



MAJOR SHIFT IN ATTITUDES TOWARDS FUNERALS SEES CONTINUED SURGE IN DEMAND FOR DIRECT CREMATION SPECIALIST

Pure Cremation's Charlton Park records highest number of cremations in UK

The rising popularity of direct cremations is transforming the UK's funeral sector – with Pure Cremation at the forefront of change.

The specialist direct cremation provider operates its own crematorium in Andover and this venue was twice as busy as any other in the UK, with the number of direct cremations carried out by the business in 2021 nearly double that in 2020.

According to the Cremation Society of Great Britain's 2021 statistics, those cremations reported as 'direct' made up 10% of all cremations carried out that year, however the true figure will be even higher as some venues still don't record the different types of cremation services.

The same publication shows that Pure Cremation's Charlton Park crematorium carried out 1 per cent of all cremations held in the UK and a staggering 10% of all direct cremations.

Catherine Powell, Director of Customer Experience at Pure Cremation Group, believes these figures reflect the huge attitudinal shift, with more people making a conscious choice to have a direct cremation rather than a traditional funeral because of the benefits it offers.

She said: "As a business, we have seen a big increase in direct cremations, and this change is being driven by consumer demand. The public is moving away from traditional formal funerals, in favour of a more relaxed and personalised farewells that cost less."

Direct cremations comprise of a cremation without a funeral service, and usually without mourners present. It is an affordable 'no-fuss' alternative to tradition funerals and allows grieving families to hold a separate, more tailored celebration of life where when and how they want.

While many in the funeral profession hoped that demand for direct cremation was associated with the pandemic, the 2021 statistics show that this is simply not the case.

This rise in popularity is, in part, due to a growing awareness of direct cremations, with a recent YouGov survey, showing that recognition of this alternative service has risen from 29 per cent to 46 per cent over the past two years.

The YouGov research also revealed that more than 35 per cent of the population are now aware of the Pure Cremation brand, up from 16 per cent in the same period last year, while awareness among the over-55s is now at 50 per cent. This means that in just 7 years Pure has become the UK's second most recognised funeral brand.

Catherine added: "These figures show that consumers make more informed choices when they are aware of the different options. I am proud to have played a part in giving the bereaved greater control over how they say goodbye to someone special.

"The next mission is to ensure as many people as possible express their wishes in advance – research has shown that the number one question for the bereaved is "What did Mum actually want?" Writing down your wishes is free...and priceless."

Founded in 2015, Pure Cremation is an independent, family-run business and one of the UK's leading providers of direct cremations.

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Extract from the Cremation Society National Statistics 2021

National	2020	2021
Total Cremations	542,789	525,092
Direct Cremations (DC)	54,980	57,608
DC as % of total	10.13%	10.97%

Pure Cremation	2020	2021
Total cremations	5,485	9,632
Share of National DC	10%	17%
Share of National Total	1%	2%

Link to Cremation Society National Statistics publication

<https://www.cremation.org.uk/content/files/Table%20of%20Cremations%202021%285%29.pdf>

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