

Perfect Choice Funeral Plans

One in Five Britons Celebrate the Life of a Relative Before they Die

A new study conducted by a UK provider of funeral plans has revealed that 21% of Britons have attended a 'life celebration' for a terminally ill or elderly relative before they died. The most popular places to hold these celebrations were revealed to be a communal venue (e.g. village hall or social club), a favourite place of the deceased's (e.g. sports ground or memorable venue) and a medical facility. Furthermore, nearly three quarters of these 'life celebrations' were suggested by the deceased.

New research from a UK provider of funeral plans has revealed that a fifth of Britons have attended a 'life celebration' for a dying loved one before their death, with nearly three quarters of these suggested by the deceased. The majority of these are organised in part by the dying loved one and take place in a communal venue, such as a village hall, followed by a favourite place or a medical facility.

The study, conducted by www.perfectchoicefunerals.com, polled 1,886 British adults, all of whom were aged 18 or over, with an even gender split. In order to be eligible for the survey, all participants were required to have lost a terminally ill or elderly relative within the past 12 months.

Initially, all participants were asked whether there had been a 'life celebration' prior to their relative's death, described as an event in which loved ones of the dying person gathered together with them in order to celebrate their life. A fifth (21%) of the respondents stated that they had attended such an event prior to the death of their loved one.

The survey then asked the same group respondents where the 'life celebration' had been held. Respondents were able to select all answers that were applicable, which revealed the below top 5:

- 1) Communal venue (e.g. village hall or social club etc) – 42%
- 2) Favourite place of the deceased's (e.g. sports ground or memorable venue etc) - 38%
- 3) Medical facility – 31%
- 4) Private home – 25%
- 5) Function venue (e.g. restaurant, bar etc) – 16%

In order to delve deeper into the results, the same respondents were then asked whose idea the event had been. The majority (74%) stated that it had been suggested by the deceased, followed by 9% that were suggested by the deceased's spouse and 4% which were suggested by a child of the deceased. Furthermore, it was revealed that almost a quarter (24%) of life celebrations were organised entirely by the deceased.

Finally, the survey asked relevant respondents how many people had attended their loved one's celebration, revealing an average of 25 attendees. The highest answer provided was 250.

Michael Liddle from Neville Funeral Service Ltd, a local independent funeral director based in Beds, Herts and Bucks who offer Perfect Choice Funeral Plans said:



“It’s great to see so many people are getting the chance to celebrate their life with their loved ones, transforming our traditional funeral into an opportunity to rejoice and be thankful for all the wonderful times and shared memories. In other cultures, it is more usual for a funeral to be a happy, joyous occasion, so this is not as strange as it may first seem for us Brits!

Funerals and life celebrations should be as unique as the loved one you are saying goodbye to. It’s lovely to see that people are getting a say in how they would like to be remembered. If this is with joy and happiness, it can make it easier for some people to grieve and come to terms with their loss. It really does depend on the person, but this trend is certainly a positive one.”

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About Perfect Choice Funeral Plans

Perfect Choice Funeral Plans are provided by NAFD Services Limited which was set-up by the National Association of Funeral Directors (NAFD) whose member firms carry out over 80% of all funerals in the UK. NAFD Services Limited is a founding member of the Funeral Planning Authority, the official body that oversees the operation of companies offering funeral plans.

Perfect Choice Funeral Plan funds are held securely in a guaranteed whole of life assurance policy. For maximum security NAFD Services only works with UK-based life assurance companies that are authorised by the Prudential Regulation Authority (PRA) and regulated by the PRA and Financial Conduct Authority. A key difference with Perfect Choice Funeral Plans is that the pre-payment monies cannot be used for anything other than the client’s funeral for total peace of mind.

