

BRITISH INSTITUTE OF FUNERAL DIRECTORS



# THE JOURNAL

ISSUE 2





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**National President's  
 Chosen Charity**



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## Letter from the National President

# Amanda Pink

Dear Members, Associates, Students, and Supporters.

Hope my letter finds you well,

I am back from a lovely holiday to the cold grey damp sky of the UK, but it was wonderful to have some down time and some sunshine.

I understand the certificate exams went off well so now just the marking and results to come, I am sure with our amazing tutors that all the students have passed with flying colours.

I have been reading the new Scottish Funeral Director Code of Practice as set out by the Scottish Government in that documentation and the letter from the Minister, Funeral directors will now have 12 months to become fully compliant with the Code before the intended date of the Code being issued and brought into force by the Scottish Government on 1 March 2025. From the intended issue date onwards, funeral directors in Scotland must comply with the Code as is required by section 97 of the Burial and Cremation (Scotland) Act 2016

If you haven't had chance to look at it, it is worth a read as even if you are based in England, Wales or NI but carrying out funerals in Scotland this code will still apply to you from what the code states, and going on past history what happens in Scotland often comes filtering down to England.

This is the link to the Code of Practice Funeral Director Code of Practice - gov.scot

So, this month will see me attending the LAFD (London Association of Funeral Directors) Gala Dinner in Park Lane in London to celebrate President Gary Valentine – Fuller year in office, I will be catching up with colleagues old and new.

I am also going to be upping the health kick to get in shape for my impending sky dive in 8 weeks time trying my best to raise as much money as I can, BIFD President Amanda Pink's Charity Skydive 12th April 2025 my husband has informed me he has upped the level of insurance to cover any breakages and has his eye on a lovely new car (joking aside if you have a few pennies spare the charity and I would be extremely grateful)

But remember to save the date for next year's conference 24th – 26th October 2025 at the Copthorne Hotel Slough- Windsor, which we hope to be an excellent weekend of education fun and food.

Best Wishes to you all,



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





# 43RD ANNUAL BIFD CONFERENCE

## 24TH – 26TH OCTOBER 2025



The Copthorne Slough-Windsor Hotel  
Clippenham Lane, Slough, SL1 2YE

### The BIFD Invites You To Conference 2025

National President, Amanda Pink, would like to invite all Members, Fellows, Students, Associates, Presidents of the Kindred Associations and all Guests to the forthcoming Conference and Gala Dinner to be held on 24th - 26th October 2025 at The Copthorne Slough-Windsor Hotel.

The Copthorne Hotel offers comfortable and contemporary facilities, where modern comfort seamlessly blends with the historic Windsor. With 219 spacious and comfortable rooms, the 4-star hotel is the perfect base to feel relaxed and rejuvenated for our Conference Weekend.

From here, you can visit the medieval **Windsor Castle** still in use since the middle ages, see the changing of the guard and experience Windsor's rich history. The hotel is also located very close to **Legoland Windsor** perfect for our guests who would like to attend with their family.





The **Bombay Pavillion Restaurant** offers dishes inspired by the traditional clay oven 'Tandoor' and curries that stay true to their origin.

The **Motion Health Club** provides comprehensive leisure facilities and state-of-the-art gymnasium and swimming pool.

Heathrow Airport is a mere 15 minute drive and is ideally located just outside of central London, just 30 minutes away by train.

## **The President's Charity 2025**

For her Presidential Year, Amanda is supporting The Lullaby Trust.

The charity works to educate and support new parents in the best sleep practices for their babies with the aim to prevent deaths. Their aim is to reduce the level of Sudden Infant Death Syndrome (SIDS) which they have helped to reduce by 81% since 1991 saving over 30,000 babies. They also support bereaved parents following the tragic and devastating loss of a baby or young child and have so far helped over 800 families. A fantastic charity that needs funds to continue its important work and any support provided to our campaign for the Lullaby Trust throughout 2025 and at Conference will be gratefully appreciated.





## The itinerary so far...

Friday 24th October 2025

The Board of Directors will be meeting in the afternoon.

After checking into your rooms, Amanda invites you to join her for a 3 course dinner in the hotel function suite.

Saturday 25th October 2025

The AGM will take place in the morning followed by a buffet lunch.

In the afternoon Amanda is planning an educational session... Watch this space for further information.

The evening will start with a Drinks Reception followed by a 3 course dinner with wine, plus cheese & biscuits. We will also have our Diploma Awards Ceremony and Handover of Offices followed by music and dancing until late.

Earlier than 24th or later than 25th October 2025

If you would like to enjoy a longer break, we have secured good rates either side of the Conference, so that you can enjoy Windsor for an extended stay.



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24th – 26th October 2025

The Copthorne Slough-Windsor Hotel  
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Slough  
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The 43rd BIFD Conference 2025 Rates

1. Friday Evening To Sunday Morning – THE COMPLETE PACKAGE

Friday Dinner .....Double Room (per couple) £675  
Friday & Saturday Bed & Breakfast .....Single Room (per person) £425  
Saturday AGM: On Arrival Tea & Coffee  
Saturday Lunch Included  
Saturday Evening Drinks Reception  
Saturday Gala Dinner – Includes 4 Course Meal

2. Friday Evening To Saturday Morning - ONLY

Friday Dinner .....Double Room (per couple) £295  
Friday Bed & Breakfast .....Single Room (per person) £200  
Saturday AGM: On Arrival Tea, Coffee & Biscuits

Saturday Lunch Is Available At £30 PP

3. Saturday To Sunday Morning - ONLY

Saturday AGM: On Arrival Tea, Coffee & Biscuits .....Double Room (per couple) £395  
Saturday Evening Drinks Reception .....Single Room (per person) £235  
Saturday Gala Dinner – 4 Course Meal Followed by Tea & Coffee  
Saturday Bed & Breakfast  
Saturday Lunch Is Available At £30 PP

4. The Gala Banquet Dinner Only .....£85 Per Person

Saturday Evening Drinks Reception  
Saturday Gala Dinner – 4 Course Meal Followed by Tea & Coffee

5. AGM ATTENDANCE ONLY .....Free To All Members & Students

Saturday AGM: On Arrival Tea, Coffee & Biscuits

Saturday Lunch Is Available On The Day At £30 PP



The 43rd BIFD CONFERENCE - 24th – 26th October 2025

The Copthorne Slough-Windsor

**BOOKING FORM**

Members Name: ..... Membership Number: .....

Address: .....

Post Code: ..... Contact Telephone Number: .....

Email Address: ..... Number of Rooms Required: .....

Special Dietary Requirements: Yes/No Details of Diet .....

Arrival Date: ...../...../..... Departure Date: ...../...../.....

Attending Partners Name: .....

Attending Guests Names: .....

**See Rates Page To Complete Form & Payment**

**Tariff (1) – Full Package**

Double Rate: £.....

Single Rate: £.....

Please return, or email, your completed booking form for the appropriate amount to the Conference Co-ordinator and make payment either by Bacs or by Cheque made out to “The BIFD”:

**Tariff (2) – Fri to Sat**

Double Rate: £.....

Single Rate: £.....

Bacs Payments To:

Sort Code: 60-83-01 - Account Number: 20336550

**Tariff (3) – Sat to Sun**

Double Rate: £.....

Single Rate: £.....

**Mr. David Gresty**  
**C/O The British Institute of Funeral Directors**

**National Office,**  
**2 Heather Ridge Arcade,**

**Heatherside,**  
**Camberley, Surrey,**

**GU15 1AX**  
**07354 847 702**

**Tariff (4) – Gala Dinner Only**

Total Attendees £.....

**Tariff (5) – AGM Only**

£ No Charge

Email: [treasurer@bifd.org.uk](mailto:treasurer@bifd.org.uk)

Total Amount Due £.....

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# VALENTINE'S DAY

And it's true origins

*By Clive Pearson, 1st Vice President*

Seated once again at my desk in the picturesque Yorkshire countryside, I find myself reflecting on the imminent arrival of February 14th, Valentine's Day. This day is often characterised by the exchange of gifts and cards among loved ones, but what is its true origin?



Several narratives attempt to explain the roots of this special day, with the most renowned story centring a priest named Valentine. Emperor Claudius II believed that married soldiers were less effective in battle, leading him to enact a law prohibiting their marriages. Undeterred by this decree, Valentine continued to officiate weddings for soldiers, an act that ultimately led to his imprisonment and impending execution.

The jailer responsible for Valentine had a blind daughter, and recognising Valentine's wisdom, he requested that Valentine educate her. Through his guidance, her faith deepened, and it is said that Valentine, through divine intervention, restored her sight. Before his execution, he entrusted her with a letter signed "from your Valentine." In a beautiful gesture of love, she is said to have planted an almond tree with pink blossoms at his grave.

Another account traces back to Ancient Rome, where a pagan fertility festival known as Lupercalia was celebrated around February 14th. This festival coincided with the period when birds were believed to begin mating, inspiring the Romans to associate this time with fertility for their women. As part of the celebration, a goat was sacrificed, and its skin was used in a rather unfortunate tradition of whipping women —thankfully, a practice that has long since faded into history.

The earliest recorded association of St. Valentine's Day with romantic love appears in Geoffrey Chaucer's poem "Parlement of Foules," penned in 1382. The lines, "For this was on Seynt Volantynys Day. When every foul comyth there too chese his make," will resonate with those familiar with Chaucer's work from A Level English Literature.



Fast forward to the 18th century, the well-known verse "The rose is red, the violets blue. The honey is sweet, and so are you" emerged in a collection of nursery rhymes, promoting the tradition of sending handcrafted Valentine's cards to woo one's beloved. This tradition has evolved into the modern-day celebration, which has become heavily commercialised, featuring the exchange of flowers, cards, chocolates, and various gifts.

One significant challenge we face in the funeral service profession is the sharp increase in the price of red roses for funeral tributes as Valentine's Day approaches. The loss of a loved one is painful at any time of year, but significant dates like this can intensify the grief, as families are reminded more vividly of their loss.

It is a privilege to be entrusted with the care of a departed loved one, and we are committed to upholding the highest standards in our service. The British Institute of Funeral Directors issues licenses to members who engage in continuous professional development throughout the year, providing families with reassurance that their loved ones are being cared for by qualified funeral directors.



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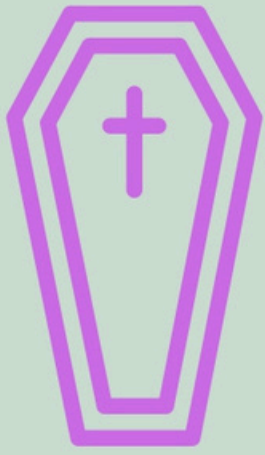


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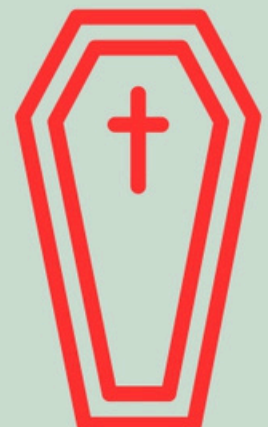
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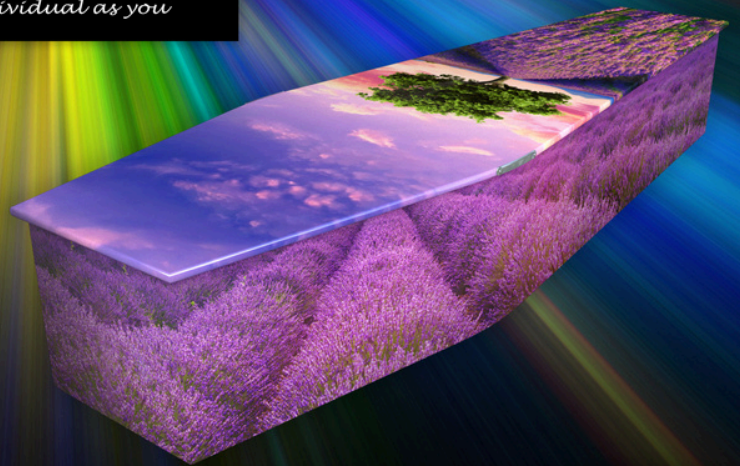


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## 2025/26 MEMBERSHIP SUBSCRIPTION RENEWAL

Please complete this form IN FULL and return it with your payment and any supporting documents, as required.

Name:		BIFD Membership No.:
Address:		
Town:	County:	Post Code:
Telephone:	Email: please print clearly	

I hereby apply to renew my membership in the British Institute of Funeral Directors, as follows:

✓	MEMBERSHIP TYPE	SUBSCRIPTION AMOUNT		
	Licensed Full Member (CPD FORM MUST BE COMPLETED)	£185.00		
	Full Member	£160.00		
	Retired Member (voting)	£ 75.00		
	Retired Member (non-voting)	£ 50.00		
	Student Member	£ 75.00		
	Associate Member	£100.00		
✓	ADDITIONAL MEMBER ITEMS	Quantity	Cost	TOTAL AMOUNT
	Additional copies of Annual Licence <i>(ONLY available to Full Members with a Licence, as above)</i>		£10.00	£
	Member's Lapel Badge		£ 5.00	£
	Member's Window Sticker		£ 2.45	£
	Member's Tie (normal straight tie or clip on)		£10.00	£
	Member's 40 <sup>th</sup> Anniversary Tie (straight tie) – all funds from tie sales donated to the National Presidents chosen Charity.		£15.00	£
Total Additional Member Items				£
Membership Subscription (as above)				£
<b>TOTAL TO PAY</b>				£

Member's Signature:
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To opt out of allowing your personal information to be shared, please tick the box.	<input type="checkbox"/>
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FULL NAME		
Address:		
		Post Code:
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Mobile:		
Email:		
Website: www.		

Details of qualifications ie Diploma in Funeral Service or Diploma in Funeral Practice

<b>Please complete and return this form to National Office with evidence of your qualifications. ie. a copy of your NAFD Diploma Certificate or IFD Cert FP Certificate. Once we have checked these we will provide you with our bank details for you to send payment prior to us issuing your membership certificate.</b>
<b>I Declare</b> that the information furnished by me as part of this Application is correct and I agree to comply with the Rules of the Institute including the Code of Ethics.
<b>I Acknowledge</b> that any Membership Certificate issued to me will remain the property of the Institute
<b>I Confirm</b> that on termination of my Membership of the Institute, for any reason, I will return my Membership Certificate and cease using the logo or any advertisement containing reference to the Institute.
<b>I Agree</b> to my details being shared with Institute members

Signature:	Date:
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**APPLICATION FOR ASSOCIATE MEMBERSHIP - 2025/26**

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Involvement with the funeral/bereavement sector :

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<b>I Declare</b> that the information furnished by me as part of this Application is correct and I agree to comply with the Rules of the Institute including the Code of Ethics.
<b>I Acknowledge</b> that any Membership Certificate issued to me will remain the property of the Institute
<b>I Confirm</b> that on termination of my Membership of the Institute, for any reason, I will return my Membership Certificate and cease using the logo or any advertisement containing reference to the Institute.
<b>I Agree</b> to my details being shared with Institute members

<b>Signature:</b>	<b>Date:</b>
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## **Funeral company set to donate more than £60,000 to good causes with launch of seven new community funding programmes**

Funeral Partners have continued to show commitment to the communities they serve by launching seven new funding initiatives designed to support local good causes. The country's fastest growing funeral business have committed to the brand-new Community Assistance Programmes for a number of its Funeral Directors which will see grants given to organisations based close to the participating funeral homes.



**John G Hogg Funeral Director  
Claire Ward and Business  
Principal John Hogg**

The Funeral Directors set to launch their own community funds this year are:

- John G Hogg Funeral Directors in Sunderland
  - Eaves Funeral Service in Cumbria
  - M L Williams Funeral Directors in Ayr
- Melia Powell Funeral Service in West Yorkshire
- AN Abraham Funeral Directors in Pontefract
- Mulhollands Funeral Directors in Carrickfergus, Northern Ireland
- Bairds of Antrim Funeral Directors in Antrim, Northern Ireland

A panel from each of the funeral brands, alongside local independent representatives who understand the needs of the local community, will decide on the successful applicants.

Additionally, Miles & Daughters Funeral Directors in Berkshire, John Blenkiron & Sons Funeral Directors in North Yorkshire and Durham, Elizabeth Way & Company Funeral Directors in Mossley plus James Brown and Sons Funeral Directors and John Gray Funeral Directors in Northern Ireland will be launching another round of their own funds, continuing their impressive track record supporting some amazing causes, allowing them to deliver projects and initiatives benefiting local families and the wider community.

In total, the funds will give grants of £63,000 in 2025.





1. Eaves Business  
Principal Mike Jolly  
and Funeral Director  
Laura Gatenby

Gemma Taylor, Community and Communications Manager at Funeral Partners said she was excited about expanding their community funding programmes.

“We know the impact these funding initiatives can have on the organisations who successfully apply for them,” she said.

“The money goes a long way to help these organisations, plus the recognition and promotion of the initiatives helps build awareness and attract more funding and local volunteers.

“Our dedicated teams can take the opportunity to build relationships with these charities and causes who do amazing work on their doorstep, support with other events and become even more embedded into their communities, so people know who we are and that we are there for them when they need us.



AN Abraham Funeral  
Director Chris  
Whitehouse and  
Administrator Bev  
Bishop

“So far, we have help support so many good causes from youth sports teams, museums, mental health initiatives and many more.”

Grants are available to fund local activities which improve the quality of life of residents and the wider community. Projects must align with one of more of the four fund categories Health, Education, Employment opportunities, Poverty and Social Deprivation.

Kelly Hailou, Marketing Director at Funeral Partners added: “I am so pleased we have been able to commit to launching an incredible seven new funds, whilst being able to continue with more funding opportunities to those which are already established in their areas.

“I am proud to say in total, Funeral Partners Community Funds and Assistance Programmes will donate more than £60,000 in 2025

“I can’t wait to see the impact the funds have for these worthwhile causes, who desperately need the support of businesses like ours. A big thanks to our funeral home teams who also put a lot of their personal time and energy into supporting the programme.”

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## **Fundraiser from Funeral Partners is proud winner of charity's first-ever Together for Childhood Awards**

Tireless fundraisers have been honoured in a children's charity's inaugural fundraising awards after helping to donate more than £160,000 to support poorly youngsters.

Jamie Groves, Regional Development Director at Funeral Partners, and his friend Charlotte Styles, are the driving force behind Goals 4 GOSH – an annual football match featuring former Premier League players and stars of social media, television and music for Great Ormond Street Hospital Charity (GOSH Charity).

The pair have now been celebrated in the charity's first ever Together For Childhood Awards which celebrates members of the GOSH Charity community for their efforts.

Speaking after winning The Care Award, Jamie said: "To be honest, I didn't realise there were even awards going on.

"Getting chosen, as the winner was a bit mind-blowing.

"Every single penny makes such a difference when it comes to the hospital's equipment, beds and everything else.

"They rely so much on the funding that the charity provides.

"So, it is a massive thanks to every single player, volunteer, supporter and everybody involved."

Jamie and Charlotte both have personal connections to Great Ormond Street, and Charlotte said she thought Jamie was 'bonkers' when he suggested the first Goals 4 GOSH match in 2021, with just six weeks to prepare.

She added: "It's incredible to have won the awards, and it's such a lovely thing to receive."

As well as the annual match – which is due to return in May and will once again be supported by Funeral Partners and their funeral plan company Choice – Goals 4 GOSH regularly sends teams to support other fundraisers and run other smaller events to support the charity. Jamie himself also completed several physical challenges to raise sponsorship money.

Nominations for the first-ever Together for Childhood Awards were shortlisted by a diverse panel of judges, made up of charity volunteers and committee members.

Comedian and former GOSH patient Alex Brooker then had the privilege of selecting the winners. He said: "Having been a GOSH patient myself, I know first-hand the impact your support has on the patients, families and staff at the hospital, making it the remarkable place it is today."

For more information about Goals 4 GOSH, search for them on Instagram or TikTok at @Goals4Gosh.



**Goals 4 GOSH  
founders Charlotte  
Styles and Jamie  
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# Nottingham City Council Bans Mourners from Leaving Flowers on Graves Beyond One Week

In a controversial move that has sparked debate across the nation, Nottingham City Council has introduced new regulations that restrict mourners from leaving flowers and wreaths on the graves of their loved ones beyond one week after a funeral. Under the new policy, floral tributes must be removed within seven days of a funeral, and any items left longer will be cleared away by council staff.

The decision, which affects the city's cemeteries, has raised concerns from both local residents and grief support organisations, who argue that the removal of flowers too soon disregards the emotional needs of those who are mourning. The new rules aim to address issues such as the maintenance and cleanliness of cemetery grounds, as well as the need to manage the growing number of floral tributes.

## The Council's Rationale

Nottingham City Council has defended the decision, stating that the removal of flowers after one week is necessary for the preservation of cemetery grounds. The council explained that flowers, wreaths, and other tributes can quickly become unsightly as they decay, attracting pests and affecting the overall appearance of the cemetery. They also cited logistical concerns, claiming that the space occupied by these tributes needs to be cleared for other visitors and ongoing maintenance.

## Public Outcry and Criticism

While the council's intentions may stem from a desire to maintain the cleanliness and order of cemetery grounds, many mourners and local residents have voiced their dissatisfaction with the new rules. Grief counsellors, in particular, have expressed concern that this policy may hinder the grieving process, as flowers are an important ritual of remembrance for many people.

Additionally, some critics argue that the rules fail to account for the diverse ways people mourn. In many cultures, visiting the grave and leaving flowers or personal items is a long-standing tradition that provides a sense of closure and comfort to grieving families.

## A Sensitive Issue

While the removal of flowers may seem like a simple housekeeping decision, the emotional impact of this policy should not be underestimated. Memorialising a loved one is deeply personal, and the ritual of leaving flowers serves as a symbolic gesture of love, respect, and remembrance. The new policy risks alienating mourners who feel that their traditions and emotional needs are being overlooked.

Experts on grief support have highlighted that the act of tending to a loved one's grave—whether by placing fresh flowers, cleaning the memorial stone, or simply sitting quietly—can be an essential part of the healing process. For some, returning to the grave regularly with flowers is an ongoing way of showing love and maintaining a sense of connection to the deceased.

## Alternatives and Potential Solutions

In response to the backlash, some have suggested that there could be more flexible or considerate alternatives to the policy. For example, the council could introduce designated spaces for flowers that are cleared at regular intervals but allow mourners more time to leave personal tributes in areas where maintenance is less of an issue. Others have proposed that the council could offer a compromise, allowing mourners to place artificial flowers, which do not decay as quickly, in place of real ones.

Moreover, some mourners have suggested that the council offer memorial benches or other forms of tribute that would allow for a lasting remembrance, giving families more ways to honour their loved ones that do not rely on temporary floral arrangements.



## Moving Forward

While the new rules are set to be enforced, it remains to be seen whether they will be adjusted in response to the public outcry. Nottingham City Council may need to reconsider its approach, taking into account the emotional needs of the grieving while still addressing the practical challenges posed by cemetery maintenance.

Ultimately, the case raises larger questions about the role of public authorities in regulating personal mourning practices and whether it's possible to strike a balance between respect for grieving traditions and the logistical realities of cemetery management. This controversial policy has undoubtedly sparked a conversation about how we memorialise the deceased and the impact such regulations have on the living.

For now, mourners in Nottingham may find themselves caught between their personal rituals of remembrance and the council's new rules—an issue that could resonate far beyond the city's borders as more councils consider similar policies.



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**Hilton Southampton  
Utilita Bowl**

**JUNE | 23-25 | 2025**

Our conference programme will provide essential updates and topical papers to ensure delegates are fully updated and ready to address the many changes facing the sector.

Please do follow CBCE on LinkedIn or X to receive further updates and announcements.



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# Regulation in Scotland – the new Funeral Director Code of Practice

## Introduction

In March 2025 the new regulations become law, meaning anyone in Scotland undertaking funeral business must adhere to the new code. Implementing reliable funeral management software can help meet these new requirements, easing the administrative load on your team, improving efficiency, and ensuring full compliance with record-keeping obligations.

## eFD by Seker

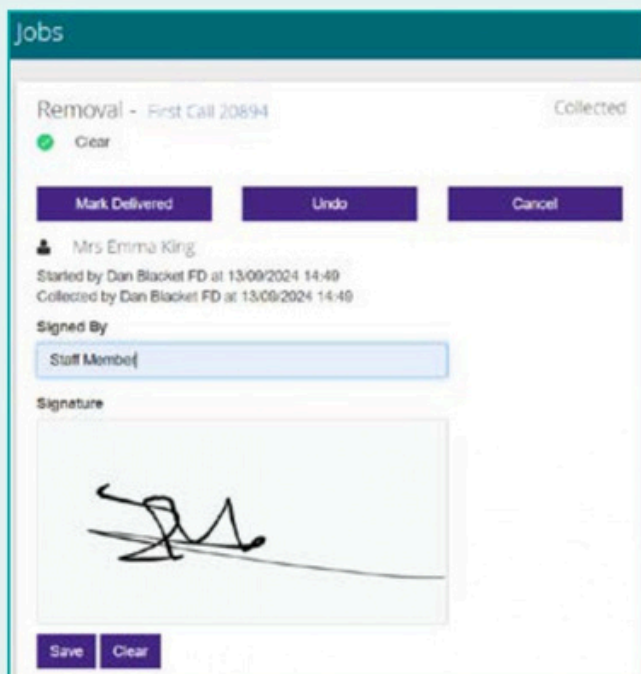
eFD is a fully cloud-based, end-to-end funeral management platform designed to streamline every aspect of funeral care. Trusted by hundreds of teams across the UK, eFD helps manage thousands of funerals each month. From the first call to final arrangements, including mortuary management, estimates, invoicing, donations, scheduling, and aftercare, eFD covers it all – already meeting the requirements of the upcoming regulations.

## The new regulations – Making your life easier through changing times

Our solution is built to align with the forthcoming legislation, ensuring your business remains compliant while adapting to industry changes. Below are four examples of how technology can support your team’s transition into this new regulatory landscape:

### 1. Electronic signatures

From March, funeral directors will be required to collect signatures upon removal of the deceased and when returning personal effects including jewellery. This is included in our software and captures a time/date stamp and logging the responsible team member – all in real-time.



**Jobs**


Removal - First Call 20894 Collected

● Clear

Mark Delivered Undo Cancel

**Mrs Emma King**  
 Started by Dan Blacket FD at 13/09/2024 14:49  
 Collected by Dan Blacket FD at 13/09/2024 14:49

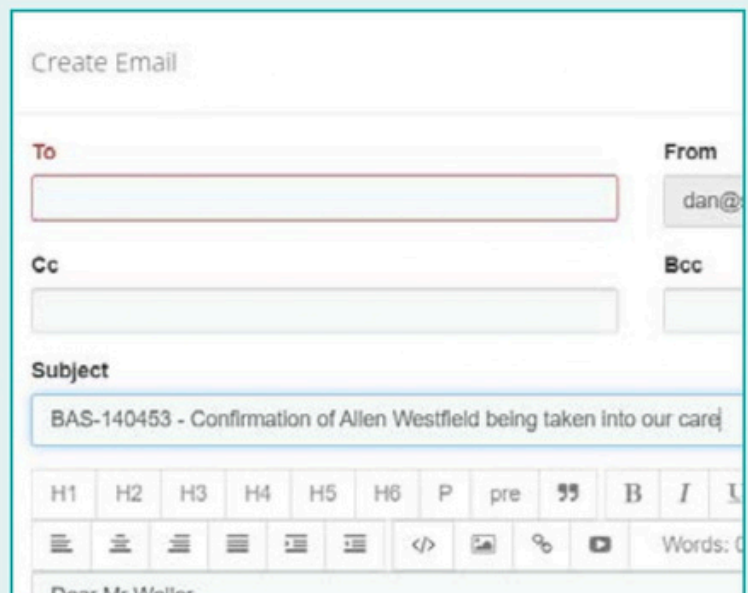
Signed By  
 Staff Member

Signature  


Save Clear

### 2. Location of the deceased

In accordance with the new code families must be informed of their loved one’s location and any changes in location. Our simple correspondence module allows for a templated email (or letter) to be generated in seconds, ensuring families are notified promptly.



Create Email

To From  
 dan@

Cc Bcc


Subject  
 BAS-140453 - Confirmation of Allen Westfield being taken into our care

H1 H2 H3 H4 H5 H6 P pre **B** *I* U

Dear Mr Weller

### 3. Mortuary management


The regulations introduce stricter guidelines for mortuary management, including accurate records of arrival, departure, and any procedures performed on the deceased. These records must be maintained for 5 years. eFD's mortuary dashboard provides an easy-to-use, real-time view of all this data, including location and time in care, with the option to generate reports as needed. Our comprehensive mortuary dashboard shows all this information and more, in a simple real-time format to include location and time in care. This can be saved as a report or downloaded as needed.



DECEASED IN OUR CARE	PLACES REMAINING	ENCOFFINED	AVERAGE DAYS IN CARE
<b>ADD NEW</b> <b>Adrina Janet Woodhead (M)</b> Date of Death: 04 Sep 2024 Funeral Date: 26 Sep 2024 11:00	Coffin #: Coffin Details: Complete	Preparation: Clean Coffin, Facial Preparation, Hair, Shave, Medical Device (None)	Viewing: 11 Sep 10:00 Jewelry: + 1 pair, Ring, Necklace
<b>ADD NEW</b> <b>Janet Norwood</b> Date of Death: 08 Feb 2023 Funeral Date:	Coffin #: Coffin Details: Complete	Preparation: Unspecified, Facial Preparation, Shave, Makeup	Viewing: 13 Mar 12:00 Jewelry: + 1 x 150, Ring, Engagement Ring
<b>ADD NEW</b> <b>Maed Eder (M)</b>	Coffin #: Coffin Details:	Preparation: Shave in Shower	Viewing: + Jewelry: + 1 Diamond

### 4. Advice on viewing

From March it is a requirement to document any advice given to families regarding visiting and record the outcome/response. As part of our deceased record all visits can be recorded along with advice given and the response.



Visiting Ready for Visiting

No Items to Display

Notes  
 Advice was given to say viewing possible but family declined (13/9/24)

Book a tour/demo of the software by clicking [HERE](#)



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### Stay Ahead with eFD

By adopting eFD, your business will not only meet the new Funeral Director Code of Practice but also benefit from increased operational efficiency. Our solution is designed to help you navigate these changes seamlessly, creating time to care.

Get in touch today to find out how eFD can support your business during this time of transition. Please visit us at [www.seker.co.uk](http://www.seker.co.uk) or email [efd@seker.co.uk](mailto:efd@seker.co.uk)





# MuchLoved Acquires Love2Donate to Strengthen UK Tribute Platform Leadership

Amersham, 3 February 2025

MuchLoved, the online tribute service, has acquired Love2Donate, the funeral notice and donations service. This move reinforces MuchLoved's position as the UK's leading tribute platform and advances its mission to support bereaved families in remembering loved ones and fundraising in their memory.

The acquisition builds on MuchLoved strategic growth, following its 2024 acquisition of Funeral Director Websites. Both organisations share a commitment to in-memory giving and online memorialisation, making this partnership a natural fit.

Love2Donate, founded in 2010, was inspired by personal experiences and the desire to turn special occasions into opportunities for giving. Currently working with around 200 funeral director branches, who can seamlessly integrate online donations within their website. MuchLoved, established in 2006, has to date supported over 400,000 families by providing personalised online tribute pages and funeral notices, which have raised over £200 million for charities, hospices, and worthy causes.

Neil Davis, CEO of MuchLoved, said: "This acquisition marks an important milestone. Together, we will be able to enhance our services for funeral directors, charities and, most importantly, bereaved families, providing innovative tools and resources to support them in an increasingly digital world."



Brian Thorogood, Founder of Love2Donate, added: "Joining MuchLoved allows us to expand and enhance our services while providing continuity of support for families, funeral directors, and charities with innovative solutions."

Love2Donate customers and end users will continue to access to their existing services while benefiting from new tools, including advanced reporting, streamlined operations, bereavement support, and digital resources. Charities will gain improved donation reports, efficient Gift Aid processing, and opportunities to increase fundraising.

A structured transition ensures continuity for all partners and users as the Love2Donate team integrates into MuchLoved.

## About MuchLoved

MuchLoved is the UK's leading online tribute platform, enabling families to create personalised memorials and fundraise in memory of loved ones. Since 2006, it has helped raise over £200M for charities, hospices, and other worthy causes across the UK.

## About Love2Donate

Love2Donate provides bespoke online donation and funeral notices services for charities and funeral directors, offering seamless solutions to manage in-memory donations while supporting bereaved families.

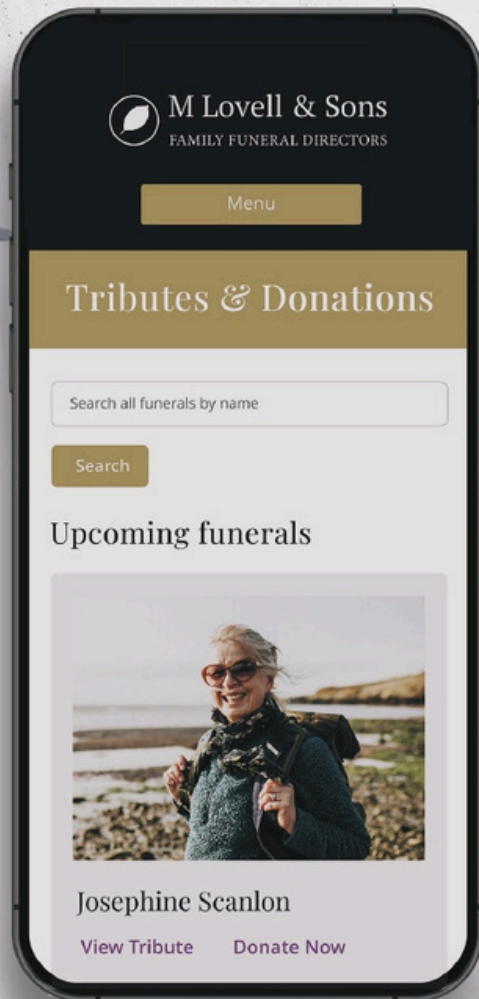
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Service taken by Rev Marion Lewis



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[muchloved.com](http://muchloved.com)



## ADVERTORIAL

### Tributes Celebrates 30th Anniversary

#### Innovative Supplier to the Funeral Sector Marks Three Decades



Tori Bush - Sales Director, Adam Masters- Managing Director and Liam Rose - Finance Director celebrating Tributes' 30th anniversary

Tributes, the West Sussex based supplier to the funeral sector, has celebrated its 30th birthday. The 40 strong team marked the occasion with a black tie event at the Worthing Dome where key moments in the company's history were shared.

Tributes origins stretch back to late 1994 when Richard Bush, the company's founder, designed an ashes casket, which was initially adopted by the pet cremation sector. Since then the company has expanded into the design and production of woven coffins and ashes urns, as well as a keepsake range. The company was also responsible for the ScatterTube, now an integral product in the funeral sector.

Over the past 30 years Tributes has grown into a respected brand in the UK and overseas, with the company becoming well-known for innovative, well-designed and contemporary products for the funeral and cremation market.

Richard Bush, Chairman and Founder of Petributes, commented: "Reaching any anniversary as a business is an accomplishment. As we celebrate 30 years it's been fantastic to share some time with the team and look back at our origins as a company and everything we've done since! Many of our people have been with us since those early days and their commitment and service has been key to our success – we all truly believe that nothing is too much trouble when we're ultimately supporting families at such difficult times."

Tributes is a leading supplier to the funeral sector, providing creative and memorable products to support families through bereavement. The company's products include coffins, ashes caskets, cremation urns and a range of memorial keepsakes. Tributes is well respected and trusted, with a strong emphasis on customer service, product quality and innovation. The team were responsible for inventing the scatter tube, now a universally recognised product in the funeral sector. Founded in 1994, Tributes enjoys a worldwide reach with significant presence across Europe, Australia and New Zealand.

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







**TRIBUTES** **30** YEARS  
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And we will for the next 30 years.



## ADVERTORIAL

### Wilcox Delivers Luxury to Murty O'Neill & Son with New Mercedes Hearse



Murty O'Neill & Son Funeral Directors, in Enfield, County Meath, Ireland, recently welcomed a stunning new W213 Mercedes Hearse into their fleet, a testament to their dedication to providing families with the utmost dignity and respect during their time of need.

This exquisite W213 Mercedes Hearse, delivered by leading coachbuilders Wilcox Limousines, offers a combination of timeless elegance and modern sophistication, providing a dignified and comforting experience for all who travel within.

"We at Wilcox Limousines are honoured to have supplied Murty O'Neill & Son on this significant investment. This exquisite W213 Mercedes Hearse represents the pinnacle of our craftsmanship and dedication to providing funeral directors with vehicles that offer both dignity and comfort during a time when families need comfort and respect most." –

Neil Carruthers

### Wilcox Limousines Supplies Unsworth's with Luxurious New Mercedes-Benz Fleet

Wilcox Limousines, the leading provider of high-quality vehicles in the UK, is proud to announce the recent sale of a stunning new Mercedes-Benz Hearse and Limousine to Unsworth's Funeral Directors in Hindley Green. Unsworth's, a family-owned and independent funeral director with a rich history dating back to 1993, provides compassionate and personalised funeral services in Hindley Green. Unsworth's provides the highest level of care and respect to families during their time of need.



The new W213 Mercedes Hearse and Limousine, renowned for their elegance and comfort, will undoubtedly enhance the dignified and respectful service that Unsworth's offers.

"We are delighted to have supplied Unsworth's with these exceptional Mercedes vehicles," Neil, Wilcox Northern Sales Manager, "We understand the importance of providing vehicles that reflect the utmost respect and dignity during a difficult time. We are confident that these vehicles will serve Unsworth's and their clients admirably."

## Tim Ocean Appointed Southern Sales Manager for Wilcox Limousines



Wilcox is thrilled to announce the appointment of Tim Ocean as their new Southern Sales Manager.

Tim brings a unique and diverse background to the role. A veteran of the Royal Navy, he served as a Submariner before embarking on an exciting international adventure, teaching English in Brazil for five years. Upon his return to the UK, Tim began his career in finance with Mercedes-Benz, a testament to his passion for the automotive industry.

While his professional journey has since taken him into the IT sector, specialising in software and hardware, Tim's lifelong love for motor vehicles has remained strong. An avid outdoorsman and passionate hiker, Tim is also a true petrolhead, with a deep appreciation for all things automotive. He enjoys discussing cars with enthusiasm and possesses a wealth of knowledge about the industry.

"We are delighted to welcome Tim to the team," said Louis Wilcox "His unique blend of experience, coupled with his genuine passion for cars, makes him an invaluable asset."

"I'm absolutely thrilled to be joining the Wilcox Limousines team!" said Tim, "This is a fantastic chance to combine my love for the automotive world with my skills in sales and building relationships. I can't wait to introduce clients in the south to what Wilcox has to offer. But above all, I am a petrolhead who enjoys everything car related and loves talking about them. at length. So, I'm looking forward to sharing my enthusiasm with our clients."

Tim Ocean, can be contacted by email [timo@wilcox.uk](mailto:timo@wilcox.uk) or via phone on +44 (0) 7500 859319

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LIMOUSINES 1948



## ADVERTORIAL

The New Year has brought an influx of new members to the Funeral Suppliers' Association.

**The Teleshore Group of Companies**, high profile in the burial and cremation sector, offer a range of Coffin Lowering equipment as well as traditional timber products such as putlogs and carrying sticks, webbing and artificial grass. They also have a dedicated exhumation team to assist with families' upmost requests.

**Seker Tech Ltd**, provide eFD which is a smart, intuitive and feature-rich platform, created by a team that combines forward-thinking industry expertise with the latest in software development. It will deliver value to your funeral business every day, empowering funeral directors to improve their and their team's efficiency, cultivate stronger customer relationships, minimise accounting errors and discrepancies, centralise reporting and insight and drive business growth.

**Humphrey Lynch Ltd**, is a family run business since 1979, based in County Cork, and is a manufacturer, wholesaler and distributor of all types of coffins, caskets and urns directly to Funeral Directors. Our customer centric approach, the experience of our staff and our efficient manufacturing allow us to provide the highest quality coffins, caskets and urns to our customers.

**Treasured Moments**, specialise in creating bespoke online obituaries that help funeral professionals offer ongoing comfort and support to their clients in the digital age. Our obituaries are built to honour the unique personality of the person who has died, offering features such as limitless photo galleries, professional writing, embedded music and videos, bespoke remembrance films and a personal QR code for easy sharing.

FSA Chief Executive, Alun Tucker, says: "The continued growth in membership highlights the need for manufacturers, suppliers and service providers to have their own association which can provide networking opportunities and also gives them representation with the Deceased Management Advisory Group and the All Party Parliamentary Group on Funerals."

The Funeral Suppliers' Association is itself a member of the Council of British Funeral Services which is seeing a restructure under the guidance of newly appointed Chair, Rachel Bradburne, from the National Association of Funeral Directors.

The CBFS has a new mission statement: The Council of British Funeral Services (CBFS) is a national council of funeral service stakeholders. The Council provides an inclusive forum for the discussion of ideas and the exchange of information, with the aim of improving the experience of bereaved people by amplifying a wide range of diverse voices.

The Council's ultimate objective is to contribute positively to the development of a death management sector that is fit for purpose and fit for the future through effective cooperation and joint working.

Further information on any of the contents on this page can be made to Alun Tucker by email: [chiefexec@funeralsuppliers.uk](mailto:chiefexec@funeralsuppliers.uk)



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