



CMA Order: information required by the CMA

CMA rules on reporting revenue and funeral numbers

In this latest edition in the SAIF Competition and Markets Authority (CMA) bulletin series aimed at explaining the rules of the Funerals Market Investigation Order, we cover the information funeral directors need to send to the CMA twice a year. The purpose of providing this information is to allow the CMA to "monitor market outcomes", inform whether to consult on a future market investigation reference, and to provide information for an annual review of the funeral sector.

Please note, if your business operates four or fewer branches, you do not need to send information to the CMA. If you plan to open further branches taking you above the five or 10 branch thresholds, you need to be across the following information.

**** Webinar alert: keep 3-4pm on Tuesday, 20th July, free. SAIF is staging a special webinar featuring members of the CMA staff team who will be on hand to answer your frequently asked questions. More details to follow soon. ****

This bulletin follows [SAIF's Competition and Markets Authority bulletin #4](#), which covered price transparency and was sent on 23rd June, [SAIF's Competition and Markets Authority bulletin #5](#), covering terms of business, disclosure of interests and cremation fees, sent on 25th June, and [SAIF's Competition and Markets Authority bulletin #6](#), which detailed prohibited practices and was sent on 29th June, and [SAIF's Competition and Markets Authority bulletin #7](#), clarifying bereavement booklet advertising, sent on 2nd July.

To recap, the CMA Funerals Market Investigation [Order](#) 2021 is comprised of 'articles', including Articles 3-5 (covering price transparency, terms of business and disclosure of interests), Article 6 (prohibited practices), Article 7 (termination of practices), Article 8 (crematoria price transparency), Article 9 (reporting to the CMA). The relevant parts of the Order are supported by an [Explanatory Note](#) document.

CMA Order reporting - Article 9 key points:

If you operate between five and nine branches, you need to provide the following information on the first working day of October 2021 to the CMA at general.enquiries@cma.gov.uk:

- The number of funerals you have arranged between the date the Order was made (16th June 2021) and 31st August 2021.
- Total revenue for the above funerals excluding disbursements.

This information must be both broken down for each branch and aggregated, and SAIF advises members to use the

tables provided by the CMA on page 29 on the Order.

Subsequently, on the first working days of April and October you must report the same information for the preceding six month period from 1st September to the last day of February and 1st March to 31st August respectively.

If you operate 10 or more branches, you must provide the same information as above but broken down for CMA Attended Funerals, other Attended Funerals you've arranged, CMA Unattended Funerals and other Unattended Funerals you've arranged.

Funeral directors with 10 or more branches must provide an explanation for any discrepancies between the aggregated and disaggregated totals.

Full details for complying with Articles 9 can be found on pages 15 to 18 of the Order and further information is provided in points 124 to 137 on pages 25 to 27 of the Explanatory Note.

Please note that if you operate fewer than five branches, the CMA may still require you to provide funeral and revenue information. Additionally, on pages 35-39 of the Explanatory Note there is a list of funeral directors known to the CMA to operate more than five and more than 10 branches. Exclusion from this list does not imply exemption from Article 9.

The CMA has also stated that funeral directors operating multiple branches under separate companies must comply with the reporting requirements if the total number of branches exceeds the above thresholds. SAIF is seeking further information about this and will update members in due course.