

Media release  
16 November 2018

### **RISING COST OF FUNERALS BRINGING BUCKET LISTS INTO FULL FOCUS**

With the average price of funerals having continued to rise every year, many are putting plans in place now - and in turn allowing themselves to prioritise their bucket lists and enjoy dream experiences.

A funeral cost an average of £2,971 in 2011 and had risen to £4,086 by 2017. That's an increase of 37% in just seven years\*. Prices have continued to rise and if the trend continues will reach an average of £5,217 in 2021 and £5,925 by 2024.\*

So it's no surprise that a lot of over 50s are avoiding the increases by purchasing now and fixing their prices - The Nottingham's chosen funeral plan partner Dignity have already helped over 824,000 people arrange their funeral in advance.

That's set to increase after Dignity launched a competition that will see one lucky person who takes out a plan by 20 December 2018 land £10,000\*\* towards their bucket list.

What's more, there is also up to £460 to be saved if a plan is purchased via The Nottingham before 30 April 2019.\*\*\*

The Nottingham's Partnerships Manager Liam Harrison said: "The increase in average funeral prices could be a concern for many people, especially considering that loved ones would be left footing a hefty bill.

"Dignity offer a competitive range of products and services but, even more importantly, put the customer and their wishes at the heart of things, and that's why they are our chosen funeral plan partner.

"When the competition to win £10,000 was launched we did a Facebook poll to see what is on people's bucket lists and the type of things that they said were [travel and adventurous activity related](#).

"What we believe many people are now realising is that by being fully prepared, making arrangements in advance and taking out a plan as soon as possible after 50, they have peace of mind and can instead focus on fulfilling their bucket list whether that's a dream holiday in Thailand or tandem sky diving!"

To find out more about the right funeral plan for them people should visit their nearest branch of The Nottingham. [A full list of the 67 locations in 11 counties can be found here](#).

\*Matter Communications independent research. 2024 forecast based on average annual compounded growth rate of 5.45% each year between 2011 and 2017.

\*\* <https://www.thenottingham.com/news/win-10000-to-complete-your-over-50s-bucket-list/>

\*\*\* Saving of up to £460 is made up from up to £340 in possible discounts and £120 cashback for qualifying members. £340 saving is based on the difference between the discounted Diamond plan price of £3,795 and the 2018 plan price of £4,135. Discount is valid until 30 April 2019. A qualifying member is anyone with a savings balance of at least £500 who has either held one of our savings accounts for at least the last 12 months or currently has a Nottingham Building Society mortgage.

***Photo caption: They've put their funeral plans in place – have you?***

**ENDS**

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**Notes to editor:** The Nottingham is an award-winning building society and estate agency operating online and via its network, spanning 67 branches across 11 counties. The eighth largest building society in the UK by assets, with the fifth biggest branch presence, The Nottingham offers a broad range of building society services such as mortgages and savings, as well as independent financial planning, whole-of-market mortgage advice and local estate agency services.

Founded in 1849, The Nottingham is a mutual building society owned by its members with a long and proud history of offering financial support and advice to local communities. Through its Doing Good Together programme, the society has donated over £950,000 to help communities in its heartland prosper.

[www.thenottingham.com](http://www.thenottingham.com)