



## **Pure Cremation's pioneering purpose-built funeral facility undertakes over 2,000 cremations in first year**

The UK's first and only crematorium to be built by a dedicated direct cremation provider is proud to have overseen over 2,000 cremations within its first year of operation.

Pure Cremation's Charlton Park Crematorium, located in the beautiful Hampshire countryside near Andover and employing a team of 36 funeral professionals, carried out its first cremation in December 2018.

Representing an investment of £6.5m the state-of-the-art facility was inspired by the finest crematoria in Europe and its design draws on the staff's decades of industry experience.

Custom-built Charlton Park has been designed to offer a superb venue for local families who want a traditional service, however the majority of the cremations performed here are respectful committals without any mourners present.

The simple cremation is held separately from the farewell event for friends and family, allowing them the freedom to create a memorial event that is completely tailored to their style and budget.

The crematorium has also been designed to demystify the whole cremation process and regularly hosts tours for those keen to learn about what goes on 'behind the scenes'. They often receive visits from bereaved families planning to use the venue. Pure Cremation is always offering to show the cremator hall and the witness room where a family could choose to witness the coffin's entry into the cremation chamber.

Pure Cremation's Customer Experience Director Catherine Powell, who co-founded the company with her husband Bryan, says this all helps settle fears and worries about how a loved one is cared for, how cremations are carried out and all the measures in place to ensure everyone receives the correct ashes afterwards.

She said: "It is a privilege to give this level of comfort and peace of mind when it matters most. We are so keen to offer this reassurance to the wider public too, that's why we have commissioned the only virtual tour of a crematorium that shows the cremator hall."

This virtual tour is only the second of its kind in the UK, and the very first opportunity for anyone to explore all the key areas of a truly 21<sup>st</sup> century crematorium. It can be found at [www.charltonparkcrematorium.co.uk](http://www.charltonparkcrematorium.co.uk).

Pure Cremation has also introduced the use of ceramic identifying discs such as those used in Europe. A disc bearing the unique cremation number is placed onto each coffin before it enters the cremator chamber, carefully recovered with the remains and presented to the family within the ashes container as tangible proof of their identity.

It is one of the many special touches which Pure Cremation offers to its families, making its service truly unique.

Direct cremation has almost overtaken standard cremations in the US because it allows a more personal celebration of life on the ideal date and time and at the perfect venue, rather than having to work within the constraints of the local crematorium's diary.

Catherine added: "The traditional funeral service is not the only option available to mourners. There are new possibilities.

"Direct cremation caters for those who genuinely want something else. We don't all want the same things in life, so why would we all want the same things in death?"

Set in beautiful mature grounds, Charlton Park Crematorium has an elegant ceremony hall providing seating for 98 people. In addition there is a smaller ceremony space and a comfortable waiting area that both have video conferencing facilities so children or other mourners can watch the service away from the main hall.

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