



FINAL REQUEST – How funeral plans allow you to express your final wishes

A pre-paid funeral plan has many benefits, from ensuring that you get the send-off you want to removing uncertainty for your loved ones, a leading direct cremation provider says.

A funeral plan also allows you to pay upfront for your funeral, so your relatives and friends don't have to cover the costs themselves.

There are many good reasons to plan your own send-off and to push past any discomfort that comes with considering your mortality. One motive may be to ensure that your farewell truly reflects your personality, beliefs and life experience, another is to protect your family from difficult decisions or even arguments about arrangements.

Taking this step is especially important for the many people turning away from the traditional funeral format in favour of a unique, tailored, and often unconventional commemoration, says Catherine Powell, founder of Pure Cremation.

She said: "Too many people pass on without making arrangements for their funerals or discussing their final wishes with those they will leave behind, leaving loved ones to guess what would be suitable and then to worry about whether they got that right.

"A funeral plan is a positive step that gives peace of mind to you and your family, and it only takes a few minutes to put one in place.

"Sarah Harding from Girls Aloud spoke of her desire for a big party with her family and friends before she died, and her clear expression of wishes will have been hugely comforting."

"Many people also want less formality, opting for a simple ceremony alongside a celebration of their life with an event at a favourite location, for example, a favourite beach, their beloved local pub or at their family home."

The format of traditional funeral services may not leave much space to do justice to the personality, tastes and spirit of the deceased, Catherine added.

“Society is changing, and people are finding the confidence to describe quirky, unconventional and authentic ways for their goodbye,” she said.

“Our direct cremation funeral plan lets you arrange and pay for the essential and practical part – the cremation. Leaving you free to imagine a farewell that perfectly expresses your life, and for your family to hold this in the perfect place.”

Pure Cremation is a pioneer in direct cremation, where the deceased is collected, cared for, and then cremated without a service or mourners present, allowing greater freedom to do things their way.

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