

Why 125 family businesses have chosen to be part of our story



Your future is safe with Funeral Partners

Sam Kershaw, Chief Executive Officer



At last, there seems to be light at the end of the tunnel after two demanding years coping with the pressures of Covid-19.

When you combine those pressures with the new regulations from the Competition & Markets Authority and the Financial Conduct Authority, plus the escalating prices of basics like fuel and energy bills, the funeral industry continues to face significant challenges.

As well as increasing administrative demands, the growth of low cost online funeral providers adds to the challenges.

There has never been a better time to take advantage of an established, proven network by joining Funeral Partners. We have

invested in our businesses through improvements to funeral homes, new branch openings, back of house mortuary facilities, fleet and technology, amounting to £5 million.

We value your heritage and your established reputation for high-quality service to families and your communities. We offer a range of flexible options which allow and, indeed welcome, former owners and their respected teams to remain and thrive within the business, focusing on the values and service that have made you successful.

We can shoulder the administrative burden and provide the investment and support to help your business to flourish. We will invest in the property, people, marketing and local community.

Our mission is to preserve and expand what makes your business great.

Our senior team includes long-serving Funeral Directors who know the industry inside out. It's because of our reputation and expertise that we now operate over 230 funeral homes across England, Scotland and Northern Ireland.

Even if you're not currently thinking of selling, I'd be happy to sit down and have a confidential chat with you as you plan your future.



Contact me directly on **07834 531822** or by email: sam.kershaw@funeralpartners.co.uk

We can create a deal that's tailored for your needs

Steve Wilkinson, Mergers & Acquisitions Director



At Funeral Partners, we understand just how difficult a decision it is to sell your business. Whether you're thinking of retiring, handing down the reins to family members, remaining with the business in a significant capacity, or staying on in an advisory role, Funeral Partners will help to support your ambitions for the future.

We will guide your team and your business to continued successes, allowing you more time to do the things you enjoy with the people you love.

Funeral Partners can take your business to new heights. As a network of more than 125 family businesses, joining us feels like becoming part of one big family.

Now may also be a good time to sell because of the uncertainty around future tax changes like the current Business Asset Disposal Relief (formerly Entrepreneurs Relief) which offers a rate of 10% on the first £1m of a business sale. It's widely expected this rate may increase soon.

I would welcome the opportunity to meet with you in person, over a video call or on the phone to discuss your plans for your business in confidence and without obligation. Even if now is not the right time for you, it's never too early to think about the future.



Contact me directly on **07528 970531** or by email: steve.wilkinson@funeralpartners.co.uk

Be part of our story

This year has already seen fantastic growth for Funeral Partners, with three established family businesses joining us in March 2022 alone, bringing our total number of funeral homes to more than 230.

As we celebrate our 15th anniversary this year, we count among our individual brands, many funeral businesses whose heritage stretches back hundreds of years. Our footprint across the UK has grown, with 16 funeral homes in Northern Ireland and 7 in Scotland. We have a strong presence in Yorkshire, Merseyside, Greater Manchester, the Midlands, London and more than 70 funeral homes across the South and South-East of England.

We value the generations of families who have built up the reputations of these businesses and established them at the heart of their local communities. That's why we maintain your family name above the door and seek to work in partnership with you and your respected teams to build on the values and service that have underpinned your business' success.

What we offer is to build on that heritage, with investment in funeral homes, new branches and back-of-house facilities (in 2021 we invested more than £2.3 million). We have continued to invest in both traditional and digital marketing channels and advertising activity, with a particular focus on our websites and our community support programme, plus equally vital investment in employees, staff development

and training. In recent months, we have extended some of our brands by opening new funeral homes in Yorkshire, Merseyside, Surrey and Hampshire.

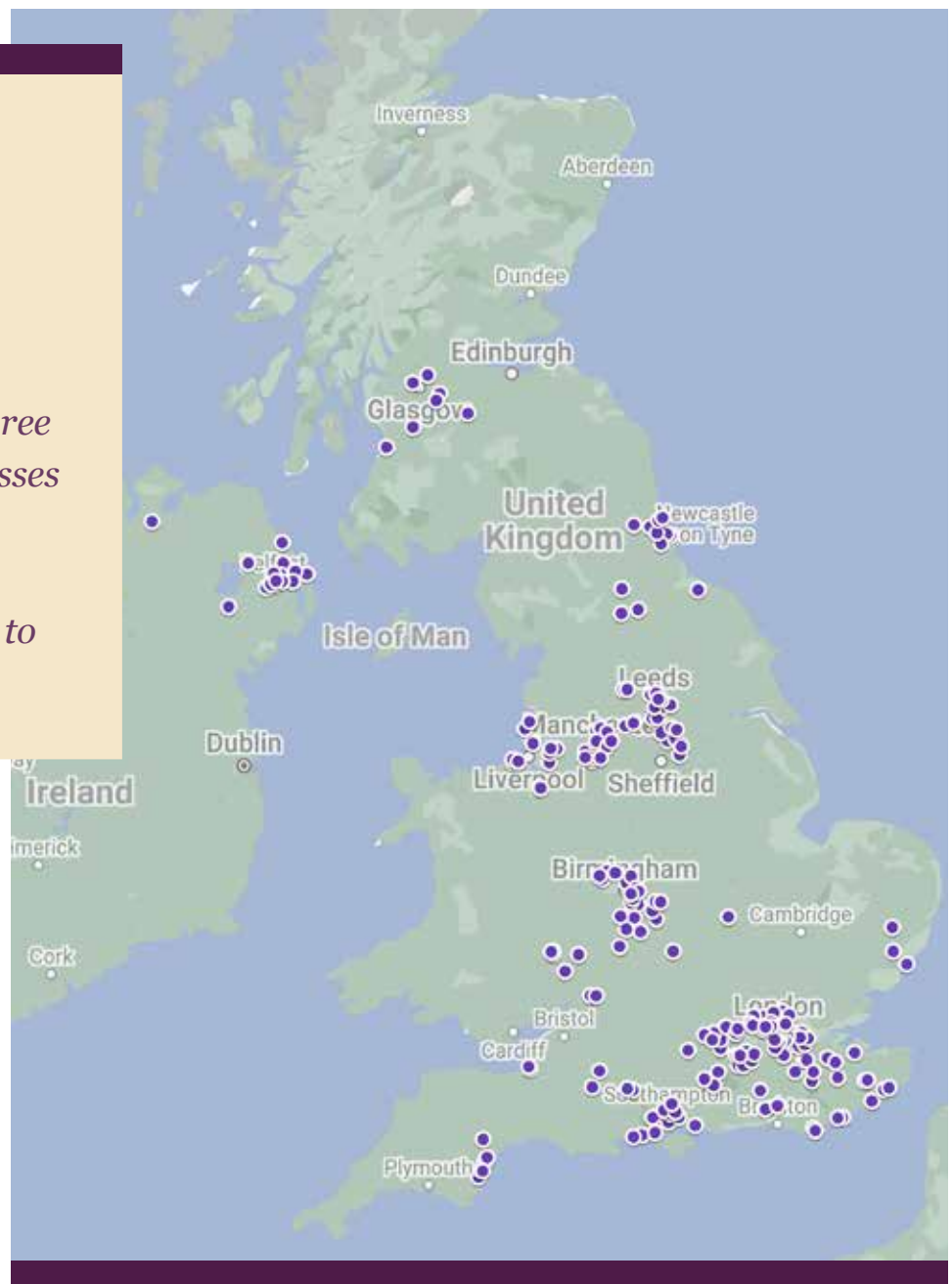
We provide the professional standards, regulatory, legal and administrative support which allows your team to focus on what matters most; serving local families.

As the UK's third-largest funeral business, we can make the sale of

your business work for you, whatever your circumstances. We'd be happy for you to talk to some of our former owners, who continue to maintain strong links with our businesses.

Read what some of them have to say about their journey.

Whether you're thinking of selling now, or planning for the future, our acquisitions team would be happy to provide a free valuation or talk to you in complete confidence.



We know you value your business. Are you interested in finding out how much it is worth?

Contact us for a free, no obligation valuation.

Contact **07528 970 531** or email:
steve.wilkinson@funeralpartners.co.uk

Funeral Partners expands in Scotland and the North of England

Despite the challenges of the Covid-19 pandemic, Funeral Partners has continued to focus on the growth and strength of the network and welcome respected and high-quality funeral homes into its family.

■ T & A Fyfe Funeral Directors, South Lanarkshire

James Adamson, who married the daughter of founder Thomas Fyfe, became owner of T & A Fyfe Funeral Directors and went on to champion the modernisation of funeral services in the post-war cultural boom, with the help of his children.

This included now-Funeral Administrator Lesley, who joined the family business in the 1980s at a time when females in the funeral profession were still uncommon.

James passed away in 2018, handing down ownership to Lesley. With the help of her husband, Donald, she continued her father's ethos of maintaining traditional values yet always looking to the future.

She chose to join Funeral Partners because: "Funeral Partners understands the need to plan for the future while maintaining tradition by letting funeral directors run things as usual with support, investment and guidance."

fyfefuneralservices.co.uk

■ John Clark Funeral Service, North Lanarkshire

John Clark worked in the funeral profession for six years before deciding to create his own funeral business following the death of his father in 2000.

He founded John Clark Funeral Service in 2001 to serve the North Lanarkshire community and its surrounding areas with an ethos of personal, professional and tailored service.

The business faced challenges in keeping up with overwhelming demand and soon outgrew its small premises, with John's wife Ellen and sons Kevin and John Jr joining to lend a hand.

As John heads into retirement, he wanted to secure the future for his sons and looks forward to seeing them continue to grow the



(L-R) Kevin and John Jr outside John Clark Funeral Service

business' ever-increasing reputation with the support of Funeral Partners.

He said: "Funeral Partners' ethos of letting those in the funeral profession do what they do best is perfect for us. It's down to John Jr and Kevin to help the business really reach another level."

johnclarkfunerals.co.uk



(L-R) Donald Blair, Lesley Blair and Funeral Director Bert Hepburn



(L-R) Alastair Lawson with Sam Kershaw and Alison Lawson

■ JD Lawson Funeral Directors, Glasgow

J & D Lawson Funeral Directors, Glasgow, began alongside a transport company in the 1890s before becoming the Lawson family's priority in the early 1960s.

David Lawson, father of Business Principal Alastair Lawson, built bespoke premises in Kirkintilloch in the late 1970s, laying the foundations for the business' rapid modernisation.

Alastair joined the family business and eventually took over as Managing Director, overseeing some of the funeral home's biggest changes with new mortuaries, embalming facilities and staff.

Alastair and his wife Alison began considering the future of their business and, with no family members intending to take the reins, they approached Funeral Partners.

"There had to be a point where we take a step back or retire from our business and, after meeting with the Funeral Partners team, there was only one clear choice; choosing to sell while it's at peak performance and letting it prosper," Alastair explained.

jdlawson.co.uk

■ Sim & Son Funeral Directors, Glasgow

Glasgow-based Funeral Directors Sim & Son joined Funeral Partners to continue their impressive growth.

Former owner Steven Sim worked for family-owned funeral businesses across Glasgow for many years. Having gained wide-ranging experience and a strong local reputation, he founded Sim & Son in 2003.

As demand grew from across Glasgow, Sim & Son employed experienced staff and expanded. They purchased and refurbished the former Temple Anniesland Police

Station which became their head office.

Steven said: "I wanted to maintain the high standards the Sim & Son name has become known for, and Funeral Partners was the right family-oriented network for the job.

"Funeral Partners allows Sim & Son to continue operating as it always has while investing in it and supporting with administration. It's been a smooth transition into Funeral Partners despite the challenges Covid-19 presented and I look forward to seeing Sim & Son thrive for many years to come."

simandson.co.uk



(L-R) Steven and Shona Sim

■ Arthur Gresty Funeral Homes and C L Birkett & Son Funeral Directors, Manchester

Arthur Gresty worked as a car mechanic in the 1930s and became familiar with the funeral industry by loaning fleets of vehicles to funeral directors, before deciding to open Arthur Gresty Funeral Homes in the 1970s.

The business helped Cedric Birkett launch C L Birkett & Son Funeral Directors by lending vehicles, forming the beginning of a positive alliance that resulted in Arthur's grandson, David, acquiring C L Birkett & Son in 2015.

David and Cedric's son, Paul Birkett, have continued to build the business and are now able to spend more time with families that need their support as Business Principal and Manager with Funeral Partners.

David said: "Funeral Partners was always our first choice if I was going to sell the business, as they will allow us to run the business as usual. With the blessing of my late father, Robert, we were delighted to take this next step in our journey."

agresty.co.uk

clbirkettandson.co.uk



(L-R) David Gresty and Paul Birkett

■ Harpin's Funeral Service, West Yorkshire

Harpins Funeral Service, which dates back to the 1930s, serves the communities of Wakefield, Outwood and Horbury.

It was started by Leonard and Vera Harpin who first purchased a Rolls Royce and, through hard work, developed a fleet of two hearses and thirteen limousines.

As their funeral business developed and its reputation grew, Leonard and Vera were helped by their fourteen children. Eventually Leonard and Vera's grandchildren, Sean and Sara became Funeral Directors. The younger generations

of the family will continue to work within the business as part of Funeral Partners.

Sara Harpin-Shipley said: "With all the changes in funeral industry legislation, we were looking for a company who could bring management expertise to take that stress away, whilst embracing the ethos of our family business.

"That's why we chose Funeral Partners. They are a good fit for us as they share our values and will develop the business for the future. They will continue the Harpin's brand including the family involvement in the business, which is really important to us."

harpinsfuneral.co.uk



(L-R) Sean Harpin and Sam Kershaw

■ W Storey Funeral Service, Guisborough, North Yorkshire

W Storey Funeral Service began as a joiner, wheelwright and undertaker in 1927 before moving to Redcar Road, Guisborough, in 1934.

Founder William's son John joined from school in 1946, followed by his brother Peter eleven years later and grandson, Ian, in 1969.

Ian's wife Sharon and son John also joined after the business began focusing solely on funeral directing in 1990, alongside Ian's friend and Operations Manager Tim Hardwicke.

The funeral home prides itself on offering a modern, comfortable and dignified premises for Guisborough families and their loved ones and is pleased to see its technological capabilities meeting modern standards after joining Funeral Partners.

Tim said: "Our way of working has been dramatically streamlined, especially when it comes to administration.

"I'm very excited about our future with Funeral Partners given the level of support we've already received."

wstorey.co.uk



Tim Hardwicke (third from left) with the W Storey team

■ Turners Funeral Service, Doncaster and Rotherham

After building up years of experience in the funeral profession, Clive Kirk joined Turners Funeral Service under then-owner Ernest Turner.

Clive wanted to set out on his own after earning his NAFD Diploma in 2000, so he and his wife Lesley agreed to purchase Turners from Ernest.

The business went from strength to strength, with the couple's daughter Leanne and nephew Ian later joining after also achieving diplomas in funeral directing.

Clive looks forward to enjoying retirement with Lesley and continuing to support Turners as a consultant, while Leanne and Ian stay on in key roles as a manager and funeral

director, respectively. They are excited to embrace investment in marketing and digital technology to help promote the business.

Clive said: "Funeral Partners has a lot of knowledge about the industry and a great reputation which is very important to me, and I'm keen to see Turners continue to thrive because of it."

turnersfuneralservice.co.uk



(L-R) Clive Kirk and daughter Leanne

■ E Peart Funeral Directors, Ryton, near Newcastle-upon-Tyne

Darren Johnstone was a schoolboy when he began helping the Peart family at their 90-year-old funeral home, before joining full-time when he was 17.

The business was purchased by local businessman Graeme Ward and moved to a new premises in Crawcrook, Ryton. Darren built a strong relationship with Graeme as the pair ran the funeral home together.

After Graeme passed away, the business was left to Darren and he committed to running it with the same quality of service it became known for, which was a major factor in his decision to join Funeral Partners.

He said: "Funeral Partners approached me with a way for us to focus on serving families while they support with administrative duties. I look forward to seeing the business thrive as part of their family while I stay on to support the team."

epeatfuneraldirector.co.uk



(L-R) Darren Johnstone and Tara Cameron, Regional Development Director at Funeral Partners

Growth in the Midlands and South of England

■ Merstow Green Funeral Home, Worcestershire

Having worked in the funeral profession since leaving school 40 years ago, Philip Tomlins founded Merstow Green Funeral Home in 2007 with his colleague Susan Morton.

The business rapidly became the predominant funeral directors serving the Vale of Evesham and the North Cotswolds. However, Philip wanted the time and freedom to pursue other passions in life while continuing to work.

Having known Funeral Partners CEO Sam Kershaw for many years, Philip knew who to speak to about putting the business in safe hands.

The funeral home is thriving under Funeral Partners and Philip said: "We continue to conduct funerals in the same way as we always have, and the company traditions remain unchanged.

"I continue to do what I'm best at – arranging and directing funerals. But now, I don't have the pressure of running a business."

merstowgreen.co.uk



Philip Tomlins

■ Michael Gamble Funeral Directors, Stroud, Gloucestershire

Michael Gamble spent 20 years as a landscape gardener before deciding to train as a funeral director and open a funeral home with his wife, Clare, to serve families in Stroud.

Michael is deeply involved with his local community, having lived in Stroud for all his life and being a proud member of the Stroud Chamber of Commerce committee.

When looking to sell the business, Michael wanted community to remain a core part of the funeral home's ethos. By joining forces with Funeral Partners, he was able to continue being the face of Michael Gamble Funeral Directors.

He said: "Funeral Partners understood the importance of

us being able to continue serving our families in the way we do. My time will now be freed up to serve the families of Stroud and see the business grow and flourish."

www.michaelgamble.net



(L-R) Sam Kershaw and Michael Gamble

■ Humphris Funerals, Banbury, Oxfordshire

Humphris Funerals has been run by generations of the Humphris family since its foundation in 1880 by Joseph Humphris.

Joseph originally worked as a carpenter, joiner and undertaker from the front room of his home, before moving to a workshop.

Joseph's eighth son, Harold, took over the business and, after the First World War, moved to the current location in Albert Street.

Later in the decade, he purchased the first motor hearse in Banbury.

In the 1950s Harold was joined by his sons John and Maurice. Maurice's son Martin and John's son Christopher joined the business in the 1980s, with Christopher's son Matthew joining in 2010.

The funeral home, which became part of Funeral Partners in March 2022, will continue to be run by Matthew Humphris and marks an exciting new area of expansion in Oxfordshire for Funeral Partners.

humphrisfunerals.co.uk

■ Thorne Leggett Funeral Directors and Kemp & Stevens Funeral Directors, Surrey and Hampshire

Geoffrey Thorne joined his father's business Kemp & Stevens Funeral Directors in Alton, Hampshire, in the 1970s. With ambitions to expand, he teamed up with experienced funeral director David Leggett to establish another respected name: Thorne Leggett Funeral Directors.

The Thornes wanted to maintain their family-run ethos yet receive support with increasing HR responsibilities and industry regulations so they could focus on doing what they love. They approached Funeral Partners and Geoffrey's son, Robin, is now delighted to be running both brands as Business Principal along with his brother Michael, who is managing memorial masonry.

Geoffrey, although retired, stays on as a consultant, conducting funerals when requested by local families.

Michael said: "We weren't intending to sell, but Funeral Partners offered the perfect scenario where we could run the businesses as we always have and work with families directly, while receiving the investment and support we needed from a larger network."



(L-R) Robin Thorne with his brother Michael Thorne

thorne-leggett.com
kempandstevens.co.uk



(L-R) Sam Kershaw, Liz Farthing and Luke Farthing

■ Farthing Funeral Service, Suffolk

Farthing Funeral Service acquired several funeral homes across Ipswich, Felixstowe and Debenham that have served their communities since the mid-1800s.

The funeral homes' long histories have seen previous owners Luke and Liz Farthing place great emphasis on community, with the couple being well-known in Suffolk as sponsors of numerous charities and initiatives.

For Funeral Partners, Suffolk is a new area of expansion and development. Liz Farthing said: "Funeral Partners showed a real empathy with Farthing Funeral Service and we're delighted to take this next step in our journey. It's great to see how much the Funeral Partners network gets involved with their communities."

With administrative support and investment from Funeral Partners, Farthing Funeral Service looks forward to growing the business and being able to increase its support for the local community.

Luke said: "With community being central to all of our branches, we didn't want to trade one thing for the other, and we felt very comfortable about Funeral Partners helping us achieve the best of both worlds."

farthingfunerals.co.uk

■ Patrick Ryan & Daughter, West London

Founded in 1968 by Patrick and Marjorie Ryan in South Ealing, Patrick Ryan & Daughter expanded to Greenford in 2005 with a second funeral home.

Now run by their daughter Lynn Furlong, who joined the business

at the age of 16, Lynn's husband Paul and their children Robert and Catrina, Patrick Ryan & Daughter is truly a family affair and remains so after joining Funeral Partners.

Lynn said, when they considered selling, Funeral Partners was the only business they considered:

"Their values very much align with ours. Our family name is still above the door and we conduct funerals in the same personable way that we have since the 1960s, only now with more time to spend with the families we serve."

patrick-ryan.co.uk

Investing in the future

To continue providing the highest-quality services and meeting the demands of a rapidly changing profession, Funeral Partners has invested in its fleet, funeral homes, mortuaries and webcasting technologies amounting to more than £5 million, as well as investing in its most precious asset, its people.

Electrifying fleets

Funeral Partners understands the growth in the eco-aware consumer and our responsibility to the environment and we are working on our Environmental, Social and Governance (ESG) strategy to stand us in good stead for the future.

Mark Potts, Head of Operational Support, has been overseeing the addition of electric hearses into our fleets, with three new Nissan LEAF hearses to be trialled in Birmingham, Torquay and Belfast.

Mark said: “We’re always looking at ways to reduce our carbon footprint while giving families more choices.”

Funeral Partners has also invested in reducing the age profile of its more than 400 petrol and diesel vehicles to increase fuel efficiency and reduce carbon emissions.



The Nissan LEAF hearse

Saying goodbye from far away

As a result of the pandemic, livestreamed funeral services have become in high demand. Bairds of Antrim Funeral Directors were early adopters, seeking a high-quality, no-fuss streaming service for their on-site service room.

After experimenting with a variety of platforms and equipment, Bairds

of Antrim came across livestreaming specialist MCN Media and, with investment from Funeral Partners, were able to hire their services to achieve a successful streaming service. Funeral Partners is now looking to incorporate quality livestreaming in its other service rooms across the UK.

Investing in marketing and digital technology

Funeral Partners has launched personalised new websites for each of its family brands, with industry leading price information and quote builder functionality online.

We continue to build on our digital presence, adding new capability like video conferencing facilities in every branch, 24/7 Live Chat and

other tools to drive brand awareness, support and guide clients through the funeral arrangement process and deliver on their expectations.

Our central marketing team invests in a range of advertising across traditional and digital channels, delivering pay per click campaigns, organic website traffic and lead generation.

Investing in our people

At Funeral Partners, investment in our teams is core to our company values. Our new Job Family structure outlines each job role and purpose, essential skills, knowledge and experience and how the role fits into our company structure. It provides opportunities for career progression, with clear guidance about how to develop within each role.

Career development is vital in supporting our teams, from the most junior to the most senior roles. We have a number of apprentices undertaking accredited training courses and also promote courses to our management team, accredited by the Institute of Leadership & Management (ILM).

The pandemic has highlighted the importance of health and wellbeing within our teams. In addition to an Employee Assistance Programme (EAP), we have a number of accredited Mental Health First Aiders.

The Funeral Partners Wellbeing Group meets to discuss initiatives and build the Wellbeing Strategy. The group has created an annual Wellbeing Calendar outlining key dates such as Mental Health Awareness Week and National Walking Month, which are promoted through a monthly employee Health and Wellbeing newsletter which is sent, in pdf or video form, to everyone across the business. We have also created a staff forum, where employees from across the network are able to connect and support one another.



The Wm Dodgson & Son Funeral Services team with Martin Dodgson (front - centre) outside Oulton Hall

Brand expansion with new branch openings

Wm Dodgson & Son Funeral Services, Graham J Clegg Funeral Services, Woking Funeral Service and Miles and Daughters Funeral Directors have been able to open new funeral homes in accessible locations to support more families at their time of need.

Wm Dodgson & Son Funeral Services, which joined Funeral Partners in 2008, opened its newest and largest funeral home in Oulton, Leeds, while Graham J Clegg Funeral Services has expanded in Merseyside to Maghull's busy Central Square.



(L-R) Alan, Christine and Graham Clegg

Martin Dodgson, former owner and consultant at Wm Dodgson & Son, said: "We are delighted to expand upon the help we can offer with our first ever masonry showroom, as well as two private chapels of rest, a quiet and dedicated space for bereaved families and a spacious reception area in our new funeral home in Oulton."

Graham J Clegg's new premises in the Central Square retail centre, Maghull, are situated in a convenient location with car parks and a bus stop nearby. The funeral home has a newly decorated and furnished reception area, arrangement room and chapel of rest onsite.

Graham Clegg, former owner and consultant at Graham J Clegg Funeral Services, said: "We've already had the honour of helping a number of families since setting up the new funeral home in Westway, which shows a clear need for our services and reaffirms our decision to open here."



(L-R) Funeral Arrangers Debby Loughman and Rachel Chambers at Woking Funeral Service, Horsell

Woking Funeral Service's new premises in Horsell, Woking, have been renovated with Funeral Arranger Rachel Chambers in mind, as she has multiple sclerosis. The branch includes touchscreen technologies, wheelchair access, automatic doors and Bluetooth devices.

Miles and Daughters opened a new funeral home in Tadley, North Hampshire, to extend the service it provides through its branches across Berkshire with well-known and respected Funeral Director Geoff Church running the day to day business.

Community at the heart of what we do

Despite the challenges of Covid-19, our teams continued to support their local communities through fundraising efforts to help good causes, disadvantaged groups and charities, with some innovative out-of-the-box thinking.

In total Funeral Partners teams raised, sponsored or donated just over £100,000 in 2021 with the Goals 4 GOSH charity football match for Great Ormond Street Hospital raising £40,000, Thames Hospice receiving £10,000 and significant sponsorship for Hospice Aid UK.

Choice Prepaid Funeral Plans

choice
from Funeral Partners

With government regulation of pre-paid funeral plans being announced, Funeral Partners Group was one of the first set of companies to apply to become regulated by the Financial Conduct Authority.

We welcome the new regulations, which will improve financial conduct across the industry, allowing families to buy funeral plans with confidence and transparency.

Our Choice Funeral Plans are primarily sold through our network of funeral homes. Our application to the FCA was made as Alternative Planning Company Limited and we expect a decision imminently.



“ My decision to sell my business to Funeral Partners is the best business decision that I have made and to anyone potentially thinking of doing the same, I would heartily recommend that they speak to Funeral Partners first ”

Philip Tomlins
Merstow Green Funeral Home

For an informal, confidential conversation, or a free valuation call:

Sam Kershaw on **07834 531822** or email:
sam.kershaw@funeralpartners.co.uk

Steve Wilkinson on **07528 970 531** or email:
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