

Dear Market Study Team

**Central England Co-operative response on the proposed launch of a market investigation review after publication of the interim report**

We have worked closely with the CMA throughout the market study, and we welcome the proposal to begin a market investigation of the funeral and crematoria market. We welcome the opportunity to contribute even further to support the work of the CMA in order that a full understanding of the market dynamics of the funeral industry are appreciated so that customers will ultimately benefit from the conclusions of a MIR. We would request that the CMA evaluates data that is in the public arena with caution as a good deal is subjective or is not of a relatively robust sample size.

Central England Co-operative believe a market investigation is necessary to ensure that the CMA is able to reach a greater understanding of what consumers actually require from a funeral and how funeral directors offer consumers an informed choice with the highest standards of care for the deceased. We welcome discussions about improving transparency, identifying a consistent minimum set of industry standards and what kind of regulatory structure should be adopted.

Regards

Kevin

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