

Press release

Funeral home's livestream partnership helps families say goodbye from afar in Antrim

An Antrim funeral directors is helping families pay their respects from anywhere in the world thanks to a new partnership that enables high-quality livestreams of funeral services from its service room.

Funeral Partners, the family of high-quality funeral businesses that owns Bairds of Antrim Funeral Directors, is delighted to use MCN Media as its provider after a successful trial at the Antrim branch.

Jon Baird, Business Principal of Bairds of Antrim, said: "The Covid-19 pandemic has made livestreamed funeral services a popular demand that continues to increase.

"With MCN Media's technology, we're able to provide high-quality and no-fuss livestreams from our on-site service room that families can securely share with friends and relatives via a private web link."

Jon and Emma-Jayne McClure, Regional Support Manager at Funeral Partners, experimented with a variety of platforms and equipment to facilitate streaming at Bairds of Antrim before coming across livestreaming specialist MCN Media.

At the click of a button, the funeral team are now able to book what time the livestream starts and MCN Media handle the rest, generating a password protected link for them to share with families to watch on the Bairds of Antrim website.

Emma-Jayne said: "Funeral Partners installed a dedicated router for the service room and MCN Media are able to remotely access the cameras to fix any issues during the service, which is fantastic."

Seamus McNicholl, Managing Director of MCN Media, said: "From start to finish, we found Bairds of Antrim very easy to work with. They knew exactly what their customers' needs were and our engineers were able to achieve what was required, including a stable recording facility and secure password system to help families keep control."

"We believe the demand for livestreamed funeral services is only set to grow, and now is the time to upgrade."

After the successful trial at Bairds of Antrim, Funeral Partners is delighted to use MCN Media as its livestream provider. The funeral network looks forward to incorporating quality livestreaming in its other service rooms across Northern Ireland, and to be able to ensure those who aren't able to attend a funeral in person can still feel part of the service, pay their respects and say their goodbyes from afar.

-ENDS-

Photo description:

1. Livestreaming technology installed in Bairds of Antrim's service room.

About Funeral Partners:

Funeral Partners is the UK's third largest funeral business with more than 225 funeral homes staffed by over 700 dedicated funeral professionals, serving communities across England, Scotland and Northern Ireland.

Chief Executive Sam Kershaw has over 35 years' experience in the funeral profession, joining the business back in 2016 as Chief Operating Officer. Funeral Partners, celebrating its 15-year anniversary in 2022, has grown rapidly, building a strong reputation as a well-run, high quality funeral services business overseeing more than 20,000 funerals each year. It now includes more than 125 family businesses, which have entrusted their reputation and heritage to Funeral Partners.

Contact:

For more information about Funeral Partners visit www.funeralpartners.co.uk or corporate.funeralpartners.co.uk

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