



LEADING DIRECT CREMATION PROVIDER INCENSED BY MP'S USE OF UNHELPFUL AND CARELESS LANGUAGE IN LETTER TO SENIOR CLERGY

One of the UK's leading dedicated direct cremation providers has criticised the language used by MP's in a recent letter to senior clergy as being unhelpful and careless when families are already having to make difficult choices amid the COVID-19 pandemic.

The letter which was signed by 36 MP's was sent to Lord Archbishops and Diocesan Bishops of the Church of England expressed concern that 'the wishes of the deceased and bereaved are not being fulfilled with a proper committal in the church of their wish' going on to say 'the grief of bereavement is being translated to trauma in many cases, especially where it is resulting in the tragedy of direct cremation.'

Catherine Powell, co-founder and Customer Experience Director of Pure Cremation believes that suggesting direct cremation is a "tragedy" is highly irresponsible - only adding to the grief and distress suffered by the bereaved.

The action taken by the select number of MP's follows UK Government regulations which limits those attending funerals to immediate family members, with councils in some areas even banning mourners altogether for a brief time. As a result, the only options available to families are either a direct cremation or very small attended funeral held at the graveside or crematorium.

Catherine Powell commented: "We salute those families who are choosing direct cremation in order to play their part in protecting their communities. We are proud to be able to give them valuable reassurance and comfort by sharing the inspiring stories from the thousands of families who have deliberately chosen this simple, unattended cremation as a way to break away from tradition and to take control over the farewell events."

Since the pandemic began, Pure Cremation has been doing its utmost to support families who find themselves arranging a direct cremation even though this wouldn't have been their first choice for saying goodbye to a loved-one.

Catherine continued: "COVID-19 has essentially stripped families of the opportunity to hold a traditional funeral surrounded by family and friends. As you can't postpone laying a loved one to rest indefinitely, it makes great sense to hold a simple and respectful cremation without delay and focus on a proper celebration of life or thanksgiving service once the restrictions are lifted."

Direct cremation has increased in popularity over the last five years as more people look for an alternative to the usual "funeral formula" and this is an escalating trend. Pure Cremation's growth is evidence of this, with sales of their funeral plan doubling each year, resulting in more than 10,000 active plans in April 2020.

She adds: "Unfortunately the MPs who wrote to the Bishops on this topic seem more interested in raising their profile than considering the impact their words might have on all the bereaved families who have made the difficult decision to separate the two parts of a funeral by arranging a direct cremation.

"They should be supporting their grieving constituents by emphasising the positives – more time to plan the perfect farewell, more time to gather the memories and stories that will make the event a poignant and accurate reflection of the life that has been lived."

An early pioneer of direct cremation, Pure Cremation is the only dedicated provider with its own crematorium and the only firm operating throughout the whole of the UK, including Northern Ireland.

Based in Andover, Hants, the company employs its own specialist team of 61 staff who demonstrate real compassion and care for the families they serve, right from the initial phone call through to the hand delivery of the ashes.

Ends

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