

Monday 18th September

13.30

Opening of Convention by ICCM President Heather White

President's Address

Heather will deliver her final President's Address before handing over her chain of office to the incoming President at the AGM.

13.45

ICCM AGM

14.00

ICCM – the future

Martin Birch and Julie Dunk

Chair ICCM Board, ICCM Chief Executive

Paper description: Outline of the ICCM Board of Director's strategic objectives, and new initiatives to benefit members

About the speakers: Martin Birch is the Chair of the Board of Directors of the ICCM, as well as being Bereavement Services Manager for Cardiff City Council. Julie Dunk is the Chief Executive of the ICCM. Both have long careers in bereavement services and a passion for taking the sector forward for the benefit of bereaved people.

14.30

And I Would Walk 500 Miles

Dave Jennings and Barry Ellis

Association of Greater Manchester Authorities (AGMA) Bereavement Services, Andys Man Club and Once Upon a Smile charities

Paper description: As jet lag induced ideas go, this one sounded plausible and with the right intentions. And that is where in hindsight we should have left it...

The plan is to walk round the 10 local authorities that make up Greater Manchester, visiting a cemetery or crematorium in each one. Having discovered some outlying cemeteries we have worked this out at 50 miles covered in two days at exactly 25 miles a day. Simple! So to make it harder, we will be undertaking this walk in December during grief awareness week.

The aim is to raise awareness and money for two charities - Once Upon a Smile and Andys Man Club.

About the speakers: As Bereavement Service managers at Trafford and Salford we work closely together and with the other managers across Greater Manchester sharing knowledge, support and humour. Oh and also convincing colleagues to buy into hare-brained ideas!

15.00 Refreshments in the Exhibition

15.30

WORKSHOP: Increasing sales without looking like you're selling

Carole Henderson and Ian Henderson

Flourishh by 2H Ltd

About the workshop: Grab your notebooks as there will be plenty of tips and tasks to help you leverage your current brand to increase your memorial sales. This is a practical guide with some “how to”s and some ideas on what else can be achieved. Most of what we will cover is not about spending money, it's about using what you already do to better effect. You will NOT be getting a lot of theory, you will be getting more for your to do list when you get back to your office.

About the speakers: Carole had a long successful career as a marketer – including Head of Customer Communication for a major motor retailer group and Head of Marketing for an international travel company. In 2006 having been made redundant, and then was widowed she had a major career shift, becoming a professional trainer in grief intervention. In 2022 she and husband Ian launched Flourishh, recognising the need in heart led businesses for brand and marketing support. Ian is a Certified Brand Strategist and talented designer. Carole's experience in the bereavement sector combined with her marketing skills and Ian's design talent makes for a powerful skills combination.

17.00

OPPORTUNITY TO VISIT THE EXHIBITION

19.30 Dinner and Quiz – enjoy a meal followed by a fun ice-breaker quiz with prizes kindly donated by the exhibitors

Tuesday 19th September

09.30

Trends in Crematorium Design

Mark Doohan BA(Hons) DipArch RIBA

Benchmark Architects

Paper description: A review of changing trends in crematorium design. Specifically exploring cultural and experiential developments of wake and function facilities, size and scale of spaces and facilities provision and the importance of sustainability in building design.

When Benchmark Architects first got involved in crematorium design, we undertook some research to determine the average statistics from existing crematorium data across the UK. We use this data and emerging client briefing data to inform design developments. We also recently undertook a study tour of crematoriums across Holland to gather wider experience of different design approaches.

About the speaker: Mark Doohan is a RIBA architect and Managing Director of Benchmark Architects, a UK-wide commercial architecture design studio. Mark has over 20 years of experience

and knowledge of architecture business and building design and development. Mark has extensive experience with city and town centre mixed-use urban redevelopment projects and master planning.

Mark is currently chairman of the BAA which is a local branch of the RIBA. He is also a trustee of a small charity providing a summer children's holiday camp.

10.00

Always Look on the Bright Side of Life – the use of music in contemporary funerals

Vick Bain BA, MBA

vbain consulting

Paper description: In this presentation we will cover the contemporary use of music in funerals in the UK, discussing some of the most popular songs and music in funerals in 2023, then some thoughts on how we got here, reviewing a brief history of music in funeral ceremonies and the central importance music plays, the legal framework governing its uses, and technological advances and changes in society all contributing to a burgeoning of creative and personal uses of music in funerals today.

About the speaker: Vick Bain has worked in music and the creative industries for over twenty-five years; for six years she was Chief Executive Officer of the British Academy of Songwriters, Composers & Authors (now known as the Ivors Academy) and is a Henley Business School MBA graduate. She is now a PhD candidate at Queen Mary University of London in the Centre for Research in Equality and Diversity researching women's careers in music.

Vick now specialises as a music industry management consultant and also as a researcher and campaigner for diversity and inclusion in music. She is also an Associate Lecturer at Falmouth University on music and business management undergraduate and postgraduate degrees.

Vick has just completed her year as the President of the Independent Society of Musicians, representing over 11,000 musicians in the UK. She is also a Fellow of the Royal Society of Arts and a member of the British Academy of Management. She is included in the Radio 4 Woman's Hour Music Industry Powerlist, has been enrolled into the Music Week Women in Music Awards Roll of Honour and has recently been nominated as Campaigner of the Year.

Vick is a regular press commentator on gender diversity in the music industry with regular articles as well as influential report Counting the Music Industry, a gender audit of UK record labels and publishing companies. She is the Founder of The F-List for Music directory of female musicians which is a not-for-profit organisation campaigning on behalf of and supporting female musicians in the UK.

10.30 Refreshments in the Exhibition

11.00

I Can See Queerly: get confident with LGBTQIA+ inclusion

Cath Brew BArch (UNSW), Grad Dip. Heritage Studies (UNE), PostGrad. Dip Heritage

Interpretation: Management and Practice (UHI Perth)

Drawn to a Story

Paper description: A lot of people want to do the right thing with LGBTQIA+ inclusion, but don't know how to be or who to ask. They struggle with a fear of accidentally offending someone, feeling

incompetent in using LGBTQIA+ terminology and have little confidence in knowing what's the 'right' thing to do. This can lead to anxiety and ill-informed decisions that impact them, their teams, and their clients. Other people also start to tell themselves that being LGBTQIA+ is personal, nothing to do with work, so why should I care? These are all very common thoughts and feelings. In this paper, Cath will introduce participants to various aspects of LGBTQIA+ inclusion and offer practical strategies that can help team cohesion, staff retention, and improve customer/client experiences.

About the speaker: Cath is an LGBTQIA+ inclusion consultant, coach and mentor who supports businesses and business leaders to get confident in LGBTQIA+ inclusion. Founder of the Embodied Inclusion system, she works with companies globally (including international schools) helping them to navigate the inclusion of diverse genders and sexualities cross culturally.

11.45

Compassionate Bereavement City

Alan Sheldon MICCM Dip (Hons)

Liverpool City Council

Paper description: My paper intends to trigger discussion and debate about the funeral industry.

Looking at how Liverpool City Council and partners are reviewing and implementing new processes and services, some key areas are:

- multi agency partnerships
- what did we learn from the covid response
- the changing demands of our bereaved communities
- how can we get closer to our communities
- how do we reassure our communities
- cost of living and dying
- direct funerals
- community wellbeing
- funeral workshops

About the speaker: Over 35 years experience in the bereavement industry.

My career in Bereavement Services began in 1985 with a formal apprenticeship with my local authority in amenity horticulture and arboriculture. From my first placement at just 15 years of age I have practical and managerial experience at all levels in Bereavement Services, from grave digging and cremator operation to management in both public and private sectors.

I believe that the bereavement industry has a duty to provide the bereaved with an equitable and compassionate choice of final repose which is not driven by financial penalties. I see great opportunities for the private and public sectors which in turn will provide new and improved funeral services and facilities for all members of the community, giving that extra service at a reasonable price.

The burial and cremation industry, clergy, funeral directors, ministry of justice and our bereaved communities all recognise the need for change and to add to the traditional methods followed in most funerals in the UK. As a bereavement professional I want to be part of this change and drive the development of alternative a burial and cremation services which meet the changing range of demands from the bereaved.

12.30 Lunch in the Exhibition

13.30

WORKSHOP: Luck runs out, but safety is good for life. Let's think inside the box

Peter Smith and Richard Smith

Teleshore Group and Memsafe Ltd

About the workshop: The workshop will be an interactive session to discover and discuss the practical issues of safety in our industry. It is our intention to bring together any safety issues within bereavement services industry, offer practical solutions, considerations and aim to try and reduce the resistance, stigma and fear that the words "Health and Safety" bring to mind, through practical discussion.

We will take the opportunity to inform of any new legislation which is appropriate.

A new more practical view on soil conditions that is going down so very well. Find out more.

About the speakers: Teleshore Group has been a major safety and consumable supplier to our industry for 30 years.

Teleshore, Peter and Richard will be well known to many of you and have become a well-known source of knowledge, supply and assistance for many of the persons in the Bereavement Services industry.

Bringing together their experience of many years with grave shoring in the most difficult of conditions, cemetery products, Memorial Safety Management expertise, Crematorium safety, it promises to be an interesting session.

Currently investigating and finding solutions to Bariatric transportation and burial they will be well placed to offer and assist in an area of our industry becoming more common. They will likely be asking for help as well.

This promises to be an interesting, intriguing yet light-hearted interactive session.

14.30

Cemetery of the Year Awards – presentation of awards by Memorial Awareness Board

15.00 Refreshments in the Exhibition
Opportunity to visit the Exhibition

18.30 Wine reception in the Exhibition

19.00 ICCM Awards
Dinner and Disco

00.30 Evening ends

Wednesday 20th September – Green Wednesday

09.15

50 Shades of Green

Ben Whitworth

The Mazwell Group Ltd

Paper description: With more and more people considering the environmental impact of everyday life, how green is the way we protect and care for our dead before final disposition occurs. Is the use of refrigerated mortuary cabinets or mortuary freezers sufficient and what impact does air conditioning have? Is embalming worthy of greater consideration and what of the chemicals employed in the process. Does formaldehyde and embalming get a bad press and what of more environmentally conscious embalming fluids.

In this paper we will look at the options around the safekeeping and storage of the recently and not so recently deceased and how these considerations can impact the environment. Could embalming provide an environmentally conscious option for both short- and longer-term care? Is formaldehyde as bad as we have been led to believe? How do we manage environmental considerations in the most extreme circumstance? What advances have there been in the field of embalming over the last twenty years?

Join Ben Whitworth as he considers various options and asks if green is as green as can be?

About the speaker: Ben Whitworth works for the MazWell Group Ltd overseeing education and technical support as well as sales. He is also an active funeral director and embalmer and holds qualifications in these areas as well as the CANA certificate in crematory operation.

Ben is an accredited tutor of The British Institute of Embalmers and a recognised speaker and author in the field of funeral service operations. He is a regular contributor to several international journals on funeral directing and embalming and most recently has become a guest host for the 'Undertaking The Podcast' network with his show 'Tea and Mourning Wear'.

His travels have taken him around Europe as well as to Australia and New Zealand where he has been privileged to observe different funeral practices as well as speak on a variety of subjects.

When not working, Ben lives in Hampshire with his wife Caroline, Daughter Bella and their four cats. He enjoys spending time with his family, walking in the New Forest, gardening and cooking the occasional Sunday Roast.

10.00

Why Won't My Roses Grow?

Simon Holden

Faunus Group Ltd

Paper description: Simon will talk about the relationship between cremation ashes and the environment, providing the answer posed by the majority of those involved in memorial garden and crematorium management – “why won't my roses grow?”

About the speaker: Simon is the CEO of the Faunus Group Ltd in the UK. He is passionate about the environment and has extensive experience in the application of research and scientific development, with particular interest in the field of sustainable, alternative end of life choices.

10.30 Refreshments in the Exhibition – last chance to visit the exhibition

11.15

How Can the Funeral Industry Achieve Net Zero?

Jo Little

Senior Sustainability Business Manager, Planet Mark

Paper description: Planet Mark were commissioned as a third party sustainability consultant to understand the impact of the funeral industry on the environment. Jo will provide an overview of the findings as well as the challenges through data accuracy and assumptions within the report.

We hope this to be a positive discussion starter, looking at the broader journey to Net Zero and the impact this will have on the funeral industry.

About the speaker: Jo has vast experience in account management, ensuring the success and delivery of a project runs smoothly and efficiently. Having studied the CISL Business Sustainability Management course, she's now working closely with businesses to unlock their potential for transformational change towards a Net Zero future.

11.45

Sustainable Sympathy Tributes

Dee Watkins (paper delivered by Judith Dandy)

Seed2Design

Paper description: Raising awareness of the harmful oasis and plastic left behind at cemeteries and crematoriums. Highlighting environmental responsibility and alternative options to promote sustainable choices.

About the speaker: Dee Watkins Cert Ed, HD is a Qualified Floristry Lecturer with a specialism in Eco friendly, Contemporary, Vegetative and Form Linear designs. Dee taught floristry in Further Education Colleges for 10 years, she worked in retail floristry for 27 years including as a florist in Bermuda and her own shop in Lancing. She began trading as 'Seed2Design' in 2015. Her designs are very natural and vegetative with so much texture and interest. Dee feels very passionate about her floristry and the impact that the industry has on the planet. Seed2Design is the nominated Eco florist for the Westerleigh group of crematoriums.

12.15

Cremator Technology: the future

Justin Smith HND Dist, BASIS

The CDS Group

Paper description: Over the past few years, CDS have been undertaking reviews of cremation methods from natural gas, electric, hydrogen through to microwave technology as means of disposal of the deceased.

Are they green, are they cost effective, are they safe? These are some of the questions that we will be discussing in the paper.

We may, subject to health and safety agreements, be undertaking some demonstrations!

About the speaker: Justin has 20 years' experience in cemetery and crematorium design and development. Having established Cemetery Development Services Ltd in 2003, he has grown the business to be an internationally recognised brand in cemetery and crematorium planning, environmental engineering and design. Justin is a qualified soil engineer and worked in agricultural research where he developed and patented several soil monitoring technologies used for crop management throughout the UK. Justin also founded one of the UK's largest independent sports soils and drainage consultancy companies before selling his shares in 2004 to setup The CDS Group.

12.45

Close of Convention

by the ICCM President Marian Millington.

13.00 **Final lunch**