



# Insight

THE VOICE OF INDEPENDENT FUNERAL DIRECTORS

DECEMBER 2023 | NO. 252

## HIT THE HEIGHTS



Our members are  
committed to providing the  
highest standards of care

# Create the independent future you want.

**While SAIF represents you on the issues that matter.**

**We know how much you value your independence.**

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

For over 30 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.

**Visit [saif.org.uk](http://saif.org.uk) or  
call us on 0345 230 6777 or 01279 726777**



# Insight

## December 2023



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Beautiful and completely plastic free, our award winning willow coffins are hand woven using willow grown on our family farm in Somerset.



### Natural and eco-friendly

At Musgrove Willows we're dedicated to minimising the impact on the farmland around us and receiving the GGFA Suppliers Gold Award is testament to our ongoing commitment to the environment and our customers.

Visit [www.musgrovewillowsoffins.co.uk](http://www.musgrovewillowsoffins.co.uk) or call 01278 691105 for more information.





# The 'R' word

I hope that you and your staff manage some quality R&R, rest and relaxation, during the Christmas season. It's important to find balance in our work, rest and play.

There's another 'R' word that we as funeral directors have faced more in the past six years than the last 60 years. You guessed it: 'regulation'. By belonging to the trade association that seeks to set the highest standards in the profession, you are voluntarily regulated. The SAIF logo in your shop window is a pledge to abide by our Code of Practice. It also provides your customers with dependable recourse in the rare circumstance of an unresolved conflict. This is important in our society of consumers.

Then there is SAIF's Quality Assurance programme, that is, the business support and assessment framework underpinning your membership. The programme is certified as an ISO9001 Quality Management System (QMS) by the United Kingdom Accreditation Service (UKAS), which is an international standard. SAIF is audited annually and our QMS team reviews this quarterly.

Furthermore, should a client of a SAIF member wish to complain, the Professional Standards Team is now an CTSI-approved Alternative Dispute Resolution (ADR) body. This makes it the equivalent of a mediation and arbitration service. By this, we seek to ensure consumers are recompensed appropriately on the rare occasion that a funeral director drops one of the many plates they are spinning. It also protects our members from unscrupulous complaints.

Of course, some of these are highly complex issues, and that is why SAIF opted to train a team of practising funeral directors, rather than professionals who understand less about the intricacies of the funeral sector. Members grappling with difficult complaints are welcome to discuss the issue in confidence with SAIF's Professional Standards Team, which might be able to advise on a course of

action to take. The aim here is to resolve the complaint more efficiently for the client and avoid unnecessary escalation.

SAIF also secured Primary Authority status with the Buckinghamshire and Surrey County Council. This enables us to set near universal consumer terms and conditions for our members – terms accepted by trading standards teams across Britain and, in most cases, Northern Ireland. It's one way SAIF is protecting you from difficult legal situations in a complaint-orientated consumer culture.

Some statutory regulators that impact funeral directors:

- **Competition and Markets Authority (CMA)** – Terms, conditions and pricing information formats
- **Financial Conduct Authority (FCA)** – Funeral plan pathways for selling plans, introducer or approval status
- **Human Tissue Authority (HTA)** – Regulates the legal removal, storage and analysis of human tissue
- **Joint Committee on Vaccination and Immunisation (JCVI)** – Which approved funeral directors to receive the Covid-19 vaccination as frontline workers (only) during the pandemic. [Plus, the Green Book on immunisation against infectious diseases]
- **Health and Safety Executive (HSE)** – Government agency that protects safety at work
- **Information Commissioners' Office (ICO)** – Regulates the use of private data and GDPR 2018 Act laws
- **Environmental Agency (EA)** – Oversees legal disposal of hazardous and non-hazardous waste
- **Trading Standards Authority** – Local enforcement of consumer protection laws
- **Advertising Standards Authority** – A co-regulated government body for TV and media to ensure codes of practice in advertising are met
- **Four nation government departments** – Managing laws of burial, exhumation, and



cremation and registration of deaths. Including medical referees and medical examiners

- **DVLA and local authorities** – Regulates who drives our vehicles and, in some cases, the price of driving them in urban areas
- **Burial and cremation authorities** – Policing the types of coffins families use and the amount of time spent at a funeral service.
- **SAIF Scotland** is working very closely with the Scottish Government as it moves towards the implementation of the first statutory code of practice in the UK for funeral directors. Be assured our representatives are providing the highest level of input with their skills and professionalism. Also, SAIF's Code of Practice, which was approved by member vote in March 2022, is based on the Scottish draft Code of Practice. We are supporting all funeral directors, whether in Scotland or outside of, who conduct a funeral in Scotland, to comply with the Burial and Cremation Act 2016 and laws thereon.

## Save the dates in your calendar – Education Days and Regional Meetings 2024

In Scotland the AGM will be **Thursday 22 February 7pm, Edinburgh**. The Scottish Education Day is booked for **Saturday 1 June 9.30am-4.30pm, Dunblane**.

National SAIF's AGM weekend is **Friday 22 Saturday to 24 March, York**.

National Education Day is **Saturday 5 October 10am-4.30pm, Leicester**. The National Funeral Exhibition (NFE) is **Thursday 13 to Saturday 15 June, Stoneleigh**.

Local 'regulation ready' roadshow dates by Scottish SAIF will shortly be announced.

The Regional Meetings in England and Wales will recommence in 2024, dates will be released soon.

As well as a date for an Education Day in Northern Ireland for 2024.

Wishing you and yours, as well as our world, peace and goodwill this advent season. 🕯️

*Terry TENNENS*

**Terry Tennens F.SAIF**  
SAIF Chief Executive

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

# Widen the net

and secure a stream  
of future funerals



## **With our new online plan sales platform, it's easy to sell funeral plans directly from your website**

Adding online plan sales to your business website means that, with just one click, a customer can go straight from your own website to purchasing a plan. It provides the opportunity to browse and buy whenever it suits them, even if that's outside your regular business hours.

It's convenient for customers, and it's easy for you. We provide the platform, and everything is fully branded for your business. This gives families the reassurance of going through their trusted, local independent funeral director.

## **Get started with online plan sales today**

Over 180 businesses now have the ability to offer Golden Charter funeral plans online, and over 300 businesses have registered to join. So don't miss out.

Your Golden Charter business manager is here to answer any questions about online plan sales, and help you get started. You'll also find lots of great support in our online plan sales folder on **mygoldencharter.co.uk** including our best practice guide, FAQs and social media copy.

# 68%

of people are  
happy to buy  
a funeral plan  
through a  
local funeral  
director's  
website.<sup>†</sup>

<sup>†</sup>Source: James Law Research Ltd,  
Golden Charter Attitudes and Intentions  
Research, October 2022.

**Golden Charter**   
Smart Planning for Later Life



# Harnessing innovation

Charlie Norman, Golden Charter CEO, examines a market that has already started to evolve again since he joined it earlier this year

**I**t didn't take long for me to stop feeling like the new kid on the block. This is my second *SAIFInsight*, and since I started the world of funerals is already evolving again.

## Starting with the customer

I'm using this column to look ahead, but I couldn't take us forward effectively if I wasn't starting from a fantastic launch pad. One of the most valuable things my predecessor, Suzanne, brought to Golden Charter was her focus on families: what the customer is thinking, feeling and doing. That means we have caring colleagues who know how to treat customers and years of insight into what those customers want.

What do they want? Some of it is already provided by independent funeral directors and Golden Charter – our new survey results confirm that great service is one of the sharpest tools in our collective toolbox.

If our service is excellent then what is there to improve? Primarily, it's about reaching customers in the first place. Now more than ever, that needs a variety of approaches. And varying our approach means innovating.

## Competitor activity

The newcomer British Funerals is the

*"Whether you're an appointed or introducer appointed representative, your business manager is ready to talk through what's right for you"*

latest to bring a radically different model into the at-need world. It's focused on selling funerals online at the moment, although I have no doubt that at-need and pre-need opportunities will be attractive to many established businesses and new entrants alike.

That means I started at a good time. If the market is evolving, it's helpful that we're going through a period of change ourselves.

While change can seem threatening when competitors and newcomers are the ones leading it, change is also something we can harness ourselves so we're giving customers the best possible experiences. Where we collectively see a new consumer behaviour or a new opportunity, having Golden Charter pursue it means we can find out how to make it work for our customers and ourselves. When Golden Charter innovates, it's so we can find the best way to serve customers and connect them to you.

## Our innovation

So, what are the latest ways to find families and engage them? Some of our new approaches are ready for you to use – you might even be using them already. Others are being piloted right now.

## Online plan sales and referrals:

The most established of this year's innovations for reaching families, we've already seen 17,000 potential customers visiting the pages of




\*James Law  
Research Ltd,  
October 2022

funeral directors who have signed up. This service lets potential customers go from your site into a Golden Charter online sales journey which is bespoke to your business. Completing our sign-up process and adding the public link to your site is the simplest way for you to reach the 68% of customers\* who are open to purchasing plans through their local independent's website.

**Enquiry manager:** Introducer appointed representatives have been able to easily record and follow up on enquiries via this tool on [mygoldencharter.co.uk](https://mygoldencharter.co.uk) – and now appointed representatives can too. If you're new to it, join one of our interactive customer experience workshops with your Golden Charter business manager and see how it can revolutionise how you can support enquiries.

**localfuneral.co.uk:** We've been helping families find you online at the time of need for years, and now [localfuneral.co.uk](https://localfuneral.co.uk) is looking at a number of new ways to point those customers in the right direction. Ensure you're registered and that your information is up to date on the site and you'll be able to benefit as we explore what we can do together.

Whether you're an appointed or introducer appointed representative, your business manager is ready to talk through what's right for you.

The world won't stop evolving, and my aim for Golden Charter is that we use that change to reach the customers we connect to you in ever better ways. 

**Charlie Norman**  
Golden Charter,  
Chief Executive  
Officer

[charlie.norman@goldencharter.co.uk](mailto:charlie.norman@goldencharter.co.uk)

# the briefing

The voice of more than 870 members

## BEREAVEMENT

**B**ereavement is not a mental health problem and most people will, with some support, grieve healthily. But it can become an issue if grief remains unresolved and support isn't available early. People often don't know where to find that support.

AtaLoss is a member of SAIF because we can help you help your bereaved clients. If you don't have the time, resources or expertise to provide support or initiate your own bereavement support projects, AtaLoss has made this much, much easier for you. So please read on!

AtaLoss is a charity that provides [www.ataloss.org](http://www.ataloss.org) – winner of the Best UK Bereavement Signposting Website 2023 and Best UK Bereavement Information Provider 2023 national awards. On our one-stop website, you or your client can:

- Access our online directory of services – more than 1,500 support services (free and paid for) across all corners of the UK and from all sectors. These are regularly reviewed and updated.
- Find all types of support available – counselling isn't for everyone and can be unhelpful in the first few months of bereavement. Many different local options can be found on the website, including age-appropriate support for youngsters under 18.
- Find helplines and specialist support in situations where urgent or specialist support is needed – sudden loss, suicide or baby loss, for example.
- Explore a library of helpful resources to read, watch or download.
- Get counselling support via our free webchat service – GriefChat.

### Funeral directors can help people find us by:

- Displaying our logo and a link to [AtaLoss.org](http://AtaLoss.org) on your website.
- Incorporating information about [AtaLoss.org](http://AtaLoss.org) in your client packs.
- Displaying our A5 posters in your premises. They are discreet, inclusive and easy to read.
- Use our small signposting cards to hand to clients and funeral attendees.
- Buy our 'Remembering Someone' badges to send to clients on the anniversary of the funeral or as a gift at Christmas as part of your aftercare service.



## 'What's good for your clients is good for business'

AtaLoss has also pioneered a six-week, peer support programme called 'The Bereavement Journey' – highly acclaimed and tried and tested over 25 years. Trained by us, churches are running the course all over the country – maybe in your locality. It is available to anyone, of any faith or none.

Funeral directors, community workers, social prescribers and GPs are already referring clients and patients to The Bereavement Journey because of the amazing results being achieved.

Your clients will thank you for directing them to [AtaLoss.org](http://AtaLoss.org) and The Bereavement Journey. What's good for your clients, is good for your business.

For more information, for posters or resources, contact Jane Woodward, AtaLoss Executive Director, by email to [office@ataloss.org](mailto:office@ataloss.org).

By Jane Woodward,  
AtaLoss Executive  
Director

## ANNIVERSARY

### £830 boost to Mentell charity

SAIF National President Mark Horton attended an event to celebrate the 160th anniversary of Jonathan Alcock & Sons Ltd.

The firm was also thrilled to be able to support the charity Mentell on the evening. Dave Thompson, pictured with Mark, is a representative for Mentell and also one of the firm's casual driver/bearer team. The firm raised £830 for Mentell from the raffle!

More information on Mentell and the important work it does is available at [www.mentell.org.uk](http://www.mentell.org.uk)



Mark Horton, SAIF President, Graham Greenhalgh, Mayor of Stockport, and Dave Thompson



Ryan Guerin, Mark Horton and guests





HEALTH AND SAFETY

# Neurodiversity in the workplace

By Loch HR

Singer Lewis Capaldi hit the headlines when his performance at Glastonbury was impacted by Tourette's syndrome. In the summer, TV presenter Mel Sykes disclosed that, as well as receiving an autism diagnosis in 2021, she thinks she has Tourette's syndrome too. Tourette's syndrome is a neurodivergent condition and, with one in seven of us in the UK having a neurodivergent condition, it's increasingly important that all employers know about neurodiversity and how best to manage employees who are neurodivergent.

Neurodiversity refers to the natural variation in human brains and the ways to process information, and includes conditions such as autism, dyslexia, ADHD and Tourette's syndrome.

Tourette's syndrome is a neurological condition that causes the individual to make involuntary movements or sounds, called tics. Self-diagnosis is not the best way to approach whether or not the person is neurodivergent, and employees should be encouraged to obtain a formal diagnosis via their GP

to establish if that is the reason why they function in a particular way and rule out something else, and also to clarify if the condition could be regarded as a disability under the Equality Act 2010.

The Act protects individuals from discrimination based on one of nine protected characteristics, including disability. It defines a disability as a physical or mental impairment that has a substantial and long-term adverse effect on an individual's ability to conduct normal day-to-day activities.

Simply having a neurodivergent condition does not automatically mean the person has a disability. If someone has a disability, there is a legal duty to make reasonable adjustments to help overcome any disadvantage they may face. Adjustments can include changes to working hours and providing specific equipment, training or support.

Employers must also consider the Health and Safety at Work Act 1974, which places a duty on employers to ensure the health, safety and welfare of their employees at work. This includes considering any risks or hazards that may be present for a neurodivergent individual.

OBITUARY

## Jonathon Bewley

Jonathon Bewley, of Corsham, formally Melksham, died at home surrounded by all his family on 31 October, aged 70.

Much loved husband of Kate, precious father of Aaron, Roanne, Josh, Rachel and Christian, cool dude gramps of Aadi, Asher and Afi. Jonathon will be sorely missed by all his family and many friends.

A celebration of his life was held at Leafy Lane Natural Burial Woods on Saturday 11 November.

Donations in memory of Jonathon for Prostate Cancer UK and the Woodland Trust, 20 Sussex Road, Haywards Heath RH16 4EA. Tel: 01444 451166.

EXPANSION

## Gaunt family opens new home

Multi-award-winning Black Country family funeral directors FP Gaunt and Sons has expanded to Kidderminster. Since 1900, the Gaunt family has been providing a first-class funeral service and this will be its fifth funeral home, called Gaunts of Kidderminster.

It will be run under the personal attention of fifth and sixth generation funeral directors, Heidi Share and her son Sam Gaunt. Heidi joined the company at their head office in Blackheath in 1991 as a funeral administrator before becoming managing director in 2008. Sam followed in her footsteps, starting out as a funeral operative in 2010. He gained his Diploma in Funeral Arranging and Administration in 2014 and is now a director of the business and oversees the day-to-day management alongside his younger brother, Jake. Heidi's youngest son, Joe, joined the family business in 2020.

The new funeral home offers a warm and homely welcome, has ample parking and showcases a wide range of services. There are two private chapels, specifically designed to offer private and peaceful surroundings. Sam said: "We believe we are the leading service providers in the Black Country. We wanted to offer our services to the towns and villages in and around Kidderminster."

FP Gaunt and Sons



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ELECTION

## Yorkshire celebrant becomes president of national organisation

At the recent annual conference and AGM of the Association of Independent Celebrants (AOIC), Halifax celebrant Jeff Heaton proudly took the helm as elected President of the association.

Held at the historic Macdonald Alveston Manor Hotel, Stratford-upon-Avon, on Saturday 14 October, the event saw its largest attendance since the organisation began in 2007. Celebrants from across the country enjoyed several industry-related sessions and development opportunities, along with an evening dinner and the AOIC's awards ceremony.

New President Jeff has been an independent celebrant since 2016, conducting weddings, funerals and naming ceremonies across the Halifax region. From Southowram, he has also worked with families and the bereaved further afield, attending green burials in woodland cemeteries in different parts of the country.

Jeff said: "I have been the Vice President of the AOIC for the last year and it is an honour to have been made President for the 2023/24 term. The organisation has seen huge growth in recent years and I am looking forward to helping share a greater understanding of what an independent celebrant is during my tenure."

Jeff will continue the representation of the AOIC with organisations such as the NAFD and SAIF, and will seek to expand links to other groups. The AOIC is the only registered national trade association for independent celebrants, acting as 'the voice of the celebrant' throughout the industry. It represents celebrants on various committees and is working with MPs on wedding law reform. Find out more at [www.independentcelebrants.com](http://www.independentcelebrants.com) and on Jeff's website at [www.life-celebrant.co.uk](http://www.life-celebrant.co.uk)



CHARITY

# The spirit of giving

**G**olden Charter would like to say a huge thank you to all our partners that have been involved in our charity partnership with the Royal British Legion (RBL) and Poppyscotland during this year's campaign.

Our Remembrance window display competition officially came to a close as of Sunday 12 November and we are thrilled to have received an overwhelming number of entries. Your window displays have not only showcased your dedication and creativity, but have also paid tribute to those who've made sacrifices for our freedom.

Rufus Cruft, RBL Director of Fundraising, said: "I'd like to take this opportunity to say a heartfelt thank you for your support of the Royal British Legion and Poppyscotland through your participation in the Golden Charter partnership campaign. Every £25 you donate will help us continue to provide vital support to serving and ex-serving personnel and their families."

"We are always heartened by the thought and creativity that goes into displays like yours each year. Thank you for bringing Remembrance into your local community and showing your support and recognition of our Armed Forces in this way."

We are pleased to announce the winner of our Remembrance window display competition was

By Deborah Morton,  
Golden Charter  
Campaign Manager

SUPPORT

## Appreciation for funeral directors

The Scottish Government's Burial and Cremation Team has publicly noted its appreciation for the collaborative working of funeral directors in Scotland. In a newsletter entitled 'Update to communication titled Uplift of deceased from

NHS and public mortuaries', the Burial and Cremation Policy Team said: "We recently wrote to funeral directors with a request to uplift deceased from NHS and local authority mortuaries at the earliest possible opportunity to help alleviate the pressures anticipated over the winter period."

"While that request still stands, we also recognise that there are many complex and interlinked factors which put pressure on mortuary capacity; many of which are not the responsibility of funeral directors. With such cross-

organisational involvement, action is required on many fronts if improvements are to continue to be made.

"We applaud the good work that has been taking place in some areas of Scotland between funeral directors, the NHS and local authority mortuary operators leading to improved communication and quicker uplift times."

"Funeral directors play a vital role in the death management system and the Scottish Government values the ongoing strong links we have with the sector."

MEETINGS

## SAIF-AOIC event on the value of attended funerals

A joint SAIF-AOIC event on direct cremation was well attended by members, celebrants and community groups.

Held at the Stepco Hall, Exeter, on Wednesday 11 October, it featured SAIF President Terry Tennens and the immediate AOIC Past President Grace Jevons speaking.

SAIF hosts a number of events and meetings throughout the year.

Here are the upcoming events for 2024:

- SAIF Executive Meeting, 13 February
- SAIF AGM, 22 to 24 March
- SAIF Executive, 1 May
- SAIF Executive Online Meeting, 26 June
- SAIF Executive Meeting, 4 October
- National Education Day, 5 October
- SAIF Executive Meeting, 4 December [tbc]

More details are available at [www.saif.org.uk/events](http://www.saif.org.uk/events)





Winner: Neil and Sonya Milsted window display

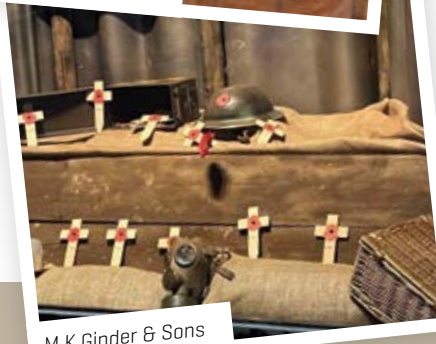
Neil and Sonya Milsted Independent Funeral Directors & Monumental Masons for their outstanding dedication and creativity. Your display truly paid a heartfelt tribute to the Armed Forces community. Neil and Sonya Milsted are the lucky winners of £500 of restaurant vouchers. Vouchers also go to our runners-up, M K Ginder & Sons and Kenneth Keegan Independent Funeral Directors.

We'd also like to thank all entrants for your support! You should by now have received a special thank you gift as a sign of appreciation for your efforts.

The campaign period doesn't end with Remembrance, you can still take part right up until 31 July 2024. By participating in this campaign, you'll contribute a £25 donation to the RBL or Poppyscotland with every eligible funeral plan sold and allocated to your business during your chosen campaign period. Speak to your Golden Charter business manager or email [RBL@goldencharter.co.uk](mailto:RBL@goldencharter.co.uk) to get started.



Kenneth Keegan Independent Funeral Directors



M K Ginder & Sons

New funeral celebrants qualification > Page 12

#### OBITUARY

### Sandy Gallagher

Sandy Gallagher, of P & S Gallagher Funeral Directors, died unexpectedly but peacefully on 9 October, aged 76 years, at Goldbridge Nursing and Care Home.

Dearly loved and devoted wife of Pat and very special mum to the late Matthew.

Sandy's funeral

service was held at Holy Trinity Church, Cuckfield, on Saturday 28 October at 11.30am, followed by private cremation. Donations in Sandy's memory can be made at [www.pandsgallagher.co.uk](http://www.pandsgallagher.co.uk) (click on 'Memory Giving') or by cheque payable to Finley's Touch and sent c/o P & S Gallagher, Fraser House, 20 Sussex Road, Haywards Heath RH16 4EA. Tel: 01444 451166.



## ALLSOPS

### Join Allsops in Supporting St. Barnabas Hospice Care

This December, your purchases empower lives at St. Barnabas. For every order above £50, Allsops will donate £1 to the hospice and then double the total amount raised. Let's celebrate the season of giving by bringing warmth and support to those in need.

Together for a caring cause,

The Allsops Team



To place an order or for more information, contact us on 01903 213991 or email [info@allsops.net](mailto:info@allsops.net)

## AWARDS

### Well done, IFD

Congratulations to all at the Independent Funeral Directors' (IFD) College.

The team were delighted to be shortlisted and were announced in second place for the Bespoke Accreditation Centre of the Year Award at the recent AIM ceremony.



The ceremony

## PREPARATION

### Plan customers are easier to reach than you may think

Golden Charter's latest data analysis reveals that after planning a funeral for a loved one, one in three people consider putting their own plan in place.

The plan provider said: "That could be because their loved one having a funeral plan helped them deal with a difficult situation, motivating them to do the same for their family. Ensure your families know that, whenever they're ready, if they're looking for a plan, that you'd be happy to help."

For further insights to help you plan for success, contact your Golden Charter business manager.



Plan for success

## EDUCATION

# New funeral celebrants qualification

*Civil Ceremonies announces the National Open College Network (NOCN) Level 4 Diploma in Advanced Practice Funeral Celebrancy*

**B**uilding on the popularity and reputation of the NOCN Level 3 Diploma in Funeral Celebrancy, which is the entry level national qualification, the new level 4 diploma has been created for practicing celebrants and is, as its title says, 'advanced practice'.

Civil Ceremonies Managing Director Anne Barber said: "The aim has always been, and remains, to make funerals better. There was no progression for funeral celebrants, but this course will enable them to demonstrate their passion for creating and delivering the very best possible funerals."

Civil Ceremonies was rated as 'Outstanding' by Ofsted in all categories for the NOCN Level 3 Diploma which they have offered to those entering the profession for more than 21 years. Level 3 is at the same level as an A-level, with level 4 the equivalent of the first year of a Bachelor's degree and is the very highest qualification possible for funeral celebrants with 58 credits and 19 units. The content

reflects this higher education standard and is organised into eight sections, which are mostly completed by distance learning with Zoom sessions and audio files. The course includes sections on inclusivity at funerals and the advanced practice sections on writing, delivery skills, challenging interview situations, child and baby funerals, deeper understanding of music and technology at funerals and advanced ashes ceremonies and memorial ceremonies. The course includes an hour of expert voice coaching on Zoom and accommodation for an assessment day, which is held at Mitchell Hall, in Bedfordshire.

Civil Ceremonies believes that, as funeral directors can choose to use celebrants from a growing number who approach them, it is becoming increasingly essential for celebrants to develop their skills and knowledge further and learn new techniques. Funeral celebrancy is a growing profession that needs progressive celebrants.

The course, which can take up to a year to complete, is open to all practicing funeral celebrants.

It doesn't matter whether the celebrant originally trained with Civil Ceremonies or any other training provider, or how long ago they trained, there are criteria to fulfil for entry to the course and details can be obtained from Civil Ceremonies.

For further information and a course prospectus, email [info@civileremonies.co.uk](mailto:info@civileremonies.co.uk) or call 01480 276080. Further information is also available at [www.civileremonies.co.uk](http://www.civileremonies.co.uk)



## ELECTION

### The new FSA President

The Funeral Suppliers' Association (FSA) has elected Anthony Hill, Managing Director of Somerset Willow England, as its new National President. Anthony succeeds Philip Halliday, who completed a two-year term.

Anthony said: "It gives me great pleasure to follow Phil into this role and I thank

him for his tenure as FSA President. Your commitment, presence and hard work have been undeniably reassuring for us all – you have firmly cemented your position within the echelons of FSA history. I promise to channel my energy into representing the FSA to the highest standard."



Anthony Hill



SPONSORED



## Lemon's compassionate call-answering services

Lemon Contact Centre stands as your dedicated call-answering partner, committed to providing compassionate care to families in their time of need. We understand the unique challenges inherent in managing a funeral business and, with our unwavering support, you can trust that your funeral calls will be handled with the highest level of professionalism and expertise.

Our 24/7 funeral team boasts more than two decades of experience in the industry, a testament to our enduring commitment to managing every call with utmost sensitivity. Our highly skilled team members undergo rigorous training to meet the highest standards, ensuring they deliver empathetic customer service that serves as a crucial pillar of support for those navigating the difficult stages of a loved one's passing.



Recognised as a trusted partner in the funeral industry, Lemon has earned its reputation through 20 years of dedicated service. Funeral directors can depend on us, especially during critical out-of-hours periods. Beyond simply answering calls, we actively contribute to easing the burden on your funeral operatives, preventing unnecessary disturbances and establishing a support

network that promotes a healthier work-life balance, thereby cultivating a happier and more motivated team.

With Lemon as your trusted call-answering partner, we seamlessly integrate with your funeral home, becoming a true extension of your services and you can rest assured that every call will be handled with the care and attention it rightfully deserves.

[www.lemoncontactcentre.co.uk](http://www.lemoncontactcentre.co.uk)

### Contact Us



**Alexandra Routledge**  
Client Engagement Manager

Mobile: 07917 864392  
Tel: 01642 662772  
Email: [ARoutledge@no-sour-business.co.uk](mailto:ARoutledge@no-sour-business.co.uk)

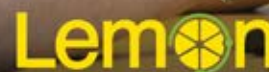
## Your funeral calls answered with care

- 🌟 20 years' experience handling calls for the funeral industry
- 🌟 Calls answered by funeral trained operators, available 24/7
- 🌟 Improve work-life balance by removing the strain off your team out-of-hours
- 🌟 Our team will ensure that your clients receive a truly caring and professional service on every call

**Contact us today to see how we can help your business.**

🌐 [lemoncontactcentre.co.uk](http://lemoncontactcentre.co.uk)  
☎ 0800 612 7595  
📍 24/7 and UK-based

Lemon Business Solutions Ltd  
Unit 1, Lockhead Court  
Preston Farm Business Park  
Stockton-on-Tees  
TS18 3SH



# SUPPORTING FAMILIES AND FAMILY FUNERAL DIRECTORS

*Mark Moran, Commercial Director at Golden Charter, discusses why it's the independent funeral directors' funeral plan provider of choice*

## Your partner of choice

With the biggest network of appointed representatives and introducer appointed representatives of any funeral plan provider, we're very proud of the relationships we have with independent funeral directors. Through our partnership and shared customer focus, we're committed to helping our partners connect with families in a changing marketplace.

We offer our partners a range of flexible support, from our digital tools such as online plan sales, digital applications, enquiry manager

and [localfuneral.co.uk](http://localfuneral.co.uk) to CPD, training, regulatory assistance, resources and marketing materials.

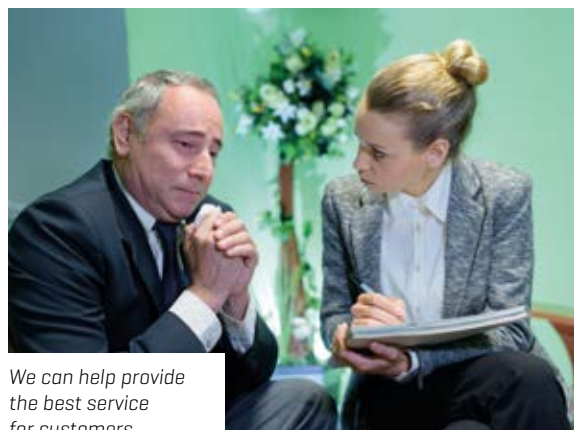
We allocated 191 funeral plans and funeral benefit options each day last year, which I believe makes us firmly the biggest provider of allocations in the UK pre-paid funeral plan market.<sup>1</sup> We also have the UK's largest team of dedicated support managers who give practical help and advice.

As part of our regulatory support we carry out annual due diligence in line with FCA requirements. I'd like to extend our thanks to our partners for providing the required information. We appreciate how busy you are and your commitment to ensuring funeral plan customers receive an excellent experience is greatly appreciated.

## Planning for success

Our support enables funeral directors to plan for success by securing future income for your business through providing customers with access to funeral plans. Consumer demand for funeral plans remains strong and we're committed to helping independents secure and benefit from these plan sales to help you to maximise the future potential of your business.

*"Our support enables funeral directors to plan for success by securing future income for your business through providing customers with access to funeral plans"*



We can help provide the best service for customers



**Mark Moran**  
Commercial  
Director,  
Golden Charter



*"In the past year, we've seen an overwhelming move by our partners to our digital applications system instead of paper application forms"*

as to how you can support funeral plan customers compliantly. In addition, [mygoldencharter.co.uk](https://mygoldencharter.co.uk) is an area exclusively for funeral directors who offer, introduce and hold Golden Charter funeral plans.

The self-service area enables appointed representatives to guide a customer through their funeral plan journey with access to our intuitive and FCA-complaint digital applications system at a time and place that suits them. Introducer appointed representatives can find an array of materials to help build confidence in introducing plans. [Mygoldencharter.co.uk](https://mygoldencharter.co.uk) is also where introducer appointed representatives can find our enquiry manager; a secure place to refer customers to our contact centre team.

*It's important that families can trust their funeral director*


### **Making funeral plan applications digital for customers**

In the past year, we've seen an overwhelming move by our partners to our digital

applications system instead of paper application forms. Our digital applications help you guide customers through the process of choosing and purchasing a funeral plan; prompting the right questions and automatically generating the supporting documentation for customers.

To ensure customers receive a consistently high-quality experience, we're beginning to phase out paper applications. Our appointed representative partners will be able to submit a paper application until 31 March 2024. From then, new applications can only be submitted online. We can also support customers to complete their funeral plan application over the phone with our Contact Centre team.

As we begin to phase out paper applications, we're here to help approved persons and plan sellers make the switch to digital. We offer weekly digital training sessions to help you and your team become familiar with our digital applications system, so why not sign up now to make sure you're ready for the switch? These training sessions even count towards your annual CPD.

If you have any questions, please contact your Golden Charter business manager. If you don't work with Golden Charter but would like to find out more about selling or introducing our funeral plans, please email [partner@goldencharter.co.uk](mailto:partner@goldencharter.co.uk) 

Our Plan for Success campaign lifts the lid on how consistent focus on funeral plans contributes to the bottom line.

The research we carry out helps you better respond to changing customer preferences and behaviours in the marketplace. Your Golden Charter business manager can help you understand the true potential for future business growth. Using our reporting tool, Nexus, they can provide you with in-depth information related to your individual funeral plan sales, community and opportunity.

### **Supporting funeral plan enquirers**

The relationships you foster with your community as an independent funeral director are invaluable. Reaching out to families to let them know you can provide them with access to a funeral plan is just another way you can offer support.

When they choose to plan ahead, families often seek out the reassurance of their trusted funeral director. Whether as an appointed or an introducer appointed representative, you provide families with much needed support and play an important role in their funeral plan purchase journey.

Your Golden Charter business manager is on hand to answer any questions you may have and offer guidance



1 Based on funeral plans and FBOs allocated to independent funeral directors between January and December 2022.



# MANAGING THE INTRODUCTION OF TECHNOLOGY TO A FUNERAL HOME

In an era marked by rapid technological advancements, our industry is not exempt from the influence of technology. Covid-19 accelerated the rate of technological development and adoption across the funeral profession.

The integration of technology in funeral homes has the potential to enhance operational efficiency, improve service quality and provide personalised experiences for grieving families. However, introducing technology in a traditional and sensitive environment such as a funeral home requires careful planning, consideration and tact.

It is important to consider the best strategies and practices to effectively manage the introduction of technology to your business, ensuring a seamless transition that respects the needs and desires of both funeral professionals and bereaved individuals.

## 1. Identifying appropriate technological applications

Before implementing technology, it is crucial to identify appropriate applications that align with the values and goals of the business.

This could include digital record-keeping systems, online obituary platforms, memorial websites, virtual attendance options and multimedia tributes.

By aligning technology with the core values of preserving memories and providing comfort to grieving families, funeral homes can ensure that the introduction of technology is seen as a natural progression rather than an intrusive disruption.

## 2. Staff education and training

To ensure a successful integration, staff members need to be adequately educated and trained on the technologies being implemented. This will not only enhance their proficiency in using the tools effectively but also reduce anxiety and resistance to change.

Funeral home owners should invest in training programmes, workshops and informational resources to empower staff members to confidently embrace and utilise new technologies.

We are often asked where to begin when introducing new tech innovations into a business. Always start with the biggest technophobe in the organisation, make them part of the journey and build their knowledge and confidence to become your 'champion for change'.

## 3. Sensitivity to tradition

Recognising the sensitivity of the funeral industry and its deeply entrenched traditions, it is essential to implement technology in a manner that respects and preserves these traditions.

Funeral homes can strike a balance between tradition and technology by integrating digital elements seamlessly into existing practices. For instance, providing digital guest books along with traditional physical ones, or offering online streaming of funeral services while maintaining the traditional ceremony itself. This approach acknowledges the importance of honouring rituals while embracing the benefits that technology brings.

## 4. Customisation and personalisation

One of the central aspects of future funeral service is personalisation. The introduction of technology should aim to enhance personalisation rather than diminish it. Funeral homes can implement technology that facilitates customisation, such as

interactive displays showcasing the life and achievements of the deceased, virtual tours of the facility or personalised video tributes. These features enable families to create meaningful and unique experiences that honour their loved ones in a technologically enhanced way.

## 5. Communication and transparency

Introducing technology in a funeral home requires effective communication and transparency with the families being served. Funeral professionals should proactively communicate the technological changes, their benefits and the reasons behind their implementation to families. Listening to their concerns and addressing any fears or reservations can help build trust and ensure a smooth transition.

Being transparent about data security measures and privacy policies related to online platforms and digital records is also paramount.


## 6. Feedback and continuous improvement

As you transition, it is important to listen; you should actively seek feedback from both staff and families. Gathering feedback enables you to identify any glitches or areas that need improvement, ensuring that the transition process is refined and service quality is continuously enhanced.

Regular evaluation of technological systems, whether it is a new piece of software, hardware or process coupled with embracing new advancements, will enable you to remain at the forefront of quality funeral service while meeting the evolving needs of families.

The introduction of technology to your business can provide numerous benefits, ranging from increased efficiency to enhanced personalised experiences.

By following a thoughtful and deliberate approach that respects tradition, ensures staff training, promotes personalisation and communicates openly with families, you can effectively manage the integration of technology.

As ever, the ultimate goal is to seamlessly blend technology with empathetic and compassionate service, ensuring that grieving families receive the support they need during their difficult times. 

By SAIF Digital



*Make staff part of your tech journey and offer training*



# Is marketing funeral plans worth it?

## The results are in...



Without<sup>†</sup>

With<sup>†</sup>

**Last year, we looked at a sample of 209 funeral directors who had invested in marketing. We discovered they had sold funeral plans worth over £20 million. That's four times more than businesses who did not actively promote their services.<sup>†</sup>**

### The key to success

It's clear that effective, well planned marketing can boost your presence, promote your services, engage your community and protect your business against competitors.

And the chain of benefits is measurable.

Marketing secures funeral plans, which secures future funerals, which ensures the long-term success of your business.

### Benefits for your business, and your community

We know how much your local community depends on you. Marketing can help you provide valuable resources and support to families and individuals when they need it most.

### Ready to get started?

We can provide expert help and wide-ranging support to make sure you get the most from all your marketing activity. So don't miss out. Visit the resources section of [mygoldencharter.co.uk](https://mygoldencharter.co.uk) to see the full suite of materials available. You can also speak to your Golden Charter business manager to explore tailored options for your business.

### Easy ways to connect with customers:

- ☒ **Promote your services** – displaying marketing materials in your premises can attract attention, engage customers and get conversations started.
- ☒ **Get active on social media** – post on your Facebook page, or set one up. It's a great way to interact with your community.
- ☒ **Consider all marketing touchpoints** – from leaflet drops in your local area, to digital ads for a wider reach. Your website can also be a great source of new business, so always keep your content up to date.

<sup>†</sup>Statements used are for illustrative purposes only and not a guarantee. They are based on real data from nearly 25,000 Golden Charter funeral plan sales and maturity values for the 12 months to 23/9/2022. It also includes data on funeral director sales and marketing from the 2022-2023 financial year, as well as external market research and statistical modelling. All illustrations have been checked and verified against Golden Charter data to ensure accuracy wherever possible. To understand the true potential for future business growth and for in-depth information related to your individual funeral plan sales and customers, access your Nexus report through your Golden Charter business manager.

**Golden Charter**  
Smart Planning for Later Life

# SAIF MEMBERS STRIVING TO SET THE STANDARDS

*Increasing attention on the funeral profession means practices which would have been acceptable in the past will no longer be approved under new laws*

**T**he past few years have seen unprecedented attention on the funeral profession, resulting in controls being applied by governments. From the Scottish Government's code of practice and licensing to the Competition and Markets Authority (CMA) Order of 2021, funeral directors and businesses are required to comply with minimum standards in the care of the deceased and consumer protection. It is highly likely these demands will be followed by further controls as the Ministry of Justice (MoJ) looks at regulations and as possible recommendations from the Fuller Inquiry for mortuary security are adopted by Government.

SAIF has always been an association of quality over quantity and, as a result, has grown to be the largest association representing funeral companies in the UK. SAIF's Quality Assurance Programme is the first to be awarded with the internationally recognised standard ISO9001- 2015 which demands that robust procedures and facilities are adopted and complied with. It has also now been approved by the Chartered Trading Standards Institute (CTSI) as an alternative dispute resolution (ADR) complaints body and working as a co-ordinated partnership with the Primary Authority Buckinghamshire and Surrey Trading Standards (Surrey County Council) to provide further assured advice and support to members of SAIF.

All of these initiatives go to demonstrate the higher standards being provided by members of SAIF. However, improving standards is a never-ending programme. It is always a work in progress and your National Executive needs to continually ensure members provide the best possible facilities and service while keeping in mind cost and the logistical nature of improvements. Regrettably some standards that were acceptable in the past will no

*"Improving standards is a never-ending programme"*



Improving standards of care

longer be acceptable, as legislation and Governments demand change and improvements.

Considering the possibility of further Government requirements, the National Executive has decided to require members to have a minimum provision of facilities for the public and a minimum standard for the mortuary or care facility. The minimum requirements are not demanding and many of our members will already meet them, however, some may require improvements. For those that do, the Executive has decided on a period of 18 months for any works to be carried out. For those funeral companies wishing to join SAIF the minimum standards will apply immediately.

This will impact the Quality Assurance Programme but members who are assessed as below the new standards will not be judged as non-compliant but will be advised by the assessor and staff at the Business Centre of the areas that need to improve and will provide any guidance and assistance needed. [i](#)



## Preparation room acceptable standards for Assessors

### Part of the SAIF QA Assessments Programme

Following on from the introduction of the most up-to-date QA Assessment criteria, many Assessors and members are finding it challenging to determine the standard of quality required in the area where the deceased person is cared for and prepared, and this seems to be where most failings occur. Here are some observations to look for when assessing a member's preparation area:

1. Are the walls protected and wipeable?  
Yes = Fully compliant
2. Is the flooring able to withstand spillage and able to be washed thoroughly and not broken or cracked allowing for unhealthy conditions to occur? Yes = Fully compliant
3. Is the area secure and safe from intrusion or accidental access by members of the public? Yes = Fully compliant
4. Does equipment seem clean and in good working order? Is there record of maintenance? Yes = Fully compliant
5. Does the member have facilities in place to track and record the deceased journey within



*Good Standard of preparation area*

the prep area, [e.g. mortuary register, electronic funeral software, wrist tags, deceased passport]?

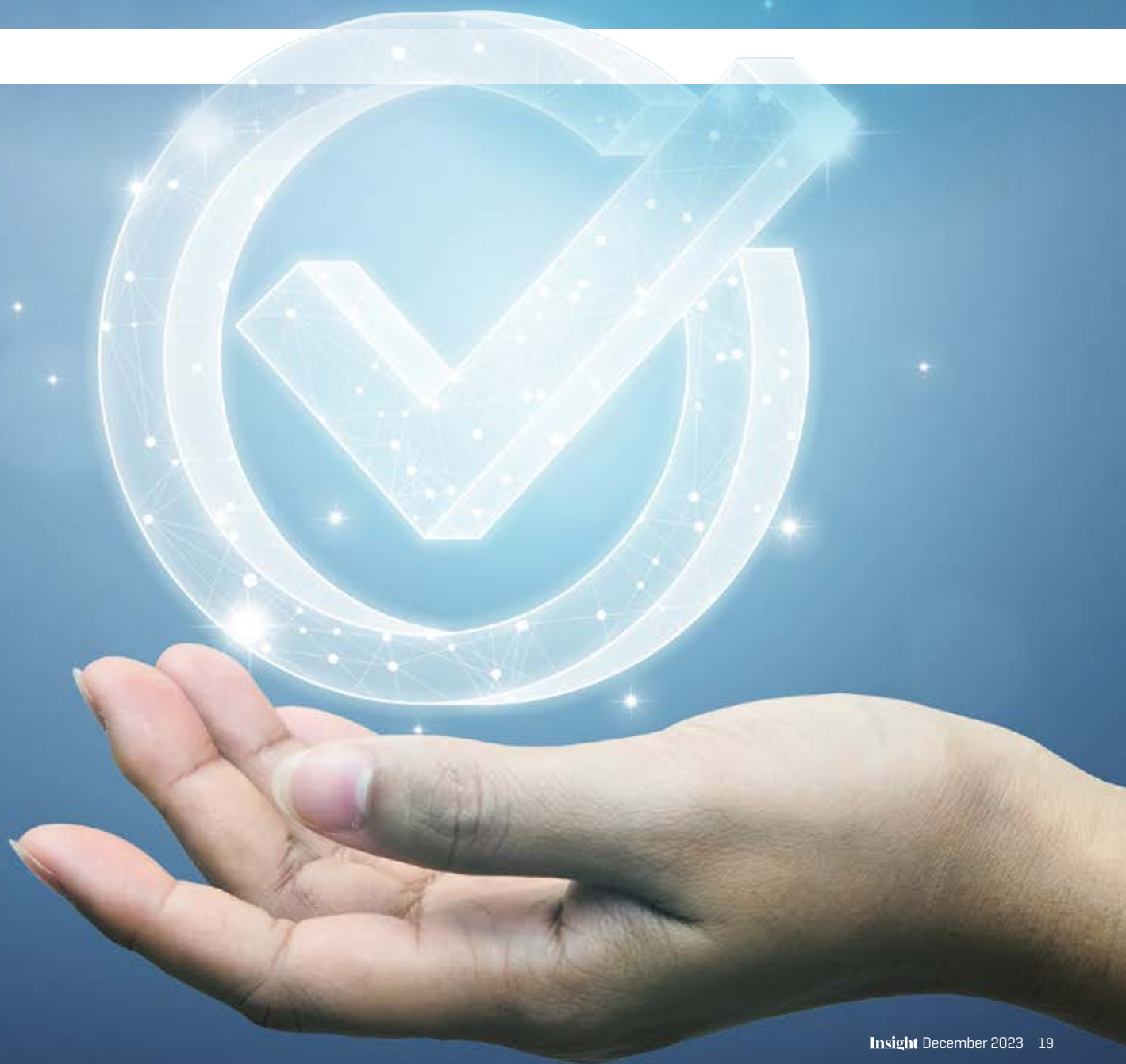
Yes = Fully compliant

6. Are there clinical waste bins/sharp boxes present, along with relevant contract in place with a registered waste handling company? Yes = Fully compliant

7. Are chemicals safely stored away in lockable cabinets? Yes = Fully compliant

8. Is there suitable drainage within the area with hot and cold running water and sluice facilities? Yes = Fully compliant

*Continued on page 20 >*



➔ > Continued from page 19

9. Are health and safety policies present, alongside clear instruction of how they should be used? [e.g. cleaning policies, first aid procedures, COSHH record sheet for chemicals]  
Yes = Fully compliant
10. Are eyewash stations and first aid kits present and in date? Yes = Fully compliant
11. If embalming is carried out, is equipment clean and regularly maintained with records present for inspection?  
Yes = Fully compliant
12. If embalming is carried out, is there sufficient ventilation and understanding of the need for ventilation?  
Yes = Fully compliant
13. Are the people within the member's care properly identified by use of tags and other procedures, such as funeral management software, mortuary register, white boards? Yes = Fully compliant
14. Is the refrigeration clean and suitable for use and well maintained? Yes = Fully compliant
15. Are procedures in place and the knowledge apparent of how a deceased is prepared? If possible, the Assessor should ask to see a prepared deceased to determine good practice.
16. Does the preparation area have any other use?

A preparation area should only be used for the purpose of preparing and caring for the person in the member's care. A preparation area or mortuary should not be used for any other purpose [e.g. making tea and coffee, toilet facilities, preparation of food]. If this is a yes, the member must be advised that this is not appropriate and this will determine an immediate non-compliance on assessment.

17. Not all members will be able to provide an embalming theatre or roomy preparation area, some may only have a very small space which holds both refrigeration and preparation in one room.

18. It is down to the Assessor to make an informed decision based on the guidelines provided by the QA criteria on whether a member is fully, partially or non-compliant, but it is of the utmost importance that the standards are high and future-proof with the dawn of legislation for the profession.

19. The future could be costly for members with serious changes to practices and infrastructure to their funeral homes and especially the preparation and mortuary facilities, but the seriousness of complying has never been more of a requirement. As an organisation SAIF must be able to stand up to scrutiny and maintain the standards it sets out and is accredited to deliver by ISO9001.



A poor standard of preparation area



Quality of care

The new minimum standards are as follows...

## Minimum criteria for National SAIF membership

### Premises/facilities

Your business premises should include and make available the following minimum facilities.

#### Premises available to general public

- Private area for discussing client's business. If this is not possible then the office should be closed with clear signage on the door
- Private viewing area. If using another funeral director, then a service level agreement (SLA) is required
- Toilets for use by clients, these can be on premises or an agreement with another local business to use
- Facilities for refreshments.

#### The following facilities may be part of your main premises or in separate premises with an SLA:

- A designated area for preparation of deceased which has locked or controlled entry. Must have two sinks (one for hand washing); hot and cold running water; a first aid box; easily cleaned and undamaged floor and wall coverings.
- A contract in compliance with the disposal of clinical waste. (Relevant Acts: The Environmental Protection Act 1990; The Controlled Waste Regulations 2012; The Hazardous Waste Regulations 2005; The Carriage of Dangerous Goods Regulations; Statutory Duty of Care Regulations).

### Owners/management

At least one person employed by the company must have a minimum of 12 months' experience as a funeral director for full membership. With those that have less than 12 months trading and/or experience, the National Executive will have the right to take up references and refer them to be a probationary member.

# MEET YOUR SAIF BUSINESS CENTRE STAFF

PART  
TWO

The Business Centre Team at SAIF helps members with all sorts of issues and enquiries from Continuing Professional Development to direct cremation, alternative dispute resolution and SAIF webinars.

In the previous issue of *SAIFinsight*, we featured Claire Day, Maria Sherlock and Sam Reynolds. Now we highlight...

## ANGELA CAMP

Digital Administrator  
[angela@saif.org.uk](mailto:angela@saif.org.uk)

### My job involves

In the 'real' world, my job at SAIF includes organising regional meetings and Executive Committee meetings. Now that Kara Hanrahan has joined, I'll be focusing more on the 'digital' world. Here, I keep members up to date through emails, webinars and the website. Like my colleagues, I answer calls and emails from members and the general public on a huge range of topics.

### My background

Following my business degree, I worked in marketing for an IT services provider and as marketing manager for a US software company. After my daughter was born, I took a very different path and chose to work part-time as branch manager for a membership organisation. This gave me good experience for joining SAIF in 2013.

### The biggest challenge in my job

The hardest part is when I'm unable to give any useful help to a distressed caller. They may be unable to move



on with their grief and want someone to blame. Or, increasingly, when there's a family dispute and someone is being locked out of the arrangements.

### The most rewarding aspect of my job

I like the variety of the work and the chance to try new online tools, which I didn't think was possible when I joined. SAIF has certainly moved forward in that time!

### Points of interest

Working part-time has given me time to help with various charities but in any free time I enjoy growing plants for my veggie patch, walking my two schnauzers or visiting family and friends in my home town, Whitley Bay. 

*"I like the variety of the work and the chance to try new online tools, which I didn't think was possible when I joined. SAIF has certainly moved forward in that time!"*

*"My background has centred around learning and development, HR and compliance focusing on health and safety"*



## KARA HANRAHAN

Administrator  
[kara@saif.org.uk](mailto:kara@saif.org.uk)

### My job involves

Assisting with events, such as the recent Education Day and next year's AGM, along with supporting any other tasks, for example, data cleansing, organising the 2024 wall planner and other assignments.

### My background

My background has centred around learning and development, HR and compliance focusing on health and safety.


### The biggest challenge in my job

I am relatively new in post, so I am still learning and building a knowledge base. It can be challenging if I don't have answers to some of the questions asked.

### The most rewarding aspect of my job

Learning something new and interesting every day.

### Points of interest

I'm a fully qualified fine line tattooist. Away from work I enjoy spending time with my family and making memories. We all love a family board game and random adventures. 



# PEPPERDINE BARRETT PROUDLY CELEBRATES 150 YEARS

**S**ince 1873, Pepperdine Barrett has been at the heart of its community, as a family-owned independent funeral director.

The firm, also known as R. Pepperdine & Sons Ltd, was founded by Richard Pepperdine, who moved from farming in Lincolnshire to start a joinery business in Manchester, which included providing coffins for the community.

As burial and cremation law and their adherent rules and regulations became more complex, Richard was frequently asked by members of his community to assist them with the administration of funeral arrangements.

He was so highly regarded for the help he gave that he was encouraged to specialise in this form of care.

Ultimately, his two sons, Richard and Thomas, joined the company and so started the family tradition. Following his distinguished service in the RAF, Richard Senior's grandson, Coastal Command Flight

Lieutenant Robert Pepperdine DFC, joined the company.

Robert's initial plans to join the ministry as a clergyman were put aside, but his Christian ethics formed the bedrock of the company as it stands today.

In the late 1970s, Manchester Corporation, as it was then known, decided to demolish the thriving shopping area of Alexandra Road, Moss Side, where the company's head office was based. Its premises were duly compulsorily purchased for a less than realistic value. Land nearby was offered for alternative premises but the firm's architect, who drew up no less than 40 sets of plans, was thwarted at every turn by the City Planning Department.

This process continued for five years. Eventually, the firm had to abandon the exercise because building costs had escalated beyond means. Furthermore, the land offered by the local authority proved not to be theirs. It was owned by the neighbouring authority in Stretford.



ABOVE: Frank Barrett as president of the Manchester branch of the NAFD – circa 1995



A young Frank Barrett



Frank joined in 1983

The firm was left with six months to find alternative accommodation.

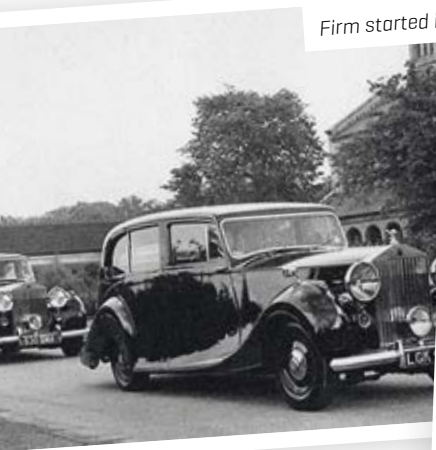
Eventually its present premises Alexandra House was discovered but planning permission was refused. An appeal, however, was successful. The firm was aided in this by hundreds of families it had helped through their bereavements.

To this day, the family firm has proudly kept those letters of appreciation files and says it is "eternally grateful to all those kind people who saved the company from going out of business".

Robert's son, Keith Pepperdine, started in the firm in 1962 and was joined in 1983 by Frank Barrett as Funeral Director and Manager. Frank joined the Board of Directors in 1995 and became Managing Director after Keith's retirement. In 2015, Frank became sole owner and the company is now run by Frank, his children John and Kate, and his family, in the tradition of service and care to the bereaved.

Frank's family are proud to be part of the 'Pepperdine' family firm tradition and, in honour of the dedication of the Pepperdine and Barrett families over the years, the company 'Pepperdine Barrett', as it is known today, represents two families coming together as one to look after their community. **❶**

Firm started in 1873



Pepperdine staff in the mid to late 1980s



01



02



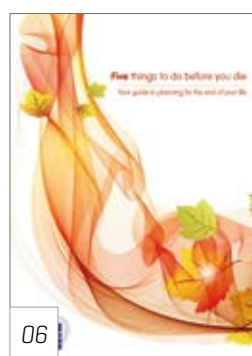
03



04



05



06



07



08

## Order our distinctive products and leaflets

The National Society of Allied and Independent Funeral Directors (SAIF) has a number of supporting products and leaflets for members and customers.

SAIF members can purchase a distinctive pin badge and elegant tie – symbols to reflect the commitment to excellence that comes from being a member of SAIF.

- **01 Pin badges** ..... £1 each + p&p
- **02 Ties** ..... £10 each + p&p
- **03 Code of Practice**
  - x50 ..... £3
  - x100 ..... £6
  - x 100+ ..... price on request
- **04 Code of Practice – client**
  - x50 ..... £3
  - x100 ..... £6
  - x 100+ ..... price on request
- **05 SAIFCare posters (A4)** £5 each
- **06 Five Things**
  - Up to 100 ..... 50p each
  - x101-250 ..... 45p each
  - x251-500 ..... 35p each
  - x501+ ..... 25p each
  - All above + p&p
- **07 Why choose [both versions]; SAIFCare leaflets same cost as Code of Practice.**
  - x50 ..... £3
  - x100 ..... £6
  - x 100+ ..... price on request
- **SAIFSupport leaflets and posters (A4)** ..... Free of charge

To order any SAIF products, contact the SAIF Business Centre by email [info@saif.org.uk](mailto:info@saif.org.uk) or call, Monday to Friday, 9am to 5pm, on 0345 230 6777 or 01279 726777.

### SPONSORED

#### Musgrove Willows Coffins: Proud to receive a Gold Award from GGFA for sustainability

Musgrove Willows Coffins, makers of beautiful handwoven willow coffins in Somerset, have always been passionate about being a sustainable, environmentally conscious business. So they were delighted when they became the first supplier company to the funeral industry to receive the prestigious Gold Slate Award from GGFA. The award was presented to Ellen and Holly Musgrove by Mark Horton, President of SAIF, at the recent SAIF Education Day in Cardiff.

In keeping with GGFA's core sustainability mission, the award



was produced by the Stone Sign Company in Cardiff – who make the beautiful awards from excess materials and reclaimed Welsh slate offcuts.

Since the 1920s, Musgrove have been growing willow on their family farm nestled in the rural Somerset levels. Willow is renowned for being a climate

friendly crop. Rods are harvested annually from withy bed stumps, and the willow absorbs carbon from the atmosphere as it grows. This helps to increase the biodiversity of the local environment.

Committed to protecting their beautiful landscape, Musgrove employ a carbon neutral policy

to ensure they meet their sustainability goals. No fossil fuels are used to boil or steam Musgrove's willow, and any offcuts of willow are turned into keepsakes, fuel to burn, or artists charcoal – nothing goes to waste.

Ellen Musgrove commented: "It was a joy and an honour to have our efforts recognised by the GGFA, and Musgrove Willows will continue to uphold and build on the eco-friendly policies that have earned our business a Gold Award for sustainability."

[www.musgrovewillows.co.uk](http://www.musgrovewillows.co.uk)







We wish you a  
Merry Christmas and  
a Happy New Year!

*Tributes Ltd*

[www.tributes.ltd.uk](http://www.tributes.ltd.uk)

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[info@tributes.ltd.uk](mailto:info@tributes.ltd.uk)

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## Themed Tributes have arrived at Obitus!

Obitus is proud to release the Themed Tribute, a new way for families to commemorate their loved one through imagery, music and a visual theme that matches their personality, hobbies or passions.

Obitus has worked with motion graphics specialists for more than a year to create their first 12 themes, which are now available to order across all Obitus-served funeral venues.

Whether the departed possessed a creative flair, was an animal lover, or enjoyed time in the garden, the Themed Tribute brings another layer of personalisation for the heartfelt reflection of a loved one.

Explore Themed Tributes at [www.obitus.com/themes](http://www.obitus.com/themes)

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12/18



PRESIDENT

## Wishing all our members a very merry Christmas

**W**ell ding dong merrily on high, how have we reached this time of year already? This year has flown by quicker than I would have liked in a blur

of events, banquets and meetings, all of which have been a real pleasure to attend. Most recently we have been guests at the BIFD banquet and the FSA banquet, sadly seeing Jem Mead and Phil Halliday leaving their roles but, in turn, welcoming Amanda Dalby and Anthony Hill into their respective roles. I wish them all the best and look forward to serving the rest of my year with them. We have genuinely had such a great time over the year so far at banquets with Jem and Phil and their better – and certainly more beautiful – halves and I certainly did not expect to forge such friendships over my year as president.

I am also busy not only juggling running my own business while being President but also organising events to raise money for my President's charity, The Honeypot Children's Charity. Due to some strange circumstances, we will also now be holding another charity banquet in our local area two weeks before the AGM in York! The opportunity arose to be able to raise funds for Honeypot, so now the mad dash to arrange this local banquet is on.

SAIF members have been unbelievably kind and willing to help also, with Sharon from Bowley Funeral Services running a race night in November and Simon and Robert from Crescent Funeral Services taking donations at their annual carol service in December. I cannot thank them enough for their kindness and also thank you to everyone who has helped raise money for Honeypot over the year so far.

Now, with Christmas upon us, it often brings additional feelings to families we are looking after. It's a poignant time that can awaken feelings of sadness in those we have looked after during the year and years past, not just those we are currently caring for. I know a lot of funeral directors like us

hold remembrance services and events throughout December and these can bring so much comfort to those who have lost someone, to feel that connection, to honour and to celebrate them once again. We must take a moment to remember that we also are no doubt in the same position and have lost someone who is close to us in the past, and I know for some of our members very recently also. This is a busy time for most of us but please give yourself time to remember and celebrate your loved ones as you and they deserve.

Here is a little ditty that may connect with some of you at Christmas time:



*Now Christmas is a time  
For laughter and for love  
But some of our loved ones  
Now look down from above*

*That does not mean the sparkle  
And the lights should go away  
Instead celebrate with smiles  
And memories of this day*

*For Grandma drank the punch one year  
Dad fell over the tree base  
A stolen mistletoe kiss with your love  
Smiles on your children's face*

*All these memories make us  
So let the bells of Christmas chime  
Although it's hard, smile like they'd want us  
At this Christmas time.*

**Rebecca Horton**

I would like to take this opportunity to wish each and every one of you a very merry Christmas with your families far and near and I look forward to seeing many of you very soon in March at the SAIF AGM in York. 🐝

'Bee' SAIF!  
**Mark Horton,**  
President

Scan the QR code  
below to help my  
chosen charity



*"This is a busy time for most of us but please  
give yourself time to remember and celebrate  
your loved ones as you and they deserve"*

## SAIF ASSOCIATES DIRECTORY 2023

### CARRIAGE MASTERS & HORSEDRAWN CARRIAGES

#### Classic Cars Direct Ltd

Mrs N and Mr R Frazer -  
Olmrod (Greater Manchester)  
07904 425058  
classiccarsdirect@  
outlook.com  
www.classiccars-direct.co.uk

#### Motorcycle Funerals Ltd

Mrs M Sinclair (Meosham)  
01530 274888  
marian@motorcycle  
funerals.com  
www.motorcycle  
funerals.com

#### Quinn Hearse & Limousine Ltd

Patrick Quinn  
(Portlengone, Co. Antrim)  
02825 822525  
patrick@fearghasquinn.com  
www.fearghasquinn.com

#### Superior UK Automotive Ltd

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

#### Wilcox & Co (Limousines) Ltd

Mr L Wilcox (Chalfont St.  
Peter, Buckinghamshire)  
01753 480600  
www.limousines.co.uk

#### Woodall Nicholson Ltd t/a Coleman Milne

Mr Jon Stewart Sharrock  
(Bolton, Greater Manchester)  
01942 815600  
jon.sharrock@woodall-  
nicholson.co.uk  
www.coleman-milne.co.uk

### CASKET & COFFIN MANUFACTURERS

#### Bradnam Joinery Ltd

Mr B Spittle  
(Haverhill, Suffolk)  
01440 761404  
info@bradnamjoinery.co.uk  
www.bradnamjoinery.co.uk

#### Colourful Coffins

Ms M Tames (Oxford)  
01865 779172  
enquiries@colourful  
coffins.com  
www.colourfulcoffins.com

#### DFS Caskets

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

#### Halliday Funeral Supplies Ltd

Mr P Halliday  
(Birkenhead, Wirral)  
0151 609 3600  
philip@hallidayltd.co.uk  
www.hallidayltd.co.uk

#### J & R Tweedie

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

#### JC Atkinson and Son Ltd

Mr J Atkinson  
(Washington, Tyne & Wear)  
0191 415 1516  
jamie@jcatkinson.co.uk  
www.coffins.co.uk

#### J. C. Walwyn & Sons Ltd

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

#### Leslie R Tipping Ltd

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

#### LifeArt Coffins Ltd

Mr Simon Fisher (Gloucester)  
07966 492632  
simon@lifeart.com  
www.lifeart.com

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(Weston-sayland, Somerset)  
01278 691105  
coffins@musgrove  
willows.co.uk  
www.musgrove  
willowcoffins.co.uk

#### P & L Manufacturing Ltd

Mr P Holliday (Gloucester)  
01684 274683  
sally@pandl  
manufacturing.co.uk  
www.pandl  
manufacturing.co.uk

#### Passages International Inc. Ltd

Mr R Crouch  
(Maidenhead, Berkshire)  
01628 290220  
passages@tiscali.co.uk  
www.passages  
international.co.uk

#### Somerset Willow England

Mrs H Hill  
(Bridgwater, Somerset)  
01278 424003  
enquiries@somerset  
willow.co.uk  
www.willowcoffins.co.uk

#### Tributes Ltd

Mrs S Macmillan  
(Poling, West Sussex)  
0845 388 8742  
marketing@tributes.ltd.uk  
www.tributes.ltd.uk

#### Urns UK Ltd

Mr P & Mrs B Patel  
(Potters Bar, Herts)  
01707 645519  
info@urnsuk.com  
www.urnsuk.com

### CEMETERIES & CREMATORIA

#### GreenAcres Woodland Burials

Mrs S Graham (Chislehurst)  
0208 300 9790  
info@greenacresgroup.co.uk  
www.greenacresgroup.co.uk

#### GreenAcres Woodland Burials Chiltern

Ms Marisa Isaacs (Bucks)  
01494 872158  
info.chiltern@  
greenacresgroup.co.uk  
www.greenacresgroup.co.uk

#### GreenAcres Woodland Burials Colney

Ms Sam Curtis  
(Norwich, Norfolk)  
01603 811556  
info.colney@  
greenacresgroup.co.uk  
www.greenacresgroup.co.uk

#### GreenAcres Woodland Burials Epping

Carmen Graham (Essex)  
01992 523863  
info.epping@  
greenacresgroup.co.uk  
www.greenacresgroup.co.uk

#### GreenAcres Woodland Burials Rainford

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

#### GreenAcres Woodland Burials Heatherley Wood

Sharon Solomon  
(East Hampshire)  
01428 715915  
info.heatherley@  
greenacresgroup.co.uk  
www.greenacresgroup.co.uk

#### Herongate Wood Cemetery

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

#### Westerleigh Group Ltd

Mr D John (Bristol, South  
Gloucestershire)  
0117 937 1050  
info@westerleighgroup.co.uk  
www.westerleighgroup.co.uk

#### The Natural Burial Company Ltd

Mr C Doggett (Leicestershire)  
0116 222 0247  
info@thenatural  
burialcompany.co.uk  
www.thenatural  
burialcompany.co.uk

### CLOTHING

#### Waterfront Manufacturing Ltd

Mr A Jenkinson  
(East Ham, Norfolk)  
01953 718719  
alan@waterfront  
manufacturing.co.uk  
www.waterfront  
manufacturing.co.uk

### EDUCATION & TRAINING

#### Independent Funeral Directors College Ltd

Sharon Welford  
0345 2306777  
sharon@saif.org.uk  
www.ifdccollege.org

### EMBALMING

#### G T Embalming Service Ltd

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

### EQUIPMENT & SERVICES

#### CPL Supplies (stainless steel specialists)

Mr W McGuckin  
(Castlederg, N. Ireland)  
028 81671247  
sales@cplsupplies.com  
www.cplsupplies.com

### Fibrous (funeral supplies)

Ms V Hancock (Cheshire)  
0161 429 6080  
vanessa.hancock  
@fibrous.com  
www.fibrous.com

#### Hygeco (mortuary solutions)

Ms H Lockwood  
(Leeds, West Yorkshire)  
0113 277 8244  
info@hygeco.com  
www.hygeco.com

#### J Marston Engineers Ltd t/a Mortuary Solutions

Mr Paul Marston  
(Pudsey, Leeds)  
0113 256 3693  
info@mortuary  
solutions.co.uk  
www.mortuarysolutions.co.uk

#### Mortuary Equipment Direct Ltd

Mr W Quail (Hook, Hants)  
01276 601039  
william@mortuary  
equipmentdirect.co.uk  
www.mortuary  
equipmentdirect.co.uk

#### Resomation Ltd (manufacture of Resomators)

Mr Howard Pickard  
(West Yorkshire)  
0113 205 7422  
info@resomation.com  
www.resomation.com

#### Signature Aromas Ltd (air fresheners & sterilisers)

Brian Chappell (Sedgley)  
01902 678822  
brianchappell@signature  
aromas.co.uk  
www.signaturearomas.co.uk

#### WJ Kenyon (Refrigeration Equipment)

Mr P Rossi (Manchester,  
Lancashire)  
0800 1114972  
sales@wjkenyon.com  
www.stainlesssteel  
fabrications.org.uk

### FINANCE & PROFESSIONAL SERVICES

#### Curtis Legal Ltd

Mr C Bond (Monmouth,  
Monmouthshire)  
01600 772288  
cbond@curtislegal.co.uk  
www.curtislegal.co.uk

#### Forum of Private Business/rrdar Limited

Mr I Cass (Littlehampton)  
01265 626001  
ian.cass@fpb.org  
www.fpb.org

#### Frontline Communications Group Ltd (call handling/delivery service)

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

Continued  
on page 28 >

## SAIF BUSINESS CENTRE UPDATE BY CLAIRE DAY

# SAIF Annual Subscription Renewal

SAIF Business Centre has started sending out the annual membership subscriptions which must be paid by 31 January 2024 to ensure your membership and accompanying benefits continue.

For those who have not signed up for Direct Debit, you can pay electronically by BACS, debit or credit card, online at <https://form.typeform.com/to/ToOKLNkd> or scan the QR code.



## AGM – Notice of Meeting: The National Society of Allied & Independent Funeral Directors (SAIF)

The Annual General Meeting of the Society will be held at 9.30am on Saturday 23 March 2024 at The Principal Hotel, York YO24 1AA.



The Principal

**SAIF**  
INDEPENDENT  
FUNERAL  
DIRECTORS

### YOUR SAIF BUSINESS ADMIN TEAM



**CLAIRE DAY**  
Administration  
Manager  
[claire@saif.org.uk](mailto:claire@saif.org.uk)



**ANGELA CAMP**  
Digital Administrator  
[angela@saif.org.uk](mailto:angela@saif.org.uk)



**KARA HANRAHAN**  
SAIF Administrator  
[kara@saif.org.uk](mailto:kara@saif.org.uk)



**MARIA SHERLOCK**  
Membership  
Administrator  
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[maria@saif.org.uk](mailto:maria@saif.org.uk)



**SAM REYNOLDS**  
Standards Administrator  
[Complaints and Quality  
Assurance]  
[standards@saif.org.uk](mailto:standards@saif.org.uk)



**SHARON WELFORD**  
IFDC Administrator  
[sharon.welford@ifdccollege.org](mailto:sharon.welford@ifdccollege.org)

# OPINION

## Are people really turning off funerals? We don't think so

By Mark Binnersley, Declan Maguire and Terry Tennens

Christian think-tank Theos' latest report on funeral trends asks important questions about our final act in

life. And the findings paint a picture as complex as bereavement itself.

Typically sensationalist, media reports about the study, Love, Grief, and Hope: Emotional responses to death and dying in the UK, have been quick to position the findings as the 'death of funerals'.

But what does the research actually reveal?

### Gen Z and Millennials see the value in funeral services

Of the 2,569 adults surveyed, 58% of 18 to 24-year-olds and 57% of 25 to 34-year-olds said they wanted a funeral.

The percentages only begin to drop when people reach middle age – but not dramatically. Some 43% of 35 to 44-year-olds and 45 to 54-year-olds, and 44% of those aged 55 and older, told researchers that they wanted a funeral.

In our opinion, this suggests people start to think less favourably about funerals in middle age as they start to grapple with their own mortality and become aware that their time on the planet is finite. But this doesn't necessarily point to a decline in public support for ritualised mourning.

Fascinatingly, of the average 24% of people

who said they didn't want a funeral, two-thirds based their answer on the notion that the money could be better spent another way. Some 55% didn't see the point and 43% were against having a traditional service.

Don't forget, the respondents are being asked to contemplate their own funeral. You can bet that if one or more of their loved ones had been asked to give a perspective, the answers would alter dramatically. That's because when families discuss the death of mum or dad, most children want to have the opportunity to meet with relatives and friends in shared grief.

In some ways, this is all a bit like the end of life question: do you want to die in a hospice or at home surrounded by family? Understandably, most folk say they would opt for the latter.

Yet when it comes to the crunch, people value the intensive care given in a hospice or hospital setting. That's not to say dying at home cannot be a good experience.

### A celebration of life or a moment of spiritual connection?

In this secular era, it's easy to think the rise of personalised 'celebrations of life' represent a rejection of religion.

Yet Theos' research shows a much more nuanced reality. Respondents who attend church frequently and those who never grace the local pews with their presence both overwhelmingly favoured a celebration of life [77% among the general public].

Religious and non-religious people cited stories or tributes as the most important element of a funeral. Poems and literary extracts were more or less equally valued by both groups too.

Also important were periods of silence and reflection. Of course, elements such as prayers and hymns were less in demand in non-religious ceremonies.

However, the common appetite for periods of reflection and readings show that funerals remain a deeply spiritual event, regardless of religious beliefs.

### Why funerals matter more than ever

Another point of interest was the finding that 61% of people see funeral ceremonies as a space for mourning with others. And 52% agreed that funerals are a way to support the bereaved.

In our opinion, these statistics pull the rug from under Theos' predictions that direct funerals will continue to grow.

While unattended funerals increased dramatically during the pandemic for practical and legal reasons, there simply hasn't been a continued upward trend in subsequent years. Things have levelled out.

Sure, there's been a shift. But with the majority of people understanding the importance of gathering to process grief, we're not going to see the end of services connected to a cremation or a burial anytime soon.

That said, funerals are changing rapidly. Families want greater flexibility and new methods of disposition are in development. These factors are forcing a change in funeral director business models – not the end of funerals.

In fact, we're confident that funerals will remain a vital institution, offering human connection and comfort in a world transformed by technology.

## Reflections and benefits

### Reflecting on 2023

What a year for the funeral profession, with ongoing challenges dealing with the pandemic and restrictions, adjusting to the Competition and Markets Authority (CMA) Legal Orders and the preparation for the Financial Conduct Authority's (FCA) regulations on funeral plans. We also had the Fuller Inquiry, which is looking into the mortuary abuse that occurred in Kent.

Therefore, now is the time for independent funeral directors who are not members of SAIF to join us. We know many funeral directors have seen the benefit of joining SAIF – the only trade association specifically for independent funeral directors. Over the past year SAIF has seen a rise in membership, with currently more than 1,000 members.

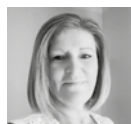
Please feel assured that as our membership grows, the dedication to each member remains the same. We aim to answer your queries and concerns without delay and the support given to each member is as strong as it has always been.

### SAIF benefits

There are a number of key benefits for funeral directors – full list above.

SAIF also provides membership to those companies who provide a service to the funeral profession, with the key benefits:

- **Database of all SAIF members:** Those who wish to be contacted by third parties
- **Mailings:** Distribution of the companies' leaflets at certain events
- **Networking:** Opportunities to network at regional meetings and annual events across the country



By Claire Day  
Administration  
Manager

### • SAIF Business Centre:

A friendly, efficient team to help with any enquiry

- **Insurance:** Access to SAIFInsure (insurance broker).

If you would like more information about joining SAIF and being able to access benefits, including Professional Indemnity Insurance, please don't hesitate to contact the SAIF Business Centre. The SAIF team is always happy to help. Visit [www.saif.org.uk](http://www.saif.org.uk) or call 0345 230 6777.

## Membership updates online

There are no membership updates to report this month. If there are any membership updates to report in between editions of SAIFinsight, these will be displayed online at [www.saifinsight.co.uk](http://www.saifinsight.co.uk)



## SAIF ASSOCIATES DIRECTORY 2023

> Continued from page 26

### G Turner Consulting Ltd

Mr G Turner (Wellington)  
07917 221497  
guy.turner@funeralconsulting.co.uk  
www.funeralconsulting.co.uk

### Kings Court Trust Limited

Mr Paul Lambert (Bristol)  
07810 584313  
paul.lambert@kctrust.co.uk  
www.kctrust.co.uk

### Laurelo Ltd (probate advisors)

Ms Emma Knewstubb (Ongar, Essex)  
0203 058 2329  
info@laurelo.co.uk  
www.laurelo.co.uk

### Lemon Business Solutions Ltd (24/7 bespoke call management solutions)

Mr M Anderson & Ms L Wrotten (Stockton-on-Tees)  
01642 662772  
info@no-sour-business.co.uk  
www.no-sour-business.co.uk

### Life Ledger Limited (digital death notifications)

Mr T Carrow Pale (Cornwall)  
07702 639919  
dan@lifelidger.com  
www.lifelidger.com

### Mark Binnersley (PR/media)

(Stourbridge, West Midlands)  
07392 006928  
hello@markbinnersley.co.uk  
www.markbinnersley.co.uk

### Safety For Business

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

### The Probate Bureau

Mr David H West (Ware, Hertfordshire)  
01920 443590  
info@probatebureau.com  
www.probatebureau.com

### Redwood Collections (debt collectors)

Mr M Rogers (Surrey)  
0208 288 3555  
mrogers@redwoodcollections.com  
www.redwoodcollections.com

### Skingle, Helps & Co (accountants)

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

### SEIB Insurance Brokers

Mr G White & Mr L Casserley (South Ockendon, Essex)  
01708 850000  
www.seib.co.uk

### Tower Street Finance Ltd

Richard Davies (Harrogate, North Yorkshire)  
0343 504 7100  
richard.davies@towerstreetfinance.co.uk  
www.towerstreetfinance.co.uk

### Trident Marketing Anglia Ltd (graphic design, website & marketing)

Mr C Beswick/Mrs V Beswick (Somer, Ipswich)  
01473 823700 or 07872 027424  
carl@tridentmarketinguk.com  
www.tridentmarketinguk.com

### Trust Inheritance Ltd (bereavement support & lifetime planning services)

Lisa Ward (Weston-Super-Mare)  
01934 422991 or 07517 105569  
lisaward@trustinheritance.com  
www.trustinheritance.com

## FUNERAL OFFICIANTS

### Association of Independent Celebrants

Kim Franklin (Lincolnshire)  
07469 192 644  
admin@independentcelebrants.com  
www.independentcelebrants.com

### Humanists UK

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0207 324 3060  
ceremonies@humanism.org.uk  
www.humanism.org.uk

### Civil Ceremonies Ltd

Anne Barber (Kettering, Northamptonshire)  
01480 276080  
info@civilceremonies.co.uk  
www.civilceremonies.co.uk

### County Celebrants Network

Mr Eric Gill (Wiltshire)  
07770 625378  
ericgillcelebrant@outlook.co.uk  
www.countycelebrantsnetwork.com

### Institute of Civil Funerals

Susan Flipping (Sittingbourne, Kent)  
01480 861411  
admin@iocf.org.uk  
www.iocf.org.uk

## FUNERAL PLANNING

### Ecclesiastical Funeral Planning Services Ltd

Mr Christopher Clark  
0800 633 5626  
philip.kessell@ecclesiastical.com  
www.ecclesiastical.com/church/funeral-planning

### Golden Charter Ltd

Mr M Jones (Glasgow)  
07808 243769  
mike.jones@goldencharter.co.uk  
www.goldencharter.co.uk

### Golden Leaves Ltd

Barry Floyd (Craydon, Surrey)  
0800 854448  
barry@goldenleaves.com  
www.goldenleaves.com

### Open Prepaid Funerals Ltd

Mr J Taplin (Warwickshire)  
0330 660 0072  
john@openprepaidfunerals.co.uk  
www.openprepaidfunerals.co.uk

## GRAVEDIGGER & EXHUMATION SERVICES

### Neil Curtis & Sons Funeral Contractors Ltd

Neil & Kay Curtis (Wokingham, Berkshire)  
07976 246911  
bookings@ncfcgravedigging.com  
www.neilcurtisfuneralcontractors.co.uk

## IT & WEBSITE

### 2 Circles Consulting t/a SCG Consulting (IT and telecommunications)

Jessica Sauer-Wright (East Lothian)  
0131 300 0107  
jess@2circlesconsulting.com  
www.2circlesconsulting.com

### Comtecs Associates LLP Development & design & IT support

Mr C Elwood (Tunbridge Wells, Kent)  
01892 514636  
chris@comtecs.co.uk  
www.comtecs.co.uk/SAIF

### Donatis Giving Ltd (donation management solution)

Mr M Robinson (Exeter, Devon)  
01803 229467  
Hello@donatis.co.uk  
www.donateinmemory.co.uk

### Eulogica (bespoke funeral software)

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

### I-NETCO Ltd (web design)

Mr G King (Newcastle upon Tyne)  
0191 242 4894  
gerry@i-netco.co.uk  
www.funeraldirectorwebsites.co.uk

### Memographics Ltd

Mr C Svensson (Sheffield, South Yorkshire)  
0330 122 0899  
enquiries@memographics.com  
www.memographics.com

### Oak Technology Ltd (funeral management software)

Mr S Richardson (Wakefield)  
01924 600401  
mailbox@funeralssoftware.co.uk  
www.funeralssoftware.co.uk

### Opusxenta

Scott Storey (Swindon, Wiltshire)  
0333 772 1682  
scotts@opusxenta.com

### Vivedia Ltd t/a Obitus

Mr J Crossland (Sheffield, South Yorkshire)  
0203 009 0700  
sales@obitus.com  
www.obitus.com

## MEMORIALS & REMEMBRANCE

### Aura Flights

Dr Chris Rose (Ashes into Space) (Sheffield, South Yorkshire)  
0114 213 1050  
info@auraflights.com  
www.ashesinspace.co.uk

### Cleverley & Spencer (monumental masons)

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

### Fotoplex Grigio Ltd (personalised photos)

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

### Funeral Products B.V

Mr M Brooks (London)  
01908 538016  
m.brooks@funeralproducts.nl  
uk.funeralproducts.eu

### Groupe Delfosse - New Urn

Mr D Aroud (Sault - Brénaz, France)  
0033 474 3726 928  
newurn@delfosse.fr  
www.newurn.co.uk

### Inscripture Ltd

Hayley Sturmiola (Leigh on Sea)  
01702 861168  
hello@inscripture.com  
www.inscripture.com

### Life Expressions (UK & Europe) Ltd

(Castleton, Derbyshire)  
0800 368 9233  
david@legacyexpressions.co.uk  
www.lifeexpressionsltd.co.uk

### The MuchLoved Charitable Trust

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

### Scattering Ashes

Mr R Martin (Newton Abbot, Devon)  
01392 581012  
info@scattering-ashes.co.uk  
www.scattering-ashes.co.uk

### See You Memorial Jewelry

Mr Rob Leurs (Someren, The Netherlands)  
0031 493 093 914  
info@seeyoumemorialjewelry.com  
www.seeyoumemorialjewelry.com

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

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

### The Natural Burial Company Ltd

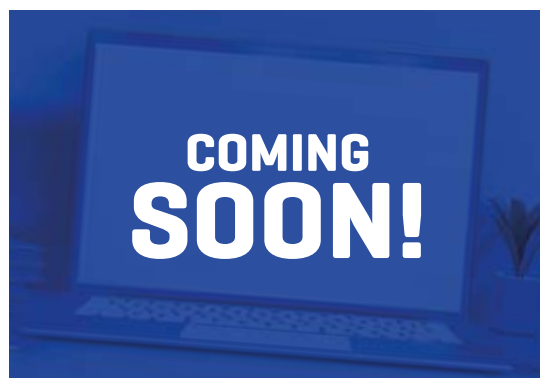
Mr C Doggett (Leicestershire)  
0116 222 0247  
info@thenaturalburialcompany.com  
www.thenaturalburialcompany.co.uk

Continued on page 32 >

## SAIF BUSINESS CENTRE UPDATE BY CLAIRE DAY

# New website and members' area – watch this space!

SAIF will shortly launch its new website. There will be a new look and feel members' area that will provide the usual information and give the member more autonomy regarding company information.



## Festive timings

Over the festive period, the SAIF Business Centre opening times will be:

- Friday 22 December, 9am-4pm
- Wednesday 27 December, 10am-2pm
- Thursday 28 December, 10am-2pm
- Friday 29 December, 10am-2pm

Normal hours will resume from Tuesday 2 January 2024.

From all at SAIF Business Centre, we wish all our SAIF members and readers a merry Christmas and Happy New Year.



# Evolving to meet the changing market

*SAIFCharter Chair Adam K Ginder reflects on the past year and discusses how embracing opportunities for innovation will be key to meeting customer needs and ensuring future success...*

**A**s I write this column for the final magazine of 2023, I'm reflective of the significant journey we've come on under FCA regulation. There have been some notable successes during the year, as our members have continued to embrace and embed FCA requirements to connect with funeral plan customers in an even more professional, customer-focused way. Funeral director engagement with annual CPD requirements and increased adoption of digital enquiry and sales processes are two strong indicators of our responsiveness to changing customer needs.

## Changing dynamics

Independents are also recognising the need to evolve in response to increased customer demand for direct cremation services. We must understand that the appeal of small-scale and direct cremation type funerals is not just down to cost and is a personal preference for many.

Meanwhile, innovation and development in the digital space continues at pace. It's clear funeral plan customers want to find information online and price comparison websites are becoming a key information source for today's increasingly tech-savvy consumer. There are a growing number of digital disruptors, as well as more established providers now operating in this space, looking to secure a share of what was traditionally a funeral director centric market.

## Moving with the market

If we are to remain successful, we cannot be complacent. We must understand and keep pace with developments within the wider market, to ensure we remain at the forefront of how customers secure funeral services. Through our partnership with

Golden Charter, we have the opportunity to do this through services such as [localfuneral.co.uk](http://localfuneral.co.uk) and the ability to offer funeral plans to customers directly from our websites.

I would urge you to make the most of all the digital services available to you in 2024. Ensure you are visible online and that the range of plan types you offer is clear, so families understand you can meet all their funeral plan needs, whether that is a traditional funeral or a simpler, more basic service.

## SAIFCharter Insight Group

I was delighted to host the first meeting of our SAIFCharter Insight Group at the end of November. The group provides a forum for our most ambitious, forward-looking members to share insights on best practice, innovation and planning for success. To find out more or to get involved, please contact our Secretary John Byrne at [secretary@saifcharter.co.uk](mailto:secretary@saifcharter.co.uk)

I look forward to working closely with this group and our Executive team to explore how we can support you to evolve and respond to the changing market in the year ahead.

Finally, as we prepare for the end of the year, I'd like to acknowledge all our independent funeral director members who spend the festive period helping bereaved families. I'd also like to thank my SAIFCharter Executive team and all the staff at Golden Charter for their support this year.

I believe that our shared values of professionalism, dedication and customer focus are what set us apart. With the partnership offered by Golden Charter we are in an excellent position to evolve to meet changing market and customer dynamics in 2024 and beyond. 

Please follow @SAIFCharter on X (the platform previously known as Twitter), like our Facebook page and follow us on LinkedIn to keep up to date with our association's news and updates as we grow our community of independent funeral businesses online.



## Your SAIFCharter Executive

To contact your SAIFCharter Executive about any subject, please send an email to [contact@saifcharter.co.uk](mailto:contact@saifcharter.co.uk)

If you want to speak directly to a funeral director, you can also reach the Chairman, the SAIFCharter Secretary, or any of the Executive members around the country through the details below.



**ADAM K GINDER**  
Chair and Golden Charter  
Board representative  
M. K. Ginder & Sons,  
Watford, North London  
[adam@ginder.co.uk](mailto:adam@ginder.co.uk)



**MARIA STIBBARDS**  
S. Stibbards & Sons Ltd, Essex,  
[maria@stibbards.co.uk](mailto:maria@stibbards.co.uk)



**JOHN BYRNE**  
Secretary of SAIFCharter  
and Golden Charter  
Board representative  
J T Byrne Funeral  
Directors, Lancashire  
[secretary@saifcharter.co.uk](mailto:secretary@saifcharter.co.uk)  
or [john.byrne@jtbyrne.co.uk](mailto:john.byrne@jtbyrne.co.uk)



**JAMES CARCARY**  
SAIF Scotland representative  
James Carcary Funeral  
Directors, Perth  
[carcary@perthfuneraldirectors.com](mailto:carcary@perthfuneraldirectors.com)



**DAVID GARLAND-THOMAS**  
National SAIF representative  
St James Funeral Home,  
Swansea  
[accounts@stjamesfuneralhome.co.uk](mailto:accounts@stjamesfuneralhome.co.uk)



**JAMES MORRIS**  
William Purves Funeral  
Directors, Scotland  
[enquiries@williampurves.co.uk](mailto:enquiries@williampurves.co.uk)



**JILL GLENCROSS**  
Jill Glencross Independent  
Funeral Directors Ltd, Carlisle,  
[dalstonchapelofrest@gmail.com](mailto:dalstonchapelofrest@gmail.com)



**PAUL STEVENSON**  
Paul Stevenson Funeral  
Directors Ltd, Ayrshire  
[paul@funeral-scotland.co.uk](mailto:paul@funeral-scotland.co.uk)



**GEORGE LOCKE**  
R Locke & Son, Banbury  
[george@rlockeandson.co.uk](mailto:george@rlockeandson.co.uk)



**JAMES TOVEY**  
Golden Charter Board  
representative  
Tovey Bros, Newport  
[james@toveybros.co.uk](mailto:james@toveybros.co.uk)



**TRACEY WARREN**  
A E Stoodley & Son Ltd,  
Crewkerne  
[stoodleyandson@gmail.com](mailto:stoodleyandson@gmail.com)

DR BILL

I'm getting to that time in life when I'm realising 'too soon old, too late smart'. But for me, the question for this new year has become 'to be or not to be?'

Shakespeare's famous soliloquy is about life and death for Hamlet. But the real question for most of us is not just about death or the difficulties of life; it's what to do about them. Do we, in Hamlet's words, "suffer the slings and arrows of outrageous fortune" or "take arms against a sea of troubles and by opposing, end them"?

This is the choice that confronts us as we look for reasons and resources to live our lives. It's about deciding to give up or to go on. To make the best of life in whatever the situation we find ourselves, or submissively surrender to an inevitable fate.

It's tempting to think the question is: "What do I have to do to make life successful or even worth living?" But that's not the real issue. What do I have to be (or not to be) to make life work? That is indeed the question!

## 1. BE CREATIVE

In the workplace and at home, one secret of breathing life into business, personal relationships, or indeed any situation is creativity. Many businesses are now 'suffering slings and arrows' by hanging on to the idea that 'this is the way we've always done it'.

If you haven't noticed, technology has changed our world. Whether shopping on Amazon or buying a ticket for a concert or event, the only way is by computer or phone. For a generation not used to technology, it means constantly having to ask our grandchildren how to do it or having them do it for us.

Whether we like it or not, technology is revolutionising the funeral profession. Soon, funerals will be arranged and plans marketed using artificial intelligence (AI) and avatars. Even grief support will be distributed by email and online. Imagine how you could enhance your community reputation by simply having a series of



Hamlet's question is one we must all answer

# To be or not to be?



**Dr Bill Webster** is a grief counsellor, author and well-known international speaker. He has been involved in grief counselling for more than 30 years

short grief support videos sent to your families, in their own homes, accessible at any time of the day or night. This technology is already here, and as some of you will have heard, I'm currently involved in helping produce such an innovative programme of support.

What could you do to 'be creative' in this new year? What can help you stand out? To be, or not to be?

## 2. BE A COMMUNICATOR

Good communication always involves two elements. The message, the substance of what we want to say, and the method, the ways in which the content of that message is conveyed. The greatest thing in connecting with people is not just what you say, it's the impression you leave afterwards. This is not an innate skill, but a learned behaviour.

There is a huge difference between sympathy and empathy. Mere sympathy doesn't help you build deep connections with other people, it only offers surface-level understanding. Sometimes sympathy is just our relief in not having the same problems.

Empathy lets you walk in someone else's shoes. It is our ability to understand how someone feels, to see and feel the situation from the other's perspective. If you were ill, had experienced bereavement, or needed help, what response would you want, need, and long for?

A nursing friend of mine said: "It was a gigantic day for me when I decided not to question or resent the bell that summoned me to the

sick room, but to simply answer it. It was one small way I could live in compassionate service to another human being. This realisation came about when I put myself in my patient's shoes – or in their sick bed, to be more specific! What if I could not get up without help? What if I needed some water, food or just some companionship? But I was the one who was there for them."

Communicate your desire to provide that level of experience every time you answer the call. 'To be or not to be?'

## 3. BE CONTENT

After any loss, grieving people ask 'to be or not to be?'. Every day we have to find answers to the questions death raises and challenges of survival.

A good life is not just about positive outcomes but how we allow ourselves to be affected by whatever life brings. Assessing 'good' or 'bad' should not depend on circumstances. The real heroes are people who face all kinds of adversity, but never lose the spirit of determination linked to an attitude of gratitude.

After my own life losses, I have had to come to say, "it is what it is," then find ways to make the most of what I have left and be content with that.

When we do, we discover death is not the ultimate defeat. A life un-lived is truly the greatest disaster.

It's never too late to get smart. Take a look at your life today, your relationships, your involvements and your plans for a New Year, and ask yourself, "To be... or not to be."

Only you can decide your answer to that question. ①





A Diamond Partnership

# Exclusive offer for independent funeral directors

## Compete on a level playing field

Demand for direct cremation is growing, with 14% of funerals now accounting for direct cremations. With the right cremation deal on offer, SAIF funeral directors could provide assistance with securing a local direct cremation service to those who are specifically looking for this option.

**£295**

### The Unattended Direct Cremation

SAIF member to deliver the coffined deceased to a Westerleigh Group crematorium.

Bookings for this service can be made directly with the local Westerleigh Group crematorium.

**£375**

### The Unattended Direct Cremation and Collection

Includes collection of the coffined deceased from the SAIF member's premises and the return of the ashes. This service must be booked directly with Distinct Cremations.

Geographical restrictions apply, please contact us for further details.

**£495**

### The Witnessed Direct Cremation Service

A 10-minute service, limited to a maximum of 8 mourners, designed for families that may choose an unattended service but wish to witness the committal. There is no formal service, the 10 minutes provides time for quiet reflection. The SAIF member delivers the coffined deceased to their local Westerleigh Group crematorium. The service is available between Mondays and Thursdays, limited to 9.00am and 9.15am service times only.<sup>†</sup> Bookings for this service can be made directly with the local Westerleigh Group crematorium (not available at Torbay Crematorium).

**£595**

### The Limited Early Morning Service

A short early morning service, which is either funeral director led or family-led, with a 20-minute service, limited to a maximum of 20 mourners. The SAIF member to deliver the coffined deceased to the Westerleigh Group crematorium.

Available between Mondays and Thursdays, limited to 8.30am, 9.00am or 9.30am service times only.<sup>†</sup> Bookings for this service can be made directly with the local Westerleigh Group crematorium (not available at Forest of Dean Crematorium).

**£700**

### The Complete Unattended Service

An unattended direct cremation including the collection of the deceased from place of rest, care, storage, preparation, with an additional £100 charge for collections out of hours from a private residence/non-mortuary facility. This service must be booked directly with Distinct Cremations. Geographical restrictions apply, please contact us for further details.

## How to book...

For services, which must be booked via Distinct Cremations, please telephone **0808 296 7787** or email at [SAIF@distinctcremations.co.uk](mailto:SAIF@distinctcremations.co.uk)

### Effective from 1st February 2024:

Diamond Partnership packages will be available at

The Unattended Direct Cremation Service: £325

The Unattended Direct Cremation and Collection Service: £400

The Witnessed Direct Cremation Service: £525

The Limited Early Morning Service: £635

The Complete Unattended Service: £750



<sup>†</sup> Local restrictions on times may apply.

## SAIF ASSOCIATES DIRECTORY 2023

> Continued  
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### OTHERS

#### AtaLoss.org

J Woodward  
(Chichester, West Sussex)  
07976 646644  
jane@ataloss.org  
www.ataloss.org

#### Flourish by 2H Ltd

Mrs Carole Henderson  
& Mr Ian Henderson  
(Ellington, Cambridgeshire)  
01480 570202  
carole@2-h.co.uk  
www.flourishh.org

#### Funeral Service Journal (Worthing, West Sussex)

Editorial: Russ Bravo / Advertising:  
Denise Walker  
01903 604338  
editorial@fsj.co.uk  
www.fsj.co.uk

#### LCK Funeral Support Services Ltd

Mr A Mc Cafferty (Hayes)  
0208 900 9222  
l.c.f.s@outlook.com  
www.lckfuneralsupport.co.uk

#### Professional Help Ltd

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

#### Reach plc (national and regional multimedia publisher)

Mr D Minns (Hull)  
01482 428866  
darren.minns@reachplc.com  
www.funeral-notices.co.uk

#### Sagacity Data Solutions Ltd (London) (suppressing unwanted mail)

0207 089 6400  
ERussell@sagacitysolutions.co.uk  
www.sagacitysolutions.co.uk

### PRINTING & STATIONERY

#### Gateway Publishing (Part of Mimeo (UK) Ltd)

Mr M Moore (Huntingdon)  
01480 410444  
info@gateway-publishing.co.uk  
www.gateway-publishing.co.uk

#### Polstead Press

Tracy Gaymer  
(Stowmarket, Suffolk)  
01449 677500  
tracy@ghyllhouse.co.uk  
www.polesteadpress.co.uk

#### RNS Publications

Mr C Shaw (Blackpool, Lancashire)  
01253 832400  
cs@rns.co.uk  
www.rns.co.uk

#### Trident Marketing Anglia Ltd (graphic design, website and marketing)

Mr C Beswick / Mrs V Beswick  
(Somer, Ipswich)  
01473 823700 or 07872 027424  
carl@tridentmarketinguk.com

### REMOVAL & REPATRIATION SERVICES

#### Alba Repatriation & Cremated Remains Transportation

Mr S Murren (Paisley, Renfrewshire)  
07834 489766  
info@albarepat.co.uk  
www.albarepat.co.uk

#### Cremated Remains Transport Services

Lord John P A Kersley (Bognor  
Regis, West Sussex)  
01243 583913  
advancesalesuk@aol.com  
www.advancesalesuk.com

#### Euro-City Direct Ltd

Mr J W Kindleysides  
(Dorking, Surrey)  
01306 322952  
ecduk@btconnect.com

#### Guy Elliot Ltd

Mr G Elliot (Kingswells, Aberdeen)  
07770 407610  
conscientiously@outlook.com

#### Key Air - The Repatriation People

Mr B Birdsall (Hayes, Middlesex)  
0208 756 0500  
repatriations@keyair.eu  
www.keyair.eu

#### LCK Funeral Support Services Ltd

Mr A Mc Cafferty (Wembley)  
0208 900 9222  
l.c.f.s@outlook.com  
www.lckfuneralsupport.co.uk

#### Mears Repatriation

Mr G Hart (London)  
0203 455 0305  
info@mears.london  
www.mearsrepatriation.com

#### Focus Group (IT, telecoms & connectivity services)

Mr A McGowan  
(Shoreham-by-Sea,  
West Sussex)  
0330 024 2000  
andy.mcgowan@focusgroup.co.uk  
www.focusgroup.co.uk

#### MultiPay Merchant Services (card payment processing & card machines)

Mr S George  
(Bishops Stortford, Hertfordshire)  
0207 247 1247  
admin@multipay  
merchantservices.co.uk  
www.multipaymerchant  
services.co.uk

#### National Repatriation

Mr T W Hathaway  
(Cusworth, Doncaster)  
07780 118458  
info@nationalrepatriation.co.uk  
www.nationalrepatriation.co.uk

#### Rowland Brothers International

Fiona Greenwood  
0208 684 2324  
info@rowlandbrothers  
international.com  
www.rowlandbrothers  
international.com

#### Staffords Repatriation Services

Mr J Stafford &  
Mr C Davis (Dublin)  
00353 1855 0555  
ns@funeralservices.ie

#### Walkers Repatriation Service

Mr T Walker (Burton on  
Trent, Staffordshire)  
07792 022048  
tjwalker60@gmail.com

### SOFT GOODS & FURNITURE SUPPLIES

#### Allsops CTF Ltd

Mr G Allsop  
(Worthing, West Sussex)  
01903 213991  
info@allsops.net

#### Bradnam Joinery Ltd

Mr B Spittle (Haverhill, Suffolk)  
01440 761404  
info@bradnamjoinery.co.uk  
www.bradnamjoinery.co.uk

#### Clarke & Strong Ltd

Mr B Fry (Coventry)  
0247 622 1513  
info@clarkeandstrong.net  
www.clarkeandstrong.com

#### Leslie R Tipping Ltd

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

#### MazWell Group

Mr Caldwell (Whitchurch,  
Hampshire)  
01256 893 868  
enquiries@themazwell  
group.com  
www.themazwellgroup.com

#### Thorley Smith Ltd

Mr D Tonks (Wigan)  
01942 243331  
sales@thorleysmith.com  
www.thorleysmith.com

## SAFETY FOR BUSINESS

# PART 2: Emergency evacuation – does your plan work for everyone?

A Personal Emergency Evacuation Plan (PEEP) is a bespoke plan for an individual who may not be able to reach a point of ultimate safety unaided, or within an adequate amount of time, during an emergency. The plan must be drawn up with the individual so the most suitable evacuation method can be agreed.

As well as detailing the escape routes/methods, when necessary, the PEEP will also identify the people who will assist in the evacuation.

All staff concerned must be trained and the plans should be regularly tested to ensure staff familiarity with the procedures and that they have adequate training and knowledge in the building's equipment and layout as required.

People concerned will include those with:

- **Mobility impairments:** These of course include wheelchair users, who will be generally considered to be those most vulnerable, but also any person who has difficulty in moving around [such as those in pain and/or needing to use walking sticks, etc.] or if such movement were to put them at risk [for example, health conditions such as asthma and heart disease or someone in a later stage of pregnancy].
- **Sight impairments:** Any degree of visual impairment may make orientation and following the escape routes more difficult.
- **Hearing impairments:** Any degree of auditory impairment may make the identification of an alarm signal or verbal instruction more difficult.
- **Cognitive impairments:** This will include people with a degree of difficulty in processing and/or understanding or interpreting information such as safety instructions, alarm signals or safety signage. It could also include people who have a condition that may affect their ability to function in a situation such as an emergency evacuation.
- **Other relevant circumstances:** Any other circumstances when specific additional arrangements may be justified to enable a person to evacuate in the event of an emergency. Such circumstances will naturally justify the establishment of a PEEP. An example of such a circumstance may be a person suffering from epilepsy and whose condition could potentially be triggered by alarm strobes present on the premises.

### What should a PEEP include?

- Who it is for
- Method of alerting the person concerned of the requirement to evacuate [alarm arrangements]
- Persons designated to provide assistance [if relevant]
- The methods of assistance required
- The equipment provided
- The evacuation procedure
- The safe routes to be used
- It would also be considered good practice to have the document signed by the person concerned and the person who assisted in developing the PEEP to record acknowledgment and agreement of the plan by both parties.

### Considerations regarding the activity and likely location of the person concerned within the building:

The context in which the person concerned finds themselves in the building may dictate certain aspects of the plan and what sort of solutions are available. Some of these relevant considerations may be:

- Whether the person concerned works alone, as part of a team, or in an open space group office environment [which may help identify who should be assigned to provide assistance].



**Simon Bloxham**

As a member of SAIF you can talk to a safety professional at Safety for Business simply by calling 08456 344164. You are also entitled to a discount on our fees when we help you with your health and safety needs. We can visit you to see how you are doing when it comes to compliance. This is free of charge, apart from travel costs so, what do you have to lose?

## SAIF COMMERCIAL PARTNERSHIPS 2023

#### Dynamic Fireworks Ltd t/a Heavenly Stars Fireworks

Nigel Clayton/Tina Clayton  
and Pauline Clayton (Essex)  
01206 710777  
sales@heavenlystarsfireworks.com  
www.heavenlystarsfireworks.com

#### Fidelity Energy (utility & energy consultant)

Mr S Dixon  
Park Street, Newbury  
0203 805 7724  
sean.dixon@fidelity-energy.co.uk  
www.fidelity-energy.co.uk

#### SAIFinsure (Unicorn Insurance Brokers)

Mr B Hart  
0203 603 4194 or  
0774 0577651  
brian@saifinsure.org.uk  
www.saifinsure.org.uk

#### SAIF Resolve (Scott & Mears) (debt collectors)

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



*It is important that practice runs and drills are carried out on a regular basis*

- Whether some work occurs out of hours (which may impact the availability of assistance).
- How likely are they to move around the building (and therefore need to evacuate from different locations).

#### **Key actions for the responsible person:**


- Ensure a system is in place to manage the identification of disabled persons or any other person who may have an impairment (temporary or otherwise) attending the building and who may need assistance in evacuating the building.
- Ensure plans are in place as required to address the needs of any person requiring assistance. Ensure these are drawn up by competent persons with input from the persons concerned.
- Provide resources accordingly (staff, equipment, etc.) and implement arrangements and/or reasonable adjustments identified as required by the plans developed (such as provision of instructions in a certain format, additional signage, installation of handrails, visual alarm systems, etc.).
- Provide appropriate training and ensure staff competence for providing the required assistance.
- Carry out regular drills and practice runs.
- Ensure any evacuation equipment and installations are maintained in good working order.
- Review the plans regularly to ensure they remain relevant and suitable.

#### **Key actions for fire wardens and marshals:**

Fire wardens and marshals may have specific coordination duties defined in a PEEP. If such is the case, they should be fully aware of these tasks and competent to carry them out. Notwithstanding any such specific duties, fire wardens/marshals must:

- Ensure all active PEEPs in place within their area of responsibility are known.
- Ensure they have a reliable way to ascertain the presence or otherwise of the people concerned by these PEEPs in the event of an alarm triggering.
- When sweeping their area of responsibility, ensure all areas are physically checked, if relevant, being mindful of persons who have hearing or cognitive impairments and who may potentially remain unaware of the evacuation taking place.
- Report both the position and circumstances of the fire (if within area of responsibility), and the progress of the evacuation to the fire and rescue service on arrival (or the lead fire warden/marshal if not themselves a lead fire warden/marshal).

#### **Key actions for staff with a specific role in the evacuation of people requiring assistance:**

- Actions will vary greatly depending on the arrangements defined by the PEEP. Such actions may consist of providing direct assistance to someone or operating an installation or equipment that contribute to the evacuation process.
- Whatever the tasks, ensure they know the procedures in place and how to use any equipment required.
- They should also practise these diligently at every opportunity and learn from any issues that occur during drills and practice runs. When it is felt the procedure or the arrangements in place may be improved, they must not hesitate to report this and consult with the person concerned and the person responsible for developing the plan. 



Considering selling your business?  
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## Guy Turner

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The Executive Committees act as the governing institution of SAIF.  
To contact your SAIF Executives, email [info@saif.org.uk](mailto:info@saif.org.uk) or call 0345 230 6777.

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## GOLDEN CHARTER

# Who's in your area?

You can get in touch with your Area Business Manager (ABM) regarding anything you need to know about Golden Charter. If your business doesn't have an assigned ABM right now, please contact the Regional Business Manager most appropriate for where your business is located and they will be delighted to put you in touch with your nearest one.

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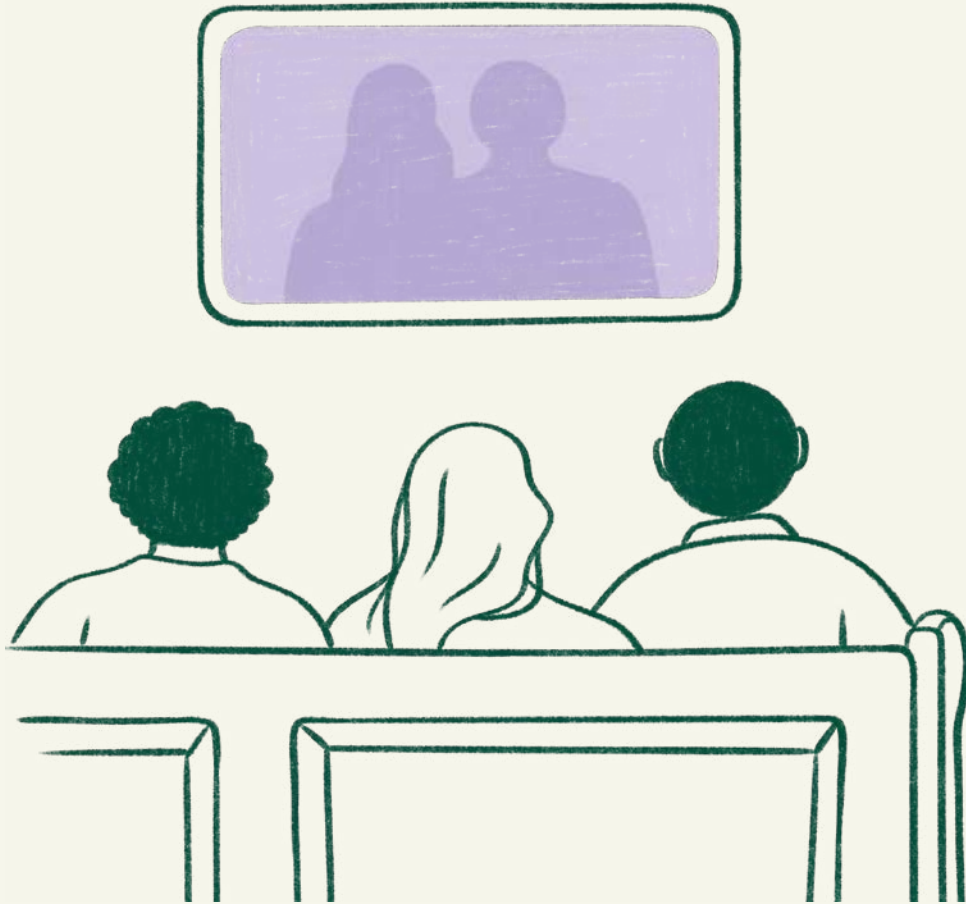
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