ICCM
Responding to funeral poverty
June 2016
Who are we?
Practical responses

**Down to Earth project**
Practical support for those on low incomes struggling to afford a funeral

- **Reducing costs**
  - Funeral director
  - Third party costs
  - Unnecessary extras

- **Raising funds**
  - State funds
  - Charity funds
Strategic responses

Fair Funerals campaign

1. Educating people about their choices so they can avoid funeral poverty
2. Influencing government to do more for bereaved people on low incomes
3. Working with the funeral industry to make funerals more affordable

The cost of funerals

Paying for funerals is driving families into debt. That's the warning today from a committee of MPs, which says the average cost of laying a loved one to rest is now three thousand seven hundred pounds.
Influencing the funeral industry

Fair Funerals pledge

• Recognise funerals can be expensive and many people struggle with the cost.
• Make our most affordable funeral package visible to the public, including third party costs.
• Charge clear prices for goods and services so people know what they're buying. Communicate prices in initial conversations and prominently display full price lists.

Impact of the pledge
560 funeral director branches signed up
15% of the industry

Enhanced pledge
Watch this space on Monday 4th July
Government – what needs to change?

- Re-use of grave space?
- Neutral information
- Increase grant
- Funding/guidance for councils
- Reform benefits system
Role of crems and cems?

- Transparent fees
- Access to public health funerals?
- Partnership with other departments
- Municipal funeral services
- Setting of fees
Get involved

Join supporter email list
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