

Dignity Pet Crematorium wins Inspire 09 Award

Rural Business of the Year 2009

Dignity Pet Crematorium continued their winning streak at the Inspire 09 Awards held at The Anvil in Basingstoke on Tuesday 17th November 2009.

The Awards brought together some of the regions leading businesses to celebrate and reward the success of local businesses. The **Rural Business of the Year** was open to those companies based in rural areas of the region only. The entries had to demonstrate how business success has been achieved and sustained through innovative practices that have diversified them from the usual rural activities.

Having already been crowned “**Best Pet Crematorium**” at the Cemetery of the Year Awards 2009 earlier in the year family Partners Kevin Spurgeon and Debbie Palmer dedicated the Inspire 09 award to the vision and commitment of their parents Barry and Carole Spurgeon.

Kevin says “When my father first had the idea of starting a pet crematorium people thought he was mad! Having been a fashion agent for 30 years it was a journey into the unknown for him.”

Dignity was started after Barry & Carole watched a documentary showing how family pets were normally collected along with waste from veterinary practices on a weekly basis. Being pet lovers themselves they didn’t want their pet “disposed” of and felt that they could provide a more dignified and fitting send off for much loved family pets.

Barry Spurgeon says “I am so proud that we have won this award. It is fitting that the award was sponsored by Hampshire County Council and I am so grateful to them as without their support we couldn’t have started Dignity.”

Hampshire County Council helped fund the renovation of the Brick Kiln, the largest standing bottle kiln in Hampshire, prior to Barry’s idea. They encouraged him to make use of the derelict grade 2 listed building and gave permission for its use as a pet crematorium.

Dignity is now run by three generations of the Spurgeon family and is one of the few specialist individual pet crematoriums in the UK. Information on their range of services can be found at www.dignitypetcrem.co.uk or by telephoning them on 01252 844572.

For further comments please contact Kevin on 01252 844572.

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