



Local Funeral Directors joins campaign to end funeral poverty.

Local Funeral Directors **M. Rushton Funeral Directors**, has joined a national campaign to tackle funeral poverty and pledged to provide a fair deal for local people. Michael Rushton explains that “In the 30 years plus that I have been a funeral director, I have always been clear, open and honest about pricing. Now I am independent, working with my wife, we are better able to help bereaved families. We are here to help people make informed choices, and we are able to do everything we can, to help all families have a good funeral at an affordable price”. Funeral poverty exists when the cost of a funeral is beyond a person’s ability to pay.

One in seven people now experience serious financial difficulty when paying for a funeral, and the cost of a funeral has risen seven times faster than the cost of living. This is for many reasons including the cost of third party fees being more expensive. Over the past ten years the cost of a basic funeral has risen by 80%. At the same time, the grant from the state, available to people on very low incomes has dwindled. It now only covers around 35% of the overall cost of a funeral. Often people don’t find out whether they are eligible for support for three weeks, by which time they have had to commit to funeral costs having no idea if they’ll get any help towards them. Buying a funeral can be expensive and confusing. Bereaved people don’t always make the most cost effective decisions, and our reluctance to talk about death and money, can mean we have very little awareness as

consumers about whether a price is fair and reasonable. There is a lack of clear, comparable information about prices which make an already stressful, disorientating time worse for people. There are big differences in what funeral directors charge, that is why M. Rushton Funeral Directors have chosen to sign the Fair Funerals Pledge.



They pledge to;

1. Recognise funerals can be expensive and many people struggle with the cost.
2. To help people to find funerals that are within their means.
3. To be open about their most affordable options, including third party costs: in initial conversations, within their price lists and on their website.

The Fair Funerals campaign is working with government, charities and the funeral industry to tackle the growing problem of funeral poverty.

If you would like to discuss funeral arrangements, require a no obligation quote or would like some help and support, please contact Michael or Michelle on 01704 214118.

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