

NAFD

MEMBERSHIP:

WORKING HARD FOR YOUR BENEFIT

The diverse range of challenges members have faced during 2019 has demonstrated what makes NAFD membership so valuable for funeral firms of all shapes and sizes.

The National Association of Funeral Directors is widely recognised as the trade association that not only best represents and sets the standards for UK funeral firms, but also provides the many innovative suppliers to the sector with the most high profile opportunities to showcase their products and services.

The NAFD represents all funeral businesses, regardless of size or structure, and this commitment to both promoting and protecting the whole profession - but also giving a voice to the variety of views within the membership - has been at the forefront of activity during the past twelve months.

There has, perhaps, never been a more important time for the whole profession to work together under a united representative body. The Competition and Markets Authority (CMA) is now in the middle of a full market investigation into the funeral sector, HM Treasury has indicated that it intends to implement the statutory regulation of funeral plans, and regulation of the funeral profession in Scotland is now rolling out.

In the past twelve months...

The NAFD delivers a wide range of core activities from which all members benefit. Here are just a few of the highlights of the past year.

Representing the profession to Government

Some of the key meetings of the past year have included taking part in both round-table meetings and a formal hearing with the Competition and Markets Authority, meeting the Department for Work & Pensions on the inadequacies of the Social Fund - achieving a long-overdue increase of £300 in the Funeral Expenses Payment - and meeting the Scottish Government on the rollout of regulation in Scotland and the launch of the Funeral Support Payment.

In addition, the Association has submitted representations to a range of Government consultations and has now provided more than 1,000 pages of information and evidence to the CMA's market study of the funerals sector.



Playing a leading role in the Funeral Service Consumer Standards Review

Chaired by former Chief Ombudsman, Lewis Shand Smith, the Funeral Service Consumer Standards Review (FSCSR) review brings together the skills and knowledge of industry experts and key stakeholders with a view to improving quality, standards and outcomes for funeral service consumers.

The NAFD shares secretariat duties for the review with SAIF and is supporting it in delivering a robust set of recommendations on topics such as transparency of pricing information and inspection standards in the sector.

Continued investment in funeral-directory.co.uk

A major investment for the Association in 2018, the second phase of *funeral-*



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**IN THE PAST
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- AND ON BOTH
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LOCAL RADIO**”

directory.co.uk is now live, enabling NAFD UK funeral home members to promote their businesses to the public, including options to add service information, pricing and reviews.

Promoting the Association and funeral profession to the media and general public

The NAFD works hard to promote to the public, media and parliamentarians the importance of not only choosing an NAFD member to bereaved families but also the standards upheld by NAFD members. In the past year, NAFD spokespersons have appeared on all the main news channels - and on both national and local radio - together with comments from the Association appearing in the major national and regional daily newspapers.

Within the profession we also provide a wide range of promotional opportunities, enabling supplier members to highlight their products and services to funeral firms.

Earning an award nomination for *Funeral Director Monthly* magazine

Delivered to your door each month, the 68-page *Funeral Director Monthly* covers all the main issues affecting the profession, updates members on the work of the NAFD, offers interesting (and unusual) stories and features, showcases suppliers and celebrates the work of NAFD members across the UK and around the world. Once again, the magazine was nominated for an award in 2019 for its fresh approach to tackling sensitive issues.

Using social media channels to support campaigning and consumer information

The NAFD's social media channels continue to grow their audiences, with the main Twitter account followed by 4,000 people and Facebook by almost 3,000 people. Posts are read by the public, journalists, politicians and other stakeholders and reach hundreds of thousands of people every year. Our most successful individual post during 2019 reached 45,000 people.

Launching the Meet the Funeral Directors videos

Twenty-six short sound-bite videos, released on social media, cover everything from what to expect when visiting a loved one in the chapel of rest to why funeral directors have chosen the profession - and help to demonstrate the professionalism, compassion and humanity of the funeral profession.

Supporting the largest- ever cohort of Diploma students

More than seventy students were examined for the NAFD's two Diplomas in the past year - the largest ever cohort of students in a single year - showcasing the qualifications' importance to the profession as a symbol of commitment and professionalism.



KEY BENEFITS OF MEMBERSHIP

The NAFD also continues to offer outstanding value for money to members with the most valuable benefits package in the profession and targeted support services designed to help members grow their businesses.

In the last three Members' Surveys, the following were voted the three most valuable benefits of NAFD membership:-

NAFD Code of Practice

The NAFD logo and Code of Practice enable you to demonstrate to consumers that you are an open and accountable business. The NAFD's Standards and Quality Management team aims to inspect half of all member branches each year (circa 2,000 inspections).

NAFD Resolve

Fully funded on members' behalf, NAFD Resolve (formerly the Funeral Arbitration Scheme) is funded by the NAFD and independently operated by IDRS Ltd, a wholly-owned subsidiary of the Centre for Effective Dispute Resolution.

Professional Indemnity Insurance

The NAFD is the only trade association in the sector that offers £5m professional indemnity cover for each UK funeral home member company. For the majority of members, this benefit is worth more than the cost of their membership subscription on its own. In addition,

SEIB has negotiated significantly enhanced benefits to the legal expenses cover that you already receive.

The NAFD's regular investment in member and consumer research helps equip member firms with useful insight into what customers are thinking, and the NAFD with strong arguments in support of member businesses.

Supporting suppliers

NAFD's diverse and valued supplier members also benefit from valuable insurance cover options and business benefits which, combined, are worth more than the cost of the supplier membership fee.

Perhaps the greatest benefits of NAFD membership are, however, the promotional opportunities - both free and at discounted cost - that enable supplier firms to reach the NAFD's 4,100 funeral home members.

Engaging with the NAFD

The NAFD's Local Associations and Area Federations

The NAFD's Local Associations and Area Federations offer a convenient way for members to connect with each other in their local area and to work together on issues of common interest.

NAFD national events

Each year, at NAFD Conference and NAFD Autumn General Meeting, discussions and debates take place that shape the future of the Association - and its members. As a membership organisation, these events lie at the heart of the Association's governance structure and are not only vital to the democratic purpose of the NAFD, but are also highly social and enjoyable events, enabling members to build their professional networks and, often, lifelong friendships too.

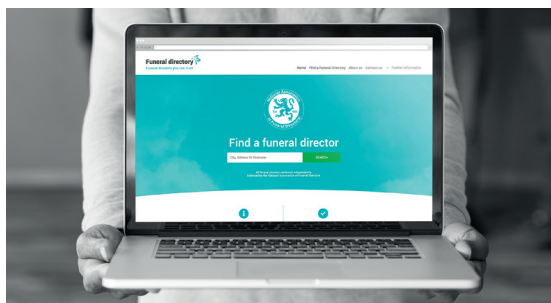
“THE NAFD LOGO AND CODE OF PRACTICE ENABLE YOU TO DEMONSTRATE TO CONSUMERS THAT YOU ARE AN OPEN AND ACCOUNTABLE BUSINESS.”



The Funeral Service Consumer Standards Review Transparency Working Group ▲



Autumn General Meeting panel session discussing what NAFD membership means to members ▲



The National Funeral Exhibition

The biennial National Funeral Exhibition not only offers a vibrant opportunity to find out the very latest developments in your profession and meet suppliers from not only the UK and Ireland but around the world too, it is also a revenue stream for the NAFD, helping to fund activity on your behalf.

Member communications

From the NAFD member website to the monthly e-newsletter and other email briefings, the NAFD aims to keep members updated on the latest information affecting the funeral profession and what it means for your business.

NAFD MEMBER BENEFITS

- Parliamentary and public relations campaigning to ensure the voice and needs of members firms are heard in all four UK parliaments and assemblies, as well as via the media
- Complimentary £5m professional indemnity insurance for UK funeral home members
- Complimentary employment claims indemnity insurance up to £150,000
- Complimentary HMRC and VAT investigations insurance up to £150,000
- Complimentary Health and Safety prosecution insurance up to £150,000
- Business, Public Relations and legal helplines
- Complimentary copy of Funeral Director Monthly magazine
- Manual of Funeral Directing – republished for 2020
- Pandemic Planning and Mass Fatality Management guide - new for 2020
- Repatriation helpline
- NAFD Energy Club
- NAFD Education and Training
- NAFD literature and window stickers
- National Funeral Exhibition
- Exclusive rates on fleet insurance cover
- Exclusive rates on fleet breakdown insurance cover
- Counselling support line for members and staff
- Personal and commercial insurance discounts
- NAFD Fast Track Debt Recovery Service
- NAFD Energy Club, saving money on your business energy bills and telecom solutions
- Client will search facility
- Merchant card services
- Royal Mail Same Day discounted rates
- Stationery solutions