



INDUSTRY NEWS

Getting ready for implementation of the CMA recommendations

As members will recall, in December the Competition and Markets Authority (CMA) published its final report, following the market investigation into the funeral sector.

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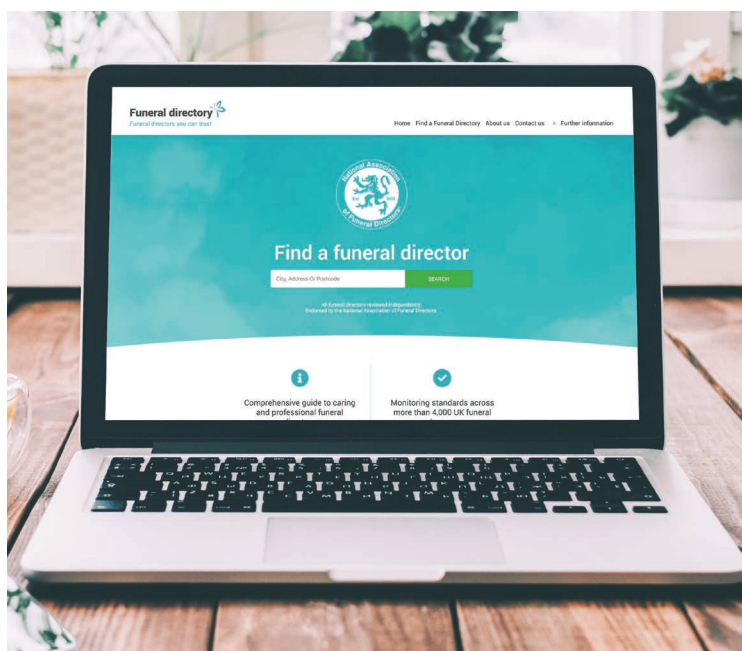
The Deceased Management Advisory Group's coordinated approach was judged to have been instrumental in informing the Government's response, with one respondent noting: "The existence of DMAG has been incredibly useful for policy development as the group could offer a united perspective from the industry."

For NAFD members, publication of the report provided clarity on a process that had left funeral firms facing huge uncertainty about their future, during an extremely challenging year on the frontline of the response to COVID-19.

The Government's 90-day deadline to respond to the CMA's final report and proposed remedies expires on 18 March 2021.

The Government's response, which is being led by the Ministry of Justice, will come in the form of an Order, for consultation. In February, the NAFD was asked to review the draft Order, on a confidential basis,

prior to publication, and so we are already working hard on behalf of members to ensure the next steps are proportionate, achievable and in the interests of consumers and funeral firms alike.



A final opportunity to have your say

In March, the NAFD will engage with the consultation on the Orders, and we strongly urge members to do the same as this will be the final opportunity to shape how you are regulated by Government in the future.

We will also seek to engage with key Government stakeholders (in Westminster and in the devolved administrations) to inform the Government response. The Ministry of Justice will be the department responding for Westminster, which is helpful as it has built a good understanding of the sector both pre and during COVID.

Get ready for the sunlight remedies

Included in the Order, for consultation, are likely to be some of the CMA's proposed 'sunlight remedies' - which will require funeral firms to provide pricing and services information in standard formats and, for some members, there will also be reporting requirements on financial performance too, among other requirements.

We recommend that, for those not already doing so, member firms update their information on *Funeral Directory*, to ensure they have taken the first steps towards compliance with the CMA's likely future requirements – as well as compliance with the NAFD's Funeral Director Code.