

The National Association of Funeral Directors

Background briefing

1. Background

For more than 110 years the National Association of Funeral Directors (NAFD) has upheld standards and championed the needs of funeral directors, across the United Kingdom, and the bereaved families they care for.

Established in 1905, the National Association of Funeral Directors represents almost 4,000 UK funeral homes nationwide which, between them, organise about 80% of all funerals held in the UK each year. Our membership also includes hundreds of suppliers to the profession, who provide everything from caskets and urns to firework displays containing ashes, as well as a number of international members as our work often crosses international borders.

2. Key figures

Jeremy Field DipFD, President (2016-2017)

Jeremy Field is Managing Director of CPJ Field & Co Ltd. One of the UK's oldest family businesses, CPJ Field can trace its history in the funeral profession back as far as the 1600s.



Mandie Lavin, Chief Executive Officer

Former nurse and barrister Mandie Lavin joined the NAFD as Chief Executive Officer in September 2016, bringing with her significant experience of leading trade associations, including the Chartered Institute of Legal Executives, General Optical Council and the Bar Standards Board.

3. Campaigning

The NAFD represents the funeral profession in meetings with ministers and officials in all four UK parliaments and assemblies, as well as the European Parliament. The Association also provides the secretariat for the All Party Parliamentary Group for Funerals and Bereavement in Westminster as well as Cross Party groups in the three devolved governments.

As well as campaigning on behalf of members for an improved business and legislative environment, the Association also campaigns on behalf of bereaved families on a wide range of issues, for example calling for improved government support for those without the financial resources to cover the cost of a funeral and encouraging better planning and more open conversation on end-of-life issues.

4. Assurance

The NAFD's lion logo is acknowledged as a 'hallmark' of quality assurance, guaranteeing the highest professional standards and the opportunity for independent redress should any aspect of the funeral firm's service fail to meet the high standards we set through our strict Code of Practice and Code of Professional Standards.



Through this robust process of industry self-regulation, the NAFD provides consumers with a strong set of checks and balances to help them choose a funeral firm that will care for them properly and work hard to maintain the highest possible standards of professional service. Bereaved families can therefore turn to an NAFD member firm, with confidence, to arrange a funeral that is a fitting final farewell to their loved one.

5. Key facts about funerals

General

- There are circa 5,000 UK funeral homes (4,000 of which are in NAFD membership)
- The funeral profession employs approximately 20,000 people in the UK
- There were 529,655 deaths in the UK in 2015, up 5.6% on the previous year
- 75% of Britons are cremated, 25% are buried

Planning ahead

- Approximately 7% of Britons have taken out a funeral plan, 11% say they intend to take one out and a further 34% might consider doing so.
- 48% of Britons would be prompted to think about their own funeral after the death of someone else.
- However, for 14% of Britons nothing would prompt them to plan their funeral.
- 74% of GB adults are likely to ask a funeral director to organise a funeral for them.
- 8% of all UK adults would consider doing a funeral themselves. However, this drops to 5% among UK adults who have experience of organising a funeral in the past five years.
- Cost is the 7th most important consideration for Britons when planning a funeral.

Cost is the seventh most important consideration (28%) when planning a funeral

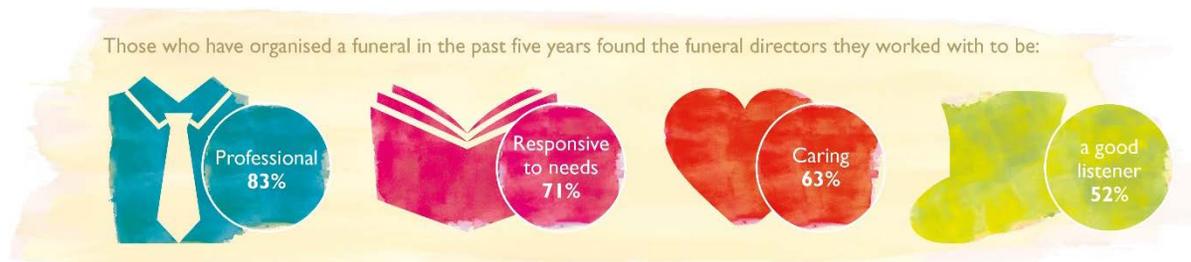


Choosing a funeral director

- UK adults ranked the following qualities as important when thinking about selecting a funeral director:
 - Good reputation (55%)
 - Recommended by someone I know or the choice of family/the person who has died (=43%)
 - If they liked them when they met them and how much their services cost (=38%)
- 36% of UK adults who have organised a funeral in the past five years chose a funeral director based on previous experience.
- A further 15% went on the recommendation of someone they know and 34% used the funeral firm chosen by the person who had died.

A caring and responsive profession

- UK adults who have organised a funeral in the past five years found the funeral directors they used to be professional (83%), responsive to their needs (71%), caring (63%) and a good listener (52%).
- 94% of GB adults who've engaged a funeral director in the last five years would be likely to ask a funeral director to organise a funeral for them again in the future.



Value for money

- 95% of GB adults who have organised a funeral in the past five years said they were satisfied/very satisfied with the service they received from a funeral director.
- 80% of people who have organised a funeral in the past five years felt the funeral director represented good or very good value for money.
- Britons expect a funeral to cost more than it does, on average. GB adults surveyed by YouGov in 2016 said they expect to pay £4,746; however, the average total cost of a funeral paid by Britons who had organised a funeral in the past five years was £3,601.

www.nafd.org.uk

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(Sources: Funerals Matter 2016, conducted by YouGov for the NAFD and Cruse Bereavement Care; the Office for National Statistics; Cremation Society of Great Britain and the 2016 NAFD Members Survey.)

