



DIRECT CREMATION, YOU AND YOUR LOVED ONES: WHAT YOU NEED TO KNOW

Until the last few years, the undertaking industry in Great Britain had barely changed since the Victorian era and any deviation from the traditional funeral format was frowned upon.

But more recently families have begun to embrace an alternative – direct cremation.

Here is Pure Cremation's handy guide to everything you need to know about this growing funeral phenomenon.

What is direct cremation?

Direct cremation is a simple, respectful cremation service held separately from the farewell event for friends and family, allowing them the freedom to create a memorial ceremony where, when, and how they choose.

The difference between this style of send-off and a traditional funeral is that there is no funeral service beforehand and no one present at the cremation.

After the cremation takes place, your loved one's ashes will be hand-delivered.

Direct cremations hit the headlines when superstars David Bowie and Prince opted for the service, and uptake has soared in the UK in the last few years.

How does it allow more personal and tailored send-offs?

More and more Brits find traditional funeral services focus too much on the life ending, as opposed to the life lived, and follow a fixed format.

Families are waking up to the fact that an event separate from the cremation allows mourners to tailor the remembrance event to better commemorate and celebrate the experiences, relationships, and beliefs that made the deceased's life unique.

A BBQ at a beloved beach, a toast at a favourite pub, or a family party at a beauty spot may be far more appropriate than a procession of limousines, mourners clad in black and a crematorium service.

Why are more people planning their own funerals by buying direct cremation plans?

People are discovering that planning their own funeral can be a positive and satisfying experience.

In the last two years there has been huge growth in the number of people taking out a pre-paid direct cremation plan - revealing that many more send-offs will be 'direct'. a significant shift in approach to funerals in the future.

One motive is to ensure these non-traditional wishes are clearly expressed and easily fulfilled, a real relief in the aftermath of a bereavement, but plan buyers are also looking to protect their loved ones from financial worry. Choosing a pre-paid plan that guarantees to cover all the costs of a simple, direct cremation is a wonderful gift to their family.

Many loved ones say it significantly eases the pressure of what may be the hardest time of their lives.

How does the cost of direct cremation compare to traditional funerals?

The cost of traditional funerals has risen year after year, with the average cost of a basic traditional funeral amounting to £4,184 – a sum that could financially cripple some families.

However, a Pure Cremation needed now costs just £1,195 where the deceased is collected from hospital, or £1,445 for collection any time day or night from a non-hospital setting and there are no hidden costs.

By choosing direct cremation, the money that is saved can be spent on a separate farewell event, left as a gift to family, or even donated to a chosen charity.

What do I need to do if I want to find out more?

If you contact a trusted direct cremation provider, they will be happy to answer all your questions such as the area covered, which elements of the service are carried out by their own staff, how and where the deceased is cared for, where the cremation takes place, whether you will be told the cremation date and can choose to have the ashes returned to you.

Editor's note:

About Pure Cremation

Pure Cremation is the leader in the sector and has been one of the driving forces behind its popularity in the UK since it was set up in 2015. Their advisors can guide you through each step of the process and so help you decide whether this is the right style of farewell for you and your family.

Rated Excellent for their cremation care on Reviews.co.uk and Excellent for their pre-paid plan service on Trustpilot, Pure Cremation is proud to set the standard in this area of simple, dignified cremations.

For further information contact Celeste Clarke at Century PR on 07799064066 or email celeste@centurypr.co.uk.