

I'm delighted that you are investigating the funeral market as there are some operators bringing the whole industry into disrepute. [X]

1. **Crematoria** – from our funeral home in rural Shropshire, we have a choice of three within a 30 mile radius, two of which are owned by [X]. Hereford is still in public ownership and not only offers really good customer service, but is significantly cheaper than either Shrewsbury or Wyre forest where prices increase hugely every year. The public don't realise that crematoria can be privately owned and therefore vary in cost. We do of course try to make them aware of this at the time of arranging but they are not always in the right place emotionally to take such information on board.

I apologise if I sound like I'm on a mission against [X] but I believe this company's influence on the funeral market is insidious and unhealthy. They are pushing prices up for everyone by acquiring the infrastructure we rely on, and potentially exploiting people at a vulnerable time in favour of keeping their shareholders happy.

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