



Michael Fogg Funeral Directors Ltd.

The NAFD would like to confirm that, following a 5-month disciplinary investigation, Michael Fogg Funeral Directors Ltd. in Sheffield, has been expelled from the National Association of Funeral Directors.

The decision was made by the independent Chair of the NAFD Disciplinary Committee, David Pittaway QC. He has stipulated that neither Michael Fogg Funeral Directors Ltd., nor any business owned by their current proprietor, may reapply for membership for three years.

In his judgement, Mr Pittaway QC has upheld several complaints about Michael Fogg Funeral Directors Ltd. for breaching the NAFD's Code of Practice, by failing to act in a courteous, sensitive and dignified manner (Code of Practice 1.1) and for bringing the reputation of the funeral profession into disrepute (Code of Practice 1.7, and 1.4.). These complaints relate to a series of comments and images posted to the firm's official social media page on Facebook and other social media pages associated with the business.

Michael Fogg Funeral Directors Ltd. declined to make any representations to the Committee after the allegations were formally presented in September 2018 and, again, in November 2018. The company also declined to remove the posts in question and subsequently published several similar posts, following this request.

Michael Fogg Funeral Directors Ltd. has been instructed to remove NAFD logos from its funeral home, letterhead, marketing and website to avoid causing confusion to bereaved families. Michael Fogg Funeral Directors Ltd. will no longer be subject to the NAFD's inspections, Code of Practice and can no longer offer families access to the Association's independent complaints and redress service. For anyone in Sheffield looking for a funeral director that is subject to these standards, please visit funeral-directory.co.uk to find NAFD members in your area.

This notice will be displayed until December 2021.