



William Bevan.

Following a disciplinary investigation, William Bevan in Herefordshire has been expelled from the National Association of Funeral Directors.

The decision was made by the NAFD Disciplinary Committee, made up of Chair Barry Picken, Lay member Linda Ford and Funeral Director representative Gerrard Boyle. The decision stipulated that William Bevan may not reapply for membership for the period of three years.

The series of allegations received related to a pattern of behavior not compatible with the Funeral Director Code.

In their judgment, the Committee upheld each of the alleged breaches about William Bevan which, when taken cumulatively, involved the following provisions of the Code being breached:

Principles:

Funeral businesses must:

- (1) act in the best interests of each client, and prospective client;
- (2) provide the best possible level of care to bereaved people, keeping in mind the specific needs of each client and family;
- (4) act transparently, with honesty and integrity;
- (6) behave in a way that promotes and maintains public trust in their business, the funeral directing profession and related industries;

And more specifically, the following outcomes of the Code:

- (1.1) You treat your clients and prospective clients fairly, with respect and dignity, keeping in mind that some will be vulnerable.
- (1.2) You have the resources, skills and procedures to carry out any instructions you accept.
- (1.3) The service you provide to clients is competent, delivered in a timely manner and takes into account each client's needs and circumstances.
- (6.1) any staff or subcontractors responsible for caring for bereaved people are equipped with the skills and knowledge necessary to do this.
- (9.3) Client complaints are dealt with promptly, fairly, openly and effectively.
- (10.2) you cooperate fully with your regulators at all times, including in relation to any investigation into your compliance with this code.

William Bevan has been instructed to remove NAFD logos from its funeral home, letterhead, marketing and website to avoid causing confusion to bereaved families. William Bevan will no longer be subject to the NAFD's Funeral Director Code and can no longer offer families access to the Association's independent complaints and redress service. For anyone in Hereford looking for a funeral

director that is subject to these standards, please visit funeral-directory.co.uk to find NAFD members in your area.

This notice will be displayed until November 2026.