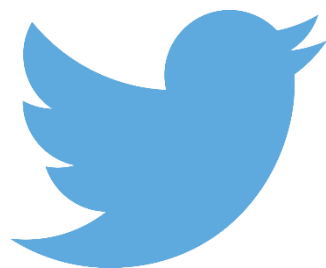


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Always Look on the bright side of life.... and death!

THE CHANGING FACE OF UK FUNERALS.



The death of the traditional Victorian funeral?



A change in attitudes and cultural needs

- *'The traditional religious funeral is dying a death.'*
- Average cost of UK funeral if buried, is approximately £4,798, whereas a cremation costs approximately £3,744.
- Around one in seven people struggle to pay funeral costs.
- Recent report by Co-op Funeralcare, found only 1 in 10 want a traditional farewell.
- Changing trend and attitudes towards death.
- Popularity of no-frills or direct cremations - with no mourners
- 98% of people do not want a lavish funeral (Sun Life Survey)
- Cost is a major factor but also consideration for family and friends.
- Growing demand for personalised bespoke funerals.

Direct Cremation

- What is a direct cremation?
- The deceased is moved from the place of death such as a hospital or home directly to a place of holding or direct to a crematorium of providers choice .
- As with a conventional funeral the coffin travels along the aisle of the chapel of the crematorium to the cremator.
- Often no ceremony takes place and usually there are no mourners present.
- The ashes can then simply be scattered by the crematoria staff or if requested returned to the bereaved family
- **Direct cremation costs** in the **UK** range between £995 to £1,800 depending on whether you are purchasing a plan for someone who has just died or whether you are buying a prepaid plan.
- Often a celebratory event takes place weeks or even months later at a location chosen by the family for a more fitting tribute.

Taking into account the deceased wishes – how do they want to be remembered?

- Choosing the how, the when and the where - giving time to decide how the loved one's life should be celebrated
- Those choosing direct cremation tend to be in the higher socio-economic groups.
- Greater control of how they spend their money.
- Direct cremation services still relatively unknown but growing awareness.
- When direct cremation was explained in a recent survey 44% said would consider it for their own funeral (Sun Life Survey 2018).
- Mainstream funeral providers are now offering direct cremations and burials
- Co-op states **1 in 10 of its cremations are direct.**



Public health and DIY funerals

- Funeral poverty is increasing and therefore it follows that public health funerals will increase as well.
- Paid for by the local authority, where the relatives are either unwilling or unable to pay, or where no relatives can be found.
- Public health funerals are no-frills services and do not include flowers, viewings, obituaries or transport for family members. You cannot choose a funeral director or the date or time of a public health funeral. Burials may take place in an unmarked grave, known as a common grave, that may be shared with other people.
- Joint working between local authorities to provide funeral services at an affordable price.
- DIY funerals now being promoted because of cost and to allow families to become more involved in the final passing of a loved one.

Putting the 'fun' into funerals

- 40% of British people would like their funerals to be a celebration of their life rather than a sad occasion.
- 20% want mourners to wear bright colours.
- Personalised Music/messages



End to End Funeral Services

- Growth in end-to-end service provision
- Private sector opening their own crematoria and operating their own burial grounds.
- Joint working between local authorities to provide funeral services.
- Local authorities looking to take on role of funeral director as well as providing burial and cremation services.
- Aiming to address funeral poverty, reduce need for public health funerals and provide a dignified funeral to the bereaved and reduce threat to local authority services.



Bringing funerals into the 21st Century.

- Carefully choreographed, hedonistic, environmentally-friendly, idiosyncratic funerals.
- Six-to eight hours of service, burial and wake celebrations.
- 'Life affirming funerals'
- Business men now shaping the future rather than traditional funeral providers.
- Business disrupters
- 'Additional's' key offer – designer floral tributes, fine food etc.
- Not just a burial but an overall experience- 'The full package'.
- Bringing glamour to funerals without being out of reach.
- Pre-planned but only pay when the funeral takes place.
- Co-op & Dignity offering range of burials/cremations, unusual venues, personalised picture coffins, live-streaming and funeral planning advice.

**There's virtually no black.
Black is Queen Victoria, isn't it?.....life has moved on.**



Opportunities for local authorities

Three stages to deal with after someone dies.

- 1. Obtain a death certificate.
- 2. Register the death.
- 3. Arrange the funeral.
 - All within ability of, or controlled by local authorities.
 - Issue of funeral poverty and public health funerals could largely be avoided.
 - Existing expertise.
 - Commercial, catering, events skills.
 - Premises.
 - Bespoke, flexible and transparent service ethos.
 - Customer care, reputation, trust.
 - Local governance

NEW MUNICIPALISM

Delivering for local people and local economies

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