



DIRECT CREMATION SPECIALISTS URGE NATION TO PULL TOGETHER IN FIGHT AGAINST COVID AS NUMBER OF DEATHS REACH ALL TIME HIGH

Pure Cremation, the UK's leading provider of direct cremation, is urging the nation to pull together in the fight against Covid.

The call comes in a week where Britain recorded the world's worst daily death rate per capita – with an average 935 daily deaths in the week to January 18th – and yesterday (WEDNESDAY) recorded 1,820 deaths in one day – the country's highest daily figure since the start of the pandemic.

Catherine Powell, Co-Founder and Director of Pure Cremation, said that Pure Cremation had seen a steady week on week increase in the number of direct cremations since the start of November.

The number of direct cremations in the week commencing January 10th was 118 per cent more than those handled in the week commencing November 1st.

Of these, the number of Covid-related deaths in the week commencing January 10th was four times higher compared with the start of the first week in November.

This matches new figures from a study led by the Office for National Statistics estimated that at least one in eight people in England had had Covid-19 by December.

Catherine Powell, Co-Founder and Director of Pure Cremation, said that a combination of investment, recruitment and training have meant that her team have been able to offer same high standard of care for the bereaved and the deceased in spite of this upsurge in demand.

Since the first wave the Pure Cremation management team have increased their client care capacity and installed a third cremator at Charlton Park Crematorium to ensure that direct cremations can still be fulfilled in a timely manner, albeit with staff working longer hours.

Protecting this dedicated team and the customers is a top priority and the company has established sensible ways to ensure they achieve dignified care of the deceased at minimal risk to staff. In addition, letters have gone out to employees' GPs requesting vaccinations to reduce the risk of transmitting the virus to the many care homes, client homes and hospitals that the team attend when performing their duties.

Catherine said: "In the past year our customer care team has worked heroically to cope with an enormous increase in cases, our drivers have put in many long hours and thousands of miles as they look after the deceased from every corner of the UK, and our crematorium team has enabled us to operate 24/7 when required. We are incredibly proud of them all and delighted to see customer reviews recognising the wonderful care this amazing team continues to deliver, even in these extraordinary times."

Editor's Note: For further information contact Celeste Clarke at Century PR on 024 76 228881 or email celeste@centurypr.co.uk.