

Welcome to your latest newsletter about our Good to Great plans. In each issue you'll be able to meet the team, find out what's going on and understand what our journey will mean for you. Let us know what you think!

## A view from The Crematorium and Memorial Group



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Three days ago I was asked to write a message for the Good to Great newsletter about how things are going in my world; a view of transformation from the crematoria business. This made me think and consider how the rest of the business may be thinking, 'how lucky they are' or perhaps, 'they must need to be transformed!' Ostensibly, we are outside of the core transformation but it naturally has an effect on our business. My colleagues and I see the effects as very positive given that all the effort and hard work going in to centralisation for example, will bring efficiencies to all areas of Dignity, which includes crematoria and there will clearly be other benefits too.

While the driver within Dignity is about transforming our funeral business and Head Office Functions, we in crematoria are working towards our own mini version of a transformation to ensure that the entire business grows and improves its efficiencies together. I am sure everybody will be aware

that we re-branded the crematoria division to The Crematorium and Memorial Group (CMG) last year. We have changed stationary, site signage (which is a big project and is still in progress) and we are substantially through a brand-new CMG website design, which will provide greater customer and professional colleague interaction. We have in excess of three million people using our chapels every year so it is vital that we have an ongoing project of continuous upgrade all of our facilities, which includes chapels and public facing areas, our audio-visual capability, new memorial developments and upgrades to the back of house functions in line with legal compliance.

We will continue to support funeral and other colleagues through transformation and as ever, make every effort to ensure that our focus remains firmly on the customer and our service to them.

**Steve Gant**  
Crematoria Director

# Your questions answered



We recently asked you to send in your questions for Mike – and what a fantastic response we had! From progress on transformation, to what the CMA focus means for us, to reward and recognition, watch Mike answer your questions from the Royal Hotel in Sutton Coldfield.

The video is just over eighteen minutes long, so why not make this a must-watch as part of your next team meeting?

And don't forget, you can keep sending your questions, suggestions and feedback to [goodtogreat@dignityuk.co.uk](mailto:goodtogreat@dignityuk.co.uk)

# Changes coming to a branch near you...

Branch refurbishments to begin as we transform our premises from Good to Great



With around 850 properties in our portfolio, we have a huge job to transform our sites as we take Dignity from Good to Great.

From quick licks of paint, to major refurbishments and from local relocations to brand new builds, the project is a complex one.

Naturally, our first concern is care for the deceased and their families, so we're carefully planning to make sure the work we do has minimal impact on grieving families. And of course, we're making sure branch colleagues are the first to know where changes affect them.

You'll have seen from previous newsletters that the first changes you'll see are the new-look exteriors for our branches, but you'll be pleased to know we have lots of plans for inside too. These include fresh new interior designs to make sure every branch has a consistent look and feel up and

down the country. (More to come on that later, so watch this space!)

You've also told us that some of our branches are tired and don't have the facilities you need to deliver great care. So we're investing millions of pounds into making sure we have the fit-for-purpose and modern facilities that you and our families deserve.

From new and improved mortuaries and refrigeration, to better access, to even brand new locations where current sites no longer work for us, we're making sure that our premises reflect the high standard of service we pride ourselves on.

We aim to have completed refurbishments for 24 care centres and 51 funeral homes by the end of this year. The planning and tendering for the first phase of these works is underway after which we will be able to provide a definitive programme of activity for each site. This will follow in a further update in July.



£millions investment



Over **850** properties



**51** funeral homes by end of 2019



**24** care centres by end of 2019

If you have any questions, get in touch with the marketing team at [brandm@dignityuk.co.uk](mailto:brandm@dignityuk.co.uk).

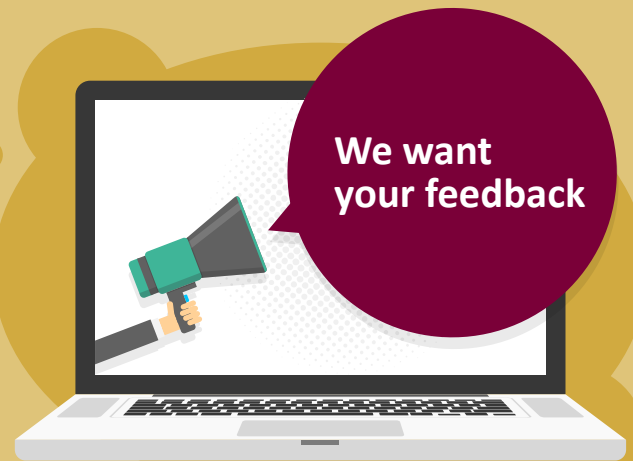
# Good to Great: tell us how we're doing

A crucial part of our Good to Great transformation is making sure that everyone has the information they need to understand what's changing, why - and how they can support those changes.

We'd love to know what you think of the information you receive (such as this very newsletter!), what you'd like to hear more about and where you would like to see some improvements.

Please take a minute or two to let us know how we're doing in the first of our quarterly pulse surveys, so we can continue to improve the way we share Good to Great information with you.

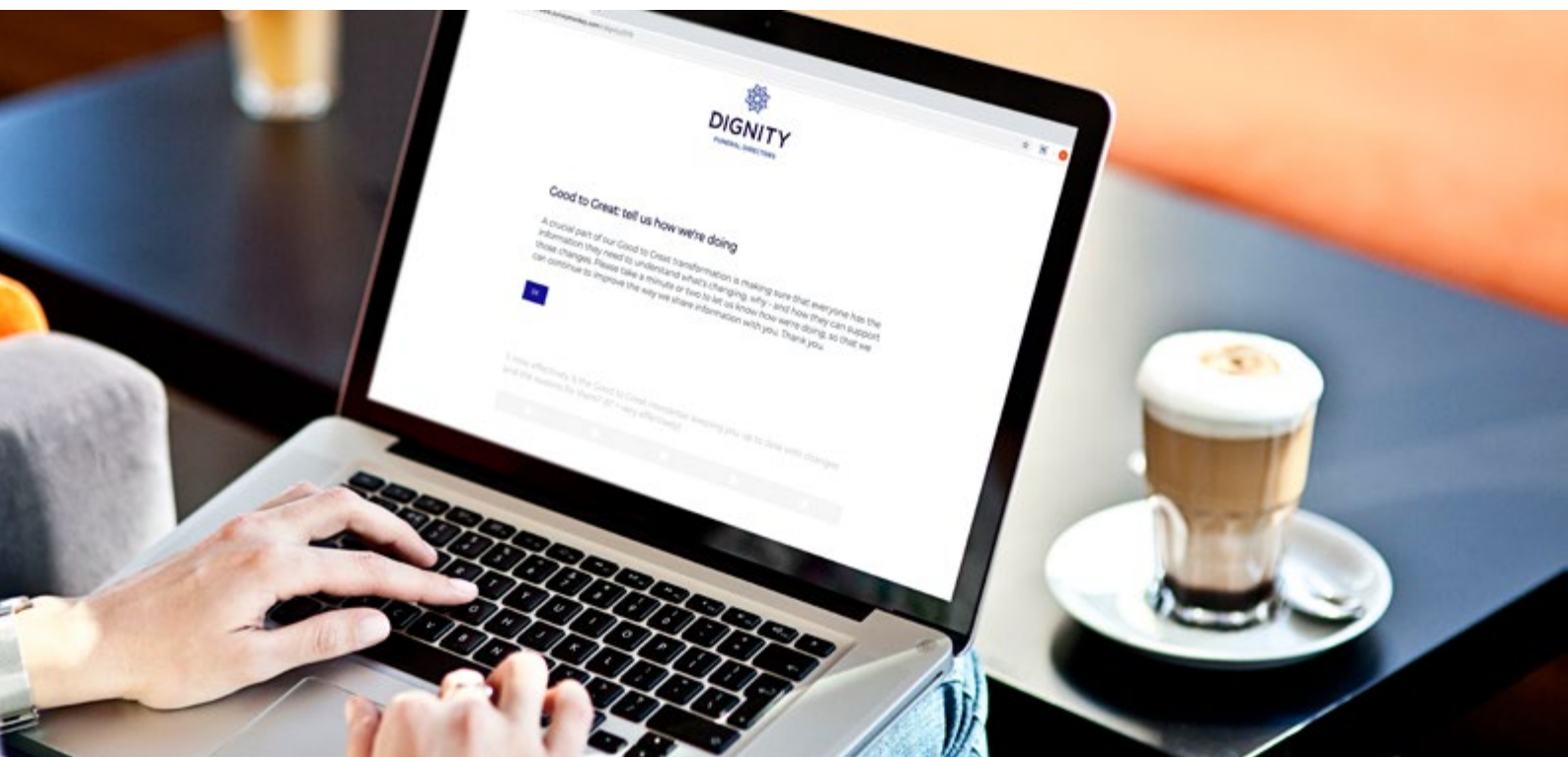
<https://www.surveymonkey.com/r/dignity2019>



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# 60 Seconds with... Mark Hull



**Name:**

Mark Hull

**Role:**

Group Head of Marketing

**Where are you based?**

King Edward's Court, 2nd Floor

**How long have you worked for Dignity?**

I will have my 6 year anniversary at the end of May.

**What does a typical day look like for you?**

Not really having a 'typical' day is one of the reasons I love working here. But I will give you a bit of insight in to what a day may include...

My day always starts with making a fresh coffee for the journey to work, I make it with fresh beans and it is my one indulgence that I love. I live in a small village called Tutbury and I have about a 30-40 minute commute each day and try to get to the office for around 8am. Every Monday morning the whole team will have a huddle around the desks where we chat through some of the bigger things going on around the business and share what our priorities for the week ahead are.

From then on my days during the week could involve looking through the development and performance of our websites, designing new literature, going through updates and progress on digital services like Funeral Notices, reviewing the creative for campaigns or TV adverts, reconciling the budgets and spend across the department, managing the media schedule for upcoming promotional activity or just supporting my amazing team to continually deliver the best marketing performance that we can for both Dignity and Simplicity. I also have rather a lot of emails that I have to deal with and meetings to attend.

I try to make sure I get home to say good night and read a story to my children Molly (8) and Arthur (6) each night. Then it's time for dinner and a bit of time with my wife Katy, before I then have to hit the books for a couple of hours as part of my MBA studies. I have to fit in about 100 hours of study each month, and it really is making sure every minute of my day counts.

**How would you explain your job to a three-year-old?**

I am a story teller. I get to tell people about all of the wonderful things that Dignity and Simplicity does.

**What's the most unusual/most eventful thing that's ever happened to you at work?**

I had a few exciting things when I was working at Sky, like sitting on the Iron Throne (Game of Thrones) or getting to ride on Bradley Wiggins' bike that he won the Tour De France on. But if you want possibly the most unusual thing it would be when I worked as an Extra on the film 'Wimbledon' - and I am on camera, in the showers, in the same locker room that all the professionals use during the actual championships.

**If you could change one thing about your job, what would it be?**

I think there's more than enough change going around without adding to it. Seriously, my role has evolved constantly over the past two years and continues to do so - in a really exciting and positive way. Most marketers will go through their whole career and never get to be part a brand launch or refresh. And I have got to do it twice, with both Simplicity and Dignity. I am very lucky and privileged to do the job I do and right now I work with amazing colleagues and have the best team I could ask for. I wouldn't change a thing.

**What song/piece of music would you choose for your own funeral?**

Paul Van Dyk - For an Angel

**What would your top tip be to take Dignity from Good to Great?**

When driving at night, you generally tend to know your destination, but you can only ever really see a short distance in front of you. Yet you feel confident enough to know that as you keep driving the next part of your journey will become illuminated to ensure you can reach your destination safely. To go from Good to Great, we have a pretty good idea of the destination. And although the journey ahead may not be completely visible to us just yet, by having the courage to keep moving forwards, the next part of our journey towards Great will become clear.



## Jargonbuster

Don't know your BAU from your ROI?  
Then we're here to help!

### Customer Interface

This sounds more technical than it actually is, but simply means the point at which a customer or a client interacts with us – whether that's coming into branch, going online, or calling the CSC. We're moving to a more joined-up 'omni-channel' approach, to make sure our customers have a seamless experience with us, however they make contact.

### Mobilisation

When we talk about mobilisation, we simply mean that everything is in place and ready to take (or encourage people to take) action. For example, if we wanted to introduce a new system, we would only mobilise it once our processes, property, equipment and people are ready to go.

Got a phrase that has you bamboozled?  
Let us know at [goodtogreat@dignityuk.co.uk](mailto:goodtogreat@dignityuk.co.uk)



## What's Bugging You?

The IT team have some big challenges ahead as they support the Good to Great transformation, but sometimes we need to take smaller steps to win.

IT Director, Paul Simpson, wants to know what everyday frustrations are driving you up the wall that we may not know about. We want to make life easier for you, so tell Paul what you believe needs to be done at [bettercallpaul@dignityuk.co.uk](mailto:bettercallpaul@dignityuk.co.uk) and he'll see what he can do.



Get in Touch 

If you have a question about transformation, heard something on the jungle drums, have some feedback or a suggestion for the next newsletter, then drop us an email at [goodtogreat@dignityuk.co.uk](mailto:goodtogreat@dignityuk.co.uk)