



Direct Cremation: What it is, What it Isn't and Why it Matters

Mathew Crawley, EMBA, PG(Dip), QFICCM

ICCM Chief Executive

Disclaimer

**This is not a direct cremation
'bashing' session**



Disclaimer

**Nor is this a pro direct cremation
session**



Funeral

noun

‘a (usually religious) ceremony for burying or burning the body of a dead person’



Ceremony

noun

‘(a set of) formal acts, often fixed and traditional, performed on important social or religious occasions’

Direct Cremation at a Glance

- Market share risen 600% in 6 years (c.21%)
- Accounts for >60% of pre-need market
- Future demand locked in at higher rates
- Typically 60-75% cheaper
- Awareness is rising (c.75%)
- c.12% have a funeral plan in place
- Signifies a departure from that which we are used to / 'tradition'

'I'm Watching a Film'



'I'm Doing Some Shopping'



‘I’m Going on Holiday’



trivago

'We Had a Funeral'



Traditional Attended Cremation £4,200	Simple Attended Funeral £3,518	Direct Cremation £1,628
Collection of the deceased	Collection of the deceased	
Care of the deceased (i.e., gown, dressing)	Care of the deceased (i.e., gown, dressing)	
Prepayment of disbursements	Prepayment of disbursements	
Assistance with documentation	Assistance with documentation	
Provision of a hearse	Provision of a hearse	
Wood effect coffin	Wood effect coffin	
Cremation fees	Cremation fees	
Viewing of the deceased in a chapel of rest		
Provision of a limousine		
Option of an upgraded coffin		

Company A	Company B	Company C
Collection of the deceased	Collection of the deceased	Collection of the deceased (additional fees may be applicable)
Care of the deceased (additional fees may be applicable)	Care of the deceased	Care of the deceased
Prepayment of disbursements	Prepayment of disbursements	Prepayment of disbursements
Assistance with documentation / Bereavement Support / Legal Guidance	Assistance with documentation	Assistance with documentation
Provision of a van / estate car	Provision of a van / estate car	Provision of a van / estate car
Simple coffin	Basic coffin	Simple coffin
Unattended Cremation	Unattended Cremation	Unattended Cremation
Ashes delivered by courier	Ashes hand delivered	Ashes must be collected
Provider's choice of location	Provider's choice of location	Limited choice of crematoria
Online/Phone support	Online/Phone support	In person support

Company A	Company B	Company C
Collection of the deceased	Collection of the deceased	Collection of the deceased (additional fees may be applicable)
Care of the deceased (additional fees may be applicable)	Care of the deceased	Care of the deceased
Prepayment of disbursements	Prepayment of disbursements	Prepayment of disbursements
Assistance with documentation / Bereavement Support / Legal Guidance	Assistance with documentation	Assistance with documentation
Provision of a van / estate car	Provision of a van / estate car	Provision of a van / estate car
Simple coffin	Basic coffin	Simple coffin
Unattended Cremation	Unattended Cremation	Unattended Cremation
Ashes delivered by courier	Ashes hand delivered	Ashes must be collected
Provider's choice of location	Provider's choice of location	Limited choice of crematoria
Online/Phone support	Online/Phone support	In person support



Should you be able to make binding decisions about your funeral?

- Complex legal, moral and ethical considerations. Who, and what, is a funeral for?
- What should you be able to make decisions about?
- How should those decisions be recorded? Or enforced?

In Practice

'We are struggling to provide services that can compete with deals being made by direct providers'

'We are regularly approached by families who are unable to come to terms with the direct choice that a family member has made. There was no goodbye for them'

'Families have mentioned deep regret following a direct cremation, they were unaware of what else was available to them. They were unaware where the cremation was until the ashes were returned'

Inconsistency
(Trustpilot)

Marketing
(Trustpilot)

Impersonal/Transactional
(Trustpilot)

Why Does it Matter?

David Fuller: Double murderer

Funeral directors sentenced after

**Hull funeral director pleads guilty to
67 criminal charges**

🕒 3 Novem

19 Febru

Press Rel 02 April 2026

Press Release, Fraud and economic crime, CPS

What Next?

Hull Funeral Services by Hull City Council

[Home](#) | [Funerals](#) | [Cremations](#) | [Hull Funeral Services by Hull City Council](#)

Hull Funeral Services
by Hull City Council
Caring Cremation Packages

Your Cremation

If Someone Has Died

Your Cremation Fees & Charges
1st April 2026 - 31st March 2027

Terms of Business



Why choose a 'Your Cremation' funeral service at Bramcote

We believe that every farewell should be respectful, affordable and dignified. Our cremation service ensures:

- **Local care by local people**
Your loved one rests within our mortuary facilities, cared for by our staff.
- **Peace of mind**
From collection to cremation, everything is handled by our staff.

‘Direct Cremation Standard’

Core Aims:

- **Protect the public** through clarity, transparency and minimum guarantees
- **Support providers** with a consistent and fair definition of service(s)
- **Prevent** a ‘race to the bottom’ on quality whilst maintaining affordability
- **Build trust** across local authority and private sector provision

‘Direct Cremation Standard’

- **Provide definitions**
- **Dignity**
- **Transparency**
- **Accountability**
- **Accessibility**
- **Minimum Service Requirements**
- **Communication Standards**
- **Pricing & Transparency Requirements**
- **Safeguarding & Ethical Practices**
- **Cultural & Religious Considerations**
- **Service Flexibility**
- **Governance**

**‘One Size Fits all is for Socks,
Not Funerals’**

Thank You
Questions Welcomed

Mathew Crawley
mathew.crawley@iccm-uk.com
07581 006 035