

23 October 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
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!)



DO YOU FEEL SAFE?

It's up to us to speak out. Find out more in our new Safety Starts With You video.

**It's not up to anyone else.
It's not someone else's job.
It's yours.**

Safety Starts With You.

Whether it's a blocked fire exit, trip hazards or missing PPE, we need you to make the right decisions for everyone's safety.

Poor decisions, even if they seem small at the time, can add up and can lead to much bigger problems, as you can see in this video.

If you spot something that isn't safe, don't leave it up to someone else - do the right thing and raise it with your line manager.

And remember, you need to make the right decisions too.



Video top tip

If you or your teams use RDS you may find it hard to listen to videos. To hear the sound, copy and paste the web address into a web browser outside of RDS, such as Google Chrome.



**Safety Starts
With You**



IT'S YOUR RESPONSIBILITY



Don't let a poor safety decision lead to dreadful consequences.

Did you know that a couple of our sites have had to close because colleagues have COVID-19?

They came to work despite having symptoms because they didn't want to let people down.

It's meant that the virus has spread. That we've had to close and deep clean sites and make alternative arrangements for clients. That potentially our loved ones and wider communities have been put at risk.

It's very important that you follow the simple rules:

- If you have symptoms, **STAY HOME**
- If you're waiting for a test result, **STAY HOME**
- If you've had prolonged contact with someone who's tested positive, **STAY HOME**

- Even if you've had a negative test result, you must continue to self-isolate for 14 days and **STAY HOME**.
- If you can work from home, **STAY HOME**
- If you're in an operational role, follow the guidance and **WEAR PPE**
- If you are working with others, **KEEP YOUR DISTANCE**
- Remember to regularly **WASH YOUR HANDS**
- When with other people or moving around, **WEAR A FACE COVERING**

Health & Safety is the responsibility of all of us. And with COVID-19 cases and hospitalisations on the rise, we must not get complacent.

Please take the greatest care and keep us all safe.



perational Guidelines Update

FUNERAL OPS GUIDANCE

Make sure you follow and understand the latest updates.

We recently updated updated operational guidelines in line with the latest government advice.

You can find the [guidance document](#) on the Good to Great website.

What's new?

1. We've updated the guidance for services we can offer for preparation and viewing of the deceased, including embalming where COVID-19 is not suspected and the evidence needed (section 5, page 6)
2. We've given more detailed guidance for ritual washing and taking the deceased home (section 5, page 8)
3. We've confirmed that Test & Trace needs to be used where people have contact for five or more minutes (section 8, page 9)
4. We've added a new section to cover the use of face coverings (section 9, page 11).

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.

PERFECT PROTECTION

Our sneeze screens are already providing peace of mind – have you got yours yet?

Hundreds of Perspex sneeze screens have been distributed around the business as we continue our efforts to make our business as COVID-secure as possible.

From reception areas to arrangement rooms and from shared offices to public spaces, the screens provide a protective barrier against droplet transmission and potential infection.

In Essex, Tina Canham of JW Tate & Sons and Michelle Hull of Butler and English have both commented how much safer the screens make them feel, a feeling that is echoed by colleagues across the country.

Kenny Fleming MBIE, a Funeral Home Manager in Tayside, has a free standing screen in his office and has been impressed so far. "It was simple to put together and

install and the plastic is so clear you don't even notice that it is there. I haven't seen better even in large chain restaurants!"

"They provide perfect protection between desks," agreed David Pedelty, Funeral Manager at Gordon & Watson in Aberdeen. "The fact the screens are clear means colleagues do not feel isolated as they may do with an opaque screen. Given increased awareness of mental health issues I feel this is an additional benefit that could be easy to overlook."

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It provides peace of
mind and a sense of
security
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Hurry! There's limited stock!

We've got limited stocks of the screens and managers have been putting the orders in on the back of the risk assessment work they've been doing. If you haven't got yours yet, ask your manager if one is on its way to you.

If you have any questions, ask your line manager in the first instance, get in touch with your Regional Health & Safety Officer, or drop a line to covidriskassessment@dignityuk.co.uk

RISK ASSESSMENTS: YOUR COMMITMENT

We all need to read the COVID safe working practice documents and commit to raising safety issues.

Over the past couple of months, a huge number of colleagues have been hard at work completing COVID-19 risk assessments for every part of our business.

Now they're complete and measures such as sneeze screens are on their way, every one of us has the responsibility to comply with them.

That's why we're asking every colleague to sign relevant safe working practices on CGDL to confirm they've read and understood what's been put in place for our workplaces.

Please go into CGDL (accessible via the [intranet](#)) to read and check the guidelines as soon as you can. If you haven't got access to CGDL, your manager will ask you to sign a physical form instead. Once we've gained all the signatures for a workplace, we can display one of the government's COVID secure

notices, assuring colleagues and clients alike we're doing everything we can to prevent the spread of coronavirus.

Is something not quite right?

We're relying on you to let us know if you spot anything that doesn't comply with these essential safety measures. It could be there are too many colleagues in one place, there's been a Test & Trace incident, someone isn't following the rules, or no one is replacing the hand sanitiser.

If this is the case, please speak to your line manager or Regional Health & Safety Officer in the first instance so they can follow the escalation process. Alternatively, you can send an email to Covid.noncompliance@dignityuk.co.uk.

Please continue to take the greatest care by keeping us all safe



IT SURVEY WINNERS ANNOUNCED



600 colleagues took part in the latest annual IT survey - with a lucky three winning a voucher of their choice, just for taking part.

Daksha Patel in CSC took home the top prize of £50 voucher, whilst Funeral Arranger Elizabeth Leigh took the £25 slot. Funeral Director Paul Sargent took the final prize of £10.

IT are now reviewing the responses to the survey and we'll let you know the headlines right here on the Good to Great website.

Thank you to all that took part.

CREATING WINNING WORKWEAR

The workwear trials are back, with new improved garments being put to the test. A few months ago, pre-COVID (ahh, remember those days?) we were at the start of some very exciting workwear trials.

They were all part of our mission to make the most of our size and buying power to get better deals and better quality uniform to make your jobs more comfortable.

We had loads of feedback about your current uniform and an army of willing volunteers ready to test some new gear out, but then the virus struck and we had to hit the pause button. But the good news is we're ready to resume the trials very soon.

Based on nearly 300 comments and input from managers, we're initially trialling:

- Ladies' blouses instead of shirts
- New men's shirts
- New shoes with steel toe caps for men and women

Eight colleagues will be testing the garments over several weeks. We'll keep you updated as to how they're getting on and the next steps for new workwear very soon – so watch this space!



EVERY POPPY COUNTS

This year you can download and print your own Poppy Appeal posters to help keep vital donations rolling in.

Whether it's via our branches, crematoria or head office premises, Dignity has been a longstanding supporter of The Royal British Legion's Poppy Appeal.

Like so many things this year, the appeal is having to adapt to fit in with COVID-19 restrictions and that includes the way it distributes and sells its iconic Remembrance Poppies.

While poppies will continue to be available in many supermarkets, there will be fewer volunteers collecting out in the community and visiting workplaces, which inevitably puts the charity's income at risk.

Fortunately there are plenty of other ways to get involved in the Poppy Appeal.

The **online shop** is fully stocked with a wide range of Poppy products that can be ordered 24/7.

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We also love these new **downloadable Remembrance Poppy posters**. It's a clever alternative to ensure everyone can still get their poppy and includes the option to make a donation.

Posters either come ready to print and display in your window, or as a template that kids (and artistically-minded adults!) can colour in.

It's conjuring up fond memories of the 'thank you' rainbows for our NHS heroes and other key workers who have played such a

prominent role in the fight against coronavirus.

WE WILL REMEMBER THEM

We know many branches like to commemorate our armed forces in the build up to Remembrance Day and help out with community events such as church services and parades.

Obviously things are going to be very different in 2020, but with a little creative thinking it is still possible to join in.

There are some helpful suggestions on The Royal British Legion's website and you can share your own ideas with colleagues on the website.

Be sure to tell us about your plans and send any photographs or video clips to **Internal.Communications@dignityuk.co.uk**.

We'd love to publish a Good to Great gallery on Remembrance Day itself, so please get your submissions in as quickly as possible.





IN A LEAGUE OF THEIR OWN



Colleagues embark on a football-themed fundraising challenge to help show homelessness the red card.

Here's a question for the trivia buffs out there.

How many miles would it take if you travelled around Scotland calling at each of the 12 football stadiums in the current Scottish Premiership?

Not sure? Need to phone a friend? Try calling our Gordon & Watson branch in Aberdeen. They know because three of their team spent the summer doing just that!

To clarify, the gruelling journey of 555 miles was actually covered virtually in the interests of keeping everything safe and COVID-secure.

And it was organised in aid of the homeless charity Aberdeen Cyrenians, with colleagues Steve McLaughlan, David Pedelty and Gemma Barron managing to raise £700 so far.

WINNING SUPPORT

Aberdeen Cyrenians set its 'Home/Away' challenge in June, giving teams until the end of September to complete the task.

Our intrepid trio used a combination of walking, running and cycling to rack up the miles, but for the final leg decided to try something a little different.

Steve said: "We agreed that David and I would each wear a mascot costume for the last 12 miles, travelling from Bridge of Don to the charity's HQ in the centre of Aberdeen.

"Seeing Buddy the Bear and Patches the Panda in action certainly caught people's attention! It was a great way to round off the challenge and show everyone who we were fundraising for."

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raised so far



A PERSONAL MEANING

Founded 50 years ago as a soup kitchen, Aberdeen Cyrenians now provides assistance to anyone who is at risk of losing their home or facing crisis as a result of poverty, abuse, addiction and mental ill-health.

It's a cause Steve in particular can relate to, having experienced homelessness himself some 30 years ago.



"I found myself sleeping in doorways, or in the stairway if I could get into a block of flats or a high-rise," he explained.

"My days were mostly spent trying to get food and I would often think about whether anyone would notice if I wasn't there.

"Eventually I got to a point where I decided to do something about it, pulled myself out of the gutter, secured some accommodation and found a job.

"I spent most of my working life in sales and retail, but a few years ago I became a Funeral Director with Gordon & Watson and have met some wonderful and brave people.

"So for me, helping the Cyrenians has a personal meaning. If I can help even one person get back on their feet then it will have been worthwhile."

Our congratulations go to Steve, David and Gemma for their fundraising efforts, completing a poignant journey for a charity committed to helping others during the darkest of times.

Steve is collection donations via his [Just Giving page](#)



OUR CSC STAR KERRY

CSC Customer Experience Manager Kerry Wright was recently shortlisted for a national rising star award, so we thought we'd pay her a socially distanced visit* and find out a bit more.



The UK National Contact Centre Awards are a big deal. And to be shortlisted to one of nine, from hundreds of applications in the Customer Experience Manager Rising Star award is a huge deal! Let's find out more...

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Congrats Kerry, what a great achievement. Do you know who you were up against?
Thank you. There were over 200 applications received for my category, this was then shortlisted to 9 applicants. I was up against candidates from companies such as Direct Line, Barclaycard and Tesco Bank.



UK National
Contact Centre
Awards

2020

How did it feel to be shortlisted for a national award?

Originally I was very shocked and surprised. As it sank in, I felt honoured and proud of myself as I never would have expected to have been nominated for a national award.

"I felt honoured and proud of myself as I never would have expected to have been nominated for a national award."

Where were you when you heard you'd been shortlisted?

At work, Gary Kinsella (Head of Customer Services) and Julie Orr (Contact Centre Operations Manager) called me into the office to advise they had been contacted regarding the shortlisting. Gary told me that I had been successful and that I would be contacted shortly by the judges for an interview.

If you had to give an Oscar speech for the nomination, who would you thank?

Julie Orr for supporting me over the last 12 months and setting me clear objectives to work towards to secure a permanent team manager role. My husband for supporting me when I was unsuccessful at the beginning of last year in my original application for a Team Manager role.

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Tell us a little bit about your role at Dignity and what a typical day looks like.

In my role I am responsible for the multi-skilled team, which is a team of client service specialists. The team take inbound calls across all of our skillsets, calls range from pre-need enquiries, authorising funeral plans to our funeral directors and taking first calls. They also respond to any enquiries submitted through the Dignity website and make outbound calls to our plan holders to help answer any queries they may have.

A typical day involves a brief morning "huddle" or meeting with my team advising them of the plan for the day and an overview of how the CSC performed the previous day. We talk about call forecast and call volumes, also confirming responsibilities for the day. I will also have coaching sessions scheduled with some of my agents, these are used to refresh on a process/procedure or to discuss a call of theirs that I have evaluated. Some of my day is also spent prepping for upcoming coaching sessions or meetings that I may have with other members of the CSC management team.



What's the best part of your day?

Currently I split my working week between home and being in the CSC at King Edward's Court in Sutton Coldfield. When I am in the office the best part of the day is being able to walk over to my team and have face-to-face interaction (socially distanced, with masks!) with them to say good morning, rather than a distanced greeting over Teams.

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