



## **CREMATORIUM INNOVATES TO MEET MOURNERS' NEEDS AMID CORONAVIRUS CONFUSION**

### ***Charlton Park offers a dependable service during COVID-19 funeral upheaval***

As UK authorities grapple with funeral rules during the coronavirus lockdown, a crematorium in Hampshire is still working hard to meet grieving families' needs.

While many councils are curtailing services Charlton Park Crematorium, located near Andover, continues to offer a traditional style funeral with up to 10 mourners in accordance with the latest Public Health England guidelines.\*

The facility, which is part of the Pure Cremation Group, has also created a unique two-part funeral format for local families who want to ensure their loved one is laid to rest without undue delay and then gather family and friends together for a bigger farewell at the crematorium once this is possible. A formal committal in the ceremony hall and the use of the same space at a later date can be booked for the same £900 fee as for the usual all-in-one service.

Pure Cremation Group founder, Catherine Powell, says many people grieving a loss are facing stress and confusion after some councils announced they would prevent any mourners attending funeral services due to the COVID-19 epidemic. While all councils now appear to be allowing some level of attendance at funerals many families still find it distressing that friends and most family members have to stay away.

Catherine said: "We recognise that the reduced nature of traditional funerals and social distancing requirements make it more difficult to achieve a satisfying send-off for someone special.

"Pure Cremation is therefore doing all it can to provide the bereaved with a range of service options that meet their individual needs. Some families definitely want a farewell as similar to a traditional funeral as possible, whereas others are completely re-thinking their approach.

"Whatever they choose our team will do our utmost to deliver their requirements with exceptional care at our beautiful venue."

Some families are also choosing direct cremation, where the deceased is cremated without a service or any mourners present. The fee for this service at Charlton Park Crematorium remains at £450. Separating the two elements of a funeral in this way allows everyone to focus attention on creating the perfect celebration of life event.

Catherine adds: “The families we’ve served in recent years have proven that taking more time to plan a wonderful celebration of life event in the future does have advantages.

“With so much going on in the immediate aftermath of loss it can be very difficult to consider everything you might want to say or do to celebrate the life that touched yours.

“However separating the cremation from the farewell event takes away the normal time constraints, providing the time to consult with family members, gather stories and involve more people. The end result can be amazing which we hope offers some comfort.”

\*Public Health England guidance states that mourners must keep two metres apart at funerals and only members of the same household or close family should attend.

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