by 30 September 2017 with your Membership payment of £30 for 2017/2018. If you are a Cert. FP, NAFD Diploma or BIFD Diploma holder and wish to apply to become a new member from 1 November 2017, please contact the College Administrator below for details of how to apply.

If you have any questions, please call the IFD College Administrator, Corinne Pengelly on 0345 230 6777 or email her at corinne@saif.org.uk



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Consultations

Three consultations on funerals closed in August: a Scottish Government consultation on the Burial & Cremation (Scotland) Act, a call for views on the Social Security (Scotland) Bill and a UK Government consultation on Funeral Expenses Payments.

Views came in from around the funeral profession, with Golden Charter engaging with both SAIF and SAIFCharter in putting together responses.

One key area is the extent of inspection powers planned by the Scottish Government. After discussing the issue of inspections with Scottish SAIF, Golden Charter's submission welcomed the prospect of inspections as a way of ensuring standards, in line with other professions, but cautioned that practical issues must be considered. For example, while surprise inspections are acceptable in principle, they could cause issues if a bereaved family was on the premises. Issues around the delicate nature of the funeral director's work would have to be carefully reviewed.

Funeral directors in Northern Ireland still have time to contribute to Stormont's consultation on reforming funeral expenses payments, which closes on Friday 15 September. It asks the same questions as the UK Government's expenses consultation.

Benefit and bond to tackle funeral poverty

A funeral bond is set to be introduced by the Scottish Government alongside a new Funeral Expenses Assistance benefit.

The new benefit is to be introduced by the summer of 2019, replacing the current DWP funeral payment in Scotland. With funeral costs on the increase and a sharp rise in public health "paupers' funerals" reported by Stirling Citizens Advice, the benefit would aim to ensure that a relative's death does not cause families to slip into poverty.

Equalities Secretary Angela Constance explained: "The death of a loved one is an incredibly difficult time for anyone. It can be even harder when money is tight. We know funeral costs can push people into poverty – and often it is those already in financial hardship who face increased difficulties.

"That is why we are taking decisive action to

tackle this growing issue and have engaged with local authorities, the funeral sector and other support services. I am pleased by the willingness to work together to find solutions that support more affordable funerals."

Alongside the benefit, the funeral bond – an "incentivised savings product" – will be piloted to assist people in saving towards their funerals.

The Scottish Government has been building towards these changes for some time now, having held various round-table discussions with funeral directors and related organisations such as SAIF and Golden Charter in 2016, as well as holding a national conference on funeral poverty. SAIF and Golden Charter have also contributed to consultations, while the Scottish Working Group on Funeral Poverty's 2016 report had its own influence on the Government.



Angela Constance

Planning your own funeral

Also available now from the Scottish Government is a new leaflet giving families advice on planning ahead and talking openly about funerals.

Entitled *Planning Your Own Funeral*, the 28-page document begins with advice for having the first conversations with family and friends, and goes on to summarise all the key decisions to be considered. A dedicated section explains the issues to consider in paying for a funeral, and the leaflet contains a checklist to ensure that everything is taken care of – and to help cost it.

The leaflet can be found on the Scottish Government's website, www.gov.scot

COSTS PLAN AND LEAFLET SHOW THE WAY FORWARD

The Scottish Government has revealed its new 10-point Funeral Costs Plan, outlining how it plans to tackle funeral poverty.

Coming alongside a leaflet offering families practical guidance on planning ahead and having conversations about the future, the plan was launched last month by Equalities Secretary Angela Constance.

She said: "The death of a loved one is an incredibly difficult time for anyone. It can be even harder when money is tight. We know funeral costs can push people into poverty – and often it is those already in financial hardship who face increased difficulties.

"That is why we are taking decisive action to tackle this growing issue and have engaged with local authorities, the funeral sector and other support services. I am pleased by the willingness to work together to find solutions that support more affordable funerals"

Golden Charter – which has been responding to consultations and speaking to policymakers to emphasise

the importance of arming funeral plan customers with the right knowledge – welcomed the plan.

Director of Communications Gordon Swan said: "We welcome all developments that increase transparency and certainty for consumers and are gratified that many of the initiatives we have supported through the consultation process have appeared in the report."

Further steps are to be taken by the Scottish Government in due course.

Angela Constance added: "The Scottish Government is committed to supporting those who need it most following a bereavement, which is why we will introduce a new Funeral Expense Assistance from summer 2019."

What is the Funeral Costs Plan?

The 10 points are:

1. We will launch the new Funeral Expense Assistance benefit by summer 2019
2. We will publish guidance on funeral costs by December 2018

3. We will support provision of more consistent advice on planning for a funeral, support at the point of bereavement and support after a funeral

4. We will publish and promote *Planning Your Own Funeral* to help people think about and record plans for their funeral

5. We will seek to strengthen consumer protection in relation to pre-paid funeral plans

6. We will support greater public and personal discussion of bereavement, death, dying and care at the end of life

7. We will make more people aware of the products credit unions offer, including those specifically for funerals

8. We will deliver a Social Innovation Fund to help social enterprises tackle poverty and disadvantage, including funeral poverty

9. We will provide more options to help people save for their funeral by piloting a Scottish funeral bond

10. We will improve the evidence base relating to funeral poverty to help us assess the effectiveness of our actions.

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SAIFCharter AGM agenda

SAIFCharter Annual General Meeting
Saturday, 9 September 2017, at 2pm

Plaza Suite, Park Plaza London Riverbank,
18 Albert Embankment, London SE1 7TJ
Registration, tea and coffee from 1:15pm



1. Welcome
2. Adoption of minutes from SAIFCharter AGM, 12 March 2016
3. Formal close of voting on Resolutions
4. SAIFCharter Chairman's address
5. SAIFCharter Executive reports
 - a. Voice of the Funeral Director
 - b. Marketing & Membership Benefits
 - c. Policing & Compliance
 - d. Product Development & Innovation
 - e. Trustees
 - f. Financial results of SAIFCharter 2016/17

6. Outcome of vote on Resolutions
7. Previously submitted business
8. Date of next SAIFCharter AGM
9. Close of AGM

The SAIFCharter AGM will be followed by reports to shareholders by Golden Charter Limited and a panel discussion session.

Those attending the Funeral Planner of the Year Awards 2017 later that day should head to the hotel's Plaza Suite for a drinks reception at 6:20pm. Dinner will follow in the Ballroom.

Find out more about the Funeral Planner of the Year Awards in this month's insert, in the centre pages.

Pricing survey

Thank you to those SAIFCharter members who have completed this year's pricing survey.

While the overall figure so far is in line with previous findings, the survey still requires more responses to reduce the margin for error, so please do complete it if you have yet to.

Following last year's feedback, the survey now attempts to simplify the process somewhat by asking you for the results of your last full financial year, rather than calendar year. The results go to independent firm CJM Research which collects and anonymises them, and the overall figure is shared with SAIFCharter and Golden Charter.

If you need to be sent your personalised survey link again, contact your local Golden Charter representative who will have it sent to you.

Business Matters

HAVE YOUR VOICE HEARD + SOCIAL MEDIA POLICY + CALCULATING HOLIDAY PAY
+ SAIF EDUCATION DAY 2017 + ASSOCIATE AND FULL MEMBER UPDATES

NO TAXATION WITHOUT REPRESENTATION

WORDS: TERRY TENNENS, SAIF CHIEF EXECUTIVE

"No taxation without representation" – that was the cry from the people of Massachusetts leading to the Boston Tea Party, which some believe was the catalyst for the American War of Independence. In other words, unless they had representation and a voice in the British Parliament, they were not prepared to pay their taxes.

It always amazes me that some Members are prepared to pay their fees and then sit back and let others influence decisions that may have major effects on their business. Your Executive travel the country holding Regional Meetings and it is always the same faces that turn up.

Today, we are probably facing the biggest challenges affecting our profession in three generations and perhaps longer, yet many Members remain strangely quiet.

Procedures for registering the death have been transformed; police procedures regarding sudden and unexpected deaths have changed considerably; doctors' cremation certificates have been done away with; a Government Inspector for Crematoria has been appointed; cremation and burial laws and procedures are being reviewed; there is a parliamentary committee on funeral poverty; local authorities increase fees by eye watering amounts; cremation fees escalating to, in some cases, 25% of the total funeral cost; accusations that funeral directors' charges are excessive; negative press stories; and last, but

by no means least, a Government Inspector of Funeral Directors has been appointed and will report to the Scottish Government regarding the licensing of funeral directors in Scotland.

All of this is going on, yet very few members appear to be concerned enough to make their views known. When the Scottish Government put out its consultation document on the review of cremation and burial laws; which, by the way, included the question "should funeral directors be licensed and what from should that take", they received a total of six replies from funeral directors.

Your Executive has representation on all the committees discussing these areas and they are there to represent your views. If they do not hear from you and what you want, then they can only express their own views and opinions. Your Executive is not all knowledgeable, nor do they have the Wisdom of Solomon (well perhaps with the exception of your Scottish President Mark). They need to hear your thoughts and views on all matters concerning the profession or your business locally. It is only by hearing your views they can effectively represent all the members and not just the few.

In 1775, Paul Revere had to ride through the night to warn "the British are coming" (he probably really said

"the soldiers are coming", because at that time they were all British) and to raise the militia to repel them.

Fortunately, today we do not need to get the horse out of the stable; there are far easier ways to communicate.

I know it is not always possible to attend a meeting even when it is in your area. However, we have emails, mobile phones, texting and still the old fashioned letter. In Scotland we are

to trial a scheme of 'local surgeries', initially in those areas hard to reach or travel from. This will involve two of your Executive holding an informal surgery in local areas around Scotland. It will be on an evening during the week and be held in a local hotel or hostelry allowing Members easy access to discuss any local or national issues that may concern them. It will also be an opportunity to hear first-hand what is happening with National SAIF and the initiatives they are putting in place to promote the independent funeral director. Those Executive members can then take your concerns and views to the Regional Meetings. If this trial is successful then it will become a permanent part of Scottish SAIF's communications programme.

Your Executive is trying hard to make it possible for all Members' voices to be heard however, as the saying goes, 'you can lead a horse to water but you cannot make it drink'. Your Executive can only do so much; now it is up to you.

You have paid your fees – now please, have your say.



“BY HEARING YOUR VIEWS THEY CAN EFFECTIVELY REPRESENT ALL MEMBERS AND NOT JUST THE FEW”

Terry Tennens

BY TERRY TENNENS, SAIF CHIEF EXECUTIVE



WHAT CLAIMS COULD ARISE FROM INCORRECT USE OF SOCIAL MEDIA?

Care needs be taken online to prevent legal liabilities and protect a business' reputation and financial position

WORDS: JANE ANDERSON, IRWIN MITCHELL

Whether it's use of Twitter, posting on Facebook, using LinkedIn, or blogging; social media offers opportunities for presenting a positive business image. However, legal liabilities can arise if social media is used incorrectly. It is important to know how to prevent these liabilities from occurring, which will in turn protect a business' reputation and financial position.

Remarks made on social media by an employee may, sometimes unintentionally, be defamatory. Online defamation occurs when untruthful remarks that cause reputational harm to another party are posted online as posting online is also deemed to be 'published'. Recently, the columnist Katie Hopkins was successfully sued after making defamatory comments on Twitter. She now faces legal bills in excess of £100,000. Defamatory comments clearly can damage businesses' reputations as well.

Care should also be taken

to avoid breaching intellectual property protection. Copyright protects output published on social media like online brochures and photographs. Passing off is where one business might present themselves in a misleading way, causing confusion among customers using social media to choose where to spend money. Businesses must ensure they do not infringe these laws as damages often run into the thousands as do the requisite accompanying legal fees.

What can businesses do to prevent social media becoming a legal issue? Primarily, a social media policy that educates employees and outlines the accepted use of social media offers best protection of the reputation of the business. Such a policy should include a plan to deal with reputational fallout. If reputational damage or financial damage is anticipated through the incorrect use of social media, businesses should look to take legal action against the perpetrators.

Please visit the SAIF members' area for a social media policy template.

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SAVE THE CHANGE OF DATE

AGM & Banquet Weekend 2018

Due to unforeseen circumstances the date of the AGM & Banquet Weekend has been moved to 9 to 11 March 2018.

We understand that this is Mothering Sunday, so why not make a weekend of this and book a lunch, direct with the Grand Hotel for mum on the Sunday? Please ring direct on 01273 224 300 and ask for reservations.

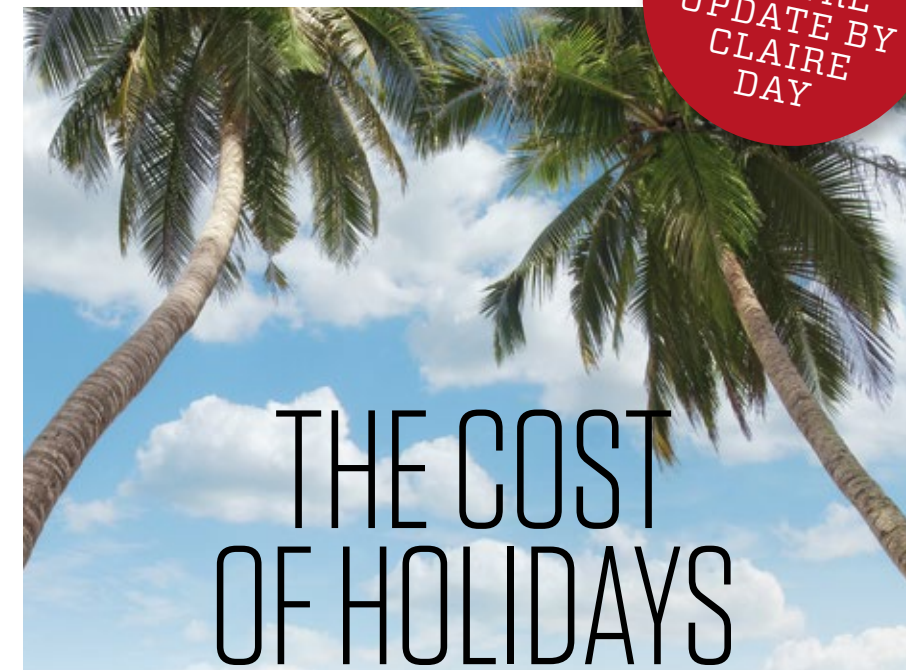
Associate/Full Member updates

This is a reminder that while we want to continue to ensure that all our members are kept up to date with any news relating to the services that are provided from each other, that all emails/correspondence need to be screened by the SAIF office before they are communicated. Please email info@saif.org.uk with your information before sending direct to members.

IFD College training courses

IFD College training courses for autumn and winter 2017 have been released. Contact corinne@saif.org.uk to register your interest.

SAIF BUSINESS CENTRE UPDATE BY CLAIRE DAY



THE COST OF HOLIDAYS

Struggling to calculate how much you should pay employees for annual leave? SAIF's website can help

When an employee takes annual leave, how much should they be paid? The calculation of holiday pay has been a major issue and costly for employers in recent years.

The basic position is that holiday pay should reflect a worker's "normal" pay, and is a health and safety initiative implemented to ensure that workers take a break from the demands and stresses of work. Workers must not be discouraged from taking leave. Therefore, the pay they receive while

absent must generally correspond to what they would have received had they been at work.

More than just base pay has to be included in holiday pay. This includes all overtime (except overtime that is generally ad hoc), commission, and allowance and bonus payments.

A full briefing on how this affects the employer and what they should do now can be found on the SAIF website, in the HR section of the members secure area.



Register now for essential Education Day

Cheryl Paris from the Burial and Cremation Team of the Scottish Government plus other engaging speakers will be at SAIF Education Day on Wednesday 1 November, 09.30-16.30 in Leicester.

It is a conference day with Government speakers from the

Scottish Government on regulation and the DWP on social fund payments. It will also look at how to deal with clients who have conflicts within their families; legal guidance; the latest embalming techniques and challenges; and disaster recovery management. It is an

ideal training day for you and your staff. Register your place on the SAIF website or by contacting the SAIF Business Centre on 0345 230 6777 or by emailing info@saif.org.uk

Turn to page 22 for SAIF Education Day Booking form.

SITE SAFETY VEHICLE USE



WORDS: SIMON BLOXHAM, HEALTH & SAFETY STRATEGIST FOR SAFETY FOR BUSINESS



The areas in which we work can be a major source of risk, particularly in the open air. I know that many of you keep limousines, hearses and other vehicles in garage space and yards, where both employees and members of the public regularly move around.

This can pose a particular risk, to employees or visitors, of being injured while vehicles are being driven around the yard – particularly when they are being reversed. But the risk doesn't stop there. What about on the road? You might not have experienced it, but we do hear, from time to time, about accidents where members of the public are accidentally run over by hearse drivers.

What can I do?

Complete a risk assessment of your yard and garage areas and answer these questions:

- Are the entry and exit gates wide enough?
- Can vehicles manoeuvre easily?
- Does the site layout minimise reversing?
- Are procedures in place for reversing?
- Is the view restricted when entering or leaving the site?
- Is the road surface in good repair?
- Are vulnerable areas, such as exit doors, protected?
- Are mirrors placed in blind spots?
- Are lighting levels adequate?
- Are pedestrians kept totally separate from traffic routes? If not, are their movements across traffic routes minimised?

- Make sure your drivers are capable of driving safely
- This last point is really important. Drivers take responsibility when behind a wheel but if you knowingly allow a less able driver to move your vehicles around, the investigation will not overlook this.

Procedures

This will identify actions that you can take to minimise risk, such as:

- Installing a mirror at a blind spot
- Defining areas for pedestrians by appropriate signage or painted walkways
- Implementing appropriate manoeuvring procedures.
- The procedures could contain some or all of the following:
- Before entering the yard, the driver should ensure that the way is clear to enter
- Only authorised persons should be allowed in the yard where vehicles are stored or moved
- Visitors must be accompanied at all times
- Vehicles should only be reversed when necessary and with the assistance of a colleague
- When leaving the vehicle, drivers should ensure that the engine is off, the handbrake applied and the keys removed. This is to



Help is at hand

Safety For Business Ltd have been providing health and safety advice to SAIF members for many years. But what help is available? We provide free telephone and email guidance to all SAIF members. It is part of your membership plan. If you are uncertain about a health and safety matter, you are entitled to use our support service completely free of charge. We will not send you an invoice or try to get you to join a membership scheme.

If you need a more permanent relationship, we can do two things. We can visit and provide you with a full report on what we found and what you need to do (if anything) to improve. This costs just the price of travel. You can leave it at that and at least you have an action plan to work on. But if you do want our assistance to fully comply with health and safety legislation then, as part of your SAIF membership, we can offer a sizeable discount on our fees.

Talk to at Safety For Business today by calling 08456 344164.

avoid the vehicle moving without warning and particularly applies when leaving a vehicle on the road.

- If the view is restricted at the exit of the yard, then the driver should ask a colleague to see them out

Driving

Driving is a hazardous activity and you should always ensure that your employees are aware of their own personal safety while driving. Advice we would suggest is:

- Avoid driving for long hours and take sensible breaks
- Plan the journey such that they know precisely where they are going
- Always wear the seat belt
- Never use a mobile phone while driving, unless hands free. Even with hands free keep the use of mobiles to a minimum and assess the risk before using
- Keep car doors locked when driving
- Park in a safe, well lit area, especially if returning in the dark
- Always lock the car with valuables out of sight (preferably in the boot)
- Always approach the vehicle with the key/alarm in hand, and be aware of people around

When an employee drives for the first time, then you may wish to assess the specific risks and complete certain checks to ensure that the employee knows and understands all the procedures applicable. Check that they have a valid license and can legally drive.

CATCH THE WAVE

Isn't it strange how day after day nothing seems to change, but when you look back everything is different?

WORDS: DR BILL WEBSTER

Nothing remains static as the funeral profession finds innovative new products and services aimed at meeting contemporary needs created by change and a different breed of client.

For 'at-need' services, many consumers have moved away from 'traditional' towards 'personalised' rituals and meaningful celebrations of life, whether religious, civil or humanist. If these changes have made funerals more personal, more active, and offered positive benefits to people in reconciling their loss, it is a good change.

Think of the enormous advances in the area of pre-need. It is hard to believe that, for many years, most funeral directors felt their profession shouldn't be involved. We've come a long way, and today most people in the profession realise how helpful funeral pre-planning is to family members, as well, of course, as being of benefit to their own future business.

It has long been my opinion that the next wave will be a demand for aftercare. Some funeral directors have already caught the wave and seen the benefits. Helen Wathall of Derby embraced the Grief Journey programme, and her Bereavement Services Coordinator Angela Thompson has introduced programmes and facilitated community support groups, not only for their clients, but for the entire community. As a result, this year, G Wathall & Son won the Derby Telegraph Business Award for 'Contributing to the Community'. The PR and goodwill that such initiatives generate is priceless.

It is my belief that local funeral directors themselves hold the key to offering practical and economical support

in their own communities. Any effective aftercare programme must contain at least three elements:

1. COMPASSION

In my work, three main questions emerge from people when offered support. First: "Do you have any idea what I am going through?"

This question expresses the need for identification. "Can you begin to understand what I am experiencing?" Not just sympathy, but empathy, 'the ability to identify with and understand somebody else's feelings or difficulties'. Sympathy says "I understand". Empathy lets the recipient respond "I know you understand".

2. COMMUNICATION

The second question for a grieving person: "I don't understand... what is happening to me?"

This question expresses the need for information; people must know it before they can feel it. How many times do people respond "I'm fine" when we all know their heart is breaking? It is because they have not understood what grief is, and are afraid opening Pandora's box will destroy them.

Our compassion must be combined with the ability to communicate. Not everyone wants to attend a group or talk to a counsellor. Not everyone wants to go online or even read a book. Communicating with bereaved people must involve varied methods and means.

Some more effective means include books, newsletters and sympathy cards. Many people still like the tactile feel of something they can hold in their hands. But, of course, websites and videos also provide great information, especially when combined with stories with

which the bereaved person can identify.

3. COMMITMENT

The third question for a grieving person: "Why do I feel like I am so alone in this experience?"

This expresses the need for encouragement. Not just in receiving a book or in a phone call, or even a visit, but ongoing. And, yes I get it; the funeral director hasn't the time.

That is why an aftercare programme embracing many elements of support – psychological, educational, social – through varied resources to suit every situation is essential. Support is not for a month, three months or even a year; support is there when people need it. Birthdays, anniversaries, Christmas, Sundays, evenings – every time grief overwhelms.

It may be reading a book, watching a video on a website or attending a local support group. It may be calling a friend or someone they met in that community group. People know what they need, and how and when they want it delivered. The more varied our programmes, the more likely we will succeed.

Support takes as long as it takes, which is always longer than people who haven't been through it seem to think.

There are already signs that the next big thing in funerals will be support of the bereaved. So catch the wave – or you might miss the boat. ●

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 aftercare programme.

Check out Dr Bill's resources at his website, www.griefjourney.com

Contact: Linda D Jones,
Executive Director of
Resources, Grief Journey
T: 0333 8000 630
E: linda@griefjourney.com
www.griefjourney.co.uk

“WE’VE COME A LONG WAY, AND TODAY MOST PEOPLE IN THE PROFESSION REALISE HOW HELPFUL FUNERAL PRE-PLANNING IS TO FAMILY MEMBERS”

Dr Bill Webster



Dr Webster

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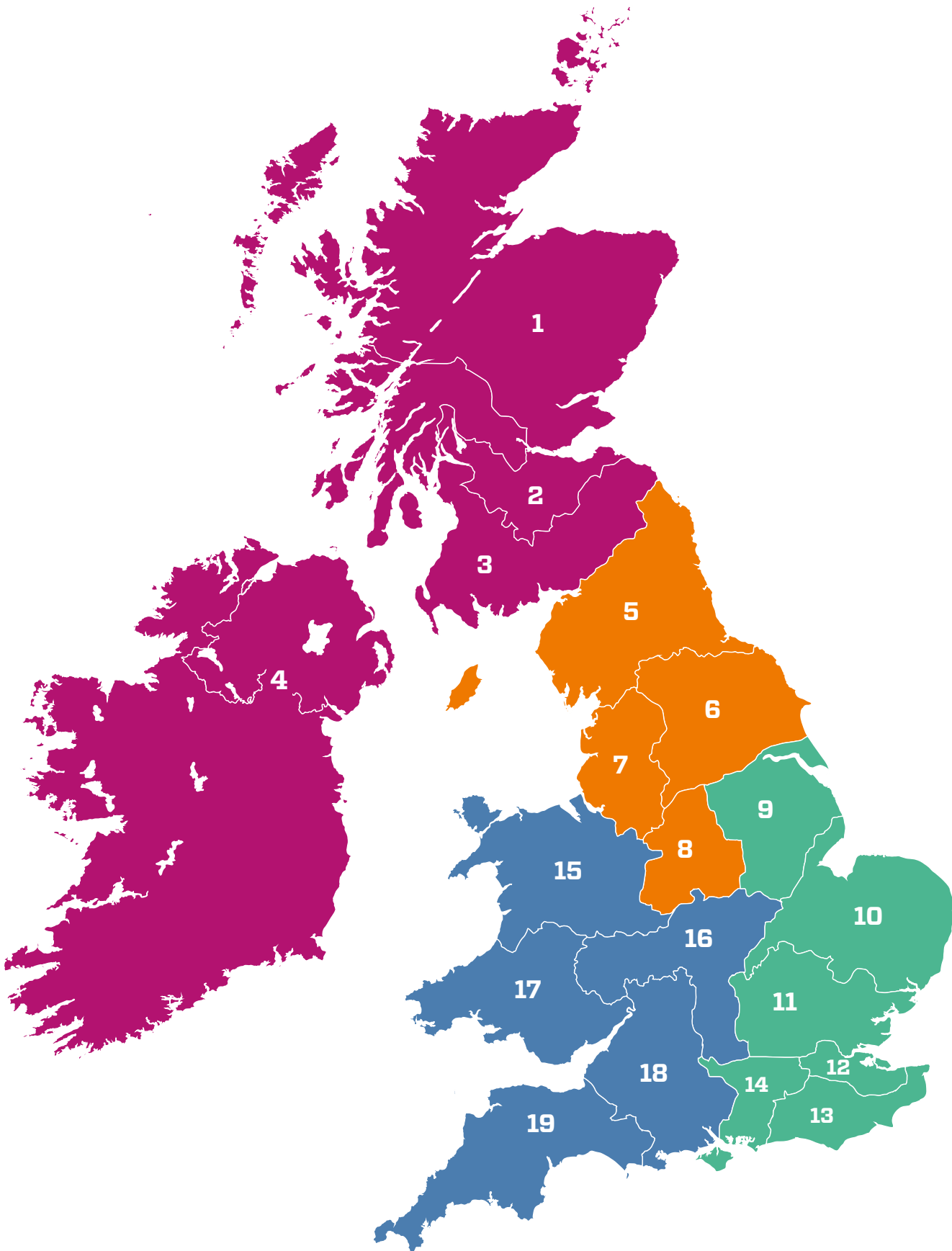
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The map shows the numbered regions that our Regional Sales Managers (RSMs) cover. See the RSM list opposite for your region and their contact details. You can get in touch with your RSM regarding anything you need to know about Golden Charter.

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.

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FUNERAL PLANNER OF THE YEAR 2017

CENTRAL MIDLANDS

Arlington Funeral Services Ltd	<250
Tony Fagan Independent Funeral Directors	<250
Wilkinson Bros	<250
A.J. Sellman Family Funeral Directors	250+
Hopkinson Wootton Lovatt Funeral Directors	250+
S Webb & Son Ltd	250+

EAST ENGLAND

Harwich & Dovercourt Independent Funeral Service Ltd	<250
Mark Skinner Funeral Service	<250
Murrant Family Funeral Services	<250
A J Coggles Family Funeral Directors	250+
F E Addlesee	250+
Turner & Son	250+

EAST MIDLANDS

Graham Ward Funeral Service	<250
Turner & Wilson Whitwell Ltd	<250
W Eyre & Sons	<250
A & M Hadfield Ltd	250+
E W Brown & Son Ltd	250+
Hammertons Funeral Directors	250+

NORTH ENGLAND

D C Studholme Ltd Funeral Directors	<250
Glen Miller Boldon Funeral Services	<250
Victoria House Funeral Service Ltd	<250
Gibsons Funeral Services Ltd	250+
Tynedale Family Funeral Directors Ltd	250+
Walker & Morrell Limited	250+

NORTH LONDON

Chenery Funeral Services Ltd	<250
Cheshunt Family Funeral Directors	<250
M Lucking & Sons	<250
Daniel Robinson & Sons Ltd	250+
F P Guiver & Sons Ltd	250+
S Stibbards & Sons Ltd	250+

NORTHERN IRELAND

Barry McBratney Ltd Funeral Directors	<250
McClure's Funeral Service	<250
Sandy Close Funeral Services	<250
W J O'Brien & Son Ltd	250+

SCOTLAND NORTH

Frank McLean & Son Ltd	<250
Fraserburgh Funeral Services	<250
John Gilfillan Independent Funeral Directors	<250
Emslie S Collier Funeral Directors	250+
John Fraser & Son	250+
Robert Mackie Funeral Directors	250+

SCOTLAND SOUTH

Alexander Muir Funeral Directors	<250
Beaton Bros Funeral Directors	<250
Thomas Sneddon Funeral Directors	<250
D Moodie & Co Funeral Directors	250+
Fosters Funeral Directors	250+
Jardine Funeral Directors Ltd	250+

SOUTH EAST ENGLAND

Abbey Funeral Services Ltd	<250
Philip Evans Funeral Services Ltd	<250
W S Cole & Son Ltd	<250
C Waterhouse & Sons	250+
H D Tribe Ltd	250+
W J Farrier & Son Ltd	250+

SOUTH EAST LONDON

Button & Family Funeral Services	<250
Clarkes Funeral Services	<250
Havill Funeral Services	<250
Medway Funeral Directors	250+
Viner & Sons Ltd	250+
West & Coe Funeral Directors	250+

SOUTH MIDLANDS

E Hill & Son Funeral Directors	<250
Merstow Green Ltd	<250
Stephen & Philip Painter Independent Family Funeral Directors	<250
Devall & Son Family Funeral Directors	250+
G Seller & Co Ltd	250+
J E Hackett & Sons Ltd	250+

SOUTH WALES

Caerphilly Funeral Services	<250
Peter Evans Funeral Directors	<250
Riverside Funeral Services	<250
Baglan Funeral Home	250+
Griffiths Bwtrimawr	250+
Tovey Bros	250+

SOUTH WEST ENGLAND

A E Stoodley & Son Ltd	<250
Bridgwater Funeral Services	<250
Shoobridge Funeral Services	<250
R J Bray & Son	250+
T & I Stockman Funeral Services	250+
Walter H Squires & Son	250+

SOUTH WEST LONDON

Lee Fletcher Funeral Services	<250
R & P Everson Family Funeral Directors	<250
Weaver Bros. Ltd	<250

Geoff Leather Independent Funeral Director	250+
Grady's Family Funeral Directors	250+
William Hall Independent Funeral Directors	250+

WEST ENGLAND

C V Gower Funeral Directors	<250
Michael Gamble Ltd	<250
Alexander Burn Funeral Directors	250+
Ernest Heal & Sons Funeral Directors Ltd	250+
Jonathan Terry Independent Funeral Directors	250+

WEST LANCASHIRE & MERSEYSIDE

Barrington's Funeral Service	<250
Brian Price & Son Ltd Funeral Directors	<250
Haydock Funeral Service Ltd	<250
D L Bannon & Culshaws Funeral Services	250+
J T Byrne Funeral Directors	250+
Martins The Funeral Directors	250+

WEST MIDLANDS & NORTH WALES

Fowles Funeral Services	<250
Laurence Jones	<250
Sovereign Funeral Services	<250
A & A Walters Ltd	250+
Roberts Bros	250+
Wombourne Funeral Services	250+

YORKSHIRE & EAST LANCASHIRE

Bensons Funeral Service	<250
David Butterfield Funeral Directors	<250
McTigue Funeral Directors	<250
David Gallagher Funeral Directors	250+
& Monumental Masons	
G Barlow & Sons Ltd	250+
Gateway Funeral Services	250+

FUNERAL PLANNER OF THE YEAR

WHAT TO EXPECT ON THE EVENING

18:20

Drinks reception

18:45

Doors open

19:00

Introduction and welcome
from host

19:15

Awards presentation begins

23:15

Live music and dancing

01:00

Event finish

CELEBRATING MEMORABLE PERFORMANCES

MALCOLM FLANDERS

Taking place in the nation's capital and surrounded by iconic sights such as the Houses of Parliament and the River Thames, this year's Funeral Planner of the Year Awards will celebrate the most memorable performances from 2016/17, which saw a record breaking 40,000 Golden Charter plans sold by independent funeral directors.

As we reflect on a particularly challenging year of new entrants, particularly in the digital space, and aggressive marketing strategies from big name competitors, we will recognise the outstanding efforts of the independent sector to remain consistent in their delivery of high quality service and care to families.

Remaining at the top can be even more difficult than getting there in the first place and, as the market is more turbulent than ever, there will continue to be new challenges that will undoubtedly distract us from our shared goal. However, by working together we can overcome these testing times for the prosperity of us all.

The Funeral Planner of the Year Awards are all about celebrating the achievements of independent funeral directors so, to all of our nominees and guests, many thanks for your continued commitment to working with Golden Charter – it really is appreciated.

Best wishes,



Malcolm Flanders, Director of Funeral Director Sales

DAN WALKER:

THIS YEAR'S HOST

In Dan's own words: "I am the same Dan Walker who presents BBC Breakfast News and Football Focus, and has a 100% losing record on Question of Sport (not entirely my fault).

"I also present a show on BBC World each week and have had the privilege of presenting on events like the Olympics, World Cups, European Championships, The Grand National, 6 Nations, Wimbledon, BBC's Open Golf coverage and the Tatton Flower Show in 2004 (Gordon Burns was ill).

"To answer some of the questions I normally get asked:

"Yes I have presented a couple of shows for 'Songs Of Praise'

"Yes 'The Gunpowder Plot' was my specialist subject on *Celebrity Mastermind*

"Yes I was humiliated by Trev and Simon on *Celebrity Pointless* (first round exit).

"When I am not on TV or the wireless I am also a regular corporate host working for a number of leading brands and businesses.

"I live in Sheffield, have three children, a wonderful wife and am a committed Christian. I also eat an awful lot of cake." www.danwalkertv

PREVIOUS WINNERS

Being nominated for a Funeral Planner of the Year Award is a great achievement, but it is just the beginning. Over the past year, *SAIF Insight* has been interviewing last year's winners about their businesses' success and their reaction to winning.

Robson's Funeral Directors: "It allowed us to advertise the fact that we had achieved that level of sales success – and being from a small town it was widely spoken about, which always helps."

A J Gascoigne & Son: "I did not expect to win but was thrilled to achieve the award as it was an achievement for my company and a team effort. The story was published in our local newspaper, giving us more publicity hopefully to sell more plans in the future. The certificate hangs proudly in our office and is displayed on our website."

Ernest Heal & Sons: "The Funeral Planner of the Year success has been noticeable, not only when fulfilling pre-need enquiries but also with at-need funeral clients who may have not used our services in the past. Not all of our clients have known our company for a lifetime or used our services for generations, so the positive advertising and company awareness generated following the regional wins definitely stood us in good stead with both aspects of our business."

R Banks & Son: "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."

J T Byrne Funeral Directors: "Winning the award gave us the advantage of promoting it as a benefit of choosing our company when a client decides to funeral plan. We had the benefit of local media coverage and also were able to use this when promoting our funeral plans through social media, on our website and in our in-house literature."

ABOUT THE VENUE

For this year's glitzy event in the capital, we have found a fitting venue in the shape of the Park Plaza London Riverbank Hotel.

Situated on the banks of the Thames and with fantastic views of Big Ben and the Houses of Parliament, the newly renovated four star hotel comprises 489 contemporary guest rooms, a fitness centre, a ballroom and the Chino Latino Bar & Restaurant, blending Pan-Asian flavours and Latin flourishes, along with 180-degree panoramic views of the river.

The venue is perfectly situated to take in the best that London has to offer, from a show at the world famous West End to the majestic Buckingham Palace – not forgetting the nearby Southbank Centre, which is Europe's largest centre for the arts.

With this year's event being held in one of the greatest cities in the world, there truly is something for everyone!

Park Plaza London Riverbank Hotel, 18 Albert Embankment, London SE1 7TJ

ENTERTAINMENT (AND A SURPRISE)

In recent years, more than a few FPOY guests have asked for entertainment and dancing after the event – and some of you have even taken it into your own hands.

This year, the awards presentation will be immediately followed by live music, with a dancefloor set aside in the room's centre.

That's not all, but you will have to turn up on the night to see the extra surprise in store. It wouldn't be FPOY without a little extra, and this year's black tie event has gone one step further than ever before.

FUNERAL PLANNER OF THE YEAR 2017