

19th November 2021

Welcome to our latest news round-up from across the Dignity Group. Can't wait for the next issue? Then go to www.dignityinside.co.uk to see the news, comment and get involved. (P.S. Don't forget to print out a copy for any colleagues who don't have email!)

HELP IS AT HAND

The creation of a new taskforce means we can work together to overcome operational challenges.



Home in desperate need of a makeover? Send out a DIY SOS.

Prized family heirloom looking past its prime? Take it to the Repair Shop.

All very well for fans of reality TV, but what can we do when expert help is required right here at work? Call the Dignity Taskforce of course!

This exciting new initiative is designed to relieve pressure in areas where we're experiencing extra client demand for our services or still trying to fill vacancies.

Members of the taskforce can be sent to join up with local operational teams until things get back on track, with accommodation provided for those working away for a period of time.

The idea came out of our experiences during the pandemic where help was sometimes needed to cover absences and higher than usual volumes of business.



Now it's being used to improve our business continuity planning and ensure we can be fully prepared for any eventuality.

Action stations

First to make use of taskforce support has been our London region, where an increase in the number of families choosing Dignity as their preferred funeral director has created a need for extra resource.

Dave Smith, Matthew Bickerdicke, Daniel Tate and John Slinn (pictured above from left to right) were welcomed at J H Kenyon by Area Manager Douglas Carr.

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He said: "North West London requires additional help and the taskforce has now arrived so we can continue to service our clients and ensure they are not affected by any delays. They have immediately been asked to go out on funerals and we really appreciate their help."

In South West London, Jonathon Firth, Conor Smith, Darren Smith, Andrew Wright, and Anthony Phillips are also hard at work performing a similar role.

Care Centre Manager Doug Sartain said: "The taskforce have hit the ground running and are proving to be a fantastic help as we look to complete and provide more funeral services locally."

Across all functions

It's not just Funeral Operations who are working collaboratively in this way. The Crematorium and Memorial Group regularly deploys managers and colleagues to other parts of the country to resolve local issues.

The Client Service Centre has also recently welcomed colleagues from other telephony areas to handle increasing call volumes.

Among those helping out are Lewis Gregory and Lee Allen from the Funeral Plan Call Centre, while Donna Bennett, Lesley Masters, Jenna Tallis, Jennifer Harris Jones and Connor Baughan have temporarily moved across from the Client Care Team.

FUNERAL PLAN CALL CENTRE



Our ambition is to make the new Dignity Taskforce fully cross-functional in the New Year, so any business area or department can call on its services and make full use of its skills.

In the meantime, if you think you might be able to contribute and join the taskforce then we'd love to hear from you.

Please discuss it with your manager first, then simply email your name and job role to joanne.coney@dignityuk.co.uk and we'll keep your details on file should any suitable opportunities come up.

CLIENT CARE TEAM





hospice UK

STRENGTHENING OUR CONNECTIONS

Dignity is proud to have supported this year's Hospice UK National Conference.

Throughout the COVID-19 pandemic, our funeral directors have worked even more closely with hospice staff from across the UK.

Teams have done all they can to ensure the preferences and individual wishes of families have still found space for expression, even amidst the various restrictions required to stay COVID-secure.

Earlier this month, Dignity also supported Hospice UK's National Conference held at the Liverpool Arena and Conference Centre and attended by more than 700 directors, managers and healthcare specialists.

Hospice UK is the national charity for those experiencing dying, death and bereavement. They help more than 200 hospices nationwide who care for 200,000 terminally ill adults and children every year.

Showcasing Dignity

Our Communications and Marketing teams collaborated so that Dignity could have an exhibition stand with promotional literature during the conference.

We also created professional videos for broadcast in the exhibition hall and prior to the various conference seminars.

Representing Dignity were Anthony Driver, David Boyes, Jenni Calvert and Jacky Nutter from the North West Region, who spent time over the three day event engaging with delegates.

Grief and bereavement

The conference was an opportunity for people to share their individual experiences of the pandemic and this provided the theme for an engaging discussion panel.

Regional Manager Anthony Driver represented the funeral sector during the session titled 'the impact on grief and bereavement'.

It prompted a very strong reaction from the audience, with praise for Dignity and Anthony's contributions. We were also pleased to note positive comments from many delegates about Dignity's branches in their local areas, especially those where a working relationship already exists.



"Hospice UK is the national charity for those experiencing dying, death and bereavement."

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Dying Matters

Coinciding with the conference, we were delighted to confirm a donation from CMG's metal recycling scheme which will help to fund a community grant initiative by Dying Matters.

Established in 2009 by the Department of Health and NHS England, Dying Matters was taken over by Hospice UK four years ago and campaigns for greater conversation around death and dying.

Our contribution will help community groups raise awareness of Dying Matters locally, remove the stigma associated with talking about death and support people in having the ability to die where and how they want.

Looking to the future, it's important we recognise the need for strong relationships with stakeholders such as Hospice UK.

Supporting their conference demonstrated to those professionals in attendance that we are a responsible and caring company. Moreover, it showed that when we work together it can result in better outcomes for those at the end of their life and their families.

Dying
Matters

*Let's talk
about it*



**"Our contribution
will help community
groups raise awareness
of Dying Matters
locally."**





CHRISTMAS IS COMING

And our eye-catching decorations will brighten up your tree, while helping clients remember a loved one.

Yes, we know. We've only just said boo to Halloween and Bonfire Night went with a very recent bang.

However much you want to ignore the mince pies in the Tesco aisles or the John Lewis ad on the telly, Christmas is actually creeping up on us.

That means planning for any festive activities for our clients needs to start soon.

Luckily our resident superstars in Dignity's Brand team have just the thing – erm, stars! Well, star shaped Christmas tree tags to be precise and they're ready to order right now.

A time to remember

It has become a seasonal tradition at Dignity that many of our funeral homes will put up trees at Christmas and decorate them with memorial tags filled out by their clients to create a poignant display.

Some choose to include a charitable element too, with any donations offered by those placing a tag given to either a local good cause, or our nominated charity partner, which this year is Teenage Cancer Trust.

We've updated the tag design for 2021 (see below for full size examples). Each variation is finished in silver

and the tags include string they're easy to attach to your tree.

How to order

Tags need to be ordered from Just Digital via the Dignity Store, not Manton House as they have been previously.

You can do this on the store **website** and you should receive a delivery within a couple of days.

If you don't have a site login, send an email to **orders@dignitystore.co.uk** stating your branch name, quantity and brand (burgundy 'With Distinction' or Dignity blue).

It's worth ordering quickly if you're going to be organising a Christmas memorial service in your local area – that way, tags can also be included when you mail-out the event invitations.

There will be more to come from the Brand team to support you with quality marketing materials this Christmas, so look out for further updates in the weeks ahead.



SPECIAL CARE REQUIRED

Some types of personal data need extra protection due to their sensitivity. Do you know what they are?



Like all businesses, Dignity is duty-bound to keep any personal data we handle safe and secure.

It's a shared responsibility between all colleagues and the consequences can be serious if we get things wrong.

Rules for how organisations process and store personal data are laid out in the UK General Data Protection Regulations (GDPR).

These regulations define personal data as any piece of information that relates to an identified or identifiable individual. It could be something as simple as a name or number, or something less obvious such as an Internet Protocol address or cookie identifier.

Whatever the data, we need to have a valid reason for holding it and measures in place to maintain its confidentiality.

Special categories

Under the UK GDPR, some types of personal data are singled out and require extra levels of protection:

- A person's racial or ethnic origin
- Political opinions
- Trade Union membership
- Genetic data
- Biometric data (where used for identification purposes)
- Physical and mental health
- Sex life or sexual orientation.

This information is known as 'special category data', not just because it might be seen as more sensitive or private, but because its use could create significant risks to the individual's fundamental rights and freedoms.

Businesses are able to collect and use special category data, providing they adhere to a number of conditions and safeguards as outlined in Article 9 of the UK GDPR.

What special category data might be relevant to us?

A good example is health data, whether that be related to a Dignity client or a colleague.

Consider any information on medical history, clinical treatment, injury, disease or disability. We may collect information when an individual registers for health services.

We may have appointment details, reminders and invoices which can reveal something about the health of an individual.

How do we stay compliant?

Before any colleague starts collecting or processing special category data as part of their job role, they must inform the Data Protection team by emailing privacy@dignityfunerals.co.uk.

This is so an assessment can be completed in advance to be certain we are meeting our data protection obligations under the UK GDPR.

It's a highly technical area, which is why we have experts on hand to offer guidance and advice.

Above all, we want to ensure we're always taking proper care of the clients we serve and the colleagues we work with – and that includes any personal data they entrust us with.

TIME TO TALK MONEY

We're breaking down the taboo of talking about money in our latest wellbeing feature.

When we think of wellbeing we often associate it with things like mental health, physical health and diet.

But there's another aspect that's often overlooked – financial wellbeing.

In the run up to Christmas, money can be a real problem and since last week was national Talk Money Week, it's a perfect opportunity to tackle the topic of finance.

In the UK, we don't talk about money often enough. Despite the COVID-19 pandemic impacting many of us financially, it's estimated that 9 in 10 adults – that's 47 million people – don't find it any easier to discuss money, or won't even raise it at all.

So, there is still work to be done to break down the taboo.

We know that concerns over money can have a detrimental impact on people's wellbeing, or exacerbate existing mental health problems.

Research also shows that people who do talk about money:

- Make better and less risky financial decisions
- Have stronger personal relationships
- Help their children form good money habits for life
- Feel less stressed or anxious and more in control.

Help you can count on

If you have money worries, talk to your friends, family or a trusted colleague. Keeping them to yourself can often make things worse.

Alternatively you can reach out to someone independent. Representatives from our Employee Assistance Programme run by AXA are available 24/7 on 0800 072 7072 for a free and confidential chat.

Dignity has a partnership with a company called Neyber who offer a selection of exclusive financial products such as personal loans and debt consolidation services where the repayments are deducted directly from your salary.

All colleagues also have access to Neyber's Financial Wellbeing Hub which is packed with useful information about money management. You'll find a link via the **Oracle** system (where payslips are held).

And don't forget to check out the content in our **Wellbeing** section on Dignity Inside.



9 in 10
adults don't find it any
easier to discuss money,
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WE WILL REMEMBER THEM

See a collection of our wonderful Remembrance Day displays.

We've rounded up a selection of photos from the fantastic Remembrance Day displays and activities organised across our business.

Up and down the UK colleagues have been pulling out all the stops to pay their respects to those who died in conflict.

Colleagues at Dignity's head office in Sutton Coldfield gathered at the nearby War Memorial in King Edward Square to observe the two minute silence on Remembrance Day.

Poppies have also been on sale throughout the month at KEC reception, with all proceeds going to the Royal British Legion.

Sutton Coldfield



J H Kenyon Manager Philip Smyth was honoured to be a guest of the Mayor of the Royal Borough of Kensington and Chelsea during the Act of Remembrance at the Kensington War Memorial.

He was joined by trainee Funeral Director Thoshan Bhagwanadeen, while the star of the morning was Irish Wolfhound Turlough Mor (fondly known as 'Seamus') who is the Regimental Mascot of the Irish Guards.



J H Kenyon



Middleton & Wood

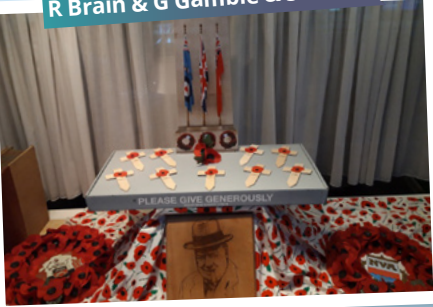


Colleagues at Middleton & Wood in Wigan created a stunning display featuring a silhouette of a soldier and swathes of poppies.

Not forgetting a display of purple poppies representing all the service animals who lost their lives at war.

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R Brain & G Gamble & Son



R Brain & G Gamble & Son in Fulham gave a tribute to the Poppy appeal featuring a wooden etching of Winston Churchill.

It's probably one of the last things you'd expect to see hanging from the ceiling in any of our branches... a Spitfire!

H Dale in Stoke-on-Trent really went to town when it came to Remembrance Day, supported by children from nearby Gladstone Primary School who sent in their fantastic artwork for the display.

Colleagues at LJ Guyan in Keynsham paid tribute to Recce Troop 7th Royal Tank Regiment Krefold BAOR 1945 with this wonderful display.

Wolstenholme



John Bardgett & Sons in Ponteland represented the Army, Air Force and Navy with these fantastic posters.

Colleagues at Wolstenholme in Accrington created stunning poppy-themed displays including hand-knitted poppies and an embroidered tribute.

Of course, we don't have space to print all the wonderful displays here, but you can find more on Dignity Inside!

H Dale



LJ Guyan

John Bardgett & Sons

