



PURE CREMATION PAVES THE WAY FOR PROMISING CAREERS FOR YOUNG COUPLE JACK AND LUCIE

When young husband and wife Jack and Lucie Chandler tell people about their careers it can sometimes raise a few eyebrows.

The couple, both aged 25, both work in the funeral industry for Andover-based Pure Cremation – the UK’s first dedicated national provider of direct cremation.

Their career choices are worlds away from their previous roles. Jack had been a rifleman in the army and Lucie had previously worked in healthcare and pet insurance.

Lucie said it was while she was working in healthcare she decided she wanted to find out more about the funeral industry.

She said: “I had seen people pass and I wanted to know more about what happened after that. This is a fascinating industry but I didn’t know how to get into it.

“I emailed every funeral director in the area to see if they were hiring – I was also happy to work for a mortuary or in a coroner’s office. I was desperate to get into funerals. Two years ago I applied here for a Customer Care Advisor’s role and was delighted when I got the job.

“It’s been great as there are a lot of opportunities here and it’s exciting as Pure Cremation and direct cremation are growing fast and we are now able to grow alongside them.”

Jack admits it was hearing Lucie’s tales after work every day that piqued his curiosity too.

He had been injured while in the army. He was then discharged after six years’ service. It was at this point he began to think about what to do next. Following a successful application to Pure Cremation he joined in March 2019.

He said: “I was delighted when I was successful in my application to Pure Cremation as I don’t think it’s always very easy to get into the funeral industry. Most funeral directors are family run which can make it harder to get your foot in the door.

Jack started with Pure Cremation as a driver, collecting the deceased from hospitals and homes. “It’s quite tough as you’re dealing with grieving families face to face, but there is a nice side to it as well

as you're seeing those families come together and you're helping them through these toughest of times."

Jack was forced to take a break from work for medical reasons, but upon his return to Pure Cremation he was appointed Trainee Cremation Technician and is now fully qualified following the completion of his training.

Both he and Lucie are hoping to progress in the industry.

He said: "The funeral industry is one of those hidden industries and I think there are quite a lot of misconceptions. For example, people tend to think that someone coming into our care comes straight through our doors and is then cremated. But it's not at all like that – there are many stages of care in between which you would never know unless you've been shown or are told. It's an unknown world to people on the outside looking in.

"But from this side, it's great as we're a close-knit team – we work closely with everyone – no matter what department they're in – and from the point of the view of the families it's nice to see all the mementoes and the photos that come in for their loved ones and they like speaking to us about the deceased – it's interesting seeing how people's lives have played out.

"The coming years will be interesting as there is a lot more for us both to learn in the industry, for sure!"

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