

Friday 11 September 2020

Welcome to our latest news round-up from across the Dignity Group.  
Can't wait for the next issue? Then go to [www.dignitygoodtogreat.co.uk](http://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!)

## AND THE WINNER IS...

Funeral Plans are in the running for a Personal Finance Award  
and your votes can help decide who takes home the trophy.

### What's the best endorsement for a brand name or product? To know it's the people's favourite.

This is what makes the Personal Finance Awards so highly sought after by businesses, because both the shortlistings and the awards themselves are chosen by consumers.

We were therefore delighted to learn that Dignity Prepaid Funeral Plans have been selected in this year's scheme as a finalist in the Best Funeral Plan Provider category.

The awards are run by news website the The Money Pages and are now in their 23rd year.

Consumers are encouraged to nominate their top service providers based on their own experiences. Some make a nomination because of the quality of the product they've been using; others focus on customer service or recognition for loyalty.

Then, once a shortlist is drawn up for each award category, visitors to The Money Pages go to the polls to decide which businesses are the best.

### Can we vote?

Absolutely! Anyone can take part, so feel free to share the information with colleagues, family and friends.

Of course we'd love it if people wanted to show their support for Dignity in the Funeral Plans category, but there are plenty of others to vote on as well.

The awards cover all aspects of personal finance - banking, savings and investments, mortgages, loans, credit cards and insurance.

### How does it work?

All voting is done online ([click here](#)). Simply look through the lists, choose your winners and give them a rating out of five. You don't have to cast a vote in every

category, so just stick to those you are familiar with.

After you've voted, you'll have the opportunity to enter The Money Pages' prize draw to win a £250 Amazon voucher by leaving them your email address.

The deadline for voting is **Sunday, 1 November** and winners will be announced later that month.

We'll certainly be keeping our fingers crossed for the Funeral Plans team!



## UPDATE TO FUNERAL OPERATIONS GUIDANCE

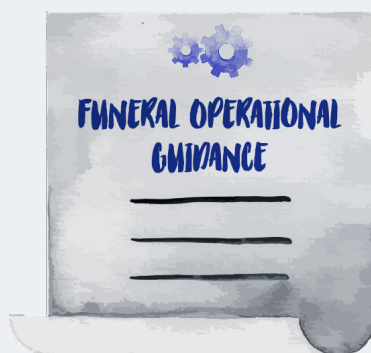
We've made some changes to guidance for spending time with the deceased.

**We've updated our Funeral Operational Guidance to provide greater clarity around approvals for families to spend time with their loved ones.**

- We've updated the guidance for non-COVID deaths for Scotland in line with the latest official advice (section 5, page 6).

### What's new?

- We've updated the approvals procedure for our approach to deceased resting at home (section 5, page 7).
- We've updated the approvals procedure for our approach to ritual or religious washing of the deceased (section 5, page 7).



There are no other changes. Please note this guidance is **mandatory** and we need you to follow it for the safety of you, our colleagues, clients and communities.

If you are unsure about anything in the **guidance**, or have any concerns, please ask your line manager or Regional Manager for help.

## IT UPGRADES COMING SOON

We're taking steps to ensure our IT systems are bang up to date – and safe and secure for all of our users.

**One of the first projects involves upgrading our Microsoft Exchange servers and this will take place over the next couple of months.**

Most colleagues won't notice a thing, but behind-the-scenes will benefit from more secure and robust software that will allow Dignity to work with 'cloud-based' platforms. No, not the lovely white fluffy things in the sky, but the secure online servers that allow us instant access to our information

from anywhere with a Wi-Fi connection.

A small number of laptop and desktop users who are still running Office 2010 or Office 2013 will be upgraded to Office 365. The majority of colleagues



who access Office 2010 applications via RDS will see new Office 365 icons in RDS – let's see if you can spot the difference when we upgrade.

For colleagues who access their Outlook inbox via RDS, you will be upgraded from Outlook 2010 to Outlook 2016.

Full support will be given to these colleagues, and they will be contacted directly by IT in the next month. But it's important to note that very little will change – you might not even notice!



## WHO'S WHO? MEET PAUL TOGHILL

In the latest instalment of our leadership series, we find out about the man behind our pre-need business, Paul Toghill.

**Name:** Paul Toghill.

**Role:** Director of Pre Arrangement.

**What are you responsible for?**

Dignity's Funeral Plan business. I have responsibility for the smooth running and the strategic direction of Dignity Pre Arrangement to create and manage a back book of customers who have prepaid for their Dignity Funeral.

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

Over 13 Years.

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

There is no typical day, that's one of the things I love about the job. To give you a flavour of the sorts of things I get involved in, these include the development of new Funeral Plan products and distribution as well as the systems to support them, working on our funeral plan marketing activity (you may have seen the recent TV advertising) and overseeing our funeral plan inbound and outbound call centre.

**Where have you previously worked?**

Whilst I have worked at Dignity for 13 years, prior to that I worked at SunLife for 15 years in everything from Operations, Compliance, Business Intelligence, Partnerships and

Marketing. My experience in the Life Insurance sector, particularly the SunLife Over 50s Plan, led me into the Funeral Plan and Funeral sector.

**What makes you feel you've done a good day's work?**

Knowing I have done something that day that will make a difference and help take the business forward.

**Why do you love your job?**

I love the challenge, the ability to make a difference and the sense of achievement that brings.

**About you: are you married, have children, any pets?**

Married with 3 children, Ben who is 17, Matilda who is 10 and Martha who is 8. No pets!

**What hobbies do you have?**

I like to play golf. These days I manage to get out on the course a couple of times a month and play off a handicap of 9 (on a good day).

*Thanks Paul! Look out for another who's who feature in a couple of weeks.*



## PROMOTING PRE-NEED

‘Beat the Price Rise’ Campaign begins for our funeral plans.

### Did you know that pre-need funeral plans are key to our future growth?

In fact, 27% of our funerals are from funeral plans, not only providing security to the business, but also giving clients peace of mind that their final wishes are taken care of - and lessening any financial worries for their loved ones at what is always a difficult time.

With this in mind, we’re actively promoting our pre-need products over the coming months, encouraging potential clients to sign up before prices rise later this year.

New point of sale, posters, leaflets and more are on their way to branches across the country, giving potential customers from Lands End to John O’Groats a consistent message and encouraging them to get in touch.

If you’re in branch, look out for instructions on where to put the new material - and keep an eye out for some top tips to help people arrange their perfect pre-need funeral.

If you have any questions about the ‘Beat the Price Rise’ promotion, please get in touch with **Sharron Cooke**.



Great news! We've been nominated for the **‘Best Funeral Plan Provider’** in the **2020/21 Personal Finance Awards**

## THERE'S STILL TIME TO SAVE

We're offering colleagues £200 off the cost of a Dignity prepaid funeral plan until 30 September.

**There's only a few weeks left to take advantage of the double employee discount currently available on Dignity prepaid funeral plans.**

We've increased the discount from £100 to £200. All Dignity colleagues qualify and you can extend this opportunity to family and friends as well.

Plans already represent great value because they fix funeral costs at today's prices, but the extra discount improves this even more.

To find out about how prepaid plans work, the different features included, what they cost with your discount added and how to apply, take another look at our previous article [here](#).

More than 60 people have requested application forms for staff funeral plans since the promotion began in July.

If you, family members or your friends are interested, then the offer lasts until **Wednesday, 30 September**. After this date, the staff discount reverts to its usual amount of £100. Don't miss out!



## Heard a Good Deed?

Tell us about it!