

CMA Legal Order

Webinar 22nd June 2021

- Terry Tennens – SAIF CEO
- Paul Allcock – SAIF Government Liaison
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- Mark Binnersley – SAIF PR & Media Advisor



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Interpretations / definitions

- CMA Order pages 4-7
- **‘Attended Funeral’**: a funeral which includes a service and where mourners may attend.
- **‘Unattended Funeral’**: a funeral which does not include a service and where mourners may not attend.



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Attended funeral price includes (for adult of standard size)

- All relevant staff costs
- Collection of the deceased person from the place of death
- Itemised services that would normally be expected to be provided at the Funeral Director's Branch during normal office hours
- One or more meetings for taking instructions from the Customer
- Care of the deceased person prior to the funeral, such as preparing the body for funeral
- A service to take place at a date, time and location agreed between the Funeral Director and the Customer
- The Funeral Director's presence to coordinate events on the day of the service
- Sufficient staff to transfer the coffin from the hearse or other appropriate vehicle into the building or graveside



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Unattended funeral price includes (for adult of standard size)

- Taking care of all necessary legal and administrative arrangements.
- Collecting and transporting the deceased person from the place of death
- Care of the deceased person before the funeral in appropriate facilities.
- Providing a suitable coffin.
- Transportation of the deceased person to a cemetery or crematorium at a date and time determined by the Funeral Director and clearly described to the Customer.



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Standardised Price List

- Must be available as PDF to download from own website or other online channel
- One click from homepage
- A2 poster in Reception area
- No less than A4 in window
- States:
 - *“All funeral directors are legally required to publish this Price List for a standardised set of products and services. This is to help you think through your options and make choices, and to let you compare prices between different funeral directors (because prices can vary).”*



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Standardised Price List - Attended funeral

ATTENDED FUNERAL (funeral director's charges only)		[£xxxx] [Not offered]
This is a funeral where family and friends have a ceremony, event or service for the deceased person at the same time as they attend their burial or cremation.		
Taking care of all necessary legal and administrative arrangements		£xxx [-]
Collecting and transporting the deceased person from the place of death (normally within 15 miles of the funeral director's premises) into the funeral director's care		[£xxx] [-]
Care of the deceased person before the funeral in appropriate facilities. The deceased person will be kept at [both] the funeral director's [branch premises] [and at other] [non-branch premises]		[£xxx] [-]
Providing a suitable coffin – this will be made from [insert description of the coffin]		[£xxx] [-]
Viewing of the deceased person for family and friends, by appointment with the funeral director (where viewing is requested by the customer)		[£xxx] [-]
At a date and time you agree with the funeral director, taking the deceased person direct to the agreed cemetery or crematorium (normally within 20 miles of the funeral director's premises) in a hearse or other appropriate vehicle		[£xxx] [-]



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Standardised Price List – Unattended funeral

UNATTENDED FUNERAL

This is a funeral where family and friends may choose to have a ceremony, event or service for the deceased person, but they do not attend the burial or cremation itself.

Burial (funeral director's charges only)

[£xxxx] [Not offered]

Cremation (funeral director's charges plus the cremation fee)

²

[£xxxx] [Not offered]



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Standardised Price List – Burial/Cremation Fees

FEES YOU MUST PAY			
<p>For an Attended or Unattended burial funeral, the burial fee.¹ In this local area, the typical cost of the burial fee for local residents is: For a new grave, you will also need to pay for the plot; for an existing grave with a memorial in place, you may need to pay a removal/replacement fee. In addition, the cemetery may charge a number of other fees.</p>			[£xxx-£xxx] [Not offered]
<p>For an Attended cremation funeral, the cremation fee.² In this local area, the typical cost of a cremation for local residents is:</p>			[£xxx-£xxx] [Not offered]
<p>Please discuss any specific religious, belief-based and/or cultural requirements that you have with the funeral director.</p>			



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Standardised Price List – Additional items

ADDITIONAL FUNERAL DIRECTOR PRODUCTS AND SERVICES

This funeral director may be able to supply a range of optional, additional products and services, or to arrange (on your behalf) for a third party to supply them. Examples include:

Additional mileage (price per mile)		[£xx] [Not offered]
Additional transfers of the deceased person's body (e.g. to their home, to a place of worship etc.) (price per transfer)		[£xx] [Not offered]
Collection and delivery of ashes		[£xx] [Not offered]
Embalming		[£xx] [Not offered]
Funeral officiant (e.g. celebrant, minister of religion etc.)	[Prices on request] [Not offered]	
Services supplied outside of normal office hours	[Prices on request] [Not offered]	

The funeral director can give you a full list of what they can supply. They are likely to charge for these additional products and services, so you may choose to take care of some arrangements without their involvement, or you can use a different supplier.

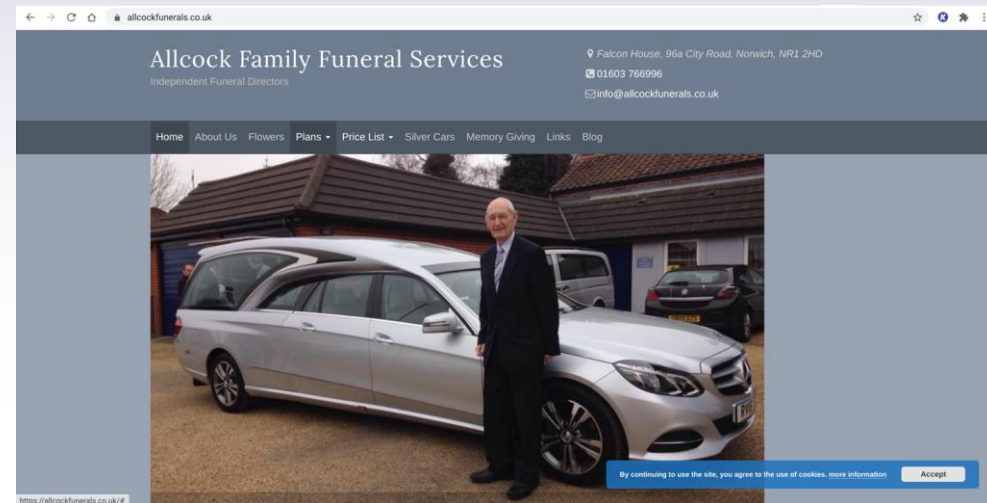
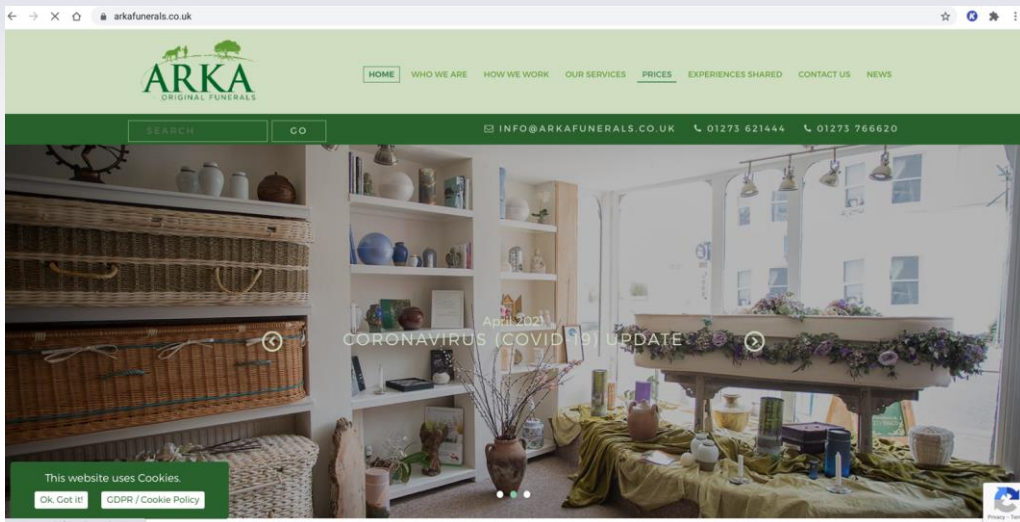


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Marketing your services

- On your website - you must use a PDF file and it must be displayed on a page no more than one click from your home page.



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On your website - what to include on your price page

Joe Bloggs funeral directors Ltd price list

Why use Joe Bloggs for your funeral?

Talk about how you care for families

What you offer for your prices.

What sets you apart from other providers.

Here is a chance to talk about the benefits of your proposition, and how families will feel if you deliver their funeral.

- Here is our **standardised price list**. Download [here](#). This includes information about XX and XX.
- Here is our **additional options price list**. This can be downloaded [here](#). This includes information about our bronze, silver and gold funeral packages.
- Download our terms of business [here](#) and disclosure of interests [here](#).
- If you have any questions about our prices, please contact us on 01234 987654.



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Posting your price list on social media - use Adobe Acrobat

The screenshot shows the Adobe Acrobat web interface. At the top, there's a navigation bar with 'Adobe Acrobat' and various menu items like 'Home', 'Documents', 'Convert', 'Edit', 'Share', 'Sign', and 'All tools'. Below this, there's a 'RECOMMENDED TOOLS' section with five cards: 'Convert to PDF', 'Compress PDF', 'Edit Text & Images', 'PDF to JPG', and 'Export PDF'. Each card has a brief description and a 'select a file' link. Below the tools, there's a 'Recent' section with a table of files. A context menu is open over the first file, showing options like 'Edit Text & Images', 'Add to Starred', 'Share', 'Export PDF', 'Fill & Sign', 'Add Comments', 'Organize Pages', 'Compress PDF', 'Protect PDF', and 'Request Signature'. A blue notification banner at the bottom of the interface reads: 'You can now edit your Microsoft Office files right in Acrobat online with Office for the web. Open an Office file to get started.'

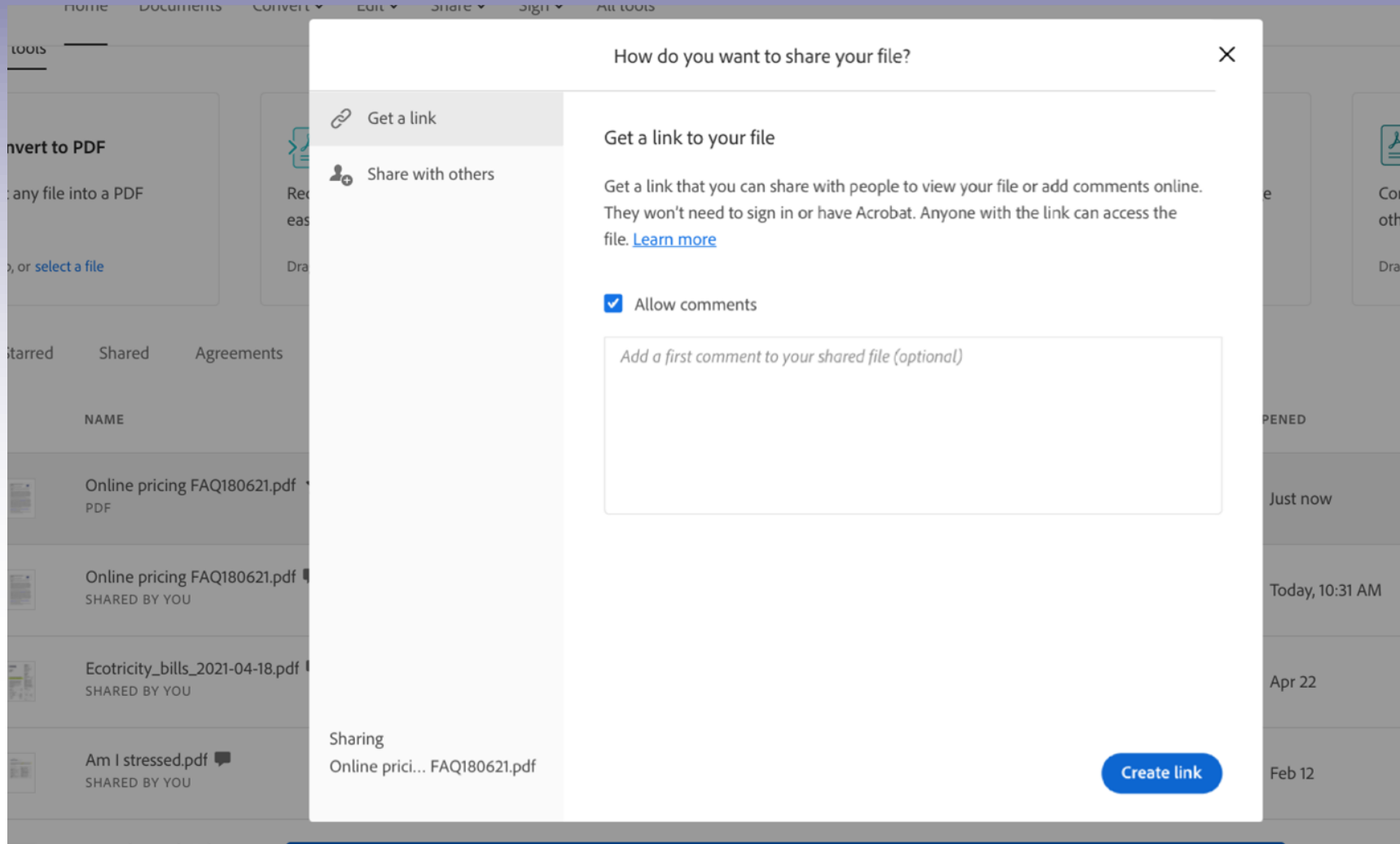
NAME	PEOPLE	OPENED	SIZE
Online pricing FAQ180621.pdf PDF	Only you	Just now	67 KB
Online pricing FAQ180621.pdf SHARED BY YOU	[User Icon]	Today, 10:31 AM	
Ecotricity_bills_2021-04-18.pdf SHARED BY YOU	[User Icon]	Apr 22	
Am I stressed.pdf SHARED BY YOU	[User Icon]	Feb 12	
Agenda - 24th February, 2020.pdf PDF		Feb 12, 2020	



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Posting your price list on social media



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Posting your price list on social media

The screenshot shows the Adobe Acrobat interface with a sharing dialog box open. The dialog box has a title "How do you want to share your file?" and a close button (X). On the left, there are two options: "Get a link" (selected) and "Share with others". The "Get a link" section contains the text: "Get a link to your file", "Get a link that you can share with people to view your file or add comments online. They won't need to sign in or have Acrobat. Anyone with the link can access the file. [Learn more](#)". Below this is a text box containing the URL: `https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:0e1ca1ee-1cde-4c7e-9719-ef65ae5d1fd2`. At the bottom right of the dialog is a blue "Copy link" button. The background shows a list of PDF files, including "Q180621.pdf" and "021-04-18.pdf". At the bottom of the Acrobat window, there is a blue notification bar with an information icon and the text: "You can now edit your Microsoft Office files right in Acrobat online with Office for the web. Open an Office file to get started." with a close button (X).



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Post and pin to the top of the page

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Published by [Mark Binnersley](#) · Just now

Here are our funeral prices. <https://documentcloud.adobe.com/link/review...>

DOCUMENTCLOUD.ADOBE.COM
Adobe Acrobat - Online pricing FAQ180621.pdf
View this file, and add comments too.

Like Comment Share



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Reporting to the CMA – 5 branches or more

- October 2021: data from 16/06/2021 to 31/08/2021
 - Total number of funerals arranged for Customers
 - Total revenue (excluding disbursements) gained from the provision of Funeral Director Services
- April 2022: data from 01/09/2021 to 28/02/2022
 - Total number of funerals arranged for Customers
 - Total revenue (excluding disbursements) gained from the provision of Funeral Director Services



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5 branches or more continued

- From October 2022
 - Total number of funerals arranged for Customers between 1st March and 31st August
 - Total revenue (excluding disbursements) gained from the provision of Funeral Director Services in that period
- This information must be provided separately for each Branch and in aggregate form for all Branches



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Reporting to the CMA – 10 branches or more

- From October 2021 – every 6 months
 - Total CMA Attended Funerals
 - Total of any other Attended Funerals supplied by the Funeral Director
 - Total CMA Unattended Funerals
 - Total of any other Unattended Funerals supplied by the Funeral Director.
- This information must be provided separately for each Branch and in aggregate form for all Branches



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Further help

- SAIF Webinars:
 - 13th July – website design & guidance
 - 20th July – funeral comparison websites
- SAIF Website
 - CMA Order FAQs and documents
 - Webinar recordings
- Contact:
 - paul.allcock@saif.org.uk
 - govliaise@saifscotland.org (Joe)
 - hello@markbinnersley.co.uk



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