



TBR
the bereavement
register

The history of The Bereavement Register

The Bereavement Register (TBR) was launched in February 2000 as a service to the consumer to ensure the prompt removal of a deceased's details from the databases of direct mail companies.

The aim of TBR is to put an end to most of the direct mail that the recently deceased would have otherwise received.

583,000 people die every year in the UK – up to 1,600 every day

- Mailing the deceased is not just annoying, it is distressing and highly offensive to the bereaved
- Mailing the deceased is the biggest complaint received by the Information Commissioner
- Mailing the deceased causes immeasurable damage to your brand

Sources

Death Certificate Wallets

The REaD Group manufactures the Death Certificate wallets for over 94% of all Registrars with whom we work exclusively. Our tear off FREEPOST registration form is an integral part of the wallet.

Leaflets

TBR leaflets are found at more than 4,000 key points throughout the UK. Distributed through a number of outlets such as funeral directors, hospitals, hospices, police family liaison officers, solicitor firms, charities, and Citizen's Advice Bureaux, each leaflet explains how the data will be used and includes a registration form which is, again, FREEPOST for consumers' ease.

Government

The integrity and success of our service is underlined by the fact that we are the only service of this kind to be supported by UK Government. We are listed on DirectGov, the public information website, www.direct.gov.uk, the Department of Health www.dh.gov.uk website and used by Departments in the Home Office, Department of Constitutional Affairs, Ministry of Defence and the Foreign and Commonwealth Office.

Call Centre and Website

TBR has a dedicated call centre that operates 24 hours a day. The website offers online registration and is linked to The REaD Group website www.the-bereavement-register.org.uk

St. George's House
15 Pembroke Road
Sevenoaks
Kent TN13 1XR

phone 01732 460000
fax 01732 460036
email sales@readgroup.co.uk
web www.readgroup.co.uk



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What makes The Bereavement Register unique?

- 94% coverage of UK deaths
- Many records captured within 14 days following death
- 3 million records with 10-30,000 new records added per month
- Updated daily and released monthly
- All records verified for integrity

Further information

The Bereavement Register is actively promoted by the The National Association of Funeral Directors (NAFD) and the Society of Allied Independent Funeral Directors (SAIF) – regulatory bodies for the Funeral Services industry.