

WORKING HARD FOR YOUR BENEFIT

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 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. Regulation of the funeral profession has started to roll out in Scotland with the Inspector of Funeral Directors reporting on her recommendations to Government and, in Westminster, not one but two inquiries into funerals were launched in 2018 - the HM Treasury consultation on funeral plan regulation and the Competition & Markets Authority market study of the funeral sector.

As well as the interest in the profession by Government, the funeral profession remains almost constantly under the media spotlight and there is a growing variety of demands being placed on the NAFD in its quest to protect and promote member interests, and the interests of bereaved people.

Despite all this additional activity over and above the core responsibilities of the Association, only a modest 2.5% increase in subscription fees for 2018 was proposed at the Autumn General Meeting, on which members voted unanimously, ensuring that the NAFD can continue to work hard on your behalf and meet all the challenges facing the profession during 2019.

For the majority of funeral home members, this represents an increase of less than 50p a week.

WHY BE A PART OF THE NAFD?

TRUST

Bearing the NAFD logo on your business stationery and branch windows indicates your professional credibility and trustworthiness to bereaved families.

INFLUENCE

During 2018 the NAFD has represented member views to elected members and civil servants in three of the UK's parliaments and assemblies (the Northern Ireland Assembly having been in suspension since mid-2017) - as well as with a wide variety of government bodies and other stakeholders.

VALUE FOR MONEY

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 funeral businesses. See below for details of how this benefits package saves your business money and helps it to grow.

PROFILE

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

CORE ACTIVITIES

The NAFD delivers a range of core activities from which all members benefit. These include:-

EXTENSIVE REPRESENTATION TO GOVERNMENT ON REGULATION AFFECTING THE PROFESSION

In the last twelve months, the NAFD has met with:-

- the Inspector of Funeral Directors in Scotland and the Burial and Cremation team within the Scottish Government on the rollout of regulation in Scotland;
- the Department of Health in Westminster on death certification reform and the introduction of medical examiners;
- the Department for Work & Pensions on the inadequacies of the Social Fund and other matters;
- HM Treasury on regulation of funeral plan sales.

In addition, the Association has submitted representations to five government consultations and more than 100 pages of submission to the Competition & Markets Authority's market study of the funerals sector.

FUNERAL-DIRECTORY.CO.UK

A major investment for the Association, *funeral-directory.co.uk* is already delivering leads to NAFD members across the UK by providing a central database of members to the public, complete with service information and reviews. The addition of pricing information will ensure consumers have everything they need to pick up the phone to you.

PROMOTING THE ASSOCIATION AND FUNERAL PROFESSION TO THE MEDIA AND GENERAL PUBLIC

In the past year, NAFD spokespersons have appeared on all the main news channels, and on both national and local radio – as well as comments from the Association in the major national and regional daily newspapers on subjects as varied as the Department for Work & Pensions Social Fund, the importance of choosing a funeral director that “abides by a Code of Practice and is regularly inspected”, the importance of setting out your funeral wishes, monitoring standards within the profession and what consumers want from different types of funeral service.

INSIGHT INTO CONSUMER NEEDS, AND INSIGHT INTO WHAT THE PROFESSION WANTS

The NAFD's investment in member and consumer research (YouGov) helps equip you with useful insight into what your customers are thinking and equips the NAFD with strong arguments in support of your business.

FUNERAL DIRECTOR MONTHLY MAGAZINE

Delivered to your door each month, the 76-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.

NAFD SOCIAL MEDIA CHANNELS (TWITTER/FACEBOOK)

The NAFD's social media channels continue to grow their audiences, with the main Twitter account followed by more than 3,500 people and Facebook by 2,500 people. Our posts are read by the public, journalists, politicians and other stakeholders and reach hundreds of thousands of people every year.

IN THE PAST YEAR, NAFD SPOKESPERSONS HAVE APPEARED ON ALL THE MAIN NEWS CHANNELS, AND ON BOTH NATIONAL AND LOCAL RADIO





THE TOP THREE BENEFITS OF MEMBERSHIP

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). The Association does not charge a fee for these branch inspections as it is a key benefit of membership but, based upon fees levied upon business in other sectors by other UK trade associations, these inspections are valued at £180 - £1,020 per visit.

FUNERAL ARBITRATION SCHEME

The Funeral Arbitration Scheme (FAS) is funded by the NAFD and independently operated by IDRS Ltd, a wholly-owned subsidiary of the Centre for Effective Dispute Resolution.

During 2017 the NAFD had 162 FAS complaints in total. When a FAS complaint moves to stage two

(conciliation) a cost of £420 (including VAT) is incurred, which is paid in full by the NAFD on behalf of members as it is a benefit of membership. In 2017, the NAFD spent £25,200 in support of members, resolving FAS complaints at stage 2.

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. For example, if purchased individually by a firm with a turnover of £50,000, the cost would be in excess of £1,500. For a turnover of £250,000 this would be £1,800 or £2,385 for a turnover of £500,000.

In addition, SEIB has negotiated significantly enhanced benefits to the legal expenses cover that you already receive. For most members this represents a very important resource that they do not have to fund themselves and, again, the cost for members to individually purchase this type of cover themselves would be at least £700.

NAFD MEMBER BENEFITS

- Complimentary £5m professional indemnity insurance
- Complimentary employment claims insurance
- Complimentary HMRC and VAT investigations claims insurance up to £150,000
- Complimentary Health and Safety prosecution insurance
- Business, Public Relations and legal helplines
- Repatriation helpline
- NAFD Energy Club
- NAFD qualifications
- NAFD literature and window stickers
- Annual Wallplanner

EXCLUSIVE SUPPLIER DISCOUNTS

- 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
- Merchant card services
- Royal Mail Same Day discounted rates
- Stationery solutions



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 NAFA membership are, however, the promotional opportunities, both free and at discounted cost, that enable you to reach the NAFA's 4,100 funeral home members. These include free monthly editorial and discounted advertising rates for *Funeral Director Monthly*, advertising opportunities for the annual wallplanner, discounted space at the National Funeral Exhibition, a free entry in the NAFA annual Buyers' Guide and event sponsorship opportunities.

ENGAGING WITH THE NAFA



THE NAFA'S LOCAL ASSOCIATIONS AND AREA FEDERATIONS

The NAFA'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. In 2019, a major review of how the NAFA's regional bodies are structured will be designed to help deliver even greater benefit to members.

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NAFA NATIONAL EVENTS

Each year, at NAFA Conference and NAFA Autumn General Meeting, there are discussions and debates which shape the future of the Association – and of 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 NAFA – they are also highly social and enjoyable events, enabling members to build their professional networks and, often, lifelong friendships too.

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 NAFA, helping to fund our activity on your behalf. NFE 2019 will be held on 7 - 9 June 2019 at Stoneleigh Park and is rapidly shaping up to be the best ever show!

MEMBER COMMUNICATIONS

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

