Professional Standards
For Celebrants

Naming and Family Ceremonies

PROFESSIONAL STANDARDS FOR CELEBRANTS – Naming and Family Ceremonies

Introduction

Celebrants who provide Naming and Family Ceremonies work in an unregulated industry. There are various Codes of Conduct, but these do not fully describe the competencies, knowledge, understanding and behaviours required to perform this task, over a range of situations, to any standard.

The role of a celebrant is niche. There is nothing with which to compare the activities. The skills, knowledge and understanding required combined with the aptitude to be involved with people at a time when they want to celebrate an occasion are unique. Celebrants require a demeanour which include a sense of business and purpose. The undertaking of a ceremony is a trusted position, and families rely solely on them to provide a personalised ceremony for them which reflects their situation, history and others involved in their lives. For this task there is no rehearsal, and no going back. It must be "right first time".

There are four major components for the work of a celebrant, advising families on choices (e.g., music and poetry), meeting with the family to obtain information about them their child(ren) and the occasion, writing a personal ceremony including any symbolic actions and the delivery of the ceremony. Additional standards on health and safety and including people with additional needs have been included to ensure that celebrants understand the wider issues. The purpose of the standards is to ensure that the family can be assured that those celebrants working to these standards will provide a professional, individual and fitting ceremony.

The standards can be used widely, openly and publicly on websites and social media sites. They can be provided to ceremony venues and other suppliers and published in industry journals. Importantly they can be made available to families so that they know what they should expect from a competent celebrant. Similarly, these standards ensure that the celebrant fully understands their role.

Each standard has four parts

Competence – this is what the celebrant must do within the course of their work
Knowledge and Understanding – this is required detail regarding what to do in varying circumstances
Behaviours – this is how the celebrant should perform their duties
Scope and Range – this is the varying situations and locations in which a celebrant will be asked to perform their duties

Health and Safety for Celebrants – Naming and Family Ceremonies

A celebrant will undertake ceremonies in various locations. They are bound by health and safety legislation. Celebrants must adhere to national and local requirements for the health and safety of others as well as for themselves.

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1 Work within current legislation, guidelines and procedures relating to health and safety for yourself and others	1 The possible risks of lone working.	1 Be aware of any potential health and safety issues at any location where you are engaged as a celebrant	**1 Locations** Public locations Private homes Inside locations Outside locations Lone working
2 Ensure that all equipment that you use complies with current legislation and is safe to use and act to reduce any risks	2 A procedure that will offer protection when lone working. 3 The limitations of the role of the celebrant at a ceremony in relation to health and safety.	2 Act accordingly, sensibly and proportionately to any health and safety issues that you are aware of	**2 Equipment** Your equipment Equipment provided by Others Symbolic action equipment
3 Report any malfunction or issues relating to equipment to the appropriate person	4 The risks associated with ceremonies	3 Consider your own health and safety	**3 Weather** Rain Ice and snow Heat Wind
4 Work within a lone working procedure that ensures your health and safety	5. Who to report any issues in relation to ceremonies at public venues.	4 Consider the health and safety of others	**4 Additional needs and requirements** Mobility Sensory loss Mental health Other special needs
5 Identify risks at a venue before you conduct a ceremony and act to reduce the risks	6. How to check for health and safety issues at all venues ahead of conducting a ceremony		

Advising On, and Managing Ceremony Choices – Naming and Family Ceremonies

A celebrant will be required to advise families on ceremony choices. They must be aware of their level of responsibility and the choices available in their own geographical area

Competent to perform

1. Assess available ceremony choices

2. Guide clients on the suitability of choices taking in to account their beliefs, wishes and culture

3. Inform the client when the chosen reading, poem or music might not be appropriate

4. Inform the client when the chosen reading, poem or music might not be appropriate

5. Guide and inform clients about the delivery of music, reading and poetry at the ceremony location

6 Guide clients on any symbolic actions

7. Guide and assist others who may be asked to contribute at the ceremony.

8. Inform the venue location of any requirements in regard to the ceremony

Knowledge & Understanding

1. Any legal requirements that may be relevant for a naming or other family ceremony

2. Your role as a celebrant on advising on choices for the ceremony

3. Different readings, poems and music to personalise ceremonies

4. Where to seek advice and guidance on other choices

5. When a specifically religious ceremony might be more appropriate

6. The way to incorporate those with additional needs and their supporters at the ceremony

7. Offer guidance on health and safety and the inclusion of people with additional needs at a ceremony.

8. The importance of liaising with the venue staff on the ceremony details

Behaviour

1. Only offer advice where you are totally assured of the facts, any legality and professional expectations

2. Offer guidance and help in a professional manner

3. Respect the client's preferences, religion, culture and age

4. Use language in the ceremony that is easily understood and avoid using professional jargon

Scope & Range

1. Locations
Public locations
Private homes
Inside locations
Outside locations

2. Type of ceremony
Naming ceremony for
Babies and young children
Older children
Adopted child(ren)
Sick child(ren)
Other celebration ceremonies

3. Culture
Language
Religion
Age
Gender Identification (LGBTQ+)
Sexuality
Rituals

4. Special needs and requirements
Mobility
Sensory loss(es)
Mental health
Other special needs

Communicating with and Meeting with the Family – Naming and Family Ceremonies

A celebrant will be required to obtain information from the family to compile a personalised ceremony that meets their wishes, desires and cultural needs. In doing so they must understand the limits of this role and the purpose of the meeting.

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1.Make initial contact with the family	1.The process of making arrangements to meet with the family	1. 1.Conduct yourself in a professional manner at all times	**1.Type of ceremony** Naming ceremony for Babies and young children
2.Confirm meeting arrangements appropriately	2.The reason for explaining to the family the purpose of the meeting	2. 2.Not take on the role of a counsellor	Older children Adopted child(ren) Sick child(ren) Other celebration ceremonies
3.Use appropriate language in all communications	3.The difficulties that might be encountered during meetings	3.Not offer advice or guidance outside of your role as a celebrant	
4.Use empathy, sensitivity and appropriate tone	4.How to use appropriate behaviour in dealing with difficulties	4.Do not suggest or promise changes to the ceremony that may not be possible	**3.Culture** Language Religion Age Gender Identification (LGBTQ+) Sexuality Rituals
5. Explain to the client the purpose of the meeting	5.Suitable responses to questions	5.Be courteous at all times.	
6.Obtain information about the family in an inclusive manner and style	6.Suitable and appropriate language when responding to questions	6.Be aware of your safety and take appropriate actions where you feel unsafe	
7.Take notes during the meeting	7.How and when to feedback to the venue on issues arising		**4.Special needs and requirements** Mobility Sensory loss(es) Mental health Other special needs
8.Use appropriate questioning style to obtain information	8.How to ensure that anyone with special or different needs is identified		
9.Use active listening skills	9.Limits on the celebrant role in advising the client on arrangements		
10.Use suitable body language and facial expressions	10.Lone working issues and safety when conducting meetings		
11.Close the meeting appropriately			

Create a Ceremony Script-Naming and Family Ceremonies

A celebrant will be required to write a ceremony script that will capture the requirements of the family. The script will be in two forms, one to read at the ceremony and the other to present to the client, as a souvenir of the ceremony

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1.Compile a ceremony script that meets the needs of the client	1. The importance of the accuracy of the ceremony script	1.Not use language that is disrespectful to the client their family or others	1.Type of ceremony Naming ceremony Babies Older children Adopted child (ren) Sick child (ren) Other family celebration ceremonies
2.Write the ceremony script using the information provided by the client and others in an order that flows naturally	2.The reason for capturing the client's personal details		
3.Use accurate quotes provided by the client or others and identify them in the script, where appropriate	3.The importance of family and other relationships to be referred to in the ceremony script		**2. Culture** Language Religion Age Gender (LGBTQ+) Sexuality Rituals
4.Identify, within the script, the personal elements about the client that they want to be included	4.The method in which quotes from family members and others can be included in the script		
5.Use correct names and titles provided by the client	5.Annotation methods for the script that aids the delivery at the ceremony		
6.Identify family and other relationships within the clients' family and friends	6.The importance of checking the ceremony script with the client and others		
7.Check the ceremony script for accuracy and content with the client and/or others	7.Different methods of checking the ceremony script for accuracy		
8.Write the ceremony script in a style suitable for delivery with annotations to assist delivery.			

Delivering a Ceremony – Naming and Family Ceremonies

A celebrant will be required to deliver a full ceremony created by them and agreed with the client at a time and place as arranged with the family and venue.

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1.Deliver a whole ceremony according to the wishes of the client.	1 The needs, wishes and aspirations of the client and others for the ceremony	1. Act with respect for the client, family members and others	**1.Type of ceremony** Naming ceremony for Babies and younger children
2.Arrive at the ceremony location in time to prepare for all eventualities and check any equipment	2.The boundaries of the role of the celebrant at a client's ceremony	2.Dress appropriately	Older children Adopted child (ren) Sick child (ren) Other family celebration ceremonies
3.Conduct the ceremony working in partnership with staff at venues	3.The dress code at the ceremony expected by clients and how this might differ	3.Act professionally at all times	
4.Dress appropriately for each individual ceremony	4.The expectations that different venues have of a celebrant	4.Not discriminate against anyone	**2 Locations** Public venues Private homes Inside locations Outside locations
5.Meet the participants immediately before the ceremony	5.The way to incorporate those with additional needs and their supporters at a ceremony	5.Not do anything to bring the profession of celebrancy into disrepute	
6.Introduce the procedure for the ceremony to the guests	6.How different religions and cultures might prefer different elements within a ceremony		**3.Culture** Language Religion
7. Speak using sufficient volume so that everyone can hear, using equipment if appropriate	7.How to use sound equipment at different locations		Age Gender (LGBTQ+) Sexuality Rituals
8.Use mannerisms and body language suitable for the occasion	8.How to use visual aids at a ceremony		
9. Control own emotions	9. How to use symbolic actions at a ceremony.		
10. Deliver the ceremony script as requested by the client and introduce anyone else participating	10.Health and safety requirements at different ceremony locations		**4. Additional needs and requirements** Mobility Sensory loss
11.Support other contributors to the ceremony	11.How to support participants		Mental health Other special needs
12.Close the ceremony appropriately	12.How and when to feedback to the venue on any issues identified.		
13.Leave the ceremony in a proper manner			

Including people with Additional Needs in a Ceremony – Naming and Family Ceremonies

A celebrant will, when undertaking any of the elements of their role, come in to contact with people with additional needs. In doing this they must provide a level of respect, not discriminate and provide where possible advice and guidance on how they might be included in the ceremony.

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1.Identify the relevant needs of anyone known to be attending the ceremony 2.Identify any equipment or materials that will ensure that anyone with additional needs is fully included in the ceremony 3.Liaise with others managing ceremony locations, and other suppliers of the additional needs and their requirements 4.Check before the ceremony that any additional equipment is in place and functioning correctly 5.Work collaboratively with others who may be supporting those with additional needs before, at and after the ceremony 6.Feedback to others who are managing the location and other suppliers on any issues arising	1. How including people with additional needs can affect and be affected by the ceremony 2.How to ensure that people with additional needs are included appropriately 3. Know the forms and degrees of additional needs and what requirements might be 4. Where to seek advice and guidance on how to include people with additional needs in the ceremony 5.Know how to liaise with those responsible for the ceremony location, the process and those supporting the person with additional needs 6. The way to incorporate those with additional needs and their supporters at the ceremony 7.How health and safety requirements may differ when including people with additional needs at a ceremony 8.How to support guests with additional needs	1. Not to discriminate against anyone in actions, language, tone or dress 2. Actively promote and support the inclusion of anyone with additional needs in the ceremony where it is reasonable and safe to do so	**1.Type of ceremony** Wedding celebration Civil partnership celebration Renewal of vows Commitment **2.Locations** Public locations Private homes Inside locations Outside locations **3 Culture** Language Religion Age Gender Identification (LGBTQ+) Sexuality Rituals **4.Additional needs and requirements** Mobility Sensory loss(es) Mental health Other special needs

Business Skills for Celebrants – Naming and Family Ceremonies

Most, but not all, celebrants who offer naming and family ceremonies, will be self-employed and run their businesses as a commercial enterprise. This standard describes what they should do, what they should know and how they should behave to meet legislation, be competitive and have good business acumen when dealing with clients and suppliers.

Competent to perform	Knowledge & Understanding	Behaviour	Scope & Range
1 Work within current financial legislation, guidelines and procedures	1.Know the current requirements for accurate and up to date record keeping for taxation and other business purposes	1 Communicate in all ways in a manner that is professional and promotes celebrancy	**1 Records including:** Invoices Receipts Details of ceremonies
2 Be able to use appropriate technology to provide accurate ceremony scripts and records	2 Know how to use appropriate computer software programmes effectively	2 Maintain all records in line with current taxation requirements and be able to recall easily	**2 Information Technology including:** Word processing Spreadsheets Email Website Search engines Social media
3 Be able to use appropriate technology for research, marketing and producing financial records	3 The importance of the correct use social and other media	3. Conduct self within the wider community that promotes a professional image	
4.Deal effectively with complaints and compliments	4 The importance of good communications	4 Deal appropriately with complaints and compliments	**3 Legislation including:** Taxation Health and Safety Data Protection (GDPR)/ICO Equality and Diversity
	5. Understand the relevant requirements of Data Protection (GDPR) and ICO	5. Use social media platforms responsibly	
	6 How to quote names and titles properly, including referencing and copyright issues		**4. External support** Financial Legal Information technology Other celebrants Celebrant organisations
	7. Who and where to seek advice and support from		