

The New and Improved Cemetery of the Year Awards

The Cemetery of the Year (CYA) Awards is currently celebrating eleven years of excellence in UK cemeteries with new judging criteria and award criteria.

Organised by the Memorial Awareness Board (MAB), the awards aim to raise standards in burial grounds by encouraging improvements, maintenance and facilities for the bereaved. CYA recognises and rewards the hard work and commitment that is needed to maintain high standards in a cemetery or burial ground.

After a summer spent out on the road visiting all 61 entries, our judges have determined this years' finalists:

Category A

Cemeteries up to 5 acres

- Poulton New Cemetery – Lancashire
- Wickford Cemetery – Essex
- Castleside Cemetery – Co. Durham
- Syston Cemetery – Leicester
- Portchester Memorial Gardens – Hampshire



Above Top: *Bridgnorth Cemetery, Category B finalist*
Above: *Poulton New Cemetery, Category A finalist*

Category B

Cemeteries between 5 and 15 acres

- Bridgnorth Cemetery – Shropshire
- Hoddesdon Cemetery – Hertfordshire
- Spennymoor Cemetery – Co. Durham
- Tudhoe Cemetery – Co. Durham
- Redstone Cemetery – Surrey

Category C

Cemeteries above 15 acres

- Colchester Cemetery – Essex
- Carlisle Cemetery – Cumbria
- East Sheen & Richmond Cemetery – London
- Carmountside Cemetery – Staffordshire

Category D

Crematoria

- South West Middlesex Crematorium – Middlesex
- Carlisle Crematorium – Cumbria
- Thornhill Crematorium – Wales
- West Herts Crematorium – Hertfordshire

Continued on page 2.

MAB Goes Digital

The Memorial Awareness Board (MAB) is pleased to announce the launch of the campaign's first website -

www.memorialawarenessboard.com.

Designed to host information on the various events coordinated by MAB, including the Cemetery of the Year Awards, the website will also serve as an online resource for information on memorialisation. The website will also feature a media toolkit including press release templates and public relations tips for memorial masons looking to promote their company in their local press.

Gerald Priestman, MAB Chairman said, "we are very excited to be entering cyberspace. Our intention is to make information on MAB more readily accessible for those interested in finding out more about the many events we host and promotional activities that we run. Beyond supplying information on CYA, the Most Unusual Memorial Competition and the Annual MAB House of Commons Seminar, the website will also serve as a forum to promote professionals within the memorial masonry industry and provide advice on how to promote one's own company through using media relations."

MAB is currently searching for memorial masons and images of unique memorials to feature on the website. All profiles and images will be made

available to journalists and the public.

"We want the MAB website to become the primary resource (an information hub) for those seeking information on memorial masonry. It will serve to promote the industry, not only to the press, but also to the general public," says Mike Dewar, MAB Campaign Director.

Professionals interested in having their work and or company profiled on the MAB website should contact Maria Jose Ovalle at 020 7993 3833 or mab@oneismore.com.



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- Gwent Crematorium – Wales
- Bradwell Crematorium – Newcastle-Under-Lyme
- Carmountside Crematorium – Staffordshire

Category E

Green Burial Sites

- Usk Castle Chase Natural Burial Ground – Monmouth
- Dellifure Natural Burial Ground – Highlands
- Tarn Moor Memorial Woodland – North Yorkshire
- Gloucester Cemetery & Crematorium – Gloucester
- Greenhaven Woodland Burial Ground Ltd. - Warwickshire

Category F

Pet Burial Sites

- Dignity Pet Crematorium – Hampshire
- Penwith Pet Crematorium – Cornwall
- The Pet Cemetery – Holywell

Sponsorship and support of the awards has been wonderful, and we would like to thank all of our sponsors: The Generations Network Inc. (Ancestry UK), The Institute of Cemetery and Crematorium Management (ICCM), Welters Organisation Worldwide, The National Association of Memorial Masons (NAMM), IFZW Maintenance Ltd, Deceased Online, ASSETrac, The Columbaria Company, Blue AV, and George Squire & Sons Funeral Service.

The winners will be announced at the CYA Awards Ceremony on Tuesday 30th September at 6.30pm at the Chesford

Grange Hotel in Kenilworth, Warwickshire. For tickets and information, please visit: www.memorialawarenessboard.com.

MAB would also like to thank all of the CYA 2008 judges for their hard work over the past couple of months. The awards wouldn't have been possible without their valuable contribution.

This year's judges included:

- Martin Birch
- Ken West
- Dr Kate Woodthorpe
- David Quinn
- Nicholas Thomas
- Maggie Bardzinski
- John O'Callaghan
- David McCarthy
- Tom McDowell

and special thanks to Tim Morris.

News > BRAMM

Re-use and BRAMM – What are the Benefits?

Tim Morris, FICCM(DIP), Chief Executive Institute of Cemetery & Crematorium Management

As the Burial & Cemeteries Advisory Group (BCAG), convened by the Ministry of Justice, makes slow but steady progress on the subject of re-use of graves, the question arises as to how this benefits the memorial industry and more importantly the memorial mason?

The simple answer becomes apparent by posing a question: What will happen to the local mason once the local cemetery becomes full? Without the re-use of graves, business will all but cease after the last new grave has been used, i.e. no new memorial sales. There is no guarantee that the authority will provide a new cemetery when the existing facility becomes full. The re-use of graves is the only option available that will ensure the future of existing cemeteries and transform them into sustainable community assets. It is not only the cemetery that becomes sustainable through re-use, it is also the memorial mason's business.

BRAMM

What are the benefits of BRAMM? Credibility of the memorial mason in the eyes of the bereaved is the obvious first answer. The memorial mason that complies with the NAMM Code of Working Practice and BS8415 has nothing to fear from

BRAMM, but rogues beware. A memorial mason advertising the fact that his/her company is accredited by a regulatory body, stating their staff are qualified to install memorials adds credibility, which in turn gives peace of mind to the bereaved. We tend to hide the fact that funeral services are commercial activities, however it could be said that the accredited memorial mason has a commercial advantage. Therefore BRAMM is a fair and equitable marketing tool.

What of the burial authorities? These should be the main driver of BRAMM but at present they are being slow to adopt the scheme. This slow start is not uncommon amongst local authorities however the cautious 'wait and see' brigade eventually comes on board. We have seen this in the introduction of other initiatives such as the Charter for the Bereaved and the recycling of metals recovered from cremations. I would suggest that memorial masons based in areas where BRAMM is yet to be adopted by burial authorities should encourage those authorities to get on board by combining with them to drive up standards. For too long there has existed the 'us and them' stand-off between memorial masons and burial authorities when they both serve the same customer – the bereaved. My message to burial authorities is to adopt BRAMM now and work with those reliable and diligent masons, drive up standards and drive out the rogues. The commercial benefits to the memorial mason become obvious; the burial

authority benefits from having all memorials properly installed to nationally recognised standards and most importantly the bereaved receive a reliable, trouble free product and gain peace of mind. Remember, if the product is trouble free there is no come-back for anyone. Everyone's a winner.

Continued on page 6





The Masonry Management System

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News > Machinery Update

The Robostone

HTM (High Technology Machineries) Group has created the 'Robostone', which devotes itself to meeting the purpose of the professional stone worker.

The Robostone can recognise bass-reliefs, profiling with the use of saw blades up to 725mm, tri-dimensional milling and engraving. The workspace of this machine is up to three metres high and six metres of diameter. This allows the machine to manufacture statues, columns and bass relief in just one placement.

The machine uses laser scanning and CAD manipulation to programme the articulated arm of the robot, which enables it to move just about anywhere through three dimensional space as well as being able to work on three different projects at once. It could, for example, be producing a worktop on one table, a fireplace on another and carving a headstone on a third.

In addition to the supplied software, the 3D programming system allows the user to work on graphical files or to import 3D shapes from a scanner, obtaining the robot toolpath in a few minutes.

The installed price is currently in the region of £200,000-£250,000, depending on the model, the number of tables, the tooling and the civils necessary.



The Robostone is just one of many machines, the HTM Group have introduced as part of their automation and industrial robot product range. The application of a property software with robot producers allow the innovative use of anthropomorphic robots, not only for manipulation, automation and welding, but also for all applications considered prohibited or difficult to make.

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News > Calendar

Dates for your Diary

NAMM Conference and AGM
 19 – 21st September at the Southview Park Hotel in Skegness

ICCM Annual Conference
 29th September – 1st October at the Chesford Grange Hotel in Kenilworth, Warwickshire

The Cemetery of the Year Awards Ceremony
 30th September at the ICCM Annual Conference: Chesford Grange Hotel in Kenilworth, Warwickshire

Most Unusual memorial competition
 Closing date 15th October

Most Unusual Memorial winner announced
 30th October

The 4th Annual Memorial Awareness Board
 27th November, London
 Topic: Stone vs. Other Materials
 House of Commons Seminar

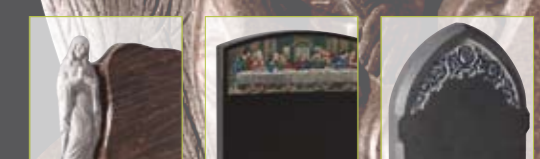
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Memorial Mason Spotlight: Glen Thain

In 1980, Glen Thain completed his apprenticeship for stonemasonry. Now, 28 years later, Glen is a foreman stonemason at the same family-run business that he started with; Arthur Jary & Son's Limited.

Founded in 1899, Arthur Jary & Son's Limited has been owned and operated by four generations of the family. Today, Glen is an indispensable part of the firm; "without Glen's enthusiasm for his work, the memorial side of our business would not be where it is today" states Debbie Jary, great – granddaughter to Arthur Jary, founder. Debbie is currently the Director and Company Secretary to the firm.

The family business has five branches with the main memorial showroom and head office in Great Yarmouth. All their staff have a good working knowledge of memorials and what is allowed in the local cemeteries and churchyards. However, more complex requests are referred to Glen who adds a more personal touch by visiting the customers to find out their specific needs. Glen finds that this is an important part of the business claiming, "we try to tailor our stones and designs to meet the individual customers requirements."

Arthur Jary & Sons mainly supplies granite memorials, but they are now finding that a lot more people request different styles and colours. "We always try to encourage customers to have ornamentation as this really personalises the memorial," insists Glen,



Glen Thain, memorial mason at Arthur Jary & Sons Ltd. Photo courtesy of Martin Figura

"we have our own computer upon which we generate the stencils for the memorials." All work is carried out 'in house' and although a vast majority of the new memorials are sandblasted, they can still produce hand cut inscription.

Technology has been a massive development in the industry. Glen reminisces about when he first started, "the department had six people working on the memorials using traditional hand-cut lettering techniques. However, with the advent of new technology, such as computer generated sandblasting, the department now manages with just two of us."

Glen is a dedicated family man with two daughters and a son. In his spare time he enjoys watching motorbike racing and is a dab hand at DIY.

To contact Glen or for more information:

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 Great Yarmouth, Norfolk
 NR30 1DH
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Fax: 01493 332 407

NAMM Update

By Lisa Jones, Senior Administrative Officer, NAMM

HRH the Princess Royal opened the NAMM Centenary Garden at the National Memorial Arboretum, Alrewas on 20 May 2008.

The NAMM Centenary Garden was created to provide a permanent marker to celebrate 100 years of service to its members and bereaved families by maintaining the highest standards in all aspects of the industry.

Through a unique 'time line of memorialisation' NAMM has left an important legacy for future generations. The memorial garden will provide a permanent showcase of the craft of NAMM members to the public.

With over 250,000 visitors expected each year, many of whom will be children of various ages, the Association has produced an illustrated booklet describing the Garden and its exhibits. The booklet contains historical facts, games and quizzes aimed at encouraging children to respect and value their heritage.

The Garden is already winning both public and official acclaim and the National Memorial Arboretum Education Officer has adopted our descriptive booklet for inclusion

in the Official school pack.

If you would like a booklet please contact NAMM Head Office on 01788 542264.

HSE Guidelines

The HSE has noted our points and concerns regarding the current guidelines and it is envisaged that these will be incorporated into the final document. The document will be issued to the BCAG Committee for endorsement in early September.

The BSI is holding back on a review of the BS8415 until the HSE document has been published.



NAMM President Penny Lyman-Rose, officially opens the HRH the Princess Royal and NAMM Centenary Gardens



Penny Lyman-Rose, NAMM President with guests

4th Annual House of Commons Seminar

The Memorial Awareness Board's 4th annual seminar and reception at the House of Commons will be returning this year on 27th November 2008.

Sponsored by Keith Simpson MP, the evening serves as a chance for speakers in the industry to come forward and voice their views. This year's topic of debate will be 'memorialisation in stone vs. the use of other materials'.

Last year's seminar focused on the environmental implications of both burial and cremation and how the memorialisation and bereavement industries are responding to the need for change. Speeches were presented by Dr Ian Hussein, Director of The City of London Cemetery & Crematorium, who argued in favour of burials with his paper entitled; 'The Green Case For and Against Burial', and Andrew Mallalieu of Facultatueve Technologies, whose paper 'Up in Smoke or Six Feet Under', presented the case for cremation.

The presentations provoked a lively discussion amongst the 70-strong audience, which consisted of people from all ends of the bereavement services industry.

We hope you will join us for another evening of debate and drinks within the impressive surroundings of the House of Commons. Tickets for this year's event will go on sale through the MAB website (www.memorialawarenessboard.com) on October 6th.



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Guests listening to both speeches being presented



Dr Ian Hussein speaking at MAB seminar


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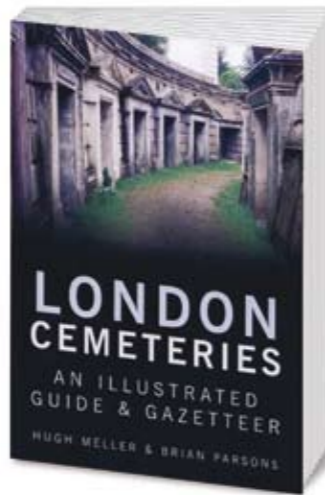
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London Cemeteries: An illustrated Guide and Gazetteer by Hugh Mellor & Brian Parsons

First printed in 1981, the fourth edition of this book was published in March 2008. It is comprised of more research than ever before, making it the broadest survey of the subject ever published. This edition has been completely revised, which includes twelve additional cemeteries.



Part one looks at the origins of London's cemeteries, including chapters on their history, planning, architecture, epitaphs and natural history.

Part two features descriptions of all the cemeteries in Greater London, with a short biography of each and details on the celebrated people buried in them. There are two indexes; one listing the names of those buried in the cemeteries and the second naming the architects, landscapers and sculptors whose work is represented in the London burial ground, complete with modern photographs and images of the cemeteries.

This book is a useful resource for social and local historians as it contains biographical and genealogical research.

Published by Sutton Publishing Ltd
www.suttonpublishing.co.uk
ISBN-10: 0750946229
ISBN-13: 978-0750946223

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Re-use and BRAMM - What is the link?

As stated, the re-use of graves can potentially open up previously closed tracts of existing cemetery land for new burials which will provide sustainability for the burial authority and business for the memorial mason. The insistence on memorials being installed in accordance with the NAMM Code of Working Practice and BS8415 via BRAMM will provide burial authorities with confidence in the professionalism of memorial masons in the re-introduction of traditional sections where larger and more elaborate memorials can be permitted. Remember, it is the national standards and diligent memorial masons adopting them that give confidence. In turn the bereaved may have more opportunity to personalise their memorials through design and/or range of choice instead of being forced by regulations to have a standard lawn memorial that looks like any other.

The bereaved have greater choice, the burial authority will be pleased with the reduction in unauthorised memorabilia and the memorial mason has the opportunity to provide a greater range to suit all pockets. Again, everyone's a winner. The result of the lawn memorial being imposed on the bereaved is personalising by adding the plastic fence, wind-chime and chalk dog!! (Has the lawn memorial outlived its usefulness?)

The main industry (if I may call it that) organisations have so far combined in respect of BRAMM and are working to overcome differences so shouldn't this be encouraged at a local level? Putting aside differences and working for the common good can achieve a lot. After all is said and done if the cemetery closes we are all out of work so why not work together to protect it? We can do this through BCAG as all of the organisations with seats on the BRAMM board also have seats on the BCAG. The circle closes.

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Memorial Awareness Board Accounts 2004 - 2007

	2004	2005	2006	2007
Levy income	50309	35324	37758	39692
CYA income	11970	12585	16162	12123
Total INCOME	57779	47909	53920	51815
PR Agency fee	32400	32400	35892	31398
Audit and Accountancy	1677	1947	2576	1719
Other expenses	24178	24478	21332	21707
Total expenses	58255	58825	59800	54824
Profit / loss (£)	-476	-10916	-5880	-3009

MAB > Most Unusual Memorial

Awarding originality and craftsmanship MAB begins the search for the Nation's Most Unusual Memorial

MAB is scouring the country for the nation's most unique and unusual memorials in an effort to raise public awareness on memorial choice.

The demand for original memorials is growing and so is the need for the industry to highlight the many creative designs currently being

produced by memorial masons.

The Most Unusual Memorial Competition (MUMC) will begin in September, and invites all memorial masons to submit their most creative piece of work produced in 2007 for consideration.

Courtesy of The Roland Academy, this year's

winner will receive one day's training at The Roland Academy on their signmaking course and a copy of CADlink Signlab for stonemason software.

For entry details, please visit www.memorialawarenessboard.com and click on MUMC or email mab@oneismore.com.



Above: First Place Winner, 2007 Patrick Aivazian from Henry Wilson Memorial masons



Above: First Place winner, 2006. Joseph Richmond and Sons

MAB > Aims and Objectives

MAB's Aims and Objectives

MAB's mission is to increase the market for memorialisation in stone. MAB's tactics for achieving the mission are:

- By promoting memorial masons and their trade
- By raising the standards in cemeteries
- The better cemeteries are looked after, the more the public will be encouraged to visit them and the more they are likely to spend money on a memorial
- By making the public aware of the importance of a gravestone as a focal point for grief
- By making the public aware of what wonderful places cemeteries can be
- By enabling memorial masons to promote stone
- By encouraging funeral directors to make the public aware of the choice available
- By encouraging burial grounds to give the public more choice
- By making the public aware of the choice which they do have

Funding the campaign

The campaign is funded through a voluntary 1% levy collected by wholesale memorial masons and paid by retail memorial masons.

For more information and updates please visit: www.memorialawarenessboard.com

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The Pet Cemetery, Brynford: Memorialising our Pets

It has been 18 years since Mr and Mrs John Ward bought a derelict farm in Brynford, Flintshire with the hope of transforming it into a serene and calm place to bury and remember their deceased pet.

Reflecting on the past, Jason Ward, who helps run the family business with his parents, says "looking at the place now, from what it was in 1990, you would think that they were maverick visionaries." However, the Wards were simple pet lovers who, following the death of their dog, were deeply saddened to discover that the only option available to them was to leave the body behind at the veterinary surgery to be disposed of.

Today, The Pet Cemetery, Brynford provides families visiting their graves an opportunity to stop in the café and enjoy a 'cuppa and a chat.' With over 500 guests coming through in the winter months and 40% more in the summer, people are happy to look around the grounds and stop in for

tea and homemade cake. Being part of the Flintshire Tourism Association, and being listed as a free attraction for visitors to Wales, their cemetery has become a 'must see' stop on the tourist agenda.

Contributing to the cemetery's touristy appeal is the striking craftsmanship of the memorials on site; anything from an intricate black marble headstone of a small puppy, a white stone replica of a dog house (kennel), to a grey stone cat nestled amongst the flowerbeds at the foot of two headstones. Owners no longer want to coldly dispose of their pets; so pet cemeteries and crematoria have recently become more and more popular as pet lovers seek dignity and respect for their beloved mates.

As far as the Wards know, no famous pets are buried on their site. However, there is a special memorial to a dog given a posthumous bravery award by the National Canine Defence League. Ben Brodie, the courageous canine, died while rescuing his owner's father from drowning. The man was



Images: The Pet Cemetery Brynford offers a wide selection of memorials and plaques, not only for erection in the cemetery, but also for pets buried at home.



directed to safety by holding onto Ben's tail, while the dog swam closer to land. Sadly, Ben and his owner both drowned in the rescue.

When asked what is the most unique feature of the cemetery, Jason is quick to say it's the availability of his staff. "There is always someone on site to meet clients and visitors 24 hours a day; apart from the café, toilets and other facilities, we are always on hand to direct a visitor to a grave, or lend a sympathetic ear. Something that is not readily available in most cemeteries," he says proudly.

For more information on The Pet Cemetery, Brynford, please visit them online at: www.petfuneralservices.co.uk.

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