



PURE CREMATION'S CHARLTON PARK CREMATORIUM REACHES NEW HEIGHTS *Record Number of Cremations Carried Out in First Year*

A state-of-the-art crematorium has broken the UK record for cremations carried out in the first year of operation.

Pure Cremation's Charlton Park Crematorium, located in the beautiful Hampshire countryside near Andover, carried out 2,380 cremations since January 2019, according to data from Pharos. The previous highest figure was 1,462 for South Leicestershire Crematorium in Counteshorpe in 2016.

The custom-built £6.5m Charlton Park facility, which opened its doors in December 2018, was inspired by the finest crematoria in Europe and its design draws on the staff's decades of industry experience.

Catherine Powell, who co-founded Pure with her husband Bryan, said: "The figures show the importance of a facility which meets the needs of the both the public and the professionals that look after them.

"Mourners and our funeral colleagues can rest assured that the deceased is being cared for at an innovative, well-run facility in beautiful surroundings and with exceptional customer service. "Bereaved families across the land can now achieve a lower overall funeral cost without compromising on the care that their loved one receives."

The Charlton Park site specialises in direct cremation services, which consist of a respectful cremation without any mourners present, while also offering more traditional services to the surrounding community complete with webcasting and relaxed space to accommodate young children or reduce the impact of difficult family dynamics.

Direct cremations are held separately from the farewell event, which affords friends and family the freedom to create a truly personal send-off where, when and how they choose.

Catherine added: "The traditional funeral service is not the only option available to mourners, and other options like direct cremation are increasing in popularity.

"We're delighted to meet the needs of family who genuinely want a contemporary alternative."

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