

## Ground-breaking at Charlton Park Crematorium



### Charlton Park Crematorium

In what's been a busy week with [Pure Cremation](#) addressed Andover's first ever Funeral Stakeholder's meeting, secured planning consent for the new crematorium, plus directors and co-founders, Bryan and Catherine Powell, invited Canon Jill Bentall and representatives from local independent funeral providers, S & J Maddocks, to commemorate the start of the build programme, along with appointed contractors, Amiri Construction.

When complete in spring 2019, [Charlton Park Crematorium](#) will meet the demand in Andover and surrounding areas for funeral services. It will also serve Pure Cremation's direct cremation customers from across the UK, with interest in this modern alternative continuing to grow after [David Bowie](#) specifically chose this simple style of send-off.

Catherine Powell, director and co-founder of Pure Cremation, explained why it was so important to involve others who support the bereaved in Andover at such an early stage in the build programme: "The vision for Charlton Park Crematorium is of a valued community asset local people can be proud of, and which will provide families with the quality farewell experience they deserve – whatever their final wishes may be. We are already working closely with the likes of clergy, civil celebrants and funeral home staff to achieve this vision and to meet the changing needs of Andover's families.

"Funeral care-givers in the area are setting a truly innovative example and so we were delighted to accept Canon Jill Bentall's invitation to speak at the first Funeral Stakeholder Meeting held at Bridge St Methodist Church. It was a great opportunity to outline our vision and answer questions.

"We are very grateful for the support we have received from the professional community since we first revealed our plans for Charlton Park Crematorium. Many stakeholders have taken the time to understand our proposition –including S & J Maddocks funeral directors – and we look forward to continuing to develop a collaborative relationship built around offering every family the choice of a meaningful farewell on their terms."

Charlton Park Crematorium represents a major investment by Pure Cremation in creating a sensitively-designed, state-of-the-art crematorium on vacant land in Andover. A thoughtfully-planned and detailed landscaping scheme for the 11-acre site includes the retention of all protected trees and enhanced boundary planting, to create a tranquil setting for contemplation and remembrance.

The crematorium will feature a chapel which seats up to 80 mourners, a cremator hall, vestry, cosy farewell space for small gatherings, administrators' office and car parking. The facilities will enable Pure Cremation to provide an improved service; with greater flexibility on the timing of committals, and innovative options such as 'virtual attendance' and 'virtual witness', among the many additional benefits for its customers.

In a move which reaffirms its commitment to Andover, Pure Cremation will relocate its headquarters from Newbury to Charlton Park Crematorium. With all its services brought together under one roof families will have the reassurance of knowing their loved ones are being looked after from the moment they come into Pure Cremation's care until the scattering or return of the ashes.

Canon Jill Bentall said: "It was my pleasure to visit site and to officially commemorate the ground-breaking milestone at Charlton Park Crematorium. Having been very interested to learn about Pure Cremation's future plans, I welcomed the opportunity to find out more about this important new community facility and to meet the team behind its construction."

## What is a direct cremation?

A [direct cremation](#) is a modern alternative to a traditional cremation funeral, where the cremation takes place completely separately from the personal farewell.

Direct cremation involves the collection and care of the deceased with dignity and respect. The coffin is delivered to the crematorium; and here the cremation takes place without a service and usually without any mourners being present. The ashes are then returned to the family – in Pure Cremation's case, they are hand-delivered within 28 days of the cremation.

Direct cremation gives people the freedom to celebrate the lives of their loved ones in a far more personalised way – when and how it suits them. It is therefore a straightforward, liberating, fuss-free choice; and it also represents excellent value for money when compared to the average costs of a traditional funeral.

## About Pure Cremation

Pure Cremation is trusted by more than a thousand families each year to guide them through the process of a dignified, fuss-free cremation without any compromise on the quality of care, and to inspire them to make the most of this new freedom to say goodbye their way.

The 21-strong Pure Cremation team, which is based in Newbury, has the capacity to serve thousands of families every year with trademark kindness and attention to detail. Each individual member of the team is equally committed to Bryan and Catherine's original vision of simple care delivered to the highest standards.

**Written by:** Catherine Powell

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