

Saying farewell with sentiment

By **Neil Phillips**



A FLEDGLING business is aiming to change the way we say farewell to our loved ones, with a new funeral service designed to give people a tailor-made send off.

Louise Harris, director, explained that the business plan came from her own experience, after the bereavement of her grandfather. She said: "It made me want to do something to celebrate people's lives. Sentiment Ltd is for all those who would feel it is impossible to sum up their loved one's life in 20 minutes."

The firm specialises in organising wakes, farewell parties, memorials, alternative funerals and other events designed to mark the passing of a loved one in a unique way. But Mrs Harris stressed that the firm would not be doing the work of funeral directors. She said: "If there's a member of a golf club then often that's where people go after their funerals. There's nothing wrong with that, of course, but some people want to make things different. I've had a number of people say to me, I wish I'd known about the service when my husband died'."



Louise Harris with daughter Connie

But Mrs Harris added that her service would not just be available for people wanting to do something unusual. She said: "It's also for someone who may have lost their husband and just wants a bit of help with arranging things. Families haven't always got the time to sort all this out, we want to take the pressure off."

The business, based in Wooburn Green, is currently focusing on the south Bucks area, but Mrs Harris hopes to develop it into a franchise. And so far she has won support from other funeral professionals. She said: "Funeral directors are really positive about it."

The business was set up in April last year when Mrs Harris was pregnant with her daughter. At that time she ran the firm as an entertainment arrangement business, but always planned to move into the funeral service area.

Mrs Harris formerly worked in the field of event organisation and production in London. She explained that although she enjoyed her time there, she felt her new role would offer her more satisfaction.

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