



Setting the standard – *with Care*

We were the very first UK undertakers to offer a “dedicated” Direct Cremation service.

We pride ourselves on our quality of care, our friendly, professional ethos, and our modern facilities.

Our format for this choice of service was devised in 1991, and has since, arguably, become the UK’s industry standard.

Over recent months, there has been a concerning influx of new internet sites, offering various levels of direct, or simple cremation. Many of these sites offer only a telephone number as means of contact, and the location and standards of their service and facilities are usually undisclosed. Some appear extremely reluctant to advertise exactly who they are. Why...?

Even the most simple service deserves to be provided in a dignified, caring manner, and we would ask anyone who is arranging a simple or direct cremation to select their provider most carefully.

Ask your chosen undertaker if, should you so wish, you can view their mortuary facilities. If they decline, ask yourself why? Question the level of service they are actually able to provide. Is it appropriate? Does it meet the most basic levels of dignity and hygiene you rightly expect?

At Simplicita Cremations, we offer the UK’s “benchmark” for simple, direct cremation. Our service is both professional and friendly and our charges are transparent and fair. Our entire facilities are open for inspection by clients at any time, by prior appointment.

We are proud to have been recommended by The Good Funeral Guide for the past 8 years, and are associate members of the ICCM - the Institute of Cemetery and Crematorium Management.

We are recommended by the Natural Death Centre, and are full members of the NAFD – the National Association of Funeral Directors – who have inspected our facilities and operation. We observe the NAFD’s Code of Conduct at all times, and are always available to answer any questions or concerns you may have.