

To Whom It May Concern,

I started 'The Modern Funeral' three years ago - offering flexible practical and ceremonial funeral support because I saw a need for a different type of funeral service.

Now I welcome the positive changes that may be brought about by an independent review into funeral practices and the death industry in general.

The needs of the bereaved must come first and I view the role of the funeral professional as being much more than a salesperson. I hope that any review of the industry takes into account not just the costs and marketing of funerals, but also the responsibility of funeral professionals to engage with their clients supportively at every point of the process.

Informed and empowered bereaved people will be better placed to make important decisions at critical times.

It is vital to me that we can be sure our dead are being cared for with the utmost respect, also that there is enough flexibility for families to be able to take on the arrangements themselves if they wish to do so. This would include the gatekeepers within crematoria themselves being responsive to the needs of families requesting self-help style services.

Therefore as a progressive practitioner within the industry, I support this proposal of an MIR into the supply of point of need services by funeral directors and the supply of crematoria services.

Yours faithfully,

Tora Colwill
Director, The Modern Funeral
www.themodernfuneral.com