

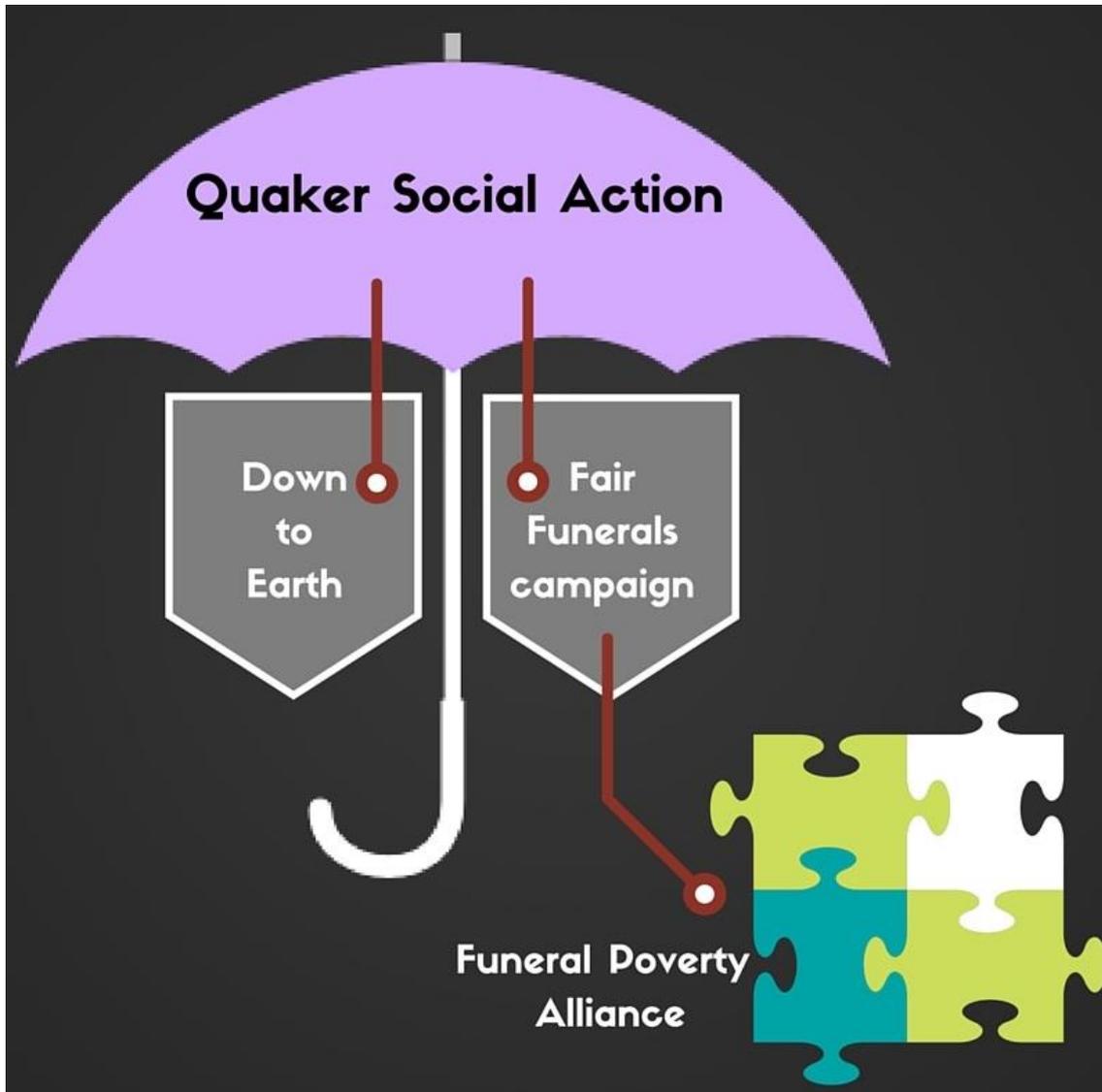
June 2016



ICCM
Responding to funeral poverty



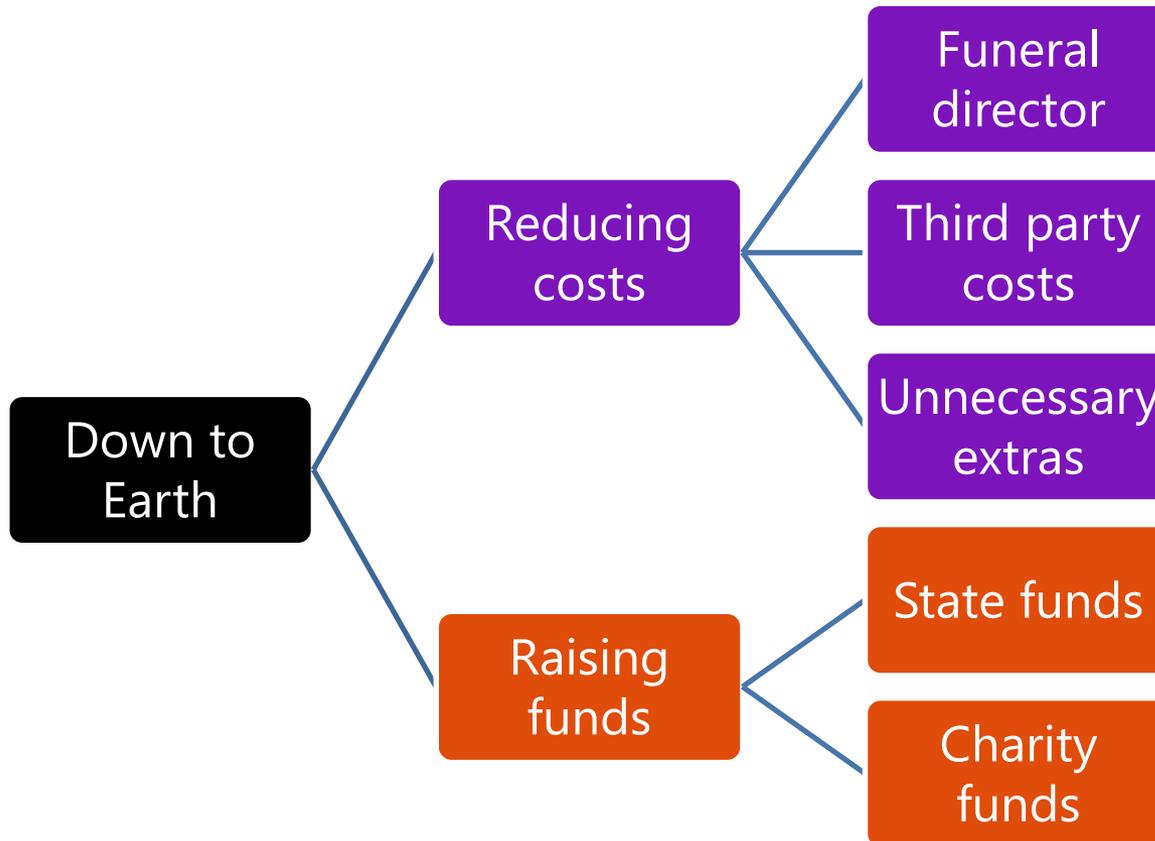
Who are we?



Practical responses

Down to Earth project

Practical support for those on low incomes struggling to afford a funeral



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

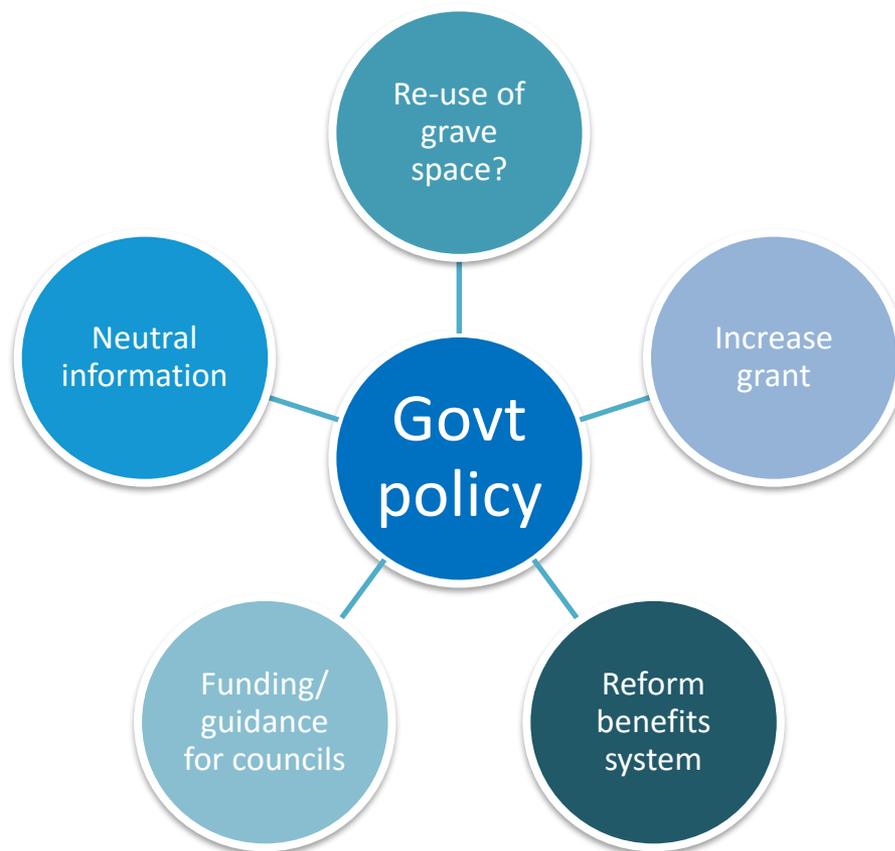
560 funeral director branches signed up
15% of the industry

Enhanced pledge

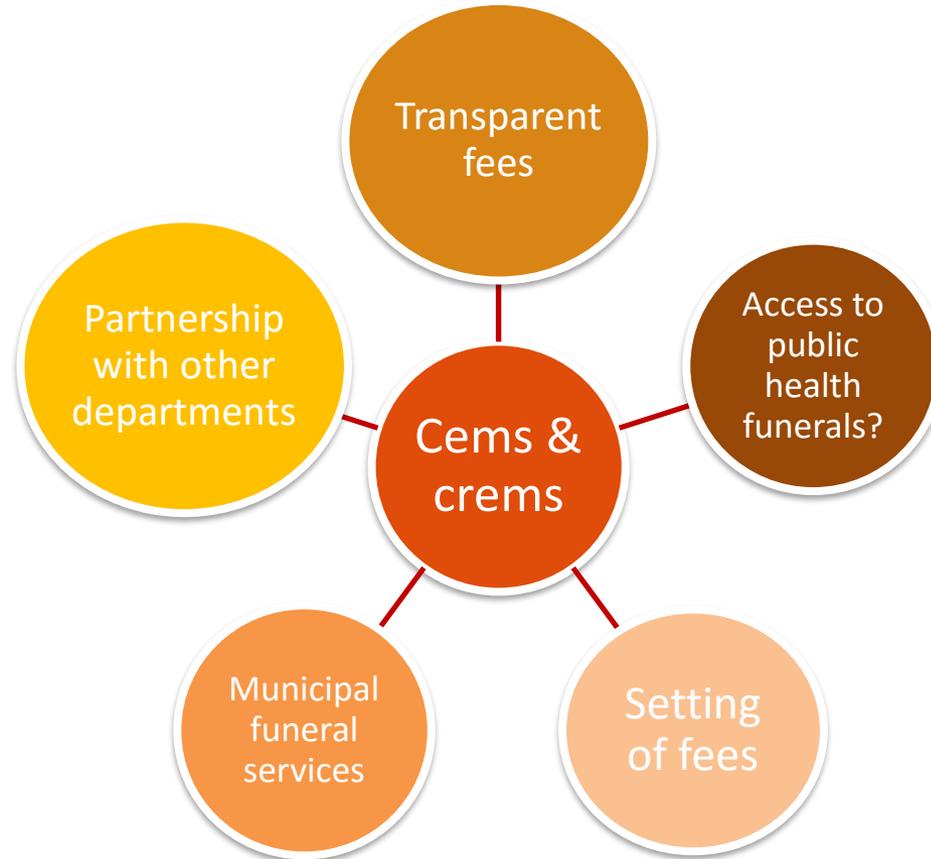
Watch this space on Monday 4th July



Government – what needs to change?



Role of cremes and cems?



Get involved

Join supporter email list

<http://fairfuneralscampaign.org.uk/content/supporter-sign>

Email

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Tel

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Twitter

@endfuneralpov

