



Welcome to your newsletter

In this edition we would like to introduce you to a new column which we have titled 'Aspects of Life... & Death'. All too often we are asked about our 'day jobs', more often than not in a hushed corner!

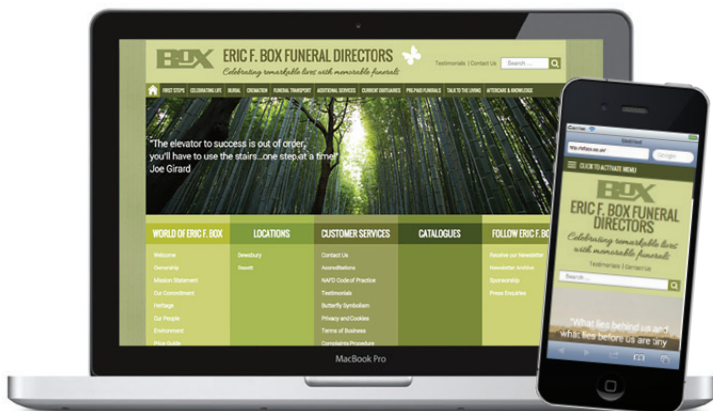
Many people still feel that death and bereavement are things to be discussed in private and, whilst we have sympathy with this view, there is another that says someone's passing is as normal as the day they were born.

Whatever your view, we as funeral professionals always try to second guess those unspoken questions, which is why we have introduced this new column to look at some specific aspects of bereavement in a little more detail.

Over the coming months we may include the various roles of the funeral director just as we might look at the detailed mechanics of a Death Certificate or, indeed, how a humanist funeral varies from a more traditional burial. As for our front page story.... that speaks for itself!

CONTINUED ON BACK PAGE

Box's launch new educational website!



It may have been more than a year in the making but Eric F. Box Funeral Directors can now claim to have one of the finest websites in the UK funerals sector.

The company's 200 page digital 'monster', which launched at the end of August, is more of an educational portal than a simple website merely representing the company 'offer'.



"I always had a vision for something more expansive," said Edward Box. "The entire business of

funeral directing is now more complex than it has ever been. At one time in history people were born and died in the same village, town or neighbourhood.

"Now families are scattered across the globe and have a range of different requirements. Surviving relatives might be in one country whilst their recently deceased loved one is here in either our Dewsbury or Ossett funeral home.

"We are asked about internet funerals, repatriation, funeral directors now talk about 'celebrating life' rather than mourning loss, and the traditional coffin is just one of many available. There has been the emergence of the colourful and themed coffins, American style caskets and even eco pods, which all makes for a

CONTINUED ON PAGE 2

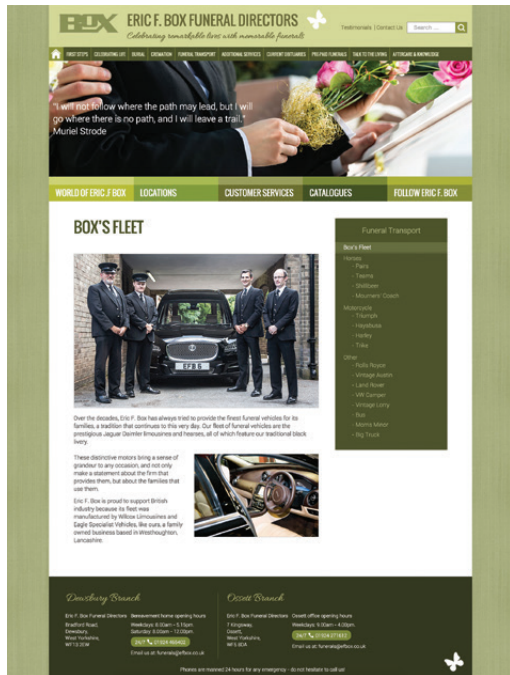
much changed and more diverse market place," said Edward. He said that the family had worked hard to ensure that societal changes were reflected in the company's new public face on the Web.



Richard Box, one of the UK industry's more senior figureheads, said: "Box's has been trading since 1853 and, whilst the industry is notorious for its conservative attitudes, we wanted to make a statement with this new website, of which we are very proud.

"Bereavement is not something that people deal with on a daily basis so, for me, the website had to be capable of answering many of those initial questions that people have in the immediate hours after their loved one has died. All said, we did not want to become an online ordering site because, at the end of the day, we are not a retailer in the same way that Argos might be.

"Funeral directing is, and should remain, a personal service. The website will answer questions and then signpost people to one of our funeral directors. It was important that the 'human' element was not removed in our quest for a slick, on-line presence."



The new website introduces Box's fine funeral vehicles

The website has two information bars, one at the top and another at the bottom, each designed to provide helpful, simple navigation of the website.

Phase One has seen the launch of the new website and, over the coming weeks, the 'Catalogue' section will be populated with pdf downloads.

"The website is about relevant information," said Andrew Box, "which is why the pdf downloads will include simple things like a pricelist, coffin and keepsake jewellery brochures, information about monumental masonry and even bereavement help guides.

"At a wider level many people are distressed at the thought of an autopsy, which is why we decided to cover that issue on the website, but, beyond that, the raft of subjects covered embrace things as diverse as the alternative types of burial and cremation, urns, keepsake jewellery, funeral transport, pre-paid funerals, on-the-day etiquette and so on.

"As we move forward the aim is to further evolve the website to include social media, which will be introduced soon. However, for the moment we are focussed on editing video footage which has been completed and, once this has been uploaded, there will be great emphasis on things like Facebook, Twitter and YouTube etc.

"People may seem surprised to hear us talk like this but, in America, where the funeral industry is much more evolved, social media has been part of the industry for some considerable time, and is key to building and engaging with communities. That is something that we want to do at Box's in the wider Kirklees area.

"The website isn't finished. It will never be finished. This is merely the start and we look forward to engaging with families in new and dynamic ways over the coming months and years," added Andrew.



Iconic Funerals: Mahatma Gandhi (1869-1948)



The twentieth century's most famous apostle of non-violence himself met a violent end on January 30th 1948 when, aged 78, he was shot by Hindu fanatic Nathuram Godse.

Mohandas Mahatma ('the great soul') Gandhi, who had taken a leading role in spearheading India's campaign for independence from Britain, hailed the partition of the sub-continent into the separate independent states of India and Pakistan in August 1947 as 'the noblest act of the British nation'.

But he was horrified by the violence that broke out between Hindus, Muslims and Sikhs and undertook a fast to the death to shame those who provoked and took part in the strife.

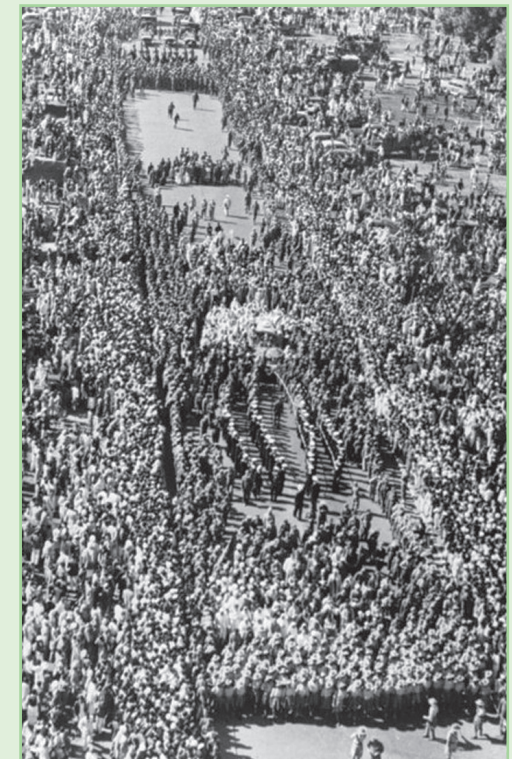
However, whilst there were many who supported his stance, some Hindus thought that Gandhi's insistence on non-violence and non-retaliation prevented them from defending themselves against attack.

Hindu fanatic Nathuram Godse visited Delhi on 29th January 1948 and, seizing his moment at Birla House, emerged from the admiring crowd, bowed to Gandhi and shot him three times at point-blank range in the stomach and chest. Gandhi died within half an hour. Nathuram Godse was later hanged for his crime.

Meanwhile, Gandhi's body was laid out on the terrace of Birla House.

The following day an enormous crowd estimated at nearly one million people lined the five-mile route of the funeral procession to the bank of the Jumna River as the body, draped in the Indian flag, was carried on an army truck while air force planes overhead dropped flowers. Repeated incursions from the crowd meant that the journey took five hours and the police had to clear space by force while the bier was lifted onto the sandalwood funeral pyre. As the flames burned, the grieving crowd showered the pyre with petals. The ashes were kept on the river bank for three days before they were taken away for immersion at the spot where the Jumna joins the Ganges.

Source: www.historytoday.com



People lined the route of the funeral procession



Aspects of Life...& Death DEATH ON A CRUISE SHIP

Cruise ships are floating cities so it stands to reason that when the bulk of passengers are 80+, there's going to be a few bereavements every now and then.

However, as seasoned cruisers appreciate, it is rarely apparent that there has been a change in wind direction, let alone a death!

Close to around 200 passengers a year die aboard a cruise ship, the vast majority from natural causes. However, it is the more unfamiliar on board announcements that are an indicator that all is not well.

It might vary from line to line, however, an announcement calling for Operation Bright Star can denote a severe medical emergency requiring immediate attention. These situations can often lead to death, with some cruise lines making a second announcement, Operation Rising Star, to denote that a passenger has passed away.

No formal statement is ever made to passengers announcing a death,



since that would detract from the otherwise cheery mood of the cruise.

However, cruise ships are required to carry body bags, and maintain a small morgue for storing 6-10 bodies. The bodies of deceased passengers are unloaded when the cruise ship stops at its next port, but only if the country in question is willing to accept the body and issue a death certificate.

The cost of repatriation falls upon relatives, however, the price of flying a body home is often less than the price of an air ticket for a living passenger - a morbid end to a long-anticipated sea voyage.

Eric F. Box has expertise in this area. Call if ever you have a problem. Tel 01924 465402.

CONTINUED FROM FRONT PAGE

If you would like us to include anything in particular, then please contact our editor, Phil Hopkins on philh@theh2.co.uk and he will make a note of what you want to know more about.

Meanwhile enjoy the read and, as always, we welcome your comments.

*Edward Richard
Ande*

In the event of a death at any time of the day or night, contact us at:

Eric F. Box Funeral Directors Ltd,
Bradford Road, 7 Kingsway,
Dewsbury, Ossett,
WF13 2EW WF5 8AB
T: (01924) 465402 T: (01924) 271612

E: funerals@efbox.co.uk
W: www.efbox.co.uk

