



- Trusted
- Independent
- Quality



westerleigh
GROUP

- Experienced
- Professional
- Best in field



- Specialist facilities
- Well-resourced
- Established parent

A Diamond Partnership

Operational guidance note

February 2022

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1. Introduction

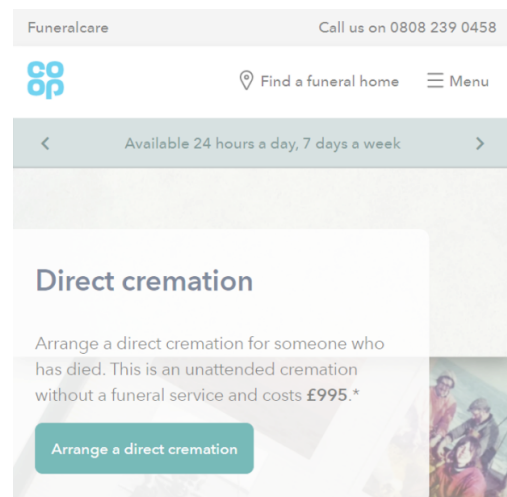
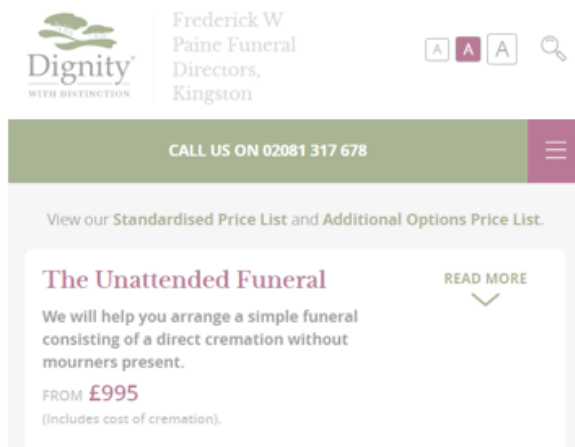
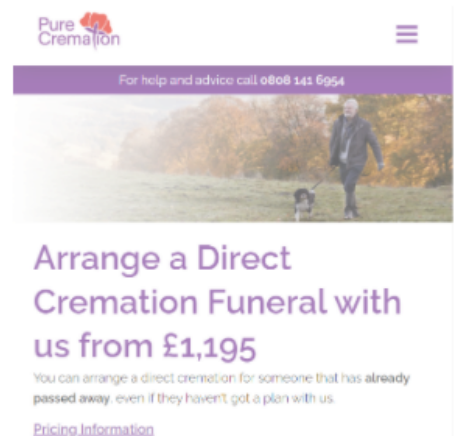
This operational guidance has been prepared to help you take advantage of the direct cremation collaboration agreement between SAIF, Westerleigh Group and Distinct Cremations. It describes how to best integrate the products into your current service and how it can benefit your clients. It will also include the full product specification, the booking process, how the partnership works, payment process and the key terms of the partnership itself.

Why is this important?

The direct cremation market has grown far faster than most of us would have predicted. It is here to stay and key players in the sector such as Pure Cremation are spending heavily on TV advertising to make sure it keeps growing. Dignity and Co-op have also introduced their own low cost direct cremation services.

In many cases, independent funeral directors are losing out and are not securing their share of this market, evidenced by only 23% of consumers believing their local FD would offer such an option.

This partnership has been created to ensure that independent funeral directors can, if they wish, compete effectively and ensure families have a high quality and competitive local option available to them.



"The corporate funeral directors have cut prices and are being increasingly aggressive."

2. How to utilise these services

Client demand for direct cremation is increasing and it is important that independent funeral directors can offer a truly competitive service to their local communities. The services available through the partnership with Westerleigh Group and Distinct Cremations will allow you to do just that.

Many independent funeral directors already offer a direct cremation option. These new services may help you to lower prices and compete directly with online providers and big corporates. If you don't yet offer a direct cremation service, now may be the time to consider including it within the range of services you do provide.

SAIF members know their communities and clients best and are an integral part of them. Therefore, you will know the best approach to take in order to integrate this offering into your current list of services. A few ideas to consider include:

- If you don't already, include the direct cremation service in your price lists and on arrangement forms
- Add the entry level direct cremation service to your website, your service brochures and mention on your social media pages to help you meet the needs of all local clients
- Consider a direct cremation plus service, where your personal service, branch facilities and viewing of the deceased can give you a service and care advantage that online operators cannot match
- Price the service competitively, to help win against online operators
- Consider using the service as a key selling point in advertisements "funeral services from £___" etc
- Promote it to local community leaders, during community events and consider a local press release talking about the service.

For most of us, doing nothing isn't an option.

3. Service specifications

There are four core products available to SAIF members under the terms of our partnership with Westerleigh Group and Distinct Cremations. The details and prices are set out here:

The Unattended Direct - £275 per cremation



An unattended direct cremation at any of Westerleigh Group's crematoria, no mourners can attend and there will be no service.

The cremated remains can then be scattered at the crematorium, collected by a SAIF member or by the client as per funeral director's / client's request.

The Unattended Direct & Collection - £350 per cremation



Distinct Cremations operatives will collect a prepared and encoffined deceased person from any SAIF member premises, anywhere in mainland Great Britain, and transport them to a Westerleigh Group crematorium.

Provide an unattended direct cremation at a Westerleigh Group crematorium, no mourners may attend and there will be no service.

Distinct Cremations will return the cremated remains to the client or SAIF member, or they can be scattered at the crematorium or collected by the SAIF member or client upon request*.

The Witnessed Direct Cremation – additional £200 to Direct Cremation = £475 per cremation



This service allows a small number of mourners, up to a maximum of eight, to attend the crematorium and spend 10-15 minutes in the service chapel to witness the committal. It offers an element of closure, allows for one piece of music to be played and offers small families a moment of quiet reflection. This is a family and/or close friends only service, with no celebrant, officiant or ministers in attendance or participation allowed.

The cremation then takes place and the cremated remains can be scattered at the crematorium, collected by a SAIF member or by the client as per funeral director's / client's request*.

The Complete - £650 per cremation



Distinct Cremations operatives will collect the deceased from their place of rest and bring them into their care at their state of the art mortuary.

Distinct Cremations will prepare the deceased, place them into a simple coffin and transport them to a Westerleigh Group crematorium.

An unattended cremation at any of Westerleigh Group's crematoria, no mourners may attend and there will be no service.

Distinct Cremations will return the cremated remains to the client or SAIF member, or they can be scattered at the crematorium or collected by SAIF member or client as per the client's request*.

* The Cremation (Scotland) Regulations 2016 will be followed for ashes return in Scotland.

4. How to book

All SAIF members will be given the opportunity to register their interest via the SAIF Engagement Form, after which they will be able to access the special rates and service. Each registered SAIF member will be added to a list of confirmed users who will then have access to the products. They will then be able to book these services either directly with the crematorium or through Distinct Cremations.

The Unattended Direct

All bookings for the Unattended Direct will be dealt with directly through any Westerleigh Group crematorium by calling them directly and following the procedure you would normally follow when booking a funeral. A map is available and all site contact details can be found on the Westerleigh Group website.

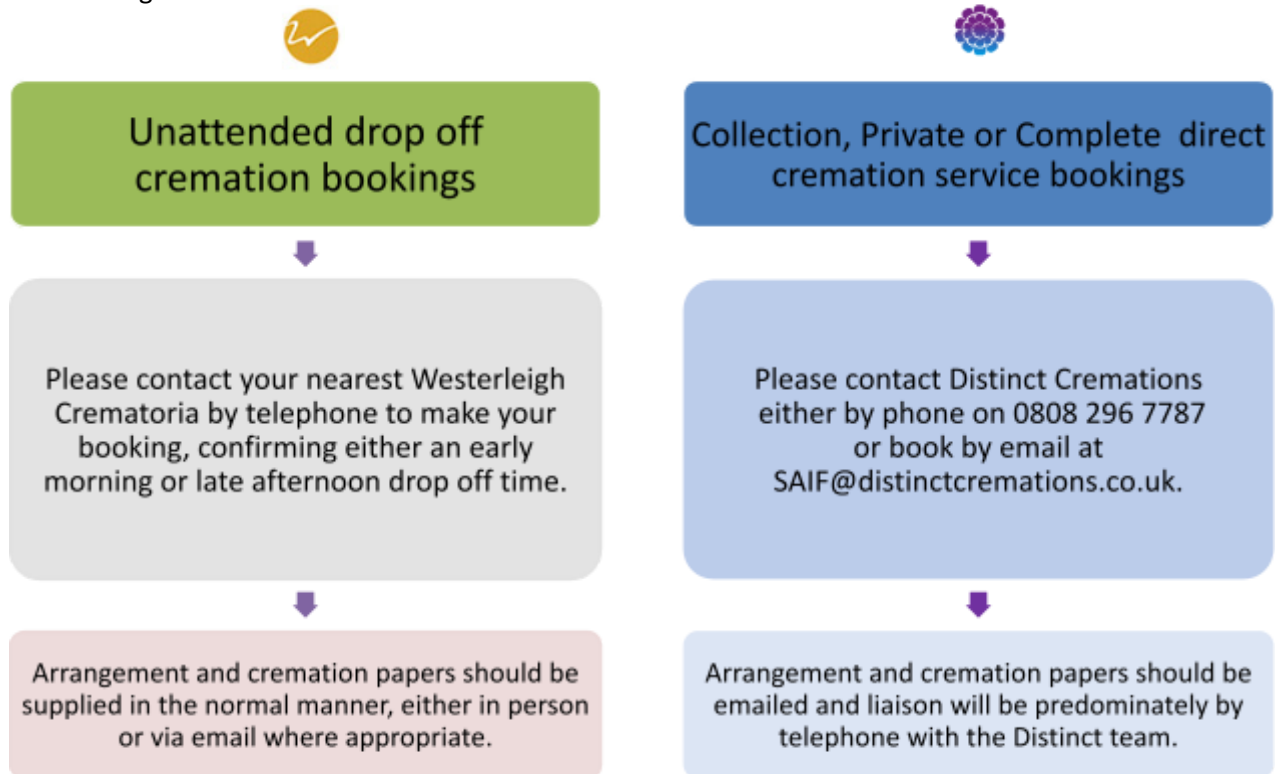
The Unattended Direct & Collect, The Witnessed Direct Service and The Complete Direct Service

All bookings for these products should be made through Distinct Cremations, which will liaise with the crematorium and its operations department. SAIF members who have signed up to the agreement can either call on [0808 296 7787](tel:08082967787) or email SAIF@distinctcremations.co.uk to book.

You can find details of your nearest Westerleigh Group crematorium here:

[Find your Nearest Crematorium - Distinct Cremations](#)

The Booking Process:



5. Payment & Terms

Standard terms are payment 30 days from the date of invoice. Invoices will be sent directly to the booking SAIF member by either the local Westerleigh Group crematorium site or by Distinct Cremations for Collection and Complete packages.