

**INCLUDES
COVID-19 ROUND-UP
everything you need to know**

27 March 2020

Welcome to our round-up of news from the Good to Great programme. Can't wait for the next issue? Then go to www.dignitygoodtogreat.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!)

MIKE'S BLOG

WE'RE IN THIS TOGETHER

With the Coronavirus taking hold, CEO Mike McCollum addresses colleagues on how by working together, we can make a huge difference to a nation in crisis.

In the space of just two weeks our lives have been transformed beyond recognition. We've been told to stay away from our loved ones, change how we work and live and watch our once bustling high streets turn empty.

Not that long ago we wouldn't have known what social distancing, COVID-19, shielding or self-isolation meant. Now, they are part of our everyday language and a sign of just how quickly things can change.

While many UK businesses temporarily shut up shop for an unknown period of time, we of course are crucial to how our country responds to the biggest peacetime operation in living memory. A fact that's been recognised by the highest powers, with the majority of our colleagues designated key worker status.

Of course, this crisis has massively impacted all areas of the organisation.



We have teams working flat out understanding what the ever-changing government advice means for us and those in our care... We are working closely with our funeral and cremation industry colleagues at the National Association of Funeral Directors (NAFD) as we seek clarity from government... We are adapting our working environments to share these with partners, children and pets as we get used to a new normal... We have colleagues who have to self-isolate and who we are keen to support and protect

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Your resilience, teamwork and good natures will mean that we come out the other side of this pandemic an even stronger Dignity

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and whose duties we will need to cover while they are away... We are constantly updating clients and visitors to our websites with the latest advice, understanding what social distancing means for the farewells our families wanted to give, and pressing suppliers to help us get the protective clothing and sanitising items that are in such short demand across the country.

We are preparing for the worst and hoping for best, but it's no exaggeration to say that over

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the next few weeks and months every single one of us will have a vital role to play in this terrible pandemic.

There's no getting away from the fact that this is a horrible, gut-wrenching time.

But, we have generations worth of experience in this business that already do an incredible job, and

we will be leaning heavily on our colleagues to help us maintain a respectful experience as we continue our unique work.

So, what I wanted to say was thank you.

I have been very humbled and moved by your response so far. Your resilience, teamwork and good natures will mean that

we come out the other side of this pandemic an even stronger Dignity, one that we can all be proud of.

It goes without saying that I wish you and your loved ones stay safe in these turbulent times.

Regards,
Mike McCollum
CEO

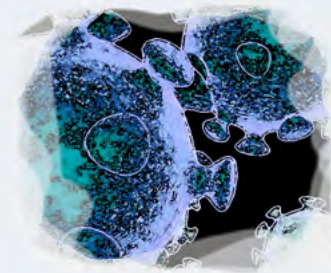
SUPPORTING YOU THROUGH THE PANDEMIC

We are in unprecedented times and recognise that we all have concerns about what is happening, how we are dealing with it and how we will support you.

Our priorities are to protect colleagues, comply with government advice and provide financial reassurance to our staff at a very uncertain time.

Here's what we can tell you now:

- If you or a family member **exhibits even mild symptoms**, do not come into work – stay home for 14 days in line with government guidance. **We will pay you in full for two weeks** and during that time we will keep reviewing the situation
- If you need to remain at home because your **child's school or nursery has closed**, we will **pay you in full for two weeks** and during that time we will keep reviewing the situation
- If you are in a **high-risk group** (pregnant, underlying health conditions, over 70) and the government advice is to self-isolate, please do so. Of course we recognise that we provide a unique service to our clients, and we will respect any individual decisions to continue to support



our clients or to provide essential support services to those that do. If you do self-isolate **we will pay you in full for two weeks** and during that time we will keep reviewing the situation

- **If your role allows, please make sure you work from home** in line with government guidance. **We will support you wherever we can** with any equipment you need. This is to minimise the spread of infection. Please double check with your line manager first to make sure this is possible
- Where your role does not allow for working from home, we are taking all necessary steps to manage best practice, hygiene and care. **Currently our safety procedures go beyond the guidance that has been provided by the authorities.**

What happens next?

Your health is our number one priority. We don't have all the answers, but are continuing to work with the government every day and have a daily senior management working group to monitor and manage the situation.

There will be further updates when there is any important news. **We will update the Good to Great website with information and can take your comments and queries there too.** Please visit it regularly to keep on top of latest developments (check out page 5 on how to register to use the site).

NEED SUPPORT?

Don't forget the Employee Assistance Programme (EAP) is there for you, offering a range of practical information and confidential, emotional support to help you manage life's events both at home and at work.

Visit www.my-eap.com and log in with the username DFLwell. Or call an advisor at any time on 0800 111 6387.

RECAP: ARE YOU A KEYWORKER?



A key worker is someone with children whose parents are critical to the COVID-19 response and their children cannot be safely cared for at home.

If you are a keyworker you will have heard from your child/ children's school or nursery by now and hopefully will have arrangements in place if you require them. As a country, we all need to do what we can to reduce the spread of the COVID-19 virus. If your children can be safely cared for at home (for example with another parent),

Colleagues working in the following areas of our business are defined as key workers:

- All Funeral Operations (including Manufacturing)
- All Crematoria
- All CSC colleagues
- All HR
- All Health & Safety
- All Fleet Management
- All Finance
- All IT
- All Property
- All Branch Development (excl. admin)
- All Incident Management Steering Group & Working Groups

You are not a key worker if you work in these areas:

- Pre-Need (unless specifically asked to support CSC)
- Client Care Team
- Client Survey Team
- Branch Development Admin
- Marketing (unless you have been specifically asked to keep websites updated)

they should be, as part of all our responsibility to limit the chance of the virus spreading.

You can read the government guidance in full, [here](#).

CORONAVIRUS (COVID-19): YOUR QUESTIONS ANSWERED

From what self-isolation means, to the ways we handle deceased, to keeping ourselves safe, check out our latest answers to your questions.

As you can imagine, we've been receiving many questions about the implications of Coronavirus on our colleagues, our clients and how we continue our business.

We've updated the FAQs section on the [Good to Great website](#) to answer your most frequently asked questions about the pandemic. You can find them split into People, Operations and Health & Safety.



With government and public health advice being updated constantly, we'll make sure we update your questions too. If you have a query we haven't yet answered, drop a line to goodtogreat@dignityuk.co.uk.

OPERATIONAL GUIDANCE

We've published new guidance to colleagues working in Operations around ways we can protect ourselves, the families we serve and any third-party people we come into contact with.

The guidance covers initial questions to ask clients on the first call about symptoms and potential contact with carriers of the virus, to making funeral arrangements and interacting with the family. You may need to rearrange rooms in your branch to ensure social distancing practices are in place.

We've also published detailed guidance on handling the deceased. You can read both guidance documents by visiting the [Good to Great website](#), or

asking your line manager. If you need to, please print a copy for your branch to ensure colleagues have access to the information.



Updates are being made regularly and it is crucial that you check the [Good to Great website](#) as well as your emails. You can also direct questions to your line manager who will do their best to answer your question (we also have COVID-19 FAQs that are being published and updated regularly on the website). Not registered? Check out page 5.

GETTING THE ITEMS YOU NEED

Extra supplies of sanitising and cleaning products have been sourced for our sites around the country.

We've all seen the images of empty supermarket shelves and no doubt experienced our own frustrations in trying to source groceries and household essentials over recent weeks. Unfortunately, we are facing similar challenges when it comes to professional equipment. Demand is high, items are difficult to acquire and take longer to arrive.

But the good news is that fresh supplies are now heading to our funeral homes, our crematoria and our head office locations.

This includes hand rub and dispensers, sanitiser spray, surface sanitiser and disinfectant – important as part of our regular hygiene and cleaning regimes, but especially so now given the concerns related to coronavirus.

We know this has been a worry for many of our operational colleagues, so here's a quick rundown of what's been happening and why.



Branches normally order these items directly as required. What's happening now?

Given high demand, we put in a one-off bulk order from a specialist provider called MazWell Group to meet the current needs of all our locations. Stocks should have arrived at our Care Centres by now, ready to be forwarded on to you.

What will we receive?

Quantities of the items listed above (plus refills) for the branch and extra surface sanitiser for

ambulances. We have estimated the quantities we believe you will need as accurately as we can. We haven't been able to send large amounts to everybody because, as you can appreciate, these items are difficult to get hold of given the current demand from across the industry.

What if we need more?

For future requirements you should revert to our normal procedure and order what you need directly from the relevant supplier. We have to accept that some deliveries might take longer to arrive and some items might be temporarily unavailable – we know it's frustrating, but everyone is facing the same difficulties.

What about crematoria and head office?

Crematoria have been ordering as normal and supplies are in the process of being delivered. Items for head office form part of the bulk order placed for branches and have been forwarded on.

HOW TO REGISTER FOR THE GOOD TO GREAT WEBSITE

In the midst of a global pandemic, it's more important than ever that you stay tuned and keep informed on how our business is responding to the Coronavirus situation, and your role in that response. We're be posting all of our updates, FAQs and helpful information on the **Good to Great website**... so it's crucial that you're registered to use it.

If you haven't registered yet, it's really simple, just follow the steps below. And don't forget to share this info with your colleagues in branches who perhaps don't have access to a computer (the website can be accessed via mobile once a colleague is registered):

If you have a Dignityuk.co.uk/dignityfunerals.co.uk email address:

- Go to www.dignitygoodtogreat.co.uk
- Enter your work email address, and press 'login'
- You'll then be asked to enter a password. If you're a first-time user, click on 'forgotten your password'

- you'll receive an email with instructions on how to set up a password and gain access to the site.

If you do not have a Dignity email address:

- Speak to your manager and give them the email address you'd like to use to access the website. This can be any email address - Gmail, Hotmail, Yahoo - you name it, you can use it
- Your manager will then email IT.administration@dignityuk.co.uk, who will arrange access to the site for you
- You will receive an email from IT letting you know when you can access the site. When you get this, go to the website and enter your email address

- You'll then be asked to enter a password. Click on 'forgotten your password' - you'll receive an email with instructions on how to set up a password and gain access to the site.

If you have any issues, just email the **Good to Great Team** who will help you get set up.

Don't forget - once you have registered you can access the website using your laptop, mobile or tablet, and you can leave comments and ask questions. It's a great resource.



TOP TIPS FOR



WORKING FROM HOME DURING CORONAVIRUS



WORK SAFELY



MAKE THE MOST OF
OUR TECHNOLOGY
AND WORK FLEXIBLY



STAY TUNED AND
KEEP INFORMED

Check www.dignitygoodtogreat.co.uk
for the latest business updates



TAKE REGULAR
BREAKS



CHECK IN WITH
EACH OTHER

TOP TIPS FOR WORKING FROM HOME DURING THE COVID-19 PANDEMIC

The Coronavirus has thrown a few spanners (scratch that, make it the whole toolbox!) into our lives, and some of us are now navigating through the pandemic and working from home.

Whilst Boris Johnson's government may have cancelled weddings, christenings and other gatherings for the next few weeks, the Prime Minister himself was quick to point out that funerals are still going ahead. Prior to this we published our [list of keyworkers](#), and we know it takes a whole host of support functions and people behind the scenes to keep our funeral homes, care centres and crematoria up and running.

Here you'll find our top-tips to help you if you're working from home. If you're also having to manage childcare, make sure you talk to your line manager about how we

can best support you and offer flexibility where we can.



CHECK IN WITH EACH OTHER

We hate to point out the obvious, but your health and wellbeing are our priority. That includes mental wellbeing, so make sure you check in with your line manager at least once a day, and colleagues when you can. Yes, agree what you're hoping to achieve for the day, but also ask how they are (it works both ways). How are the kids? How is your family coping? Caring generally comes naturally to us given our industry, let's ensure

we extend that sentiment to our colleagues. These are strange and unprecedented times. It's important we look after each other.

Bonus tip: Dignity has a free and confidential employee assistance programme called Workplace Wellness. It's designed to give you unlimited access to information, advice and emotional support to "help you prepare for and manage all of life's ups and downs, events and challenges." We'd say Coronavirus definitely falls into all three of these categories. You can logon to Workplace Wellness via www.my-eap.com/login (the login

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code is DFLwell) or call 0800 111 6387 for a confidential, anonymous chat.



WORK SAFELY

Not as simple as you might think. Unless you have a dedicated office – and let's be honest, not many of us do – you might find yourself working from your lounge, kitchen, bedroom or... (another room in the house that will remain nameless!). Ask yourself, do you have a chair that will help support your back? Can you use a table (such as a dining table) to put your laptop on rather than having it on your lap (the irony of it being called a 'lap' top is not lost on us either!)? Is your workspace free from clutter and trip hazards?

Where you can, it can help if you create a work area. Even if it's your dining room table. Besides making you feel like you're at an office, it will help you avoid distractions and help you to leave work behind at the end of the day.

Bonus tip: If you are working from home and are alone, make sure you have your mobile phone with you at all times... and it's charged. If you begin to feel unwell, call your line manager as you normally would to let them know you won't be working. If you feel drastically unwell and it's an emergency, always call 999. We've included some links to resources like NHS online and 111 at the bottom of the article should you want further advice



MAKE THE MOST OF OUR TECHNOLOGY AND WORK FLEXIBLY

If you and your line manager have agreed that you should work from home, you'll have been given IT equipment to make that happen. Most likely you'll have a laptop and charger in tow. If required,

your manager may ask you to use Microsoft Teams, which is an online collaboration tool that lets you call, video call and work on documents with your colleagues as well as attend online meetings.

If you're a new user of Teams, you can access a **quick-start guide** which will help you get up and running. If you're already a user of Teams and need a refresh, there is more in-depth training and support, such as videos, guides and FAQs available **directly from Microsoft**.

If you require support from the IT Helpdesk whilst working from home, you can contact them by email (itservicedesk@dignityuk.co.uk) or call 0800 151 3795.

Bonus tip: Technology is a wonderful thing, but sometimes it's nice to pick up the phone and hear a voice rather than seeing an emoji. Don't forget you can pick up the phone too!



TAKE REGULAR BREAKS

We could have put this in the work safely section but it's so important we decided it needed a headline of its own!

When working from home you're actually less likely to get up and move about. After all you probably won't have a big tea round to make. Staying sat down for hours at a time isn't good for you. Make sure you take a 5 minute break every 25 minutes. Whether you stand up and stretch or do the lone-conga around your living room (we won't judge you!), take time out to get away from your screen. Not to mention ensuring you stay hydrated and make time to eat your lunch.

Bonus tip: Why not take a few minutes fresh air? Walk around

your garden, and try and get some sunshine (weather permitting). If it's raining, use an umbrella. Open your windows/curtains/blinds to let in as much natural daylight as you can – you'll feel better for it.



STAY TUNED AND KEEP INFORMED

A tip for us all, whether we're working at home, in branch or even self-isolating. Make sure you keep informed with information from official channels. For Dignity, we'll be posting all of our business need-to-know info on the **Good to Great website** (if you haven't registered, please see **this article** – you don't have to have a company email address to access the site). We'll be getting our information about the Coronavirus from some of these trusted sources, which you may wish to check every so often:

Health advice for the public – visit NHS website

111 online symptom checker for Coronavirus – visit 111 online

World Health Organization Coronavirus information – visit WHO website

UK Government official guidance – visit Coronavirus guidance list

Latest travel information – visit gov.uk website

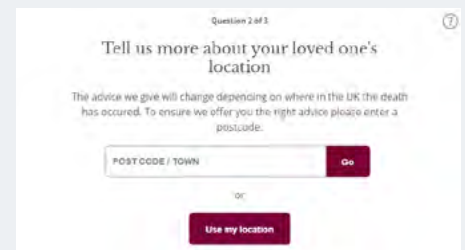
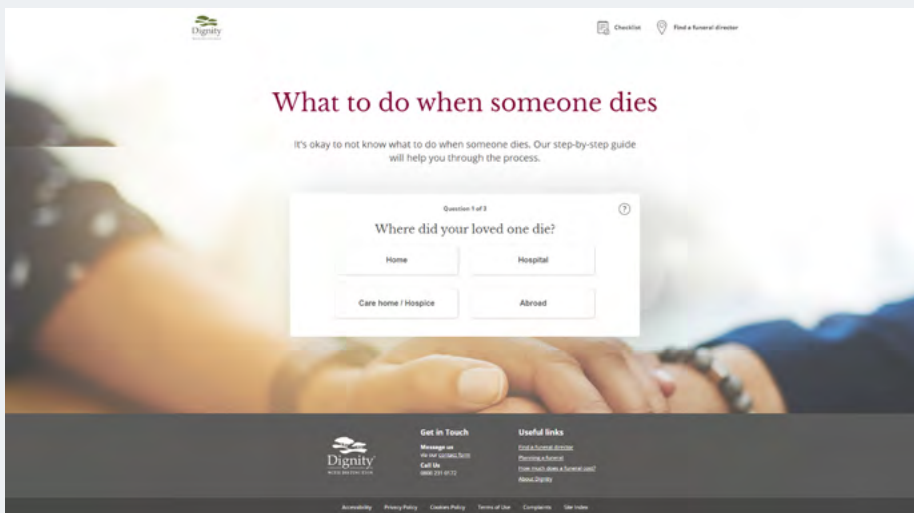
UK Government response to the outbreak – visit gov.uk website

It's important you keep in touch with your line manager too, who will be giving you updates as soon as they are available, particularly around funeral operations.

Do you have any top tips to help your colleagues? Let us know by posting a comment online.

NEW TOOL: WHAT TO DO WHEN SOMEONE DIES

We've launched a new industry-leading interactive tool on our website, helping people with the daunting task of what to do when someone dies.



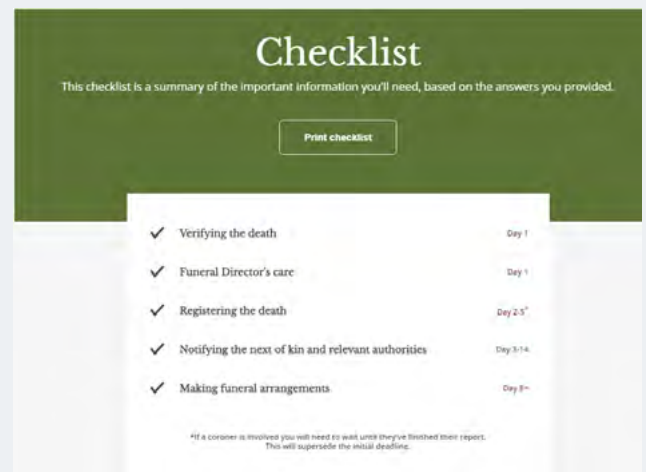
Back in December, we let you know that we had been working hard on a new online tool that guides people through the practical steps of what to do when someone dies. Aside from answering those initial questions of what to do and who to contact, the guide also produces a unique downloadable checklist that be printed and ticked off as people go through the motions.

The tool uses three questions in order to provide the user with the right information, including where the loved one died and whether it was sudden or expected. From then on, users are guided through five stages of what to do and who to contact – from obtaining a medical certificate to registering the death, right up to contacting a Funeral Director to begin an arrangement.

Andrew Judd, Director of Funeral Operations, said: "I'm really pleased that we've been able to launch this new interactive guide. It has

the potential to help so many bereaved people and really sums up our ethos of taking the greatest care.

"Our clients will benefit from using the online tool at their own pace and getting a personalised checklist unique to them that they can download and print.



"Our colleagues out there in branches are often the first port of call when the time comes, and I hope they are able to take a look at the tool on our website and signpost clients to it during those first conversations."

Check out the what to do when someone dies tool on our website via your computer or mobile phone, www.dignityfunerals.co.uk/first-steps, and let us know what you think by leaving a comment below.

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Top row shows before refurbishment, bottom row shows transformation.

REFURB SETS BRANCH APART FROM COMPETITORS

Employees at a funeral director in Stafford have recently witnessed their branch transform into a modern and welcoming space to serve their clients, thanks to one of Dignity's latest refurbishment projects.

Robert Nicholls Funeral Directors is home to six Dignity employees and averages 180 funeral per year – meaning it sees a lot of clients walk through the door (prior to the COVID-19 pandemic that is). And after investment from the business, the branch has been transformed into a truly warm and welcoming setting.

Helen Griffiths, Area Manager in the Midlands, explains: "The whole interior has been refurbished, and with the help of the transformation and property teams we've

reconfigured the layout to make it work for our clients."

Gone are the old sofas in the arrangement room, and instead, now 'sits' a calm blue and grey décor with a beautiful wooden table with comfortable seating.

The once temporary cold-holding and mortuary area has been remodelled to become a permanent fixture, and the chapel of rest no longer has curtains, but is a completely private to give clients the safe space they need to see their loved ones.

Helen added: "The branch itself is in a high profile location. The appearance of the outside of the property was, in our minds, just as important for the branch. With that in mind, we made some changes to the front of the building that make it much more welcoming for our clients and to make us stand out in the local area."

The works took three and a half months to complete, but was definitely worth the wait. Check out the photos for yourself and leave a comment or two on the [Good to Great website](#).

MAKE COMPUTING A CINCH

We've added new self-study resources to the intranet to help people build their skills in Microsoft Office.

Self-isolation and social distancing measures have put a major focus on IT and computer technology. More client interaction is taking place via email, some colleagues are homeworking on laptops and meetings are happening virtually through online platforms such as Teams.

If you find yourself in need of a brush up on your IT skills, then a recent addition to the Dignity Academy Learning Library on the **intranet** could be just the thing.

Created by our Learning and Development team, it's a one stop shop for tips and advice on the full suite of Microsoft Office applications, as well as those within OpenOffice.

All resources together

Open up the **database** and you'll find an extensive list of guidance notes and tutorials which are filtered to help you find the support you need. You can search by application (Word, Excel, Outlook and so on), by subject or even by your level of user experience. Then just click on the link and the database will take you straight to the relevant set of learning materials.

Some are step by step instructions with screengrabs to guide you, others are presented as instructional videos* or slideshows. And with more than 300 different topics covered, getting answers to your computing queries should be easy-PC.



Here's a snapshot of what's available:

- Scheduling meetings in Outlook
- Tracking and reviewing changes in a Word document
- Filtering data in an Excel spreadsheet
- Embedding video into a PowerPoint presentation.

We mentioned Teams earlier on and this is proving particularly useful at the moment with more colleagues now working from home and unable to meet in a face to face environment. If you're new to Teams, you can read up on essential functions such as chat, uploading and sharing files, joining a virtual meeting and showing your screen to other participants (for example an agenda, image or slide).

Learning and Development Administrator Andy Addison said:

"Having spoken to colleagues around the business, we know that some people find using the various Office applications a little daunting and really want to build up their knowledge so they can get more out of them.

"Not only have we covered the basics, we've also collated links to more advanced hints and tips that show the real power of this software and what it can do to support us in our jobs. It's very much a live document and we'll be adding new resources over time."

Dignity Academy

The Learning Library on Dignity's intranet is all about promoting self-study and personal development. As well as computing skills, there are resources for delivering presentations, time management, assertiveness, emotional intelligence and much more.

Visit the **intranet** and have a browse, and contact the team at **Learning&Development@dignityuk.co.uk** if you have any queries or specific learning requests.

To self-navigate on the intranet follow this path: HR> HR Topic Areas> Learning & Development> Dignity Academy Learning Library> Self Study Modules

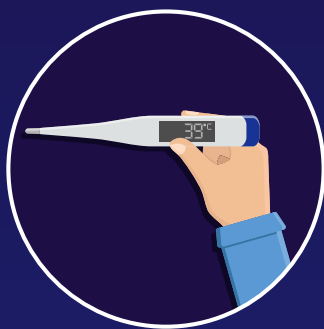
** Please note that for videos with sound, these must be accessed outside of RDS (Remote Desktop Services) in Internet Explorer. Links are provided for you to copy and paste, along with guidance notes to help you further.*

HELP PREVENT THE SPREAD OF RESPIRATORY VIRUSES



WASH YOUR HANDS OFTEN AND WITH SOAP & WATER

for at least 20 seconds.
Use an alcohol-based hand
sanitiser if soap and water
are not available.



STAY HOME IF YOU ARE SICK



COVER YOUR COUGH OR SNEEZE WITH A TISSUE

then throw the tissue in the
rubbish. Follow with hand
washing or sanitising. If you
don't have a tissue, cough
or sneeze into your upper
sleeve, not your hands.



AVOID CLOSE CONTACT

keeping 2 metres or more
away from others.



CLEAN AND DISINFECT

frequently touched objects
and surfaces, such as mobile
phones, keyboards, and
doorknobs.



AVOID TOUCHING YOUR EYES, NOSE AND MOUTH

with unwashed hands.