

Dear Sir

I am a small funeral director in Northern Ireland, I have three branches in rural towns. I wish to make a few points about my area.

- 1) Very few of my competitors have web sites.
- 2) They are not in any trade body .
- 3) They have not heard about pricing on line.
- 4) The most serious point of all is I invested around 600k in embalming rooms , chapels , viewing rooms and vehicles. I have nine people to pay. The other funeral Directors I speak of have NO premises, no staff and no vehicles. One Funeral Director I spoke to will be able to charge they say £[£] for my funeral at £[£]. All on line pricing will achieve is me going out of business and HMRC tax revenue down , service standards depleted and shockingly poor service for the bereaved families.
- 5) In conclusion please before implementation have a separate review of Northern Ireland . The vast majority of Funeral Directors are one man bands conducting 2-10 funerals a year while running a pub, labouring or having a shop.

Kind Regards Ian Milne .

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