

# Direct Cremations & Burials

An Opportunity to address funeral poverty with dignity



# What is a direct cremation?

- The deceased is moved from the place of death such as a hospital or home directly to a place of holding or direct to a crematorium.
- As with a conventional funeral the coffin travels along the aisle of the chapel of the crematorium to the cremator.
- Often no ceremony takes place and usually there are no mourners present.
- The ashes can then simply be scattered by the crematoria staff or if requested returned to the bereaved family
- Often a celebratory event takes place weeks or even months later at a location chosen by the family for a more fitting tribute.

# Why chose direct cremation?

Type of funeral	Average cost*	Includes
Direct cremation	£1,600	Collection of the deceased, a simple coffin, and return of ashes
Cremation using a funeral director	£3,311	Collection and care of the deceased, a basic coffin, hearse and managing a simple service; but does not include an elaborate ceremony
Burial using a funeral director	£4,257	Collection and care of the deceased, a basic coffin, hearse and managing a simple service; but does not include an elaborate ceremony

\*annual Sun Life Cost of Dying report 2017, and the Royal London National Funeral Cost Index Report 2017

# Direct Cremation for £495!

## Simple, Affordable & Worry Free A Little About Us

- Our Direct Cremation service is cost-effective because no family attend, so allowing us to offer a lower fee.
- **Express Cremations offer a Low Cost Direct Cremation service from £450**
- **Plus our professional fees** of £545 = **£995**, and where applicable; doctors certification fees of **£164.00**
- This does not include:
  - – Viewing of the deceased
  - – Church or graveside service
  - – Newspaper Announcement
  - – Family flowers
- **Total cost at least £ 1159**



# Is it all about money?



# Choosing the how, the when and the where

- Those choosing direct cremation tend to be in the higher socio-economic groups.
- Greater control of how they spend their money.
- Still relatively low numbers c. 2% of all cremations and funerals
- Direct services still relatively unknown.
- When direct cremation was explained in a recent survey 44% said would consider it for their own funeral (Sun Life Survey 2018).
- Mainstream funeral providers are now offering direct cremations and burials
- Co-op states 1 in 10 of its cremations are direct.



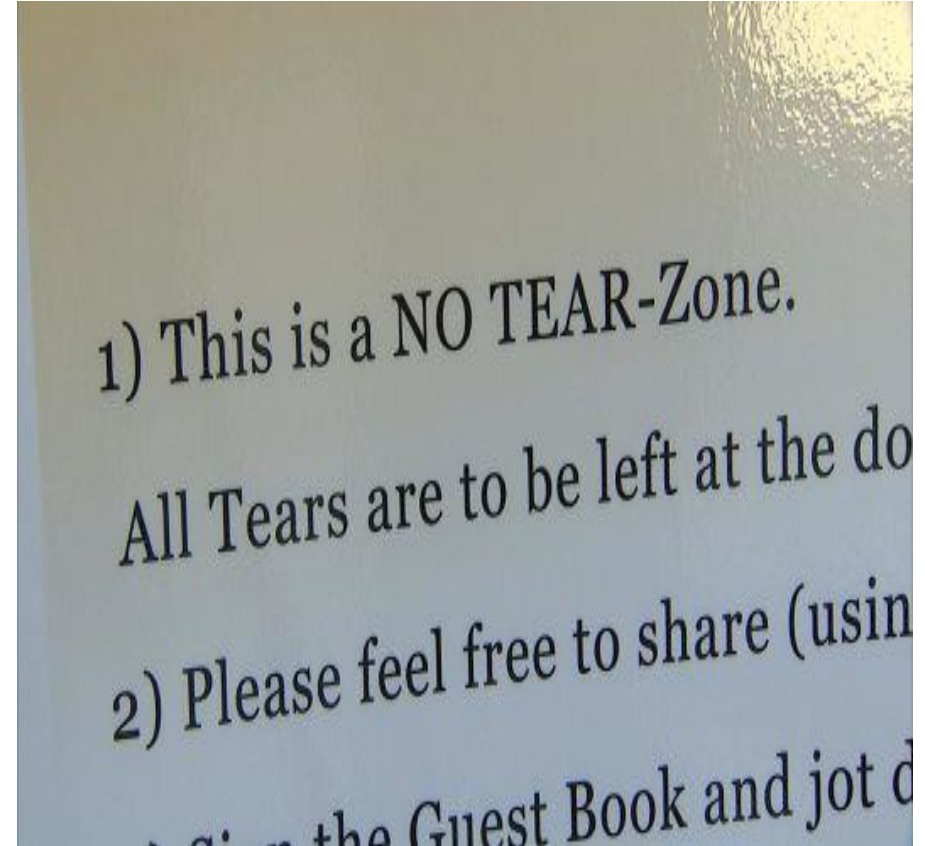
# The traditional funeral approach

- Many people still choose traditional funerals because:
  - Seen to be doing the right thing – British tradition.
  - Don't have time to think
  - Vulnerable to being told what should do - 'the conveyor belt'.
  - 'People might think we don't care'
  - People need finality in seeing the coffin/service



# Changing the funeral culture

- Celebratory services after the death are becoming more popular than conventional funerals.
- Given time to decide how the loved one's life should be celebrated
- Taking into account the deceased wishes.
- 98% of people do not want a lavish funeral (Sun Life Survey)





# Opportunity for local authorities.

Three stages to deal with after someone dies.

- 1. Obtain a death certificate.
- 2. Register the death.
- 3. Arrange the funeral.

All within ability of or controlled by local authorities.

Issue of funeral poverty and public health funerals could largely be avoided.

Direct services are available as pre-paid option in private sector.

Growing number of direct cremations. (in USA 32% of cremations are now direct cremations)

Is it an option for your local authority?

