

Friday 29 January 2021

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!)

IT STARTS WITH YOU

We're designating February as an awareness month for all things
health and safety – find out what's coming up.

Accidents happen, or so the saying goes. But in the workplace, such a casual attitude isn't acceptable.

We all have a shared responsibility for making this a safe, comfortable place to work and ensuring the public-facing parts of our business are safe for clients too.

Perhaps unlike anything we've faced before, the coronavirus pandemic has put health and safety firmly in the spotlight, particularly with regards to hygiene and using PPE.

For this month, however, we think it's important to also spend time focusing on the basics, making sure the high standards we set ourselves don't slip.

As well as weekly articles packed with top tips, there will be opportunities for you to get involved and try out some challenges set by our Health and Safety team!



Why it matters

Under the Health and Safety at Work Act 1974, companies have a legal obligation to protect the health, safety and welfare of their colleagues and others who spend time on their premises.

But employees have responsibilities too.

Section 7 of the Act says we need to take reasonable care, cooperate when asked to do things in the interests of safety and not put other people at risk.

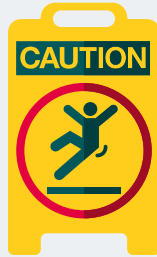
Disregarding health and safety has a major impact. Consider these 2019/20 statistics from the Health and Safety Executive:

- **38.8 million** working days were lost due to work-related illnesses and workplace injuries
- Work-related injuries and new cases of ill health cost the UK an estimated **£16.2 billion**.



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We should also think beyond the numbers – being safe at work equates to us being happier and more satisfied in our specific job roles.



Here to help

While we're all accountable for health and safety, there's a team of experts available to offer support.

Dignity's Health and Safety department is overseen by Head of Health and Safety Ewan Henderson. Each region has a dedicated Health and Safety Officer working locally alongside colleagues in our branches, crematoria, manufacturing facility and head office sites.

Find out who's who by clicking this [link](#).

What we've got planned

This month is about raising awareness around key health and safety issues and it starts with a closer look at **fire safety** in our next edition.

Also scheduled are features on **manual handling** and **hazard perception**, along with a refresher on the **SHE Assure** portal where accidents or incidents always need to be reported.

Our Health and Safety Officers will be sharing their insight, plus you'll get chances to test your knowledge and show off your creativity as the campaign progresses.

Do tell us if there are other topics you'd like extra guidance on.



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We're committed to providing workplaces that are as safe as possible; it's down to all of us to keep them that way. We have to take individual responsibility to look after our own health and safety and that of others, be alert to potential risks and understand how best to mitigate them.

“Being fully engaged with health and safety is an essential step in creating better working environments for ourselves. Help and advice is readily available, but that doesn't mean someone else is going to do it for you.

“That's why it's always worth remembering this simple message – safety starts with you.”

Ewan Henderson, Head of Health and Safety



**Safety Starts
With You**

LET'S GET GOING!

Use our helpful guide to put the fun into fundraising and support Teenage Cancer Trust.



So you want to raise money to help young people with cancer? Fantastic!

Our friends at Teenage Cancer Trust need all the support we can offer to ensure their vital services reach cancer patients across the UK.

There's a whole host of things you can do, either alone or as part of a team. The only limit is your imagination.

And with **World Cancer Day** taking place next week on 4 February, now is the perfect time to get cracking.



Together with Teenage Cancer Trust, we've pulled together a list of tried and tested activities. No doubt you'll have ideas of your own too and we'd love to work with you to make your fundraiser a success.

Simply drop us an email at Internal.Communications@dignityuk.co.uk and we'll put you in contact with a member of the Teenage Cancer Trust fundraising team.

Ideas to inspire

Sporting heroes

Jog a mile, run a marathon, or set yourself a goal on the treadmill.

Saddle up and cycle for charity.

Work those muscles in the 2,800 squat challenge this February - more details [here](#).

Face your fears and get sponsored for a skydive.

Best foot forward

Walk, trek or hike somewhere special.

Count your steps over a week or a month.

Ditch the lift or escalator, use the stairs wherever you go.

Show everyone your moves - learn to dance like a Strictly star.



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Looking good

Invite people to dress up or dress down in exchange for a donation.

Wear a special colour for the day.

Grow your hair or beard – then shave it off!

Any of the guys think they could handle a leg wax?



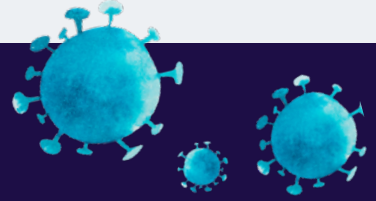
Tasty treats

Cake sales, coffee mornings and afternoon teas always go down well.

Make it competitive – who's the best baker in the office?

Fill a jar with sweets and charge people to guess how many are inside.

Get sponsored to give up your favourite tippie.



A word about coronavirus

Not wishing to spoil anything, but we have to be mindful of the world we're currently living in. Coronavirus means mass participation and group events are unable to go ahead right now, but don't be deterred.

With some creative thinking (beyond the ubiquitous Zoom quiz!) it is still possible to fundraise safely. Gathering donations online is also easy through sites such as JustGiving and Virgin Money.

The experts at Teenage Cancer Trust are there to help, so get in touch and let's discuss how we can bring your ideas to life.

Sale of the century

Feeling crafty? Make it and sell it!

Clear out your clutter and see what people will pay for it.

Ask around local businesses for prizes and put on a charity raffle.

What odd jobs can you do for a fee? Washing cars, painting and decorating, gardening...





EVERY PENNY COUNTS

The funds we raise will go a long way in helping young people with cancer access the best care.

From a few quid, to tens of thousands of pounds – it's true to say that every donation makes a meaningful difference to the quality of care and support that Teenage Cancer Trust can provide to young people.

Here they share with us some examples of how money raised could be put to use.



could pay for a copy of our book *A Young Person's Guide to Cancer*, which was made with the help of young people who told us what they need to know.



could pay for an hour of care from a Teenage Cancer Trust Nurse, who specialises in providing cancer treatment in the best way for young people.



could pay for half a day of support from a Youth Support Coordinator, who brings young people together to support one another and looks out for their emotional wellbeing.



could pay for a young person to develop new skills and confidence at a Royal Albert Hall workshop, before enjoying a Teenage Cancer Trust show at the iconic venue.



could pay for two young people to attend one of our post-treatment events, which bring young people together over a weekend to share experiences and discuss tough issues.



could pay for a month of a Youth Support Coordinator's time, to help a young person feel less alone and more able to cope.



could pay for all our specialist nursing and youth support staff across the UK for a full day.



could pay for all our services for young people facing cancer across the UK for a whole day.

So aim high and together and we can help Teenage Cancer Trust be there for all the young people who need them.

EASING THE PRESSURE

Help us to help our clients by following this guidance on making inbound calls to the Client Service Centre.

We're accustomed to being busy at this time of year, but the addition of the coronavirus pandemic, and the unfortunate increase in related deaths, is putting considerable pressure on our frontline teams.

We want to be there at all times to help the families who need us – and this is where everyone can play a supporting role.

Please take a moment to read these procedural guidelines from colleagues in the Client Service Centre (CSC), including reminders on how and when to contact them.

Death Authorisations

- We appreciate the importance of processing authorisations promptly so that funeral arrangements under the client's plan can commence
- Authorisations are requested via email (cscdeathauth@dignityuk.co.uk) using the correct form; you will receive a response from the CSC within 24 hours
- With this in mind, please set appropriate expectations with the client when requesting for a funeral plan to be authorised



“ We want to be there at all times to help the families who need us – and this is where everyone can play a supporting role. ”

- Check the form is completed in full and includes the necessary DPA before emailing it; this will help avoid any unnecessary delays
- All requests will be actioned in line with our agreed SLA. Please do not call the CSC to ask for an authorisation to be made any sooner.

Branch availability

- If you need to advise the CSC that your branch is going to be unavailable for a period of time, please email cscatneedtoday@dignityuk.co.uk
- Put your branch number and branch name in the subject field
- Tell us in the email when you will be returning, but keep the content clear and concise.

Remember that CSC agents are reading these messages at the same time as taking inbound calls.



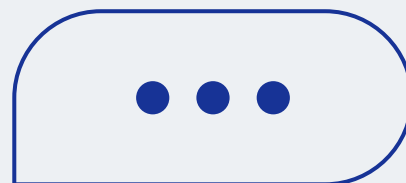
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Messaging clients

- If you have to leave a voicemail message for an existing client, please advise that you will try and ring them again later, rather than asking them to return your call
- If they ring you back and you're not available, there's a good chance that call will end up being redirected to the CSC, adding to existing call volumes.
- If you have an enquiry for another Head Office department **that isn't CSC related** (such as accounts, property or fleet management), please call switchboard on 0121 354 1557
- Phoning the CSC should really only be a last resort when no other method of communication is available.

General enquiries

- For queries such as complaints or calls that need listening to, please make your request via email in the first instance to **csc.teamleaders@dignityuk.co.uk**
- If you are calling, select from Options 2 or 3 on the recorded menu. Option 1 is for use **by bereaved families** making their first call to the business.



We know everyone is working incredibly hard right now and that can be a stressful and sometimes frustrating experience.

But by working together, having patience and being considerate towards each other, we can make a difficult situation that bit more manageable – and, above all, continue to take the greatest care of our clients.

UPDATE TO FUNERAL OPERATIONAL GUIDELINES

If you're looking after the deceased and their families, make sure you follow the latest guidance.

We've updated our Operational Guidance document in line with the latest government advice to reduce the spread of COVID-19.

What's new?

- In section one, we've updated the section around first calls. Questions 1, 2 and 3 have been combined into one question, which CSC will ask.
- In section two, we've updated the date for bringing the deceased into our care.
- In section 5, we've updated the first paragraph with our recommendation to keep the body bags of suspected or confirmed Covid-19 positive people, sealed.

- In section 8, we've added a sentence to reflect all branches having achieved COVID-19 safety standards.
- In section 9, we'd added armsleeves to the use of PPE.

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 have any queries, please ask your manager for help.

ENHANCING OUR EMAILS

We've updated the Enquiry emails we send to prospective clients – and created a brand new 'Instructed' message.

Email is now an essential part of how we communicate with clients, so it's important we get the format and messaging just right.

Dignity's Funeral Enquiry Email provides prospective clients with details about services and costs to help them make an informed choice.

We've sent thousands since the system was introduced in 2018 and while it generally works well, recent feedback from branch colleagues, managers and BDMs has identified some areas where we could improve.

These include keeping the content concise and more on point. You also highlighted that because it's the only formatted email available, copies go to clients who have already said they want to use our services (first calls). Instead, these people would be better served with advice about what to do next in the arrangement process.

As a result, the Branch Development, IT Core Development and Marketing teams have worked together to update the Dignity Funeral Enquiry Email and create a new email for clients who have instructed us.

What's changed in the Enquiry Email?

Messages are now more focused on the local funeral director. Branch contact details are displayed prominently in the header and there are links to the corresponding local webpage and recent client reviews.

Pricing information appears sooner, telling the enquirer the price our services start from depending on their location.

And we've added a list summarising the different ways our Funeral Directors can help families coping with a bereavement, such as registering the death, choosing the right coffin and planning a memorial.

And what's in the new Instructed Email?

Content is tailored for clients who intend to use us for a funeral. The email links to resources on our national website, for example a downloadable checklist detailing what people need to do **after someone has died**.

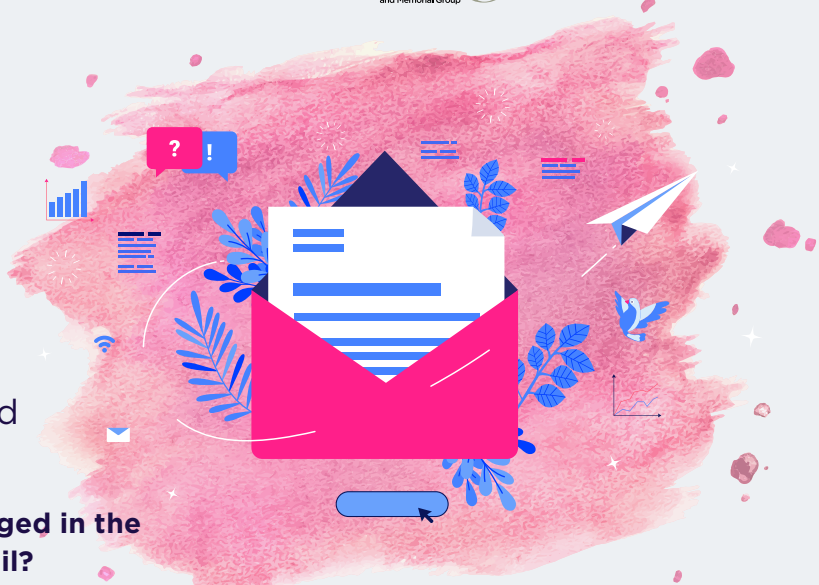
There are also questions they may wish to consider before their arrangement appointment – the type of funeral they

want, whether they require limousines, where the service might take place and so on.

Raising these points in advance should help the appointment run smoothly, with less time required for explanations and going through brochures.

Do we need to do anything differently?

- DO continue to use the Funeral Enquiry Application
- DO continue to use the Dignity Funeral Enquiry Email where an enquirer is looking for prices or shopping around
- DON'T use the Dignity Funeral Enquiry Email if the client is going to use our services (first calls, including converted enquirers). Use the new Instructed Email as this contains more relevant information and avoids including them as a price enquirer (which helps the business understand how many people are shopping around)
- DO continue to follow the **GOLDEN rules** to take the greatest care of our clients over the phone.
- Please contact your BDM if you have any questions.



VIDEO GUIDE AVAILABLE

Check out this handy new explainer video for the government's Tell Us Once reporting service.



As we know, there are lots of important things families need to do after a loved one has died – and usually at a time when they least feel like doing them.

The Tell Us Once service run by the Department for Work and Pensions (DWP) is one way that burden can be reduced slightly.

Free and simple to use, Tell Us Once securely passes information about a death directly to other government departments, including HMRC, the Passport Office, the DVLA and public sector pension schemes such as those for the NHS and Armed Forces.

It saves people time and the emotional strain of having to repeatedly inform different organisations about their loss.

If you need to provide a client with an overview of how Tell Us Once works, or just want a quick refresher for yourself, then this new video slideshow could be just the ticket.

It explains the different steps in the process using straightforward, compassionate language and tells people exactly where to go for more information. Watch a copy on Good to Great [here](#).

The DWP's video is being hosted on its official YouTube channel – clients can find it by

going to the YouTube home page and entering the words 'tell us once' in the search box.

We also have details about Tell Us Once on our own [website](#) and supplies of leaflets for branches that should be inserted into our client arrangement packs.

Tell Us Once is available throughout England, Wales and Scotland, but is not currently offered in Northern Ireland.

To get started, clients will need the unique reference number given to them when the death was registered. They can then proceed either [online](#) or over the phone.

 HM Government
Tell Us Once