

Press Release

Death surrounds us everyday

Islam Channel Resilience Award nomination to Eternal Gardens reminds us of the commitment to essential services for Muslim community.



Eternal Gardens are proud to be nominated for the Islam Channel Resilience Award, at leading business event on Friday 18 November 2022. This is in recognition of the Eternal Gardens funeral and burial services support provided to the Muslim community during the depth of the Covid Pandemic.

We cast our minds back to the beginning of the Covid pandemic, a situation that no one had prior experience of. People everywhere were in shock, suffering with death all around. For Eternal Gardens acting fast to do things differently created hope for Muslim people across London during the darkest days.

The pandemic hit the Muslim people hard and fast. The pain was apparent. Families couldn't mourn properly; they were not permitted to attend the burial services. Combine this with the Islamic requirement to conduct a dignified burial within the first 24 hours of death. The team needed to adjust quickly, change their working practices, and adopt new burial processes.

The nation, people everywhere, were confused. Families needed guidance on who to speak to, where to turn for help when someone died.

'We were able to gear up to take 150 phone calls per week and give guidance to the bereaved families. We also adjusted our processes, built reliance in our team and adopted new ways of working to accommodate the needs of these bereaved families' states Asif Hassanali, Eternal Gardens Manager.

Nobody likes to remember the numbers behind these sad stories. The consequences of not being able to provide this essential burial services are beyond consideration. During peak periods of the pandemic, a team that usually dealt with five or six burials per week, were up skilled to accommodate 50 burials.

'At times, we were asked to video the burials by the bereaved, so that they could be sure that their deceased were being cared for with dignity' adds Asif. 'Our team were so proud to be able to support people in this way, even though it was hard. Of course, there were tears too at times.'

The Islam Channel Resilience Award nomination means a lot to the Eternal Gardens team, this recognition is important for all concerned. Eternal Gardens are proud and privileged to work in this sector, servicing the Muslim community with high quality burial and funeral options.

Eternal Gardens, part of the GreenAcres Group, aims to expand over the coming years, to provide a positive impact for the community across the UK. With the goal to ensure everyone is given the dignified burial they deserve.

About Eternal Gardens:

Eternal Gardens is part of the GreenAcres Group, providing dedicated Muslim burial facilities since 2013. Situated within 55 acres of beautiful parkland within Kemnal Park, A20 Sidcup Bypass, Chislehurst BR7 6RR.

A beautiful and well maintained burial Park in South-East London following Shariah-regulations. Eternal Gardens is located within a natural serene environment with all graves facing Qiblah as per the Sunnah. Pioneering in simplicity creating a straightforward and burden-free experience for families.

For further details please contact: info@greenacresgroup.co.uk, or call the park team on 0800 211 8569. www.eternalgardens.org.uk