

**7th May 2021**

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

# LATEST TRIAL GETS UNDERWAY

New options for direct cremation services are being tested in a number of our branches.

**Last week saw the start of a trial involving 20 of our branch locations to see how clients respond to a wider choice of funeral services.**

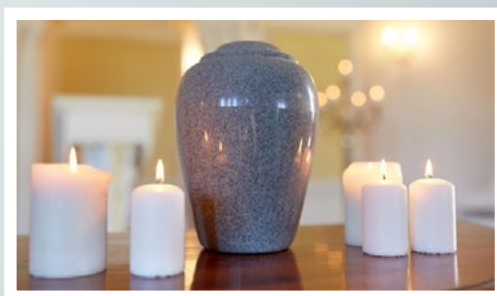
The focus is on direct cremation, with three new services available: an unattended direct cremation by itself; and direct cremation incorporating either a chapel/parlour service on our premises, or a service at a nearby CMG crematorium.

In addition, the trial also sees enhancements to aspects of our existing Simple, Tailored and Full Service funeral products.

You can read more about the trial, and what the various services entail, in our [previous article](#).

## Making it happen

Since announcing the trial, a lot of final preparation work has taken place to ensure everyone is ready to start.



This includes training for 70 colleagues so they can be confident introducing the products to our clients.

We've printed and delivered literature to each participating branch and updated their local web pages to reflect the broader offering.

Advertising has been arranged and we'll soon be in contact with local media to tell the story of how we're adding choice and value for bereaved families, without compromising on quality of care.

It's been a great team effort and we'll be monitoring the trial closely to understand how the new services fare, before reporting back with updates right here in Dignity Inside.





# EASING FUNERAL RESTRICTIONS

The requirement to cap attendance at funerals in England to 30 mourners will soon be lifted.

**The government has announced it will be removing the 30-person legal limit for funeral attendance in England earlier than originally planned.**

The change now forms part of Step 3 of the roadmap to ease COVID-19 lockdown restrictions, which is currently expected to take place from Monday, 17 May.

It's important to remember that social distancing must still be observed. As such, the actual number of attendees will end up being determined by the size of the host venue and this includes both indoor and outdoor locations.

Rules across the rest of the UK remain unchanged for now. In Scotland, up to 50 people can go to a funeral and there are plans to increase this number to 100 from 7 June.

Both Wales and Northern Ireland have already been using the approach of determining attendance by venue size rather than specific numbers for some time.

## What does this mean for us?

During the arrangement process it will be essential to liaise closely with the client's chosen venue so we know exactly how many mourners they can safely accommodate with social distancing measures in place.

While removing the legal limit of 30 gives the impression of unrestricted attendance at funerals, the reality is that some smaller, more intimate venues may not be able to increase their numbers at all.

As always, you must continue to follow our operational guidelines regarding COVID-19. Turn to the next page for details of the latest updates, or read the guidelines in full [here](#).

Please note the localised guidelines for England will be revised ahead of the Step 3 changes effective from 17 May.

# CHANGES TO COVID-19 GUIDANCE

Rules are being relaxed, so we've updated the Funeral Operations guidance.

The vaccination programme continues at pace and some coronavirus restrictions have started to be lifted across the UK nations.

So we've updated our guidance documents to help you take the greatest care of our clients and give their loved ones a respectful farewell.

## What's new?

There are quite a few changes, so we recommend you read through all of the Operational Guidance to make sure you understand them.

In summary, we can confirm the following:

- Shared occupancy of vehicles is permitted, including hearses and ambulances
- Bringing deceased into our care from hospitals procedure to be adopted for private residences
- Body bag usage to be restricted to standard protocols i.e. leakage or risk of infection
- Adoption of Government-led 28 day protocol for identifying COVID-19 related deaths.

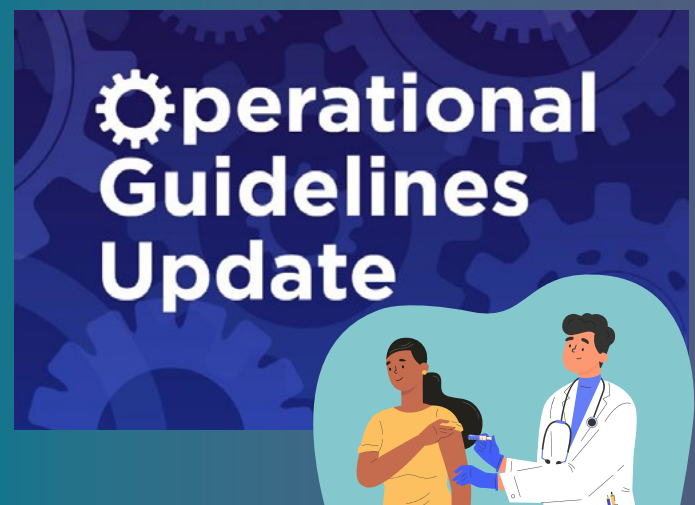
We are also allowing managers to travel securely between branches for visits and meetings, as well as resuming face-to-face training.

## Devolved nations

We've been closely monitoring the changing restrictions in each of the devolved nations.

**Wales** – we have updated the guidance concerning wakes and social contact.

**Northern Ireland** – we have updated the social contact guidance and expect further updates for receptions and wakes from 24th May.



**Scotland** – the guidance has been updated to include protection levels, as well as additional information including coronavirus testing for visiting professionals to care homes.

We'll be updating the guidance for **England** ahead of restrictions being eased under Step 3 of the government's roadmap on 17 May.

## What's next?

We're updating the PPE picture guides to make sure they reflect the latest rules.

We'll let you know as soon as they are ready, and thanks to popular feedback, we will also make these available in A5 size.

Finally, please remember that our operational guidance is **mandatory** and we need you to follow all instructions for the safety of you, our colleagues, clients and communities.

If you have any queries, please ask your area or regional manager for help.



# AVOIDING UNWANTED INCIDENTS

In our latest article on information security, we look at how to prevent breaches and data losses occurring.

## Protecting the integrity of our computer network and stored personal data isn't just a job for our IT team.

We all have a role to play, which means understanding the things that could go wrong and, more importantly, how to keep our systems and assets safe.

Any sort of compromise or failure in these areas is known as an information security incident.

Incidents typically happen when company machines and storage devices are lost or stolen, or when paperwork containing confidential information is mislaid.

Organisations can also be victims of cybercrime by having



their systems hacked into, or unwittingly giving criminals access through malware and phishing scams.

## What is classed as a security incident?

Examples include:

- Unauthorised persons accessing or making changes to a company's systems, software or data
- Interference with IT resources
- Manipulating user accounts
- Institutional data going missing or being unaccounted for
- Targeted criminal activity to disrupt or compromise systems, such as ransomware or denial of service attacks.

[continued on next page >](#)

## Staying safe

At Dignity, email continues to be the root cause of most of the incidents we see. It's easy to make mistakes or get tricked by a scammer, so be on your guard against instances such as these:

- Clicking links and opening attachments in an email from an unknown source
- Downloading and running files you're not familiar with
- Entering secure information or passwords into a third party website
- Responding to pop-up messages that appear unexpectedly in your browser.

If you have to send emails containing personal data, then check – and check again – that you're messaging the correct recipient.

Also ask yourself whether that recipient should be receiving such information in the first place.

## How to report any concerns

Incidents where there is a suspected loss of personal data must be verbally escalated to the Head of Information Security and Data Protection, Mandeep Baidwan.

If this is not possible, tell a senior manager, email [privacy@dignityuk.co.uk](mailto:privacy@dignityuk.co.uk), or call the IT helpdesk on 0800 171 3795.

Any suspicious emails and web-links should always be forwarded to [security@dignityuk.co.uk](mailto:security@dignityuk.co.uk) so they can be investigated.

Missed last month's article on Subject Access Requests? Catch up [here](#).



# GREEN IS THE COLOUR

We're doing our bit to care for the environment, but how much do we know about our supply chain?

Earlier this year we offered insight into the green credentials of one of our key suppliers, Veolia, who look after much of Dignity's general waste handling.

Now we're turning the spotlight on four more service providers who are equally serious about protecting the environment and working with us in an ethical and responsible manner.

Our Procurement team have been asking the questions and here's what they discovered.



## Greenworks Solutions

**Tell us about what you do for Dignity.**

We supply, service and maintain washroom products such as air fresheners, hand dryers, soap dispensers and sanitary waste units. Based on one year's servicing at Dignity locations, we removed around 1.5 tonnes of healthcare waste on your behalf.

**Having 'green' in your name inspires confidence!**

**What are you doing to help the environment?**

We maintain a high standard of environmental awareness and compliance throughout the company, promoting the use of recycled materials and water saving facilities.

**What happens to our waste after collection?**

Greenworks is a zero to landfill company, so none of it ends up in landfill sites.

Waste is collected and disposed of utilising two different methods – incineration to generate energy and also a unique composting method which creates heat and works away bacteria. We actually recycle more than £1m worth of energy every year across our entire client base.



## Shred-it

**What service do you carry out?**

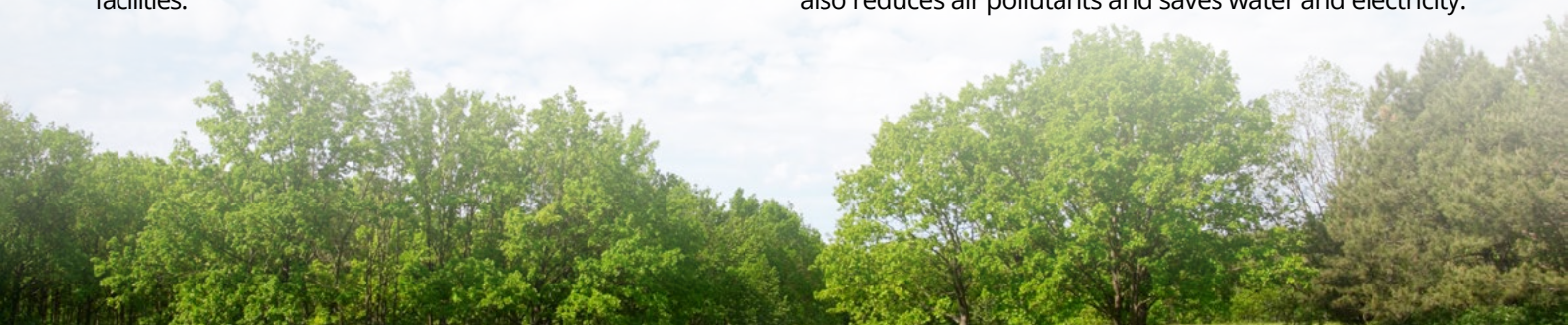
The collection and safe disposal of confidential and sensitive paperwork. We collect from head office, network locations and we've even been providing bags for confidential waste to homeworkers throughout the pandemic.

**Does the waste paper get recycled?**

Yes the recycled fibres are used to make new paper products, which in turn saves trees. Since the start of our current contract just over a year ago, we estimate 203 tonnes of recycled fibres have been produced from your confidential waste and that has saved approximately 3,450 trees.

**Are there any other environmental benefits to this process?**

Recycling paper stops that waste from going to landfill. It also reduces air pollutants and saves water and electricity.





## Direct Corporate Clothing (DCC)

### Who are DCC?

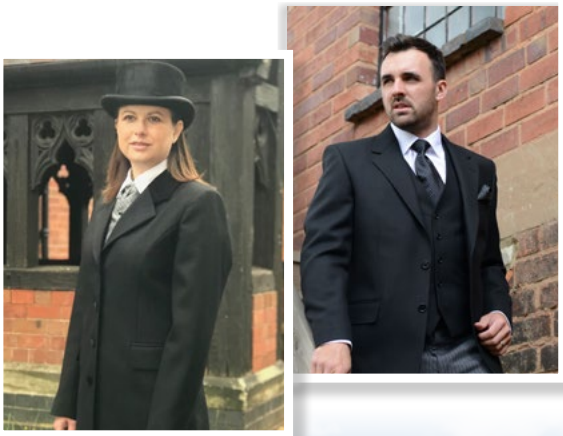
A leading contract supplier of workwear, corporate clothing and PPE. We provide uniforms for all roles at Dignity except Funeral Directors.

### Why is sustainability so important to you?

It's how we balance the interests of the planet with our business needs and those of our clients. We are committed to driving forward new technologies, working with innovative and environmentally conscious partners, manufactures and suppliers.

### Can you give us an example?

A number of our formal suit ranges feature recycled polyester in the fabric blend. Each suit uses up to 45 recycled plastic bottles, which are melted down and spun into fibres. These bottles might otherwise have ended up in landfill.



## Lyn Oakes

### What does your company do?

Lyn Oakes is a family-owned tailoring business. We supply uniforms to Dignity's Funeral Directors.

### Tell us about your commitment to corporate social responsibility.

We have been running an ongoing CSR project for the last nine years. This includes making relevant decisions to minimise our environmental impact in areas such as manufacturing, energy consumption, packaging and transportation.

### What about the fabrics you use?

Wherever possible we source from within the UK and only use fabrics from trademarked suppliers where everything has to meet strict eco-friendly requirements.

The most widely used material in the clothing you purchase from us is the Herringbone 100% natural woollen fabric for jackets, frockcoats, Morning Tails and waistcoats. This fabric is fully recyclable and sustainable and certified as non-mulesed. The supplier also gets all their energy from wind power.

If you want more information about any of our suppliers and service partners, or need their contact details, simply head to the [Procurement pages on the intranet](#).



# TAKE MAY IN YOUR STRIDE

Many of us took up walking during lockdown – National Walking Month reminds us why it's so good for us.

When we went into the first lockdown last spring, there was nothing much else to do except go for a stroll around the block.



More than a year on, it may have lost its novelty factor, but don't hang up your walking boots just yet!

Walking is good for our minds, our bodies and our neighbourhoods and has been a lifeline for many during the past year, helping people stay active and connected.

Lots of us discovered hidden gems near our homes, appreciated the cleaner air thanks to less traffic and welcomed the chance to escape the four walls of our houses.

May is National Walking Month and with our Employee Assistance Programme partners at AXA, we're encouraging everyone to keep going and pledge to #WalkThisMay.

Walking is still one of the best ways to increase activity levels, boost metabolism, build resilience – and can help us part ways with those excess lockdown pounds too.

Sedentary lifestyles contribute to a range of problems, so it pays to stretch your legs and kick-start a healthier you.

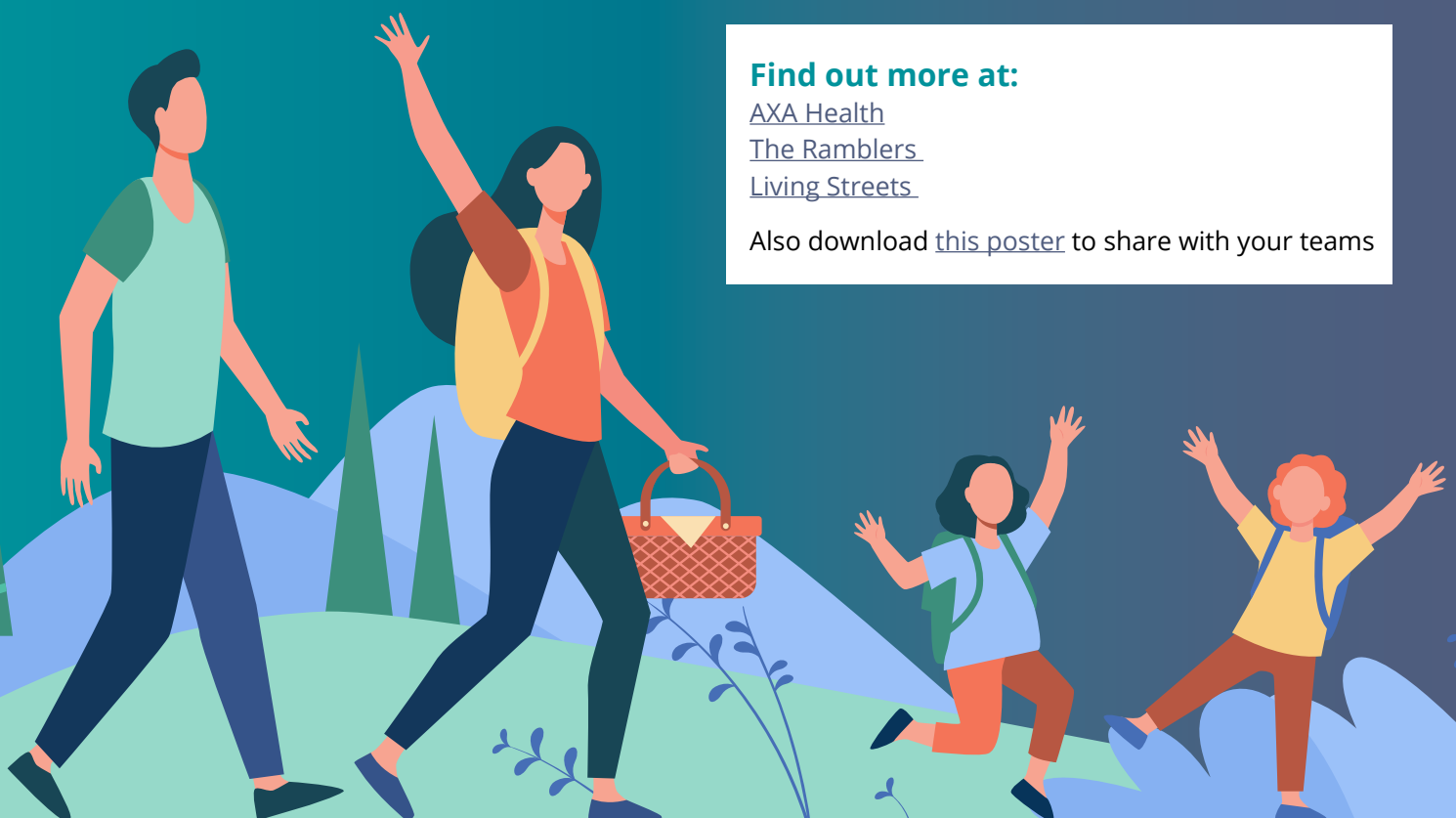
## Find out more at:

[AXA Health](#)

[The Ramblers](#)

[Living Streets](#)

Also download [this poster](#) to share with your teams





# FUNDING WORLD- CLASS CARE

Let's dedicate this year's International Nurses Day to the specialist frontline staff at Teenage Cancer Trust.



We know how important it is to combine expert knowledge and skills with compassion when helping families going through the most difficult of times.

In that sense, we can draw a number of parallels between our business and the role of our nominated charity, Teenage Cancer Trust.

With International Nurses Day taking place on Wednesday, 12 May, we thought it was a perfect opportunity to acknowledge the vital role nursing staff play in caring for young people living with cancer.

The charity funds specialist nurses across the UK who provide clinical care alongside emotional and practical support as young people seek to cope with the considerable challenges that cancer brings.

That's why much of the money we raise will be used to ensure this world-class standard of nursing care continues to develop, improve and become more widely available.

Just £30 pays for an hour of care from a Teenage Cancer Trust nurse, so together we really can make a huge difference.

Corporate Partnership Manager Thea Karavasili said: "Over the last year medical staff have had to work harder than ever before. Our specialist nurses have stepped up to help colleagues within the NHS and ensured young people still get the care they need, from diagnosis to post-treatment.

"We'll be dedicating this year's International Nurses Day to our incredible team and we hope our valued supporters will do the same."

If you'd like to find out more about nursing and other key support roles within Teenage Cancer Trust, head to their [website](#).

Also look out for a future article where we'll introduce you to a member of the frontline team and share their inspiring story.

