



## Holly's Funerals wins "Best Direct Cremation Provider" at Good Funeral Awards

**We're delighted that Holly's Funerals was awarded "Best Direct Cremation Provider" at the 2017 Good Funeral awards. Winning this award is particularly important to us as we tend to use Direct Cremation in a different way to most other funeral directors.**

The Good Funeral Awards are national awards, based on feedback from customers, that recognise excellence in the Funeral Industry.

So what is direct cremation? This is when a body is delivered to a crematorium for cremation without a service or mourners present. It's often seen as a low cost, no fuss option and this is how most funeral directors tend to promote it to clients.

Because of this, many people also see Direct Cremation as inconsiderate and disrespectful. However, this doesn't need to be the case. In contrast, at Holly's Funerals, we use the Direct Cremation option to help families achieve a far more personal and beautiful service than your standard crematorium service will allow. We're delighted that so many of our clients agree with us and supported us in winning this award.

In our eyes, the Direct Cremation option is just a way of separating the Funeral Service from the physical Cremation Process - two separate things that don't necessarily need to take place at the same time and place.

Separating the Ceremony and the Process allows far greater flexibility and a wider range of options for families trying to arrange a more personal service.

The average time allowed for a crematorium service is just 30 minutes, not long if you have several people who want to share memories and include other ceremonial aspects. By having the service elsewhere, families have more control over the time available for their service and can include multiple eulogies, live music performances, video footage etc. In fact, almost anything you want.

Crematoria are generally busy at most times of the year and you'll often have services both before and after yours. You are allocated a set time period and there can be no hold ups, no flexibility. This can often make it feel like quite an industrialised and impersonal process. By choosing a venue without these time pressures can make the whole process far less stressful and more relaxed.

On the whole crematoria chapels tend to be fairly bland and functional places, designed for fast and efficient turnaround of funeral services. They have very little character and are difficult to personalise. By looking elsewhere, it might be possible to find a more suitable venue, perhaps somewhere that has a special connection to the person who has died and which can be decorated and personalised to make it really special.

Alternative venues can include churches, village halls, wedding venues, gardens, golf clubs or marquees, depending on your needs and spiritual belief. We've arranged funeral services in all of these spaces with quite beautiful effect. Although not always possible, partly due to our English weather, some of the most beautiful services we've helped arrange have been held in the garden of the deceased, either under a marquee or even in the open air.

Providing more time and allowing greater flexibility gives people the opportunity to say goodbye properly. Without the constraints of the crematorium, we've been party to many beautiful ceremonies and witnessed many spontaneous outpourings of love that otherwise just would not have been possible.

Whilst many people will be satisfied with the Crematorium based service, it's nice to know that options are available for those who want a different type of ceremony.

If you would like more information about this topic, or any other funeral related advice, please feel free to contact us without obligation.