

double opening UK first for leading crematoria company

The UK's fastest growing crematoria and cemetery service provider, Memoria, has achieved a UK first by opening two sites on the same day, providing much needed facilities to local residents in two separate locations.

Amber Valley Crematorium and Memorial Park near Alfreton, Derbyshire, pictured below, and the South Oxfordshire Crematorium and Memorial Park near East Hanney, pictured opposite, both opened on 2nd January, meaning over 180,000 more people near each location now live within a 30 minute radius of their nearest facility, meeting a very real public need.

Both facilities were designed with local materials and products, and benefitted from around £8.5m of combined investment. The locations now offer local residents cremation facilities together with traditional and natural burials in magnificent parks with manicured gardens and restful country views, designed to blend in with the surrounding green space in each location.



Service times are available at one hour intervals and can be extended further upon request. This allows families the time to pay their respects in dignity and is designed to prevent any overlap of services or funeral cortège congestion. Services can be of any religious denomination or non-religious. Late evening and weekend times can be arranged and the chapel is also available for memorial and other services.

Inside, the chapels offer a full range of facilities including a Wesley Media music system, loop to assist with hearing difficulties, organ, public address system, two plasma eulogy screens that can also be used to show personal photographs and a web cam for people who are unable to attend. Each seats up to 100 people and has a full capacity of 200 people standing and seated.



The new Memorial Parks will create eight jobs, and employees have been fully trained by Memoria to deliver the highest dedicated standards of service to bereaved families and ensure immaculate facility upkeep for the benefit of all.



Howard Hodgson, Chief Executive Officer of Memoria, pictured, said: *"We identified a critical need for cremation and burial services in these two areas and believe that families will appreciate the opportunity to receive a distinguished service in a beautiful setting."*



"As a company we are committed to providing the very highest level of service, and the fact that we have been able to open two locations on the same day is a testament to the experience and dedication of our exceptional team."



"We realise that we are unable to eradicate the pain of bereavement. However, we also know that it is our duty to be as efficient, kind, respectful and polite as humanly possible. The two new Memorial Parks will achieve this through the quality of our dedicated staff. They will also help to alleviate the significant pressure on time slots, which is currently evident locally, by reducing waiting times for families who until now have not had a choice in the matter."

"Moreover, in line with our dedication to provide an unhurried and personal service in our Memorial Parks which allows a bereaved family to attend without feeling part of a tragic conveyor belt, we now operate one hour times in order that such families can have the facility to themselves. As usual, I fully expect this Memoria innovation to be also adopted by other providers for the benefit of all in the months and years ahead"



Sally Ward recently emailed the company, 'I was a Celebrant at my first two services at the new Amber Valley Crematorium this afternoon and I just felt the need to write and congratulate you all.'



'It is an exceptional experience - the welcome is friendly and inviting, both in the building itself and from the staff. The building is elegant and stylish. The sound system seemed faultless. The staff are smart, respectful, unhurried and yet everything runs like clockwork with a caring attitude throughout. There is an overwhelming sense of professionalism - nothing has been forgotten, everything has been so well considered and I am certain it promises to be a huge success. I won't hesitate to recommend you. You must be so proud.'

Memoria has opened 10 crematoria and memorial parks in the last decade, the highest number by any UK operator, and has two further sites under construction.