



A SAIF Briefing: dispelling the myths about direct cremation

Direct cremation has become a permanent feature of the UK funerals market as a result of cost of living pressures, the pandemic and changing social norms.

Yet many bereaved people are unclear about what unattended funerals involve, often confusing direct cremation with a simple funeral.

Meanwhile, many consumers who are clear that they want a direct cremation, remain unaware that their local independent offers such a service.

To help consumers understand the true nature of unattended funerals, SAIF has developed the Unpacking Unattended toolkit. Included are:

1. A presentation that members can use in their communities as part of talks about different funeral options
2. A set of case studies showing how different independent funeral directors are offering direct cremations and their approach to engaging clients on this topic
3. Marketing assets that can be used online or at your premises
4. A refreshed Why Choose an Independent Funeral Director leaflet, reminding consumers why an independently run business is best placed to meet their needs on price, quality and care

This toolkit forms part of SAIF's programme of activity to help members thrive in today's changing funerals market.

Another key component of this work is the Diamond Partnership, which is offered in collaboration with Westerleigh Group and its sub-brand, Distinct Cremations. This gives our members access to the best wholesale direct cremation pricing options.

We encourage members to take advantage of both the Unpacking Unattended initiative and the Diamond Partnership, which demonstrate SAIF's leadership and commitment to serving the independent sector.

Together we can ensure that bereaved families continue to benefit from the excellent service and choice offered by your business - today and long into the future.

ENDS