

The Changing Face of Funerals



Paul Reed

Memoria LCF

Today's presentation

- ⌘ About Memoria
- ⌘ About Memoria LCF
- ⌘ How did we get here – funerals over the last century?
- ⌘ The rise of low cost funerals
- ⌘ Pressures on Local Authorities
- ⌘ What next?

About Memoria

- ⌘ Memoria was incorporated in 2003 by three directors with over 100 years collective experience in the funeral sector.
- ⌘ Previous Crematoria Schemes
 - ⌘ Ollerton (2005), Bury (2007), Chorley (2007), Bishop's Auckland (2009) & Braintree (2009)
- ⌘ Memorial Park Schemes
 - ⌘ Cardiff and Glamorgan (2011), Kirkleatham (2014), Amber Valley (2015) South Oxfordshire (2015) South Leicestershire (2015), Waveney (2015) Denbighshire (2016) North Hertfordshire (2017) Flintshire (2018) Barnby Moor (2018)
 - ⌘ Third largest crematoria group in the UK
 - ⌘ Opened more crematoria than any other company since 2000
 - ⌘ Current GFG crematorium of the year - South Oxfordshire

MEMORIA MISSION STATEMENT

✧ *"Memoria has a mission to provide exceptional standards of service and facility to the bereaved families that use its crematoria and gardens of remembrance. This is because it is not only commercially sensible to do so but also because it is an essential act of human decency towards people who have just lost a much loved member of their family or friend. Bereavement is the price we must all pay for the joy of loving and being loved. The loss of a loved one is the most stressful, unhappy and traumatic experience that we will face in life.*

✧ *We at Memoria realise that we are unable to eradicate such pain but we also know it is our responsibility and duty to be as efficient, kind, respectful and polite as humanly possible to our clients at their time of grief, and thereafter when they return to remember their cherished relatives or friends. Therefore it is our aim to provide immaculately clean and tidy facilities in tranquil and beautiful surroundings attended by people who are sincerely dedicated to our mission, and who take a great pride in their work as a result."*

About Memoria LCF

- Established in 2016 in response to the rise in direct cremation services
- UK's largest direct cremation company



How did we get here?

Pre- 1930's – The British Funeral



1930s The Co-op



1960s

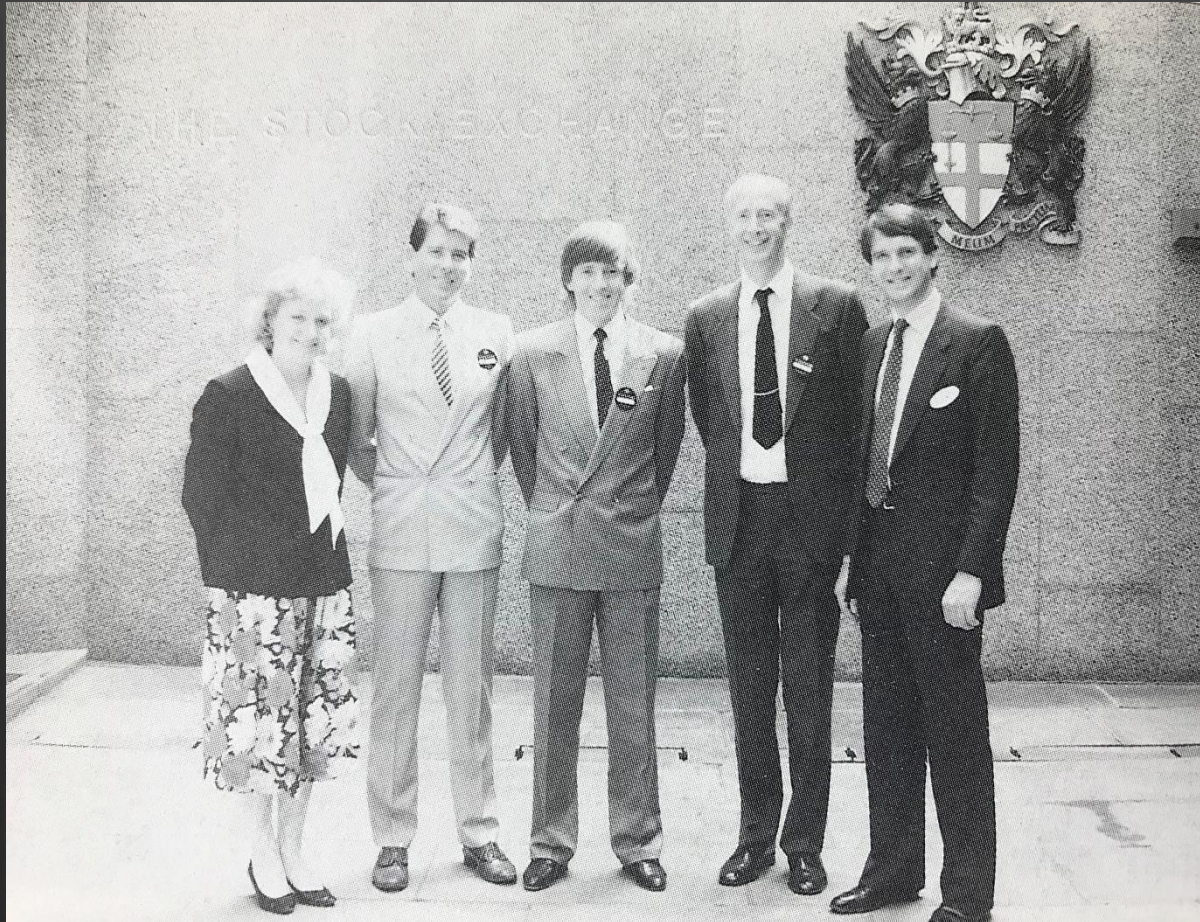
The National Selected Mortician
The American Way of Death



MEMORIA

1980s

The PLC age and the advent of Pre-arrangement

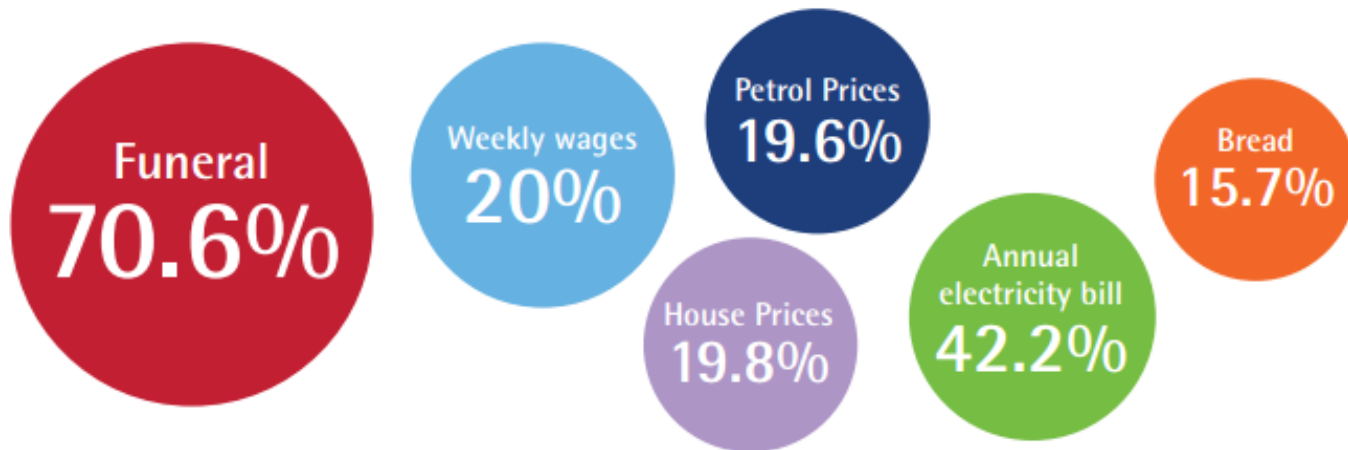


MEMORIA



1990s

Funeral Inflation

RISE IN LIVING COSTS OVER THE LAST DECADE



2000's – The Modern Funeral Service

- ⌘ Hourly Services 
- ⌘ Full service in the crematorium
- ⌘ Choice of advanced Music System or live organ 
- ⌘ Web Camera with live streaming capabilities
- ⌘ Disabled Access and Hearing Loop 
- ⌘ Comfortable Furnishings
- ⌘ Flat-Screen TVs for silent photo dedication / eulogy

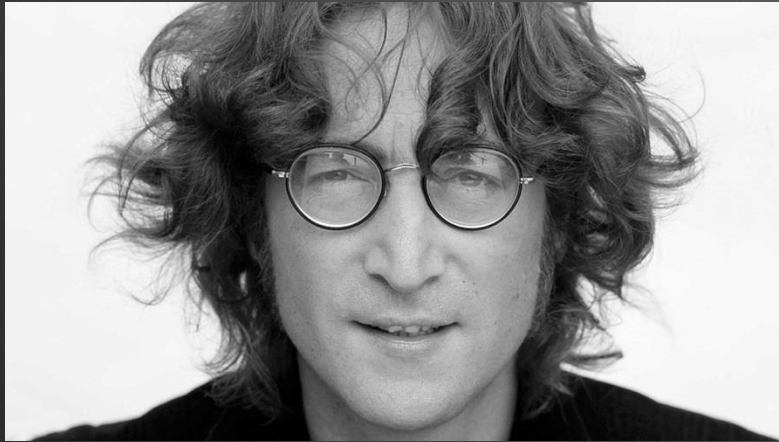
Visual Tributes

2016

Parliamentary Select Committee



So what next?



MEMORIA 

2018

The rise of low cost funeral – Who & Why?



Pressure on Local Authorities

- Funeral prices have risen by 70% in a decade
- A Royal London report found that councils spent £4 million on public health funerals in 2015/16
- An increase of 12 percent over the last five years
- At the same time, the cost of public health funerals increased by 36 percent.
- Between 2010 and 2020, councils will have lost 60p out of every £1 the Government had provided for services
- With a further £1.3 billion of cuts faced in 2019/2020

2019

What next?

- ⌘ The fashion of death always follows the fashion of life!
- ⌘ So what effect will the baby boomers have on the fashion of death?
- ⌘ Religious vs Celebrant vs Humanist vs No Service?
- ⌘ Will direct cremation go away?
- ⌘ Will the traditional funeral survive?
- ⌘ Will the traditional funeral director survive?
- ⌘ Will the celebration of personal life be dictated by personal choice?

ANY QUESTIONS?



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