

I think there are significant issues in regulation in the sector. There are many guilds and bodies but no real oversight meaning the public, when at their most vulnerable, are easily misled with funeral homes within moments of each other offering the same service at significantly diverse prices.

My experience of the major players is cross selling and up selling. When organising my father in laws service with the Co-op we were met with a tick sheet and asked if we felt the coffin chosen “was really good enough for him”, causing my husband further anxiety and an already fraught time.

Many of those working front of house in the offices are not given the support they need or training to deal with the bereaved. This should be a basic requirement for the benefit of the arranger and the families.

There needs to be more transparency in pricing and options. There needs to be greater clarity on the legal side of death and all involved need greater training and regulation in quality of service.