



# Insight

THE VOICE OF INDEPENDENT FUNERAL DIRECTORS

MAY 2026 | NO. 264



# HANDLED WITH CARE

The SAIF national campaign:  
An unbreakable ring of support

# Looking to buy or sell your business?

SAIF Acquisitions is a brokerage service for SAIF members



## TESTIMONIAL

**“** We recently purchased the Philip Peppard Funeral Directors business and used SAIF Acquisitions to great effect as the SAIF Business Centre was able to effortlessly mediate between the vendor and ourselves.

Having heard that the vendor had received a lot of interest from other parties, we didn't believe we would have the opportunity to acquire the business. However, SAIF's due diligence, combined with our local knowledge, meant that we were able to establish a local relationship and thrash out the needs for both parties.

I would recommend anyone thinking of selling their business or looking to acquire a business to turn to SAIF in the first instance. It saves a lot of awkwardness around introductions and gives both parties a clear understanding of what is available.

Although our business model is very different to the funeral home we have purchased, we were able to talk face to face and give the vendor assurance that their legacy was in good hands, because we had shared values as SAIF members.” **”**

**Simon Helliard-Moore. Crescent Funeral Services in Somerset**

For more information, please contact  
**Claire Day** on **0345 230 6777** in the  
strictest confidence and with no obligation



**We provide the introduction, you decide if the opportunity is right for you**

# Insight

May 2026



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# Reclaiming the narrative: the SAIF national campaign

**F**irst of all, **congratulations to Gary Staker** on becoming National President of SAIF.

Gary is unafraid of hard work and has served on various SAIF subcommittees, ensuring high standards of excellence.

**Motivation** is important to who we are as people and what sustains our energy. Former Olympic gymnast Nadia Comăneci said as she confronted her fears: “The only way to escape fear is to trample it beneath your feet.”

Tennis superstar Arthur Ashe said: “Start where you are. Use what you have. Do what you can!”

**SAIF’s National Campaign Handled with Care** has started. It’s what you have been asking for: to reclaim the narrative on the importance of funerals and informed choice. SAIF has more than 1,000 member firms and this is your moment to engage, overcome fears and change the story on funeral choices in your communities – this is a ground up initiative. It’s where we’re at our best – serving in local communities, with expertise and professional care. Therefore, it’s vital that you understand what you can do to help yourself, your business and your community in this campaign.

To find out more, **attend one of the SAIF Regional Meetings** this late spring or early summer.

Or join us at one of the SAIF partner roadshows on how you can be the difference for grieving families, offering informed choice. Watch out for the emails, visit the event page on the website and book to attend. This is your chance to change the game by using your website, social feeds and community engagement.

**Regarding the UK Government regulation of funeral directors**, the Ministry of Justice (MoJ), which holds responsibility for this in England and Wales, will be issuing the roadmap for regulation in the summer. This could be in June or

September. Paul Allcock F.SAIF and I continue to advocate for a joined-up, proportionate and risk-based approach to regulation.

We now have a seamless **UK Code of Practice** for SAIF members, aligned with the Scotland Code (first statutory code in the UK) and our colleagues at the National Association of Funeral Directors (NAFD) have similarly adopted the Scotland Code. This is a massive step in aligning professional standards and quality expected of all funeral directors.

**The Fuller Inquiry** final report called for an urgent move to a one-size regulator for all facilities caring for the deceased, whether the NHS, hospices, ambulance service, care homes, repatriation and logistical support, or funeral directors. SAIF has strongly advocated for a bespoke funeral director regulator which has cross-departmental reach, since we engage the Ministry of Justice (MoJ), the Department of Health and Social Care (DHSC), the Human Tissue Authority (HTA), the Department for Business and Trade and local communities. And funerals get lost with no parliamentary commissioner or cabinet minister responsible for funerals.



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

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

Regulation doesn’t eliminate the opportunity for criminal acts or callous, unprofessional behaviour. However, with a cross-departmental reach it minimises the risks.

SAIF continues to support and engage with the UK Government (and three nations administrations), as we would like to see a suitable approach.

The trade bodies carry an enormous amount of expertise in quality assurance and inspections, and our recommendations to the UK Government remain for a co-regulation approach working with a designated statutory organisation alongside the two trade bodies.

Finally, the **National Funeral Exhibition (NFE)** returns to Stoneleigh Park from 11 to 13 June 2026. Visit the SAIF stand in Hall 2, Stand 374. We greatly value the opportunity to meet our members. Come and find out more about the SAIF national campaign, education courses with the Independent Funeral Directors’ (IFD) College, and grab a coffee and biscuit, too! 🍪

Best wishes,

*Terry Tennens*



Direct cremation can mean no goodbye.

No service. No gathering. No moment to say farewell.

It’s a decision many make without fully understanding what’s missing.

Speak to a local SAIF Funeral Director



#HANDLEDWITHCARE

# More than a mark



**Independent funeral directors are at the heart of everything we do – and we've let customers know that nationally with the Golden Charter seal.**

By using the seal in their premises, our partners have a direct link to our awareness-boosting national campaign, giving families clarity and confidence. It's more than a mark: it's a symbol of partnership, credibility and care.

Partners can use the seal in-branch and online.

Visit [goldencharterlaunch.co.uk](https://goldencharterlaunch.co.uk) and help your business grow.

**The seal's just one reason our partners' satisfaction is at 95%<sup>1</sup>.**

Not a partner yet? Contact us at [partner@goldencharter.co.uk](mailto:partner@goldencharter.co.uk) and learn about our full range of support.



<sup>1</sup> CJM Research, October 2025

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**GOLDEN CHARTER**  
FUNERAL PLANS



# Wearing many hats

*Golden Charter's CEO on the many hats independents wear – and why one matters more than ever*

**W**hen I first visited an independent funeral director's premises, I thought I knew what to expect. A calm atmosphere of supportive professionals doing their bit for families during some of their most difficult times. And while that is an important part of your work, what stood out was everything else you do to let that care take place.

On my visit, I saw how you are also medical technicians removing devices prior to cremation, legal administrators, fleet managers, bookkeepers and all-round small business owners – and that's before we even touch on your role delivering funeral plans under Financial Conduct Authority (FCA) regulation.

It is easy for those outside the profession to see only the solemnity of the funeral cortège in their funeral director. What I see is that the quiet dignity shown at a funeral service is underpinned by the many different 'hats' worn day to day to deliver such a complex operation.

## The stakes are rising

The tricky thing about wearing so many hats is that each area of your work can change quickly and have knock-on effects on the rest. We saw that when FCA regulation first arrived and independents had to work out whether being appointed representatives or introducers would fit them best. The funeral planning hat you'd been wearing for decades changed significantly.

Offering plans in 2026 means you successfully came through that change. That's encouraging because the funeral planning sector isn't standing still, and may never have mattered more. No wonder, with the sheer advertising spend that goes into it. In both 2024 and 2025, nearly £60 million was spent advertising plans: it's big business and new entrants want to get involved, sometimes by circumventing funeral directors entirely.

Online competitors are now able to draw customers away from their local funeral directors with digital journeys and, for the past five years, that's exactly the approach taken by the funeral planning market leader.

Each time that happens it's more than just a lost funeral plan sale for you. Funeral directors lose three things from every online provider's sale: the plan itself, the funeral and the long-term family relationship that has powered your growth over generations. Think of the impact of those three things over a long period: we've shown before how plans and their revenue accumulate over time. The funeral plans independents lose today are the lost funerals of tomorrow.

How do we combat that? By offering local customers choice, informed by research. We invest in reaching



*Golden Charter helps independents offer local customers choice, informed by research*

millions of potential customers where they are: advertising online, getting in front of those watching *Midsomer Murders* or those listening to Heart FM, and beyond.

Using the Golden Charter seal in your premises and on your website and socials makes it easier than ever for you to get the direct benefit of that advertising. Nearly nine in every 10 Golden Charter plans are sold through funeral directors and we're working constantly to make it as easy as possible for customers to find you, recognise you can meet their needs – whether for traditional funerals, personal touches or direct cremation – and purchase the right plan for them through you.

## We're here to help

I said it at the SAIF AGM in March and I'll say it again ahead of the upcoming National Funeral Exhibition (NFE) (see page 9): given all that you do, our job is to make your funeral planning hat the easiest one to wear. Our plans should remove future financial pressure and ultimately help protect the longevity of your business.

We're doing that with our national marketing, the Golden Charter seal, our regional marketing trials, our use of [mygoldencharter.co.uk](https://mygoldencharter.co.uk), and by listening to independents and acting in your interests. We've worked exclusively with independents since 1990: we recognise all that you do and we're here to partner with you and help your business thrive.

So, come and talk to us at the NFE, or through your business manager or our sales support team. Funeral directors wear more hats than almost anyone I've met in business; our job is to make sure the funeral planning hat sits straight and tall. [i](#)



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## CONVERSATION STARTER

# Biggest awareness week yet

**N**ational Funeral Planning Awareness Week has seen a year of major growth, embedding itself in the funeral profession's calendar and well beyond.

Golden Charter launched the first National Funeral Planning Awareness Week in 2025, and this year's second edition reached far more people in new ways, including online, in print and on the radio.

The plan provider's CEO, Chris Wilson, was joined by funeral directors Maria Stibbards and John Byrne for a day of broadcast interviews on the importance of having end-of-life conversations and funeral planning. The interviews were carried by more than 20 outlets during the week and are estimated to have reached more than five million people, including the BBC, Heart and Greatest Hits Radio.

Maria spoke on BBC Radio Essex, underlining the importance of conversation – and that funeral directors can help start it.

She said: "The main thing to do is to start the conversation first of all, sharing wishes [with] family if the opportunity to have that conversation occurs.

"You can also talk to your local funeral director: they're very used to having those conversations – we do it every day – so it's not an uncomfortable conversation for us, and it doesn't need to be a morbid conversation. Especially when we're having that chat with the person who the funeral is for."

Funeral directors also got involved online, with more than 130 posts from independents during the week. Golden Charter's social media campaign achieved more than 280,000 impressions alone, driving 70 times more views to the Awareness Week web page than last year.

The next Awareness Week will take place in February 2027. Work is already under way, so talk to Golden Charter's sales support team or your business manager if you have ideas or plans for next year's event. 📌

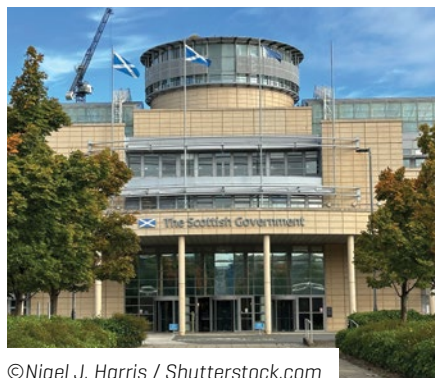


## REGULATION

# Water cremation approved in a UK first

**S**cotland has become the first part of the UK to legalise water cremation, offering families greater choice and more sustainable options for their loved ones.

The process – alkaline hydrolysis – came into force in March following approval by the Scottish Government



©Nigel J. Harris / Shutterstock.com

as a legal alternative to traditional burials and cremation in Scotland.

SAIF, which represents more than 1,000 independent funeral homes across the UK, welcomed the introduction of water cremation as a timely response to growing public demand for environmentally friendly funeral practices.

Declan Maguire, of the SAIF Scotland Executive, said: "We fully support the introduction of these regulations. Independent funeral directors exist to serve the unique needs of their communities, and we know that families are increasingly seeking farewells that align with their environmental values.

"Water cremation offers a low-carbon alternative to traditional methods. By establishing a robust regulatory framework, the Scottish Government has ensured that this new technology will operate to the highest standards of dignity and care – principles that are central to everything our members do."

## Save the date

The countdown is on for the 2026 SAIF Education Day.

This year's event will take place on **Saturday 10 October at the Marriott Hotel, Leicester**. More information and booking will soon be available on the SAIF website. Keep checking [saif.org.uk/events-training](https://saif.org.uk/events-training) for more information.

While it will take time for facilities to become operational across the country, SAIF members are preparing to offer advice and guidance to families considering water cremation.

"This is the biggest shift in funeral choices in over a century," added Declan. "Our members are ready to explain the process, answer questions and help families decide if this is the right choice for them. Whether it is traditional burial, cremation or now alkaline hydrolysis, we will continue to support families with compassion and professionalism during their time of need."

Alkaline hydrolysis uses a combination of water, heat and an alkali solution to accelerate the natural breakdown of the body, returning it to its constituent elements. The process has a significantly lower carbon footprint than traditional cremation and releases no harmful emissions. 📌

PAR-TEE TIME

## Championship form

Congratulations to this year's SAIF President's Golf Trophy winner, David Spittle of Bradnam Joinery. David [left] was presented with his trophy and prizes by Michael Roughan of Laurelo.

The annual tournament was held on Thursday 26 March, prior to the SAIF AGM at Blackwell Golf Club, near Redditch. Sponsored by Laurelo, this year's event saw five groups covering the 18 holes. **i**

Turn to pages 20-22 for our full coverage of the 2026 SAIF AGM and Banquet Weekend.



Colin the Seal introduced the Golden Charter seal last year



## GROWING WITH GOLDEN CHARTER

NFE: Hall 1, Stand 136

Can a seal help you grow your business? The Golden Charter seal has been doing just that this year\*, by connecting national funeral plan marketing to independent funeral directors' local presence.

The plan provider will be at the National Funeral Exhibition (NFE) **Hall 1, Stand 136** 11-13 June. Meet Golden Charter's business managers and the leadership team, including CEO Chris Wilson, and talk about working together to turn national demand into real plan sales. **i**

\*Golden Charter sales data, January-March 2026

## Plan growth rate

All funeral plans in the Golden Charter Trust will be increased in value by 2.2% over the 12-month period to 31 March 2027.

For more information about the Golden Charter Trust, which is one of the largest trusts in the funeral plan sector, visit the Golden Charter Trust website or see Golden Charter's Annual Review, available at [goldencharter.co.uk](http://goldencharter.co.uk) **i**

COMMUNITY

# The great office odyssey

Celebrating 80 years of dedicated service with a year of events and special mission to help the community thrive

**M**ost people wouldn't celebrate an 80th birthday with a three-day bike and walking trek, but that's exactly what the team at Forsey and Son is planning to do this summer.

This year, 2026, marks the Somerset business's eight decades of caring for local families. The team will host multiple events during the year, with their biggest challenge being the Cycle and Stroll. The three-day event will bring together all the firm's branches and the community, with funds raised going to two local charities.

Starting on 30 July, the team will begin their sponsored journey, travelling branch-to-branch from Doulting to Somerton, then on to Butleigh, before finishing in Glastonbury.

Over the three days, team members will

complete the route in three stages: one cycling leg and two walking legs. It's a challenge, a celebration and, most importantly, a fundraiser for Dorothy House Hospice Care and Children's Hospice South West.

A spokesman from Forsey and Son said: "We have chosen Dorothy House Hospice Care and Children's Hospice South West because their work supports local families at some of the most difficult times in life. Both charities provide compassionate care, comfort and practical support – and we're proud to fundraise for services that make such a meaningful difference across our community."

To support the challenge, you can donate online by visiting [www.givewheel.com/fundraising/14096/forsey-and-son-at-80](http://www.givewheel.com/fundraising/14096/forsey-and-son-at-80) and follow along for journey updates on Facebook at [www.facebook.com/forseyandson](http://www.facebook.com/forseyandson)

## Investing in the future

N. E. Downing (Blackheath) Ltd has completed the first phase of the renovation and modernisation of its facilities. Based on Mount Pleasant in Brierley Hill, the new garage extension was finished at the end of 2025. It provides a secure space to house the firm's modern fleet of plug-in hybrid Mercedes E-Class hearses and limousines, along with other support vehicles – including a 1971 Morris Oxford hearse that was

bought new by Stephen Downing, the company's chairman. The building includes extensive solar panels with the aim of reducing the firm's carbon footprint.

The second phase of the renovation is scheduled to start later this year and will include updated staff facilities, a modernised mortuary, as well as a larger coffin workshop and storage space.

The garage was officially opened by Ross Hickton, the then-SAIF President, alongside the owners of N. E. Downing (Blackheath)



Mark Bryant, Stephen Downing, Lucy Griffiths, Ross Hickton, Sue and William Downing and Nathan Shipley

Ltd: Lucy Griffiths, Stephen, Sue and William Downing. The firm expressed its thanks to the

architect Mark Bryant and N Shipley Builders, and family for their support and hard work. **i**

RESEARCH

# Exploring the mental health of the UK funeral profession – an invitation to take part in a countrywide study

There have been many research studies focusing on the mental health of occupations acknowledged to be at increased risk due to the distressing experiences they encounter in their daily work. The NHS, the military and the emergency services have all been shown to be at high risk, in part because they come into close contact with death and its aftermath. Risk factors in other industries include running a business, working long or unsocial hours and sleep deprivation. Having to constantly stifle one's own emotions is also shown to cause psychological vulnerability.

Conversely, working in a setting where empathy, caring and kindness are part of the job is shown to have a positive effect on mental health. Nowhere else do we find the unique blend of psychological experiences

found in the funeral profession which, until now, has not been the subject of a largescale study, which begs the question, "How healthy are we?"

I have spent the last sixteen years working for a funeral director, the past five as a psychotherapist running our bereavement centre and I am currently studying for a Professional Doctorate in Health Science. I believe if we are going to recruit and retain staff in the future we will need to have a better understanding of the potential impact of the work on our mental wellbeing and identify potential areas where better support is required.

The doctoral study you are invited to take part in will be a simple, anonymous online questionnaire designed to measure levels of depression, anxiety, post traumatic stress, burnout and levels of happiness.

It is vitally important that the survey includes funeral staff in all roles and experiencing all levels of mental health. We need to hear from those with good, bad or average mental health, to reflect the true picture, across the board.

For more information about the "Exploring The Mental Health of The UK Funeral Profession" study and how you can take part, please visit the link below or scan the QR code.

[app.onlinesurveys.jisc.ac.uk/s/portsmouth/exploring-the-mental-health-of-the-uk-funeral-profession](http://app.onlinesurveys.jisc.ac.uk/s/portsmouth/exploring-the-mental-health-of-the-uk-funeral-profession)



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**Margaret Francis,**  
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TUNE IN

## Last Word – Doing Death Differently

BBC Radio 4 recently visited Civil Ceremonies to record for the series *Doing Death Differently*, marking 20 years of its *Last Word* programme. Broadcast in April, the series explores the different aspects of death. Civil Ceremonies features in episode 2, *The Funeral*, which includes an interview with Managing Director Anne Barber. Listen on BBC Sounds.

SPONSORED

## Specialist accountant for independent funeral directors

Most independent funeral directors get their financial picture once a year, when the accounts come back. By then, the useful moment has passed.

Oak Circle Accounting was built to change that.

The firm specialises in independent funeral directors across England and Wales, providing monthly financial clarity – not just year-end compliance.

That means proper visibility over cash flow, margins, cost per funeral and debtor control throughout the year, so decisions are based on

current numbers rather than last year's hindsight.

Founder Drew Callingham, ACMA, CGMA, is a chartered management accountant and monthly finance columnist for the *Funeral Service Journal*.

He explained: "I'm a SAIF Associate Member and AGFD [Association of Green Funeral Directors] Associate.

"If clearer financial visibility during the year would be useful, I'd welcome a conversation."

For more information, visit the website [oakcircle.co.uk](http://oakcircle.co.uk), email [hello@oakcircle.co.uk](mailto:hello@oakcircle.co.uk) or call 02080 909844.



FUNDRAISING


# Thousands raised for remembrance

**G**olden Charter's partnership with the Royal British Legion and Poppyscotland has seen hundreds of funeral directors get involved for more than a decade now. The latest year of campaigning ended in March, and the partnership has now raised around £950,000 for the charities. Thousands of plans sold by

independents up and down the UK this year included a contribution to the charities. At the campaign's end, Golden Charter extended "a huge thank you to everyone who has played a part in our charity partnership over the years".

In the last *SAIFInsight*, Ben France, the Royal British Legion's Head of Corporate Partnerships, told participating funeral directors: "With your support, we can keep our phone lines open for veterans in

urgent need. In these tough times, £25 can help fund that vital first conversation with the casework team.

"From mental and physical recovery programmes to financial guidance, housing support and easing the transition to civilian life, we have been there for everyone in the Armed Forces community, whatever the need. Your ongoing commitment and generosity make this possible." 



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# EDUCATION, CONNECTION AND CHANGE

*SSNI Education Day will provide practical and engaging information on regulation and marketing, as well as insights and tools to plan for the long term*

**Saturday 12  
September**



*Pictures from the 2025 event*



Ross Anderson,  
President of SAIF Scotland



**Ross Anderson**  
President of  
SAIF Scotland

**T**he funeral sector is moving faster than ever. For independent funeral directors, keeping up isn't just about survival, it's about finding the confidence to embrace change.

On Saturday 12 September, the Stirling Court Hotel will open its doors for the SAIF Scotland and Northern Ireland (SSNI) 2026 Education Day. It's a chance for independents to step away from the day-to-day of business, grab a coffee with fellow members and ensure they are informed, prepared and ready to respond.

Now a firm favourite in the SSNI calendar, Education Day is all about learning that is practical and relevant. With Scotland hosting this year and Northern Ireland

taking the baton for 2027, there is a real sense of building momentum for those who want to see their business thrive.

*“Education Day is all about learning that is practical and relevant”*

**Agenda: What's next?**

This year's agenda reflects the realities facing the profession.

Attendees will hear from the Scottish Government and a range of expert speakers covering marketing, public perception and how independent firms position themselves in an increasingly competitive and evolving market.

Crucially, two sessions will be dedicated to the big question: 'What's next?'

These sessions, on future planning and future-proofing funeral businesses, are designed to provide practical insight and the tools to plan for the long term.



Attendees will have the opportunity to share experiences and information

*“This year’s event is about more than education – it’s about being ready... It’s how we make sure that we are not just reacting to change but staying ahead of it.”*

Ross Anderson, President of SAIF Scotland and Northern Ireland, said: “This year’s event is about more than education – it’s about being ready. By bringing together owners, arrangers and operatives in one room, we can challenge ourselves and share experiences. It’s how we make sure that we are not just reacting to change but staying ahead of it.”

**Book your spot**

Every year, the room gets a little fuller and we expect tickets to go quickly.

If you want to feel more informed, more connected and more confident about the future of your firm, then this is a day that cannot be missed.

Further information and details on how to register will shortly be available at [saif.org.uk/events](http://saif.org.uk/events)

**Key details**

**SAIF SCOTLAND AND NORTHERN IRELAND (SSNI) 2026 EDUCATION DAY**

**Venue:** Stirling Court Hotel, University of Stirling, Airthrey Road, Stirling FK9 4LA.

**Who should attend:** A free event open to all SAIF members from Northern Ireland and Scotland.

**Book:** Further information and details on how to register will shortly be available online at [saif.org.uk/events](http://saif.org.uk/events)



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# REGIONAL CAMPAIGN DRIVES 220% SEARCH SURGE

*Golden Charter's regional advertising shows how a national brand can build local awareness*

**S**earches for local funeral directors on Golden Charter's website grew by more than 200% following the plan provider's recent marketing campaign in the Midlands.

Across January and February, Golden Charter targeted more than six million adults in the Midlands through local press, billboards, radio and paid social advertising. The campaign more than doubled direct visits to Golden Charter's website, with 220% more visits to the *Find a Funeral Director* page alone.

### Putting partners first

The campaign was designed with one clear objective: to ensure marketing investment translates into real opportunity for funeral directors.

Tom Rooney, Golden Charter's Head of Marketing, said: "We're absolutely focused on putting our funeral director partners first. This work is about making sure our marketing delivers real value at a local level – not just building awareness nationally, but driving meaningful demand into the communities our partners serve.

"The digital results show the power of aligning national and local activity, with the Golden Charter partner seal playing a critical role in connecting that investment directly to our funeral director network. "We've been really encouraged

by the way partners in the Midlands have embraced the seal, and there's a clear opportunity to build on that further – both in branches and across digital channels.

"We're committed to continuing this approach and evolving how we support our partners, ensuring our marketing drives long-term, sustainable growth for funeral director businesses."

### Digital meets local

Online searches for Golden Charter itself also shot up during January and February. In Birmingham, year-on-year searches for Golden Charter grew by more than 3,100%.

The campaign also led to new behaviours, as customers looked for a member of the Golden Charter network local to them. In 2025, one search for 'Golden Charter Birmingham' was recorded, while, this year, 767 searches have already been logged, reflecting the importance of the local presence offered by independents.

The Midlands test represents the beginning of a broader shift in how Golden Charter supports its partners, and more regional campaigns are now planned.

As Golden Charter continues to evolve its marketing strategy, the priority remains clear: to generate sustained, local demand that directly supports its funeral director network – and funeral directors displaying the partner seal will be at the heart of that connection. **i**



### In numbers

Golden Charter's unique approach, linking national and regional marketing, is paying off for funeral directors. Advertising using the seal is driving families to independents online, and that trend grows even stronger at a local level when backed by a regional campaign.

#### [goldencharter.co.uk](https://goldencharter.co.uk) users

Midlands:	National:
<b>+45%</b>	<b>+13%</b>

#### Find a Funeral Director page visitors

Midlands:	National:
<b>+220%</b>	<b>+185%</b>

#### Online searches in the Midlands

Birmingham:	<b>+3164%</b>
Dudley:	<b>+1475%</b>
Eastleigh:	<b>+922%</b>

Year-on-year growth

All results 11 January-28 February 2026

### Your digital front door

The increase in online searches in the Midlands shows the importance of ensuring your digital front door is as strong as your high street presence.

That was the theme of a SAIF webinar from Golden Charter in spring, which showed the most effective and simple ways to get visible to online searchers. SAIF members can view the webinar recording through the SAIF website.

Golden Charter will be providing partners with further digital advice in the coming months, including at the NFE – see page 9.



## Opening doors with the Golden Charter seal

**Golden Charter funeral plans are connecting growing numbers of customers to their local independent funeral director this year.\* Are you set up to benefit from that growth?**

At the **National Funeral Exhibition 2026**, Golden Charter shows how independents can turn national demand into local enquiries – and real plan sales.

**See how to get more from the Golden Charter seal, at your premises and online.**

**Meet our business managers and key decisions makers.**

**Find out more about what we're doing to connect you with more customers.**

# Talk to us at Hall 1, Stand 136

\*Golden Charter sales data, January–March 2026

Golden Charter Limited trading as Golden Charter Funeral Plans is authorised and regulated by the Financial Conduct Authority, FRN: 965279. Our details can be checked on the Financial Services Register.

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## SAIF PROBATE

in partnership with  Laurelo

# HELPING YOU SUPPORT FAMILIES LONG AFTER THE FUNERAL

Introducing SAIF Probate – in partnership with Laurelo

**F**or many families, the hardest part doesn't end with the funeral, it begins afterwards.

That moment when everything goes quiet and practical questions start to surface. What do we do next? Do we need probate? Where do we even begin?

It's a space that can feel surprisingly lonely and one we came to understand through our own family experience.



Laurelo wasn't created as a business opportunity. It came from seeing first-hand how confusing, impersonal and, at times, overwhelming probate can be when

families are already dealing with loss. It felt disconnected from the care that had come before it, which didn't sit right.

So, we set out to do things differently. As a family-run business, everything we've built has been shaped around a simple question: if this were our family, what would we need right now?

The answer wasn't legal process or billable hours. It was clarity and reassurance. Someone to guide, not just manage.

That's why we've modelled our service on the standards independent funeral directors already set, being present, communicating clearly and supporting families in a way that feels human.

It's also why partnering with SAIF felt like such a natural step, because funeral directors are often the first-place families turn when those next questions arise, not because it's part of the role, but because the trust is already there. **SAIF Probate – in partnership with Laurelo has been designed to support that moment.**

Not by adding to your responsibilities, but by giving you a clear, trusted next step for families. A simple introduction is all that's needed, from there, we guide families through their situation with care and clarity.

This approach is already resonating with funeral directors across the UK.

As SAIF Immediate Past President Ross Hickton shared: "Laurelo's approach is different, offering a really good, personal, family-orientated service to SAIF and all of its members is a real bonus to us."

For us, this partnership is about one thing, making sure families don't feel left to navigate what comes next alone.

## Extend your care beyond the funeral



Families often ask "what happens next?" That's where we help.

### Laurelo supports families with:

- Probate & estate administration
- Wills & estate planning
- Pre-death planning
- Clear fixed fees Compassionate, face-to-face support

Our service has been built around the same values as independent funeral directors, empathy, care, trust and looking after families properly.

**You look after the funeral. We help families with everything that comes next.**

 [www.laurelo.co.uk](http://www.laurelo.co.uk)  0330 2369080



Learn more about SAIF Probate by speaking to one of the team at Laurelo on 0330 236 9080 or by emailing [info@laurelo.co.uk](mailto:info@laurelo.co.uk). Find out more about Laurelo by visiting [www.laurelo.co.uk](http://www.laurelo.co.uk)

# HANDLED WITH CARE:

## A DEFINING MOMENT FOR INDEPENDENT FUNERAL DIRECTORS



**T**he UK funeral sector is at a turning point. The rapid rise of national, online direct cremation providers has begun to reshape how families first encounter funeral choices. Driven by sustained, high-investment advertising, these providers are reaching people earlier – often before they have spoken to a funeral professional – and presenting a version of “simple” cremation that risks removing care, guidance and understanding from one of life’s most important moments.

This is not just a commercial challenge; it is a societal one.

As independent funeral directors, we see first-hand the emotional impact when families make decisions without fully understanding their options. We understand the importance of presence, reassurance and guidance – and yet, too often, those conversations are not happening early enough.

That is why SAIF is launching a national public awareness and education campaign – a collective response designed to restore balance, rebuild understanding and ensure families encounter trusted local professionals before making irreversible decisions.

*“The campaign reflects the responsibility you take for every family, every decision and every detail”*

### A campaign built on what we already do best

At the heart of the campaign is a simple but powerful platform: **Handled with Care.**

This is not a new idea for our members – it is what you do every day – and it reflects the responsibility you take for every family, every decision and every detail. It speaks to the accountability of a named professional, the dignity in how the deceased are cared for and the reassurance families feel when supported by someone they trust locally.

Importantly, this campaign is not about opposing direct

cremation but about reframing it.

Direct cremation is a valid choice for many families, but it is at its best when delivered with care, transparency and professional guidance. This campaign helps families understand they do not have to choose between simplicity and support – they can have both through their local independent funeral director.

To support this, the campaign is anchored by a dedicated website: [www.handledwithcare.org.uk](http://www.handledwithcare.org.uk) – a central destination where families can learn more, explore their options and connect with trusted local SAIF members.



Close to home.  
Handled with care.  
Guidance from someone you trust.

Speak to a local SAIF Funeral Director



#HANDLEDWITHCARE



No one tells you how it might feel afterwards. When there’s no moment to say goodbye.

Speak to a local SAIF Funeral Director



#HANDLEDWITHCARE



### Recognising the partners behind the campaign

This national campaign would not be possible without the support of key partners and suppliers across our sector.

Crematoria operators, funeral plan providers and supply chain partners have come together to co-fund and support this initiative – recognising that a healthy, sustainable independent funeral sector benefits us all.

Their contribution is not about visibility or promotion. It is about backing a shared mission: restoring informed choice, protecting professional standards and ensuring families receive the care they deserve.

As a membership, it is important that we recognise this support and, wherever possible, support those organisations in return. This is a collective effort across our entire ecosystem.



### Changing the conversation – together

This is a broadcast-led, multi-channel campaign designed to reach millions of people across the UK. National and regional media, lived experience storytelling and research-led insights will create a sustained narrative over the next 12 months and beyond.

But the campaign will only succeed if it is amplified locally.

We have more than 1,000 members. That is 1,000 trusted voices in communities across the country. When national awareness meets local presence, we create something far more powerful than advertising alone – we create trust.

To support this, SAIF will provide a comprehensive activation toolkit, giving members the assets, language and confidence to bring **Handled with Care** to life across your own websites, social channels and local communications.

### Why this matters now

Doing nothing is not a neutral option.

Without intervention, the dominance of national online providers will continue to grow, and professional guidance will increasingly be removed from the moment it matters most.

This campaign is our opportunity to change that trajectory – not by competing on spend, but by standing together with a clear, credible and consistent message.

### A collective responsibility

This is a moment for unity.

*“Every funeral matters.  
Every family matters.  
And every decision should  
be Handled with Care”*

A moment to recognise those who have stepped forward to support this campaign.


And a moment for every member to play their part.

Because we are not just promoting services – we are protecting standards, supporting families and safeguarding the role of independent funeral directors at the heart of their communities.

Every funeral matters.

Every family matters.

And every decision should be

**Handled with Care. **

### Campaign contacts

Campaign chair:  
Ross Hickton  
[ross.hickton@saif.org.uk](mailto:ross.hickton@saif.org.uk)

Campaign lead:  
Tom Poynter  
[tom.poynter@saif.org.uk](mailto:tom.poynter@saif.org.uk)



### Show your support

Visit the campaign website for more information  
[www.handledwithcare.org.uk](http://www.handledwithcare.org.uk)

# BEHIND THE SCENES AT SAIF WEEKEND

*Claire Day, SAIF Administration Manager, takes us through a weekend to remember at this year's Annual General Meeting and Banquet Weekend on 26-29 March*



**Claire Day**  
Administration  
Manager

**E**very year the SAIF AGM and Banquet Weekend brings together independents and associates for the perfect balance of business, networking, education and a little bit of fun – and 2026 was no exception.

Set against the backdrop of the historic city of Stratford-upon-Avon, this year's gathering offered members a chance to reflect and learn after a year of challenges and opportunities.



SAIF Chief Executive Terry Tennens

## Friday: Networking and insight

**THE** weekend got off to a strong start on Friday with the Women in Business session. Members were able to meet in person and hear from Lanae Strovers, a trainer from the US National Funeral Directors Association (NFDA), about her insights as a woman working within the funeral profession.

This was followed by the SAIF Partners and Associates lunch, an event open to all that provided an informal chance for members to network, catch up with old friends and meet with associate members.

The afternoon's education sessions were a highlight. Lanae returned to discuss

the unique and varied funerals she has arranged. She was followed by Russell Beswick and Chris Coghlan from Mirable Solutions, who discussed funeral choices and navigating conversations with families concerning direct cremations. Neil Davis, CEO of MuchLoved, concluded the session with insights on extending care beyond the funeral and the role of digital memorials.

The first day ended on a lively note, with *Peaky Blinders* at the races. Guests got into the swing of things: dressed to the nines in 1920s attire they competed in fun-money horse racing bets, and rode a training horse, with lots of photo opportunities.



Above and below, guests enjoyed a Peaky Blinders at the races-inspired evening



Women in Business session

# Saturday: AGM and professional focus

**SATURDAY** was the working side of the weekend, with more than 150 members attending the Annual General Meeting. SAIF Chief Executive Terry Tennens F.SAIF started the proceedings with a warm welcome, followed by the 2nd Vice President Simon Helliar-Moore leading a minute's silence in memory of members who had passed during the year.

SAIF President Ross Hickton reflected on the year, highlighting his focus on direct cremation, regulation, future-proofing members and protecting SAIF's legacy.



Ross Hickton

The AGM then moved through the formalities with the approval of the minutes and accounts for the year-end 31 December 2025. While there were no elections to the National Executive Committee, the Election of Officers was confirmed – Gary Staker as National President, Simon Helliar-Moore as 1st Vice President, Daniel Ginder as 2nd Vice President, Ross Hickton as immediate past-President and Terry Tennens as Secretary and Chief Executive.

The next session provided an update on the UK Code of Practice, parts 1 and 2, by SAIF Government Liaison Paul Allcock F.SAIF. The updated Code came into force from 28 March 2026 and members will be provided with a period of grace for companies to make the necessary changes where required. Paul also highlighted the Law Commission update in relation to the change in the minimum depth of burials



Daniel Ginder, Chair of Products and Services

and clients being informed in relation to cremations taking place.

Daniel Ginder, Chair of Products and Services, also announced the launch of SAIF Probate, a new initiative in partnership with Laurelo. Daniel was joined by Emma Knewstubb and Michael Roughan of Laurelo shared more insight into the initiative.

Following this, Tom Poynter took to the stage to introduce a national campaign aimed at addressing the impact of direct cremations. The campaign's focus is simple but vital: raising awareness and educating families on the importance of local, professional guidance and care when considering direct cremation. Members now have access to practical toolkits via the SAIF website members' area.

The rest of the AGM reports, as mentioned in the event booklet, were tabled with questions opened to the floor.

Looking ahead, incoming President Gary Staker shared the priorities he intends to focus on during his year



Margaret Francis, The White Lily Centre



Chris Wilson, Golden Charter CEO

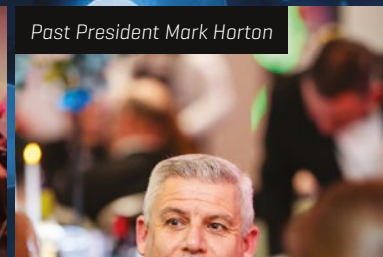
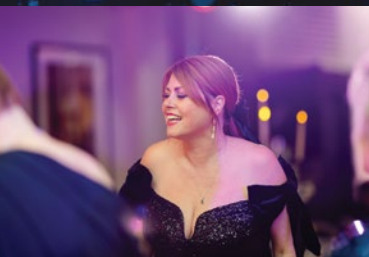
in office. Among them, he revealed his chosen charity will be Parkinson's UK and unveiled plans for the 'President's Biggest Coffee Morning' – an initiative aimed at raising funds while bringing the community together. More information can be found at [www.saif.org.uk/about-saif](http://www.saif.org.uk/about-saif)

The last part of the meeting featured presentations from Debbie Smith, Chief Executive Officer at Westerleigh, who spoke about underscoring the importance of attended funerals, highlighting innovation, education and expanding choice. Next the audience received an update from Chris Wilson, Chief Executive Officer of Golden Charter, followed by Margaret Francis, of The White Lily Centre, on exploring mental health for funeral directors.

## Culture, music and a bacon roll

Friday afternoon offered attendees a choice to explore Stratford-upon-Avon, the birthplace of Shakespeare, or relax at the hotel's leisure facilities.

Saturday night's banquet was the weekend's social high point. It started with a drinks reception for VIPs and members, followed by dinner, traditional toasts, a raffle and dancing the night away to Wired. The night ended with the customary late-night supper of bacon and egg rolls with chips.



Past President Mark Horton





Ross Hickton



Lanae Strovers



Brian Hart (left) with Simon Helliar-Moore



Questions and answers



Russell Beswick



Strong attendance



Jodie Hickton



Neil Davis, MuchLoved CEO



Chris, Jo and Jim Parker



Mark Woollard

# Sunday: Taskmaster Challenge and installation

**BRIGHT** and early on Sunday morning the installation of officers took place. Mark Woollard returned as master of ceremonies, mixing wit and a cleverly edited slideshow. Between his one-liners and the 'Taskmaster Challenge' for the current and incoming Presidents, and the two Vice Presidents, he had the audience laughing throughout.

Once complete, the morning's formalities

commenced with Ross Hickton thanking the Officers, Executives and the staff at SAIF Business Centre for their guidance and help during his year in office.

The Presidential chain was then presented to Gary Staker, who gave a short speech before officially installing Simon Helliar-Moore as 1st Vice President, who then in turn passed the 2nd Vice President chain to Daniel Ginder.



Gary Staker receives the Presidential chain

## Forward focus

**Next year's SAIF AGM and Banquet Weekend will take place at The Crowne Plaza, Newcastle, 19 to 21 March 2027.**

Thank you to all key sponsors, including SAIF Insure, Bradnam Joinery, Westerleigh, Obitus and Golden Charter, who all exhibited their services during the weekend.

Other sponsors of the event included MuchLoved, Ecclesiastical Planning Services, Laurelo, Clarke & Strong, Funeral Manager, Memoria, Motorcycle Funerals, Trident Marketing, Tributes Ltd and OwnLeaf2, t/a FuneralBranch.

On a personal note, thanks to Maria Sherlock and Kara Hanrahan from SAIF Business Centre for their support throughout the weekend.



President Gary Staker (centre) with Vice Presidents Daniel Ginder and Simon Helliar-Moore



# teamwork

IN MEMORY / DIGITAL LEAD GENERATION / A YEAR OF GIVING / COMMUNITY WELLBEING CONFERENCE / THE DEATH OF A FRIEND / WHY WE SHOULD MANAGE MENTAL HEALTH

Gary's chosen President's charity of the year is Parkinson's UK. This is a cause that is very close to Gary's heart after a recent encounter with a family affected by the condition. Find out more on the JustGiving page [www.justgiving.com/page/saif2026](http://www.justgiving.com/page/saif2026) or scan the QR code [right].



PRESIDENT

## United we stand

*From championing a national campaign for independent value to brewing up community support for Parkinson's UK, new SAIF President Gary Staker shares his vision of unity and resilience for the year ahead*

**I**t is an honour and a privilege to introduce myself as the new President of SAIF. I began my career in the funeral sector at the age of 19, working as an operative for an independent funeral business. I then spent 17 years in the corporate sector before setting up my own funeral business in 2007. In 2018, I sold the business to William Purves Funeral Directors, one of Scotland's largest independent funeral directors, and have continued to work with them since as a regional team leader. Having worked across independent and corporate firms, and owned my own funeral business, I feel this experience has given me a well-rounded understanding of the challenges and opportunities our sector faces.

I would like to thank our immediate past-President Ross Hickton for the tremendous amount of hard work he has put in. He has laid strong foundations and my focus is to build on that work.

Ours is a profession that has always adapted. From scrutiny by the Competition and Markets Authority (CMA) to the Financial Conduct Authority's (FCA) regulation of funeral plans, we have met challenges with professionalism and resilience. We also expect to hear from the Ministry of Justice (MoJ) this summer regarding the future regulation of our sector, and SAIF will be there to guide and support members through any changes that arise.

However, our defining focus remains the challenge we are facing now.

### Value, choice and local care

The continued rise of online direct cremation providers is reshaping public perception and influencing decisions, and often driven by advertising rather than understanding.

On 1 May, SAIF launched its national campaign to address this – and it will require all of us working together.

Our aim is simple yet vital: to ensure the public understands that

independent funeral directors can provide direct cremation, if that's a family's choice, but with the added value of personal care, trusted relationships and true community connection.

This campaign is about more than awareness – it is about equipping every SAIF member with the confidence, tools and support to communicate this message locally.

This campaign has been made possible thanks to the support and funding of our key partners: Westerleigh, Golden Leaves, Memoria, Bradnam Joinery, Tributes, GreenAcres, Obitus, Ecclesiastical, SAIF Insure, Funeral Notices, Laurelo, Funeral Manager, Musgrove Willow, among others.

*"Ask not what SAIF can do for you – ask what we can do together to protect the future of independent funeral businesses."*

Please support these businesses – they have supported us and without them this campaign would not exist.

Recent events in our sector have also reminded us how vital trust, transparency and professional standards are. Families choosing a SAIF member can be reassured they are dealing with a funeral director who operates under a strict Code of Practice and has regular inspections, which remains one of our greatest strengths.

### Brewing up fundraising support

As President of SAIF, it is a privilege to support Parkinson's UK as my chosen charity for the year.

A recent experience with a family member brought home the profound impact this condition has, not only on individuals but on entire families. It is a cause I am proud to support.

Over the past 10 years, SAIF Presidents have often persuaded

a few brave – or perhaps foolish – volunteers to take part in charity challenges. I've been one of those daft individuals more than once.

This year, I have a slightly different idea – and it's not something I can do alone.

Most of you will be familiar with the Macmillan Coffee Morning. This year, I'd like us to come together to organise **The President's Biggest Coffee Morning**.

Members will be invited to open their doors, put the kettle on and welcome their communities in. It's a simple but powerful idea – building relationships, starting conversations and showing exactly what independent funeral directors stand for: being local, approachable and at the heart of the communities we serve.


Of course, we hope to raise valuable funds for Parkinson's UK, but this is about much more than fundraising.

So, when the time comes, I hope as many of you as possible will take part. Together, we can make the President's Biggest Coffee Morning something truly special.

### Stand together

Everything we are doing this year – the campaign, the charity and our wider work – comes back to one thing: **unity of purpose**.

Now is the time to stand together, to be proud of what we do and to champion the care and professionalism that defines independent funeral directors.

Together, we are stronger. Together, we have a voice. Together, we will shape the future of our profession. 

Gary Staker  
SAIF President





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# Celebration of life

## Jack Bradnam

The following tribute was supplied to *SAIFinsight* by Bradnam Joinery in Suffolk, written by Bob Spittle:

My very first memory of Jack was in 1977, when I was a 16-year-old. My father had arranged a job interview for me with Jack at his new Melbourn Bridge factory on the outskirts of Haverhill.

I turned up at 10am and walked into an empty factory. Assuming it was closed, I started to walk out – as you would when you’re 16 and not really wanting a job anyway – when a voice from across the yard said, “Can I help you, son?”

“I’m looking for Jack Bradnam,” I said.

“He’ll be around the back having his tea break,” said the man who I later discovered was Jack’s uncle, Ron.

I headed in the direction he pointed, turned a corner, and was confronted by about 10 pairs of eyes staring at me. Nervously, I said: “I’m looking for Jack Bradnam.”

“You must be Bob Spittle’s boy,” a voice came back to me. “I’m Jack. So, you want a job?” he said.

“Yes – my dad said you had a job going.”

He looked me up and down and said: “Be here Monday at 8am, and let’s hope you’re as reliable as your dad.”

That was it – my one and only interview in 49 years of work.

Jack had the factory built at the Melbourn Bridge site the previous year after seeing an opportunity to create a standalone business making coffins. This came about because the business of J Bradnam & Sons, a builders’ merchants and wood yard, made solid coffins for local funeral directors.

In the early days, the business produced around 40 coffins a day. Jack split his time



working between J Bradnam & Sons and the newly formed Bradnam Joinery.

A couple of years passed and Jack was showing a smartly dressed man around the factory. We later discovered he was a sales representative from a rival company. That company had just stopped trading. Jack saw an opportunity and employed him as Bradnam’s first sales rep.

This had a huge impact on the business and, practically overnight, production at the site doubled.

Moving forward a few more years, we had outgrown the premises and Jack was looking for a bigger factory unit. Not long after, Jack purchased 29 Hollands Road – a factory on the Hollands Road industrial estate.

At the time, the new factory seemed huge. All Jack’s staff thought we would never outgrow the place, but Jack’s ambition thought differently. After around 10 years at Hollands Road, Jack was already looking for an even bigger site.

In 1993, a bathroom distributor in the town had ceased trading. Jack asked a few of his key workers to visit the site to discuss their thoughts on the suitability of the unit.

We had a tour and soon realised his thinking was way ahead of us. He had the whole site

laid out in his mind. The unit was purchased and a project to transform the site began.

Around six months later, 17-21 Rookwood Way became Bradnam Joinery’s new home.

At this point, we were producing around 35,000 coffins per year, mainly for independent funeral directors across the southern half of the UK.

For the next few years, production increased year-on-year. Jack’s ethos was to produce a good-quality, low-priced product with excellent delivery service.

In 1998, Jack asked his five managers to attend a meeting after work one evening. Not knowing what it was about, we all went in thinking we were going to discuss something to do with production.

“I want to sell the business,” Jack announced, “and I want you five to buy it.”

The room fell silent. There was no way any of us could afford to buy the business – but Jack had a plan. He explained what was going to happen and how the transition would work.

He then spent the next five years mentoring us on how to run a successful, well-respected coffin manufacturing business.

Towards the end of 2004, when Jack was due to finish completely, I was in his office chatting, as we often did, when he said: “Well, I’ve taught you everything I can. I’m finishing at the end of the month and I just want to tell you – you won’t be here [meaning the business] in six months’ time.”

Whether he actually believed that, or whether it was his way of giving me a kick up the backside, I will never know. What I do know is that we are still here – and we are one of the leading coffin manufacturers in the UK.

In closing, I want to say that without my father getting me that short interview, and without Jack’s vision, determination, patience and generosity, I certainly wouldn’t be the person I am today.

Thank you, Jack. May you rest in peace.

## John Heal 9 September 1941- 13 February 2026



The following tribute was supplied to *SAIFinsight* by Ernest Heal & Sons Funeral Directors in Coleford:

It is with sadness that we announce the death of John Heal, former partner of Ernest Heal & Sons Funeral Directors.

John was brought up in the family business and it was only natural that he would join his father to become the second generation at the helm of the family company.

Following the death of his father in 1977, John became a huge part of a growing independent family funeral directors, all the way through to his retirement 15 years ago.

He helped and looked after generations of families in the local area and was liked and well-respected in the community.

He will be fondly remembered by many for his warm nature, comforting hugs and sense of humour.

The company is now run by the third generation of the family, who are taking the business forward in an ever-evolving profession.



SAIF BUSINESS CENTRE UPDATE



**Claire Day**  
SAIF Business Centre Administration Manager

# A year of dedication

A heartfelt congratulations to Ross Hickton for an incredible presidential year as National SAIF President, during which he raised an impressive £40,000 for Prostate Cancer UK



**A**s is traditional, the SAIF President selects a charity to support during their term. For his 2025-2026 presidency, Ross Hickton chose a charity that was deeply personal to him and his siblings Greg and Jodie.

Their father, Trevor Hickton, passed away in September 2024 after a long and private battle with prostate cancer.

In honour of his father’s memory, Ross hosted several events throughout the year, aimed at raising both awareness and vital funds for Prostate Cancer UK.

Thanks to the support from SAIF members and his local community, Ross raised £40,000 for the charity.

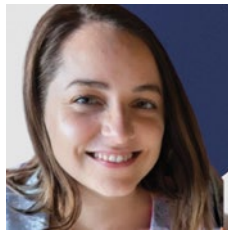
Ross said: “It’s been a personal journey, highlighted by completing the 50km Worcester-Birmingham canal walk in memory of my father, raising funds and awareness for Prostate Cancer UK.

“Thank you to everyone who took part and donated.”

Prostate cancer is the most common cancer in men. With the latest NHS figures showing a rise in prostate cancer cases – from just under 52,000 in 2021 to more than 64,000 in 2022 (source: Prostate Cancer UK) – the charity plays a crucial role in funding research to find a cure, while also providing essential support services and information to help people navigate this complex disease.

## Leading SAIF’s digital connections

Meet Fabiola Franco, SAIF’s new Digital Marketing Lead. She has spent her career helping organisations turn campaigns into lasting connections and now, she’s bringing that expertise to the SAIF community.



Fabiola has worked across global media, creative and digital agencies, delivering campaigns for brands including Microsoft, Adobe and BBC iPlayer. This experience gave her a strong grounding in delivery, as well as a keen curiosity about how organisations build long-term relationships with their audiences beyond individual campaigns.

She later moved in-house, working across both the education sector and professional membership organisations, including the Royal Society of Medicine and the Institute of Materials, Minerals & Mining (IOM3). At IOM3, she established and led the Institute’s first marketing function, bringing greater structure and consistency to how marketing and communications support a global member community.

A consistent thread through her work is collaboration with volunteers, committees and subject matter experts. She understands the important role they play in shaping and sustaining professional communities, and how marketing can support them.

Fabiola takes a systems-thinking approach, focusing on how channels, teams and processes come together to create a more joined-up experience. She is particularly interested in community-led advocacy and enjoys the pace of digital and the constant opportunity to learn – especially when it comes to new tools and ways of working.

She is excited to be joining SAIF and to work with the team, volunteers and members to strengthen its digital marketing and support a more connected, engaged community, while continuing to learn about the sector along the way.

## Community wellbeing in focus at Cardiff conference

A one-day conference exploring wellbeing, suicide and bereavement will return this October, bringing together professionals, communities and those with lived experience for a day of learning, conversation and connection.

Organised by White Rose Funerals, the event is designed to feel accessible. Alongside expert speakers, attendees will hear from people with lived experience, all shared in a way that is clear, understandable and relatable.

Throughout the day, workshops and discussions will offer practical guidance and a chance to reflect. There will also be opportunities to connect with others who share a commitment to improving wellbeing. A dedicated resources zone will provide one-to-one signposting, British Sign Language (BSL) support and interactive wellbeing tools.

This year’s programme covers a wide range of themes, including:

- Workplace and strategy: building suicide prevention teams and managing prevention within organisational structures
- Specialist care: bridging neurodiversity and crisis care and developing cultural competence in bereavement
- Lifecycle support: dedicated sessions on maternal, early years and elderly loss
- Inclusive outreach: breaking barriers through British Sign Language (BSL) access and community resilience in sport

The conference will take place in the Ricoh Suite at Cardiff City Stadium on 9 October, from 9am to 4.30pm. Representatives from the police, Armed Forces, frontline services, faith groups, education, charities, funeral professionals and SAIF will be on hand.

Book your tickets online by visiting [www.eventbrite.co.uk/o/events-by-white-rose-funerals-120863566821](http://www.eventbrite.co.uk/o/events-by-white-rose-funerals-120863566821)

YOUR SAIF BUSINESS ADMIN TEAM



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# What we gain from events

*With the NFE weeks away, SAIFCharter's Chair looks at the role of sector events in independents' growth*

**T**here are only weeks to go until the National Funeral Exhibition (NFE) 2026. The thing about an event returning two years later is that it underlines what's changed in that time – and

what hasn't. In funeral planning, we're now far more used to Financial Conduct Authority (FCA) regulation and, similarly, the realities of online providers and direct cremation are nothing new. In the years following 2020, we all talked about 'the new normal'. For me, it's over the past two years that all the change in the funeral profession stopped feeling like change and genuinely became the norm.

It's good timing for our profession's biggest event, then: we know the opportunities and challenges we're working with, let's get together and look at the tools we're using to respond.

Golden Charter's stand (**Hall 1, Stand 136**) is the place to be for discussing the tools for growth your plan provider offers. And that's just one use of the event: when the issues we're dealing with are so varied, something like the NFE lets us talk about every aspect of our work – funeral planning included.

### CPD time

In his own column in this issue, Golden Charter's CEO Chris Wilson also talks about the varied roles a funeral director really does, and how those jobs can change, which is what happened when funeral planning became regulated in 2022.

In talking about everything we have to do, Chris has also reminded me why continuing professional development (CPD) exists as one of those requirements. Things change, and the only way to be on top of that change is to devote time to keeping ourselves current. That's all CPD is, and it's families who feel the benefit when we keep ourselves up to date.

*"Things change, and the only way to be on top of that change is to devote time to keeping ourselves current"*



This year's CPD deadline isn't far off now, with all records to be completed before 28 July. Planning ahead is the best way to get some real benefit out of a process the Financial Conduct Authority (FCA) requires us to take part in.

Remember to log in to [mygoldencharter.co.uk](http://mygoldencharter.co.uk) where you'll see your progress towards the requirement and the mandatory modules that must be included. There are opportunities for CPD in *SAIFInsight* itself, and in the funeral plan handbook also available online through

[mygoldencharter.co.uk](http://mygoldencharter.co.uk).

I have no doubt there will be opportunities for CPD at events such as the NFE too. I'll certainly be there and hope to catch up with as many SAIFCharter members as can attend. I look forward to seeing you there! 📍

**John Byrne**  
SAIFCharter Chair



### 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 Chair, the SAIFCharter Secretary, or any of the Executive members around the country through the details below.



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Secretary of SAIFCharter  
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A Diamond Partnership

# Championing Attended Services with Independent Funeral Directors

The Diamond Partnership is designed to empower SAIF members to offer meaningful, attended funeral services that keep care, connection, and community at the heart of every farewell. By working together, we help ensure that families receive a personal, high-quality experience from a trusted local provider, not a distant or impersonal alternative.

With direct cremations now making up over 16% of funerals, this partnership supports independent funeral directors in standing apart from national chains and low-cost online direct cremation providers.

£350

### The Unattended Direct Cremation

SAIF member to deliver the coffined deceased to a Westerleigh Group crematorium. Bookings for this service must be made directly with the local Westerleigh Group crematorium.

### How to book...

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

† Local restrictions on times may apply.

Available from 1st July 2025

£550

### 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.† Bookings for this service must be made directly with the local Westerleigh Group crematorium (not available at Torbay Crematorium).

£650

### 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.† Bookings for this service must be made directly with the local Westerleigh Group crematorium (not available at Forest of Dean Crematorium).



# The loss of a friend

*The passing of a close friend can have a profound effect on people. A sense of grief can lead to depression and despair, so support is vital*

**T**erry's best friend Gary died last year. I have known Terry and Gary for more than 70 years, since we were in school together in Scotland from the age of five. We played for the same rugby team in high school, but our lives drifted apart when I went off to university and then emigrated to Canada.

Both served apprenticeships in engineering, Gary then joined the Armed Forces and Terry was a chief engineer in the Merchant Navy. They, their wives and their families stayed in touch over the years. After they both retired, they settled in their hometown and continued the friendship. Every Thursday, Terry and Gary would set out in the car for the day and have lunch somewhere.

When Gary died at 79, Terry found it difficult. In true Scottish fashion, he presented a 'brave front', a constant "I'm okay". But at Christmas, it caught up with him and he found himself uncharacteristically emotional and depressed. I had kept in touch with them both over the years and was pleased when Terry called me a few months ago. "Bill," he began, "I need help."

Having known Terry since we were kids, I knew that it had taken a lot for him to make that statement.

The loss of a friend can be just as devastating as any other loss but is often, sadly minimised. Society tends to rank losses based on a 'kin-based hierarchy'.

'Disenfranchised grief' is grief that is not openly acknowledged, socially validated or publicly mourned. It occurs when a loss is ignored or even trivialised, with statements such as: "He was only a friend." This makes it difficult to express deep grief, often leading to isolation and prolonged, unacknowledged suffering.

Sometimes a friend is expected not to grieve themselves, but to support the immediate family in their loss. Of course, the bereaved family is deeply affected and fully deserve support and sympathy, but that should not take away the importance of the friend's loss and their need to express grief.

For Terry, the loss of his friend was like the loss of a brother, shaped by the relationship they shared over a lifetime.

## Losing a friend as a child

I have never forgotten Ian, in our class for seven years, who died of leukaemia at 12. It had a huge impact on our school, which in those days wasn't talked about, Ian simply disappeared from our midst.

It can be very difficult and traumatic for children whose coping mechanisms are not developed sufficiently for any loss, much less someone their own age. It may raise questions about their own mortality and safety as well as that of their parents, siblings, friends and others.

When children are grieving, it's important to explain how that loss will affect them. Parents and teachers



*When children are grieving, it's important to explain how that loss will affect them*

should encourage them to ask questions about their friend or loss and be as honest as possible. Death education has recently been introduced as part of the curriculum – a great step forward.

## Losing a friend as an adult

The death of adult friends, colleagues or even managers is not always acknowledged as significant. If we are spending one-third of our lives with people in the workplace there surely will be an impact.

Many struggle with other losses, such as life-changing illness, accident, injury or disability, redundancy, business closures and early, or even, timely retirement. All of which can result in the loss of friendship.

After any loss, it is often difficult for a grieving worker to communicate to colleagues the significance of their lost relationship. We need to understand what this person has lost. What did this friend bring to my life? What did I bring to theirs? Grief is intensified by the relationship lost. Some people are closer to their work buddies than their own family.

## Losing a friend in later life

The death of a friend in later life can trigger anxieties about our own mortality. We cannot minimise the situation because the person was 'just a friend'.

Being in a friendship is a complex process based on respect, trust and admiration. You will miss them. Life without that friend is not easy, especially if the loss is not validated or supported. Grieving people need to be kind to themselves and grieve their loss.

The emotional high that Terry got over the years from the release of endorphins while laughing and having a good time with his friend Gary has been cut short, replaced with a mountain of sadness.

Those who lose a close friend need to help each other climb that mountain to move forward. I am glad Terry called me, and now I always look forward to our weekly chats. 🧠



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

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SAIF ASSOCIATE

# Workplace communication

## A business essential for funeral directors

*Kate Rigby, HR Director at Loch, outlines the workplace communication issues funeral directors should be aware of, and the practical steps managers can take to address them.*

**G**ood communication is essential in any business, but for funeral directors it carries particular importance. Teams often work in emotionally demanding circumstances, under time pressure and in close contact with bereaved families. When communication breaks down, the effects can be felt not only within the team, but also in the quality of service provided.

### Mishandling direct conversations

One behaviour increasingly being seen in workplaces is a reluctance to address issues directly with the individual concerned. Instead, frustrations about colleagues or management decisions may be discussed with others before being raised through the appropriate channels. This can draw more people into the issue than necessary, fuel gossip and make matters more difficult to resolve.

In some cases, this can also create wider risks for the business. Poorly handled workplace tensions can escalate into allegations of unfair treatment, bullying or victimisation, particularly when concerns are not dealt with promptly and appropriately.

Equally dangerous, and also increasingly common in the workplace, is a loss of control when emotions rise to the surface and frustrations are aired in a loud and sometimes threatening manner.

In an industry where professionalism, discretion and trust are central, both approaches can be damaging. Managers should therefore encourage people to raise their concerns early, calmly and through the right channels. Employees should feel able to speak up, while also understanding the importance of confidentiality and professional boundaries.

### The preference for digital communication

Another challenge is an increasing reliance on digital communication between colleagues, even when the issue would be more suitably addressed in person or over the phone. Some people may feel more comfortable sending a message or email than having a direct conversation, particularly when the topic is sensitive or potentially difficult.

However, written communication is not always suitable for complex or contentious matters. Tone can be misread, context can be lost and messages can go back and forth without resolving the issue. In some cases, repeated edits and re-reading can reduce confidence and build frustration rather than providing the breathing space that the sender was initially hoping for.

Written communications can be very damaging to relationships and reputations, so ensuring that there is a clear understanding around what is appropriate and what is not to be tolerated, together with support and training on the most effective communication methods, will help to ensure calm professionalism, whether dealing with families, colleagues, suppliers or other third parties, or team members.

### Receiving constructive feedback

Constructive feedback can be more difficult to deliver than it once was. In pressured working environments, employees may be more sensitive to criticism or may react defensively, even where feedback is necessary and appropriately delivered. That does not mean managers should avoid those conversations, but consideration of the approach is important.

Feedback should be clear, specific and focused on behaviour rather than personality. It is often helpful to explain

the issue, give the employee time to respond and set out what improvement is needed. Taking this approach can reduce misunderstanding and make it easier to maintain standards without escalating tensions unnecessarily.


### Creating clear communication standards

Senior leadership should be clear about communication standards within their organisation. Teams need to understand when an issue can be dealt with informally, when a telephone or face-to-face conversation is needed, what elements are appropriate for documenting in writing and when a matter should be escalated to a manager. These expectations should be reinforced through policies, day-to-day management and training.

### Practical steps to take

- Set clear expectations on how workplace concerns should be raised
- Encourage direct and respectful conversations where appropriate
- Support employees to build confidence in face-to-face and telephone communication
- Train managers to handle sensitive discussions and give constructive feedback effectively
- Reinforce standards around confidentiality and professional boundaries
- Review policies and procedures to support consistent communication practices

Strong communication helps reduce conflict, support employees and maintain standards of service. In a profession built on trust, care and professionalism, it is an essential part of running an effective funeral business.

If you would like support with any challenges you are facing in managing people, please get in touch with us via [hello@weareloch.com](mailto:hello@weareloch.com) 

# SAIF Associates Directory 2026



## CARRIAGE MASTERS & HORSEDRAWN CARRIAGES

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Mr B Sinclair (Measham)  
01530 274888  
marian@motorcyclefunerals.com  
www.motorcyclefunerals.com

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Mr Ernie Walker (Beverley, East Yorkshire)  
01482 882537  
ernie@beverleyveneers.com

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## Brian Reid & Son Ltd (part of Jukes Group)

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Mr Mark Deacon (Plympton, Devon)  
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0800 068 8177 philip@hallidaytd.co.uk  
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www.passagesinternational.co.uk

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## Tributes Ltd

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## Herongate Wood Cemetery

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### (Trading name of KP Rayner Ltd)

Mr Kevin Rayner (Bicester, Oxfordshire)  
01869 325248  
sales@kprayner.co.uk  
www.kprayner.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 and sterilisers)

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

## WJ Kenyon (Refrigeration equipment)

Mr P Rossi (Manchester, Lancashire)  
0800 111 4972  
sales@wjkenyon.com  
www.stainlesssteelfabrications.org.uk

## FINANCE & PROFESSIONAL SERVICES

### Avens Marketing Ltd

Ms Debbie Avens (Kidderminster, Worcestershire)  
03330 342477  
hello@avensmarketing.com  
www.avensmarketing.com

### Blink Payment (Financial services/ payment technology)

Mr Ben Cohen (London and Manchester)  
0345 481 2178  
support@blinkpayment.co.uk  
www.blinkpayment.co.uk

### Curtis Legal Ltd (Probate and assistance with funeral costs)

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)  
01565 626001  
ian.cass@fpb.org www.fpb.org

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

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

### Funeral Safe Ltd (At-need financing)

Mr Andrew Byres (Ipswich, Suffolk)  
0330 002 0875  
support@funeralsafe.co.uk  
www.funeralsafe.co.uk

## G Turner Consulting Ltd

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

## Kings Court Trust Ltd (Probate and estate administration services)

Mr Paul Taghill (Gloucestershire)  
03003 039000 partners@kctrust.co.uk  
www.kctrust.co.uk

## Laurelo Ltd (Probate specialists)

Ms Emma Knewstubb (Little Hadham, Bishop's Stortford)  
020 3058 2329 info@laurelo.co.uk  
www.laurelo.co.uk

## Mark Binnersley (PR/media)

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

## Oak Circle Accounting Limited (Accounting services and management consultancy)

Mr Andrew Callingham (London)  
02080 909844 hello@oakcircle.co.uk  
www.oakcircle.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 080 2888  
mrogers@redwoodcollections.com  
www.redwoodcollections.com

## SAIFinsure (Unicorn Insurance Brokers)

Mr B Hart  
0203 603 4194 07740 577651  
brian@saifinsure.org.uk  
www.saifinsure.org.uk

## SEIB Insurance Brokers

Mr G White and Mr L Casserley (South Ockendon, Essex)  
01708 850000  
info@seib.co.uk www.seib.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  
www.tridentmarketinguk.com

## Trust Inheritance Ltd (Bereavement support and lifetime planning services)

Lisa Ward (Weston-super-Mare)  
01934 422931 or 07517 105569  
lisaward@trustinheritance.com  
www.trustinheritance.com

## FUNERAL OFFICIANTS Association of Independent Celebrants

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07469 192 644  
admin@independentcelebrants.com  
www.independentcelebrants.com

## Emma Britton (Celebrant)

07889 363509  
emma@emmathecelebrant.co.uk

## Humanists UK

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020 7324 3060  
ceremonies@humanism.org.uk  
www.humanism.org.uk

## Civil Ceremonies Ltd

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

# SAIF COMMERCIAL PARTNERSHIPS 2026



## Dynamic Fireworks Ltd t/a Heavenly Stars Fireworks

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

## Golden Charter Ltd (Funeral plan provider)

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

## SAIFsure (Unicom Insurance Brokers)

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0203 603 4194  
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brian@saifsure.org.uk  
www.saifsure.org.uk

## SAIF Probate (Estate planning & administration)

Ms E Knewstub, Bishops  
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02030 582329  
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www.laurelo.co.uk

## Vivedia Ltd t/a Obitus (Audiovisual technology)

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

## County Celebrants Network

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

## Institute of Civil Funerals

(Paole, Dorset)  
01480 861411  
admin@icof.org.uk  
www.icof.org.uk

## FUNERAL PLANNING Ecclesiastical Planning Services Limited (EPsL)

Christopher Clark  
(Brockworth, Gloucester)  
0800 633 5626  
philip.kessel@ecclesiastical.com  
www.ecclesiastical.com

## Golden Charter Ltd

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## Golden Leaves Ltd

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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

## FUNERAL VEHICLE SALES Classic Cars Direct Ltd

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07904 425058  
classiccarsdirect@outlook.com  
www.classiccars-direct.co.uk

## Quinn Hearse & Limousine Ltd

Patrick Quinn (Portlengane, Co. Antrim)  
028 2582 2525  
patrick@fearghasquinn.com  
www.fearghasquinn.com

## Wilcox & Co (Limousines) Ltd

Mr Louis Wilcox (Chalfont  
St. Peter, Buckinghamshire)  
01942 259860  
www.limousines.co.uk

## Woodall Nicholson Ltd t/a Coleman Milne

Rachael Buckleysa, Graham Clow, Bev  
Gowen (Bolton, Greater Manchester)  
01942 815600  
graham.clow@coleman-milne.co.uk  
www.coleman-milne.co.uk

## GRAVEDIGGER & EXHUMATION SERVICES

### Neil Curtis & Sons Funeral Contractors Ltd

Neil and 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

## Complete Voice & Data Solutions Ltd (Broadband and cloud telephony)

Mr M Ridgway (Newcastle-under-  
Lyme, Staffordshire)  
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mike@completevoiceanddata.com  
www.completevoiceanddata.com

## Eulogica (Bespoke funeral software)

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www.eulogica.com

## Fluent Communications Ltd (Communications, technologies, voice and data)

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enquiries@fluent-group.co.uk  
www.fluent-group.co.uk

## Funeral Products B.V

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01908 538016  
m.brooks@generalproducts.nl  
uk.funeralproducts.eu

## Funeral Manager Ltd

Mr M Robinson (Software development  
and donation giving software)  
(Birmingham)  
0121 468 8888  
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www.funeralmanager.co.uk

## Memcare 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)  
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mailbox@funeralsoftware.co.uk  
www.funeralsoftware.co.uk

## Seker Tech Ltd (Cloud-based funeral management software)

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efd@seker.co.uk www.seker.co.uk

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## Vivedia Ltd t/a Obitus (Audiovisual technology)

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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@cleverpen.co.uk  
www.cleverpen.co.uk

## Dynamic Fireworks Ltd t/a Heavenly Stars Fireworks

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sales@heavenlystarsfireworks.com  
www.heavenlystarsfireworks.com

## 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@generalproducts.nl  
uk.funeralproducts.eu

## LifeBook Memoirs Ltd (Memoir and autobiography service)

Mr R Moed (Cuddalming, Surrey)  
01483 319909  
lindsayj@lifebookmemoirs.com  
www.lifebookmemoirs.com

## Life Expressions (UK & Europe) Ltd

(Coslerton, Derbyshire)  
0800 368 9233  
david@legacyexpressions.co.uk  
www.legacyexp.co.uk

## The MuchLoved Charitable Trust

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

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

Ms Sarah Smith (Crayford, Kent)  
01322 621100  
shaws@civica.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

## OTHERS

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www.fluent-group.co.uk

## Grief Journey

Linda D Jones (Harlow, Essex)  
07779 108760  
linda@griefjourney.com  
www.griefjourney.com

## Funeral Service Journal (Trim, County Meath)

Editorial: Eimer Duffy/  
Advertising: Denise Walker  
01903 604938  
editorial@fsj.co.uk fsj.co.uk

## LCK Funeral Support Services Ltd

Mr A McCafferty (Hayes)  
020 8900 9222  
l.c.k.f.s.@outlook.com  
lckfuneralsupport.co.uk

## Matthew Hutton (Supplier of book: Your Last Gift)

Norwich  
01508 528388  
mcahutton@gmail.com  
www.yourlastgiftbook.com

## Professional Help Ltd

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

## Reach Plc (National and regional multi-media publisher)

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

## Whiteballoon Ltd

Tracey Norris  
(Letchworth Garden City,  
Hertfordshire)  
0203 904 4848  
info@whiteballoon.co.uk  
www.whiteballoon.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

(Stowmarket, Suffolk)  
01449 677500  
polsteadpress@gmail.com  
www.polsteadpress.co.uk

## RNS Publications

Mr C Shaw (Blackpool, Lancashire)  
01259 832400  
cs@rns.co.uk  
www.rns.co.uk

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

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07872 027424  
carl@tridentmarketinguk.com  
www.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  
crts@advancesaleservices.co.uk  
www.advancesaleservices.co.uk

## Euro-City Direct Ltd

Mr J W Kindleysides (Dorking, Surrey)  
01306 632952  
ecduk@btconnect.com  
www.eurocitydirect.co.uk

## Key Air - The Repatriation People

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

## LCK Funeral Support Services Ltd

Mr A McCafferty (Wembley)  
0208 900 9222  
l.c.k.f.s.@outlook.com  
lckfuneralsupport.co.uk

## National Repatriation

Mr T W Hathaway (Wroct, Lincolnshire)  
0330 1757 517  
support@globalfuneralrepatriation.co.uk  
www.nationalrepatriation.co.uk

## Rowland Brothers International

Fiona Greenwood  
0208 684 2324  
info@rowlandbrothersinternational.com  
www.rowlandbrothersinternational.com

## SpeedLink Transport t/a SpeedLink Repatriation

Mr David McMillen  
(Farnborough, Hampshire)  
01252 786015  
hello@speedlinkrepat.com  
www.speedlinktco.com

## Staffords Repatriation Services

Mr J Stafford and Mr C Davis (Dublin)  
00353 1855 0555  
ns@funeralservices.ie  
www.staffordsfunerals.com/  
international-repatriation

## SOFT GOODS & FUNERAL SUPPLIES Allsops CTF Ltd

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

## Beverley Veneers Ltd (part of Jukes Group)

Mr Ernie Walker  
(Beverley, East Yorkshire)  
01482 882537  
ernie@beverleyveneers.com

## Bradnam Joinery Ltd

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

## Brian Reid & Son Ltd (part of Jukes Group)

Mr Tom Byrne (Perth, Perthshire)  
01738 552777  
tam.byrne@brianreidandsonltd.co.uk

## Clarke & Strong Ltd

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

## DFS Caskets (part of Jukes Group)

Mr David Clarke (Annon,  
Dumfries and Galloway)  
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david.clarke@dfscaskets.co.uk

## FE Harris Ltd (part of Jukes Group)

Mr Mark Deacon (Plympton, Devon)  
01752 338311  
md@feharrisltd.co.uk

## Halliday Funeral Supplies Ltd

Mr P Halliday (Birkenhead, Wirral)  
0800 068 8177  
philip@hallidayltd.co.uk  
www.hallidayltd.co.uk

## Jukes Group Limited

Mr James Warburton (Staffordshire)  
07936 341287  
james@jukesgroup.com  
info@jukesgroup.co.uk  
www.jukesgroup.co.uk

## Leslie R Tipping Ltd

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

## LT & R Vowles Ltd (part of Jukes Group)

Mr Chris Barker (Upton-upon-Severn,  
Worcestershire)  
01684 592212  
chris@trvowles.co.uk

## Midland Funeral Supplies Ltd (part of Jukes Group)

Ms Terri Yates (West Bromwich,  
West Midlands)  
0121 520 1815  
terri.yates@midland  
funeralsupplies.co.uk

## MazWell Group

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

## Thorley Smith Ltd

Mr D Tonks (Wigan,  
Greater Manchester)  
01942 243331  
sales@thorleysmith.com  
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# Your SAIF Executives

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

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**DECLAN MAGUIRE**  
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## SPECIAL INTEREST GROUPS



**SAIF WOMEN  
IN BUSINESS**  
Helen Wathall MBE



**THE IMPORTANCE OF  
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Ross Hickton

## SUB-COMMITTEES



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IFD Chair



**PRODUCTS,  
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**SAIF WELLBEING**  
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**JIM HENSHELWOOD**  
Honorary Life  
President

## teamwork

### 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.

### SENIOR

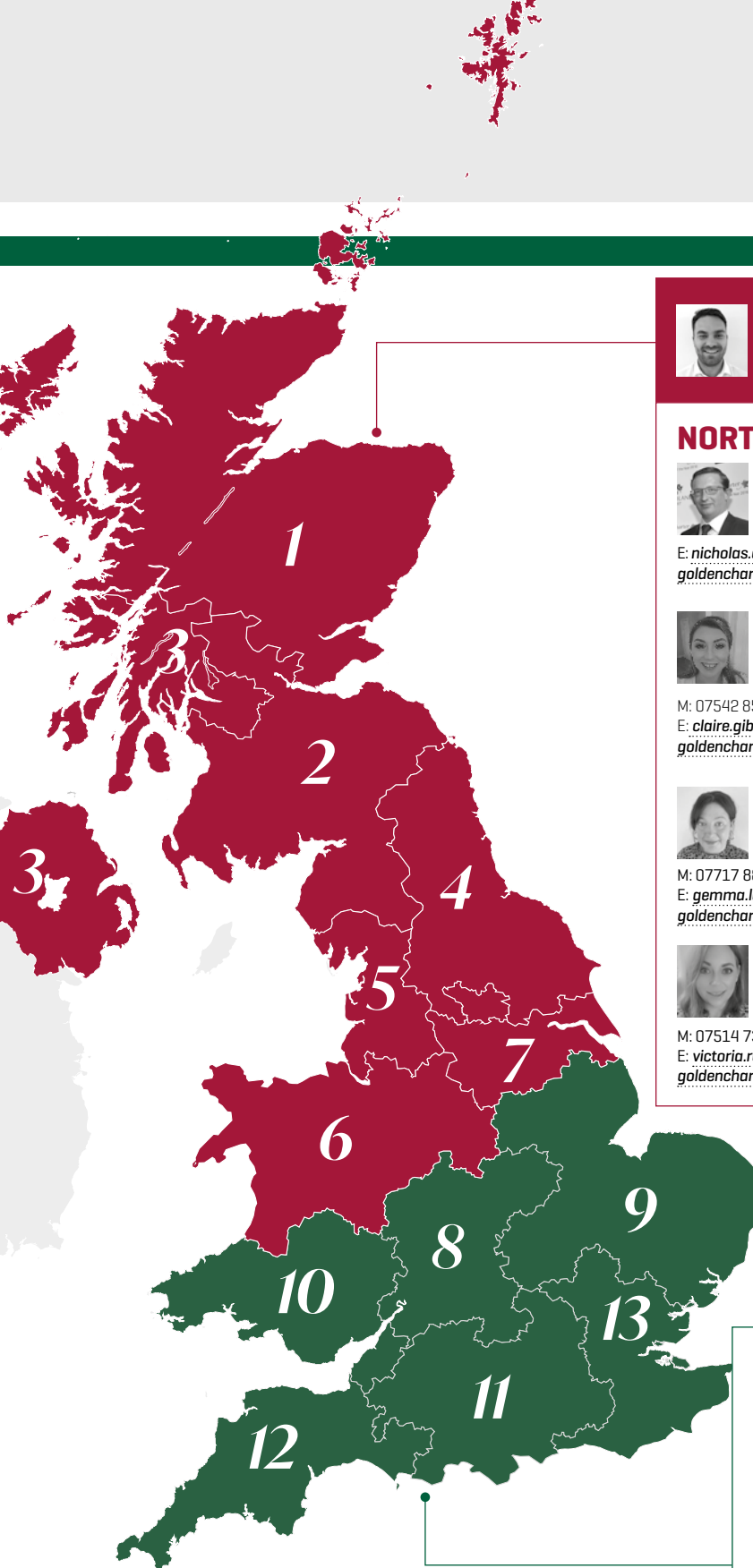


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