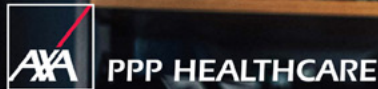


9th April 2021

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



Supporting you  
when the everyday  
doesn't go to plan

## CARING FOR YOU, IN CONFIDENCE

Our new Employee Assistance Programme with AXA will support you through life's ups and downs.

### Feeling under strain? You're not alone.

Life is hard enough without a pandemic thrown into the mix, which is why we've invested in a state-of-the-art Employee Assistance Programme to support you, whatever the situation.

Launched this month, Be Supported from AXA is a confidential advice service that offers caring practical and personal support for you and your

immediate family, for whenever life's challenges get in the way.

From legal advice (such as probate, divorce and immigration) to low mood, from bereavement to budgeting, to relationships and family issues and more, their trained counsellors are on hand 24/7, every day of the year.

As well as counselling sessions, Help and Hand nurses and even midwives and pharmacists, you

[Continued on the next page >](#)

can also access lots of useful advice and articles on the Be Supported website. Everything has been designed with your physical and mental wellbeing in mind.

Look out for a letter and leaflet landing on your doormats in the next few days with more details. Why not let your family know all about it too?

## You may be wondering

### What happens when I call the helpline?

The advisors on the helpline are experts who'll listen to your issues and offer guidance on the way forward. Sometimes they may need to direct you to another expert, to make sure you receive the best advice for you.

### How confidential is it really?

Completely. To provide the best service, you'll be asked for some details (like date of birth, how you'd

like to be contacted and address) but that's it as far as your details go. No one at work or home will ever know you've been in touch, unless you choose to tell them.

You can find more questions and answers and information [here](#), but if you need additional help please get in touch with your HR Business Partner.



## Accessing Be Supported couldn't be easier

**0800 072 7072** - free and confidential helpline, 24/7

<https://axabesupported.co.uk/>

(user name: dignity, password: supported)

# We can now sleep at night

What can *be supported* help YOU with?



# SOMETHING FOR EVERYONE

We're preparing to trial direct cremation services in more branches so clients can access a wider range of products.

## **Generations of experience has taught us that the perfect funeral will always mean different things to different people.**

This is why offering clients choice in our services is so important. What suits one family won't feel right for others, so the more flexibility we provide the more likely we are to satisfy their needs.

Increasing choice is the driving force behind an exciting product trial where we'll be adding new variations of branch-arranged direct cremations to a number of our locations.

It's an option we know some clients have expressed a wish for as awareness around alternative types of funeral becomes more widespread.

## **Growing in popularity**

As a reminder, direct cremation is where we separate the funeral service from the act of cremation of the deceased.

Since many of the traditional services such as a hearse, procession or pallbearers are not required, direct cremation comes at a much lower

price. However, cost isn't always the reason for choosing one.

Some people just want to keep things simple and have full control over when, where and how they gather together with family and friends to celebrate the life of their loved one.

According to SunLife's latest Cost of Dying report, 14 per cent of funerals between 2019 and 2020 were of the direct cremation type, an increase of 11 per cent from the previous year.

Moreover, they accounted for a quarter of all funerals arranged between February and July 2020, which coincides with the start of the first national COVID-19 lockdown.

## **What products are we offering?**

For this particular trial there are three new services, although availability will vary depending on where participating branches are situated.



## ‘Direct cremation’

Available in all trial locations. This will be our lowest ever priced funeral, with an unattended cremation carried out at a nearby CMG crematorium.



## ‘Chapel/Parlour service’

Available in specific trial locations. We'll arrange a small service to remember the deceased in one of our branch chapels or parlours, with the option to add transportation for the family by limousine. The service is followed by a direct cremation as above (unattended).

## ‘Crematorium service’

Available in specific trial locations. We'll arrange a small, intimate service at a nearby CMG crematorium for up to 20 mourners, followed by the committal. Transportation by limousine can be added. Services will be held at 9am on weekdays.

All arrangements for direct cremations will take place in branches during our normal office hours. And each product enables clients to choose from our full range of coffins.

In addition, the trial will see enhancements to aspects of our existing **Simple, Tailored** and **Full Service** funeral products, offering clients greater flexibility.

## How will it work?

A total of 27 branches are participating. Teams will be notified shortly with full product training provided ahead of the trial commencing later this month.

Andrew Judd, Executive Director of Funeral Operations, said: “There is a clear increase in the number of people wanting access to direction cremation services and we have already demonstrated how we can perform successfully in this market.

“Our established proposition through Simplicity Cremations continues to grow, while the Low Price Trials that started early last year showed how direct cremation can also be extended into a branch environment.

“Now is the time to build on these learnings and gain even more insight into client preferences when it comes to branch-based direct cremation services. It is all about personal choice, with three new options for people to consider alongside our more traditional funerals, all of which will be flexible and competitively priced.

“This approach is also a great example of collaboration with colleagues in CMG, making full use of the range of facilities we have across the Dignity group in order to improve our overall client experience.”





There are still significant savings to be had on Dignity prepaid funeral plans between now and 11 May.

**Colleagues can still take advantage of a £200 saving on Dignity Funeral Plans, but the clock is ticking!**

Applications need to be received by Tuesday, 11 May, with discounts available on each of our Traditional and Natural Plans.

We'll combine the usual £100 staff discount scheme with a further £100 reduction, giving you even greater value when you fix the cost of the services in your funeral plan.

And remember, the offer can be extended to family members and friends too.

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

**Clients can save too**

Now is also a great time for branches to discuss the benefits of a prepaid funeral plan with our clients and follow up any recent enquiries.

There is currently a £100 discount available on all Dignity plans purchased. As with the staff discount, this offer ends on 11 May.

## BRINGING Easter cheer

Teams arrange a series of collections to make the day egg-stra special for those in need.

### **When the call went out to join our Easter appeal, there was a cracking response.**

So today we're celebrating all the good eggs who kindly organised collections for charities and worthy causes in their local communities.

Using their branches as drop-off points, these teams hatched plans to gather together masses of chocolate treats ready to share with those who might otherwise miss out on the celebrations.

**Ann Bonham & Son** in Northampton, supporting the children's ward and other patients at Northampton General Hospital.

**Fisher & Dixon** in St Helens, Merseyside, supporting St Helens Young Carers.

**Grimmett and Timms** in Coventry partnered with another business called Sitel to support local nursing homes and University Hospital of Coventry and Warwickshire.

**H & G Wilde** in Bamber Bridge, Lancashire, supporting the Community Network and Outreach Centre.

**Hartley Foulds** in Burnley, Lancashire, supporting their local foodbank.

Branches of **John Garside & Son** in Biddulph and Congleton, supporting Biddulph Youth and Community Zone.

Branches of **Joseph Potts** in Lanarkshire, supporting Sanderson High School in East Kilbride.

**Kenyons** in Chorley, Lancashire, supporting St Joseph's Catholic Primary School.

**Mason's** in Hartlepool, County Durham, supporting Hartlepool and Peterlee Women's Refuge.

**Michael Smy** in Ipswich, Suffolk, supporting Stone Lodge Academy.

**Scales** of Blackburn and **Birtwistle & Rishton** in Great Harwood, Lancashire, supporting Blackburn Foodbank.

**W G Rathbone** in Warwick, supporting Leycester House care home.

**W H Scott & Son** in Rubery, Worcestershire, supporting The Children's Society.



# Dignity Digest

News from around our business



There's a selection of pictures opposite and more in the gallery on **Good to Great**.

We hope you all had a hoppy Easter – and ears to everyone who has taken part in the campaign!



**Lauren Cox** checks over the donations received at Ann Bonham & Son.



**Leanne Dixon** has arranged the appeal at W H Scott & Son and created a window display to encourage donations.



Launching the appeal at John Garside & Son are (l-r) **Samantha Gibson, Paula Connor** and **Sandra Foulkes**.



**Joanne Burgess** and **Dawn Somerville** kickstart the collection at Fisher & Dixon.



(l-r) **Helen Scott, Charlie Grant** and **Lisa Watson** with just some of the amazing 600 eggs collected at Joseph Potts..



Getting things underway at Kenyons are colleagues **Sandy Deleamarre** and **Sonia Coppenhall**.



The team at Scales (l-r) **Laura Goodwin, Rosina Cahill** and **Debbie Stuart**.



## FIVE STEPS TO STAYWELL

Our latest instalment of things to help feel us more positive and to get the best out of life looks at physical health.

### Hands up, who's put on a few lockdown pounds?

Yep, us too. With gyms closed and exercise classes cancelled, it's been harder than ever to keep physically active.

But did you know that being physically active is also great for our mental wellbeing?

Setting goals and challenges and achieving them causes chemical changes in our brain, which can help positively change our mood and even raise self-esteem.

Now the evenings are getting lighter, days warmer and gyms will be opening up in the next few weeks, we've pulled together some top tips to help you get started:

- 1** Gym not for you? Hey, they're not everyone's cup of tea and can be pricey. The **NHS website** has a great list of free activities to help you get fit.
- 2** Worried about your health? If you have a disability or long-term health condition, find out how you can still be active on the **NHS website**.
- 3** If you've not run since that hideous cross-country at school, then fear not, **Couch to 5k** can get even the most reluctant runners moving. Grab those trainers and start running with the NHS couch to 5k podcasts.
- 4** If the idea of the gym or running fills you with horror, how about starting swimming, cycling or dancing instead? It's best to find activities you enjoy and make them a part of your life.
- 5** Click on the **NHS link** for even more tips about getting active and getting started with exercise.





## LEARNING NEW SKILLS

You're never too old to learn – find out how learning new things helps you keep mentally well.

### Think you can't teach an old dog new tricks? Simply don't have the time to try something new?

Maybe you feel daunted by the prospect of learning again? Then fear not.

Research shows that learning new skills can not only improve your prospects and give you a sense of purpose, but can also improve your mental wellbeing by boosting self-confidence and raising self-esteem.

There are lots of different ways to learn new skills and improve mental health. Why not try:

- Learning to cook something new. The [NHS website](#) has some handy healthy eating and cooking tips.
- Taking on a new responsibility

at work, such as mentoring a junior colleague or improving your skills. Our **Learning Zone** has loads of stuff to try – and some only takes minutes to do.

- A DIY project you'd normally get someone else to do. There are lots of free video tutorials online to help you mend something round the house or garden.
- Signing up for a course at a local college once lockdown is over. You could try learning a new language or a practical skill such as plumbing. You can even learn new languages online, with apps such as [Duolingo](#).
- A challenging new hobby, such as writing a blog, a new sport or learning to draw.

If you have any other tips to boost mental health through learning new skills, let us know by posting a comment on Good to Great.



# TAKING TIME TO REFLECT

A Day of Reflection marked the recent anniversary of the first COVID lockdown.

**It has been just over a year since the Prime Minister gave the nation its first stay at home order to try and curb the rising number of coronavirus cases.**

The way we work, socialise, shop, travel, interact with family and friends and educate our children changed virtually overnight. And we're still having to live with many of the same restrictions a whole 12 months on.

But the pandemic's greatest and most tragic impact must surely be the increased death rate.

Clearly this affects us professionally in what we do for our clients; sadly some of us will have experienced loss on a personal level too.

We invited colleagues to join in with a National Day of Reflection on Tuesday, 23 March, exactly one year on from the start of the first lockdown.

Spearheaded by the charity Marie Curie Cancer Care, it was an opportunity for people to come together to reflect on their collective loss, support those who have been bereaved, and look forward to what we all hope will be a brighter future.

Activities included a one minute silence, then later that evening Marie Curie created a nationwide beacon of remembrance by asking people to shine a light into the sky using candles, torches and mobile phones.

See our **[online gallery](#)** for examples of how teams around the country marked the occasion.

## What are your reflections?

The pandemic has undoubtedly had a profound effect on our business, our clients and our people.

We'd like your help to capture and tell that unique story.

As you take a moment to reflect on the challenges we have overcome, please consider jotting down your thoughts in a short message and emailing it to us at **[Internal.Communications@dignityuk.co.uk](mailto:Internal.Communications@dignityuk.co.uk)**.

It doesn't have to be work related, as long as you're happy to share those words and feelings with colleagues.

We'll collate everyone's experiences over the next few weeks and present them in a future article.

And finally, if there's someone you'd like to thank, or a great achievement that deserves recognition, don't forget to post the details to our **[Good Deed Feed](#)**.

