

18th June 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 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!)

SEEKING FURTHER INSIGHT

Direct cremation plus the Tailored Funeral is the latest client offering we'll be trialling in our branches.

We're continuing our assessment of how clients respond to the wider availability of direct cremation services through our branch network.

Later this month, an additional product trial across 20 branches will commence, running in tandem with the **existing trial** we reported on back in April.

The focus is still very much on direct cremation, but this time we're looking at how it works when paired with just our Tailored Funeral. Here's the plan.

What will be available?

All branches in the trial are offering a choice of:

- 'The Direct Cremation'. An unattended cremation carried out at a nearby CMG crematorium.
- 'The Chapel / Parlour Service'. Our own branch chapels (parlours in Scotland) are used to hold a small service of remembrance ahead of an unattended direct cremation.
- 'The Tailored Funeral'.

As a reminder, our Tailored Funeral is a flexible product that provides all the essential elements of a funeral and then allows clients to choose and pay for any additional services they want.



These additions include embalming, delivery of ashes, limousines and hiring a celebrant or minister. A client may also want us to bring the deceased into our care outside of regular office hours and arrange out of hours visits to the Chapel of Rest to pay last respects.

What do we hope to achieve?

Direct cremation is becoming increasingly popular and has appealed to many of our clients in areas where it has already been trialled.

So we want to continue building market share by making direct cremation services more widely available and connecting those people who are interested to their local CMG crematorium.

Alongside these options, we are also testing whether clients prefer

the flexibility offered by the Tailored product at a competitive price, rather than the more restricted Simple Funeral or more expensive (but comprehensive) Full Service Funeral.

Unlike the recently launched Direct Cremation trial, the Simple and Full Service funerals are not part of the product mix this time.

Getting ready to go

The trial is due to begin on 28 June and we expect it to run for a year.

There's still some final preparation work to do, such as improvements to our chapel and parlour facilities so they are ready to receive clients and other mourners.

Training for colleagues at participating branches will be provided and we're arranging marketing support, which will be consistent with the Direct Cremation trial so accurate comparisons can be made.

Direct Cremation plus Tailored will appear in branches located in Perth and Kinross, Falkirk, Cardiff, Leeds, Knottingley and Pontefract.

We'll update you on progress across these and other trial locations over the coming months.

COVID-19: WHAT THE DELAY MEANS FOR US

Reduce the risk of infection by following our guidelines.

On Monday evening, Prime Minister Boris Johnson delayed removing all COVID-19 restrictions in light of increasing cases of the virus.

Generally, there is no change to current guidance for the funeral industry (although we do expect some tweaks to rules for commemorative events next week).

This means we should carry on as we are now until advised otherwise. We've been careful to put precautions in place as restrictions have eased to allow us to open up more of our services, including conducting risk assessments for our crematoria capacities.

As always, we want to keep you safe. Cases are rising and we should not allow ourselves to become complacent.

Not all of our colleagues and casuals will be fully vaccinated yet, and as a caring business, it's vitally important we remain aware and reduce the risk of spreading infection amongst ourselves, our families and our communities.

Here's a reminder of what we need you to do:

Follow the guidance

We're constantly monitoring the guidance at both a national and regional level. We'll always update you with any changes with your safety in mind, so make sure you follow the latest guidance at all times.



Face coverings

When not at your workstation or desk, such as walking to the kitchen or loo, sharing a vehicle, or moving around any of our premises, you must wear a face covering (unless exempt).



Socially distance

The biggest barrier to virus spread is reducing contact. Please continue to keep 2m away from others at all times, or at least 1m if you are wearing a face covering.



Work from home

We are reviewing what the return to work may look like for our business, and will keep you posted on what this may mean for you. In the meantime, if you can work from home, you should continue to do so unless you've been informed otherwise by your line manager.



Wash hands

Wash or sanitise your hands thoroughly and regularly – and remember not to shake hands with people. Try an elbow bump instead.

We'll continue to monitor government guidance. If you have any questions about what the roadmap delay means for you, please ask your manager or get in touch with HR.

UNVEILING A SMART NEW LOOK

A major refurbishment project has been completed at Oxford Crematorium.

Visitors to Oxford Crematorium were wowed this week when colleagues unveiled their fully refurbished main chapel.

The Crematorium and Memorial Group (CMG) invested £50,000 to help transform the building and improve facilities for mourners.

The chapel has been redecorated and had new furniture, curtains, carpets and flooring installed. CMG also worked closely with a local restoration specialist to reupholster the existing chairs.

Part of the project was to look at technology, with an extra visual tribute screen installed which can be used to show family photographs or video clips during a funeral.



And while webcasting equipment was already available in the main chapel building, additional kit has been put into Oxford's smaller secondary chapel so the same valuable service can be offered there too.

Manager Trish Smith said: "We're really proud of the changes made. The modernised chapel and new

facilities mean that families will have everything they want when they say a last farewell to their loved ones."

There's more work planned at Oxford for later this year, which will see both the waiting room (a space where relatives and friends can await the arrival of the funeral cortege) and Book of Remembrance room also get updated.

We'll definitely be back to take another look then, plus we'll keep you posted on further refurbishment schemes due to take place at more CMG locations in other parts of the country.

ALL THINGS BEING EQUAL

You might think it's just banter. You may 'just be joking'. You might not realise that a certain term is offensive.

But in a business which is all about affording respect and dignity to the deceased and their loved ones, we also have a responsibility to treat each other with care, and avoid ever discriminating (even unintentionally) on the basis of race, gender, sexuality or age.



This is why we're delighted to introduce new modules to the Dignity Academy Portal addressing key Equality, Diversity and

Inclusion (EDI) topics, including Bullying and Harassment and Unconscious Bias.

Each module will take between 30 and 45-minutes to complete and all content is now live on the system.

If you have any queries, please contact learning&development@dignityuk.co.uk and let's remember that in a world where we can be anything, #bekind.



COMING TO THE RESCUE

Get ready for an easier way to access technical support from the IT Service Desk.

Many moons ago, a well-known automotive recovery firm came up with the memorable claim of being 'the fourth emergency service'.

A fair shout if you're a stranded motorist, but given our experiences during the pandemic – especially for those of us still working remotely – it's a label probably better pinned to Dignity's IT Service Desk.

From creaking broadband connections to unruly system updates, this team of professionals have pulled out all the stops to keep our digital world running smoothly.

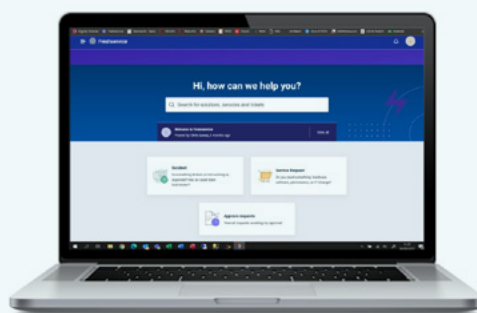
With continued high demand for technical support, one aspect of the service IT are keen to improve is how those initial requests for help are logged.

That's why you will be hearing more about something called **Freshservice** over the coming weeks.

What is it?

IT are currently working on a new platform which will allow all colleagues to visit the Dignity Freshservice website and quickly raise any issues or requests.

"This team of professionals have pulled out all the stops to keep our digital world running smoothly."



Over time, this will provide the best and most convenient alternative to telephoning the Service Desk or sending them an email.

Freshservice offers an enhanced logging process for when you need assistance and the new platform also brings many improvements for IT themselves, ensuring they can offer a greater level of service.

We'll share more details on how Freshservice will work soon.

Is anything changing now?

For us, no. But behind the scenes, there will be some changes.

IT will start logging new enquiries as tickets in Freshservice, meaning it is Freshservice that you will receive email notifications from as your request progresses.

So there's no need to query any of these messages as they will be legitimate and safe to open.

Testing for the actual platform is ongoing and should hopefully be completed by the end of July.

We will confirm launch plans in a future communication and everyone will get access to training materials explaining exactly how to use it.

In the meantime, please continue to contact IT in the usual way – by email at itservicedesk@dignityuk.co.uk or over the phone on 0800 151 3795.

They'll soon get you on the 'road' to recovery!



DON'T GET CAUGHT

Our guide to information security continues; this time we're showing you how to spot a phishing scam.

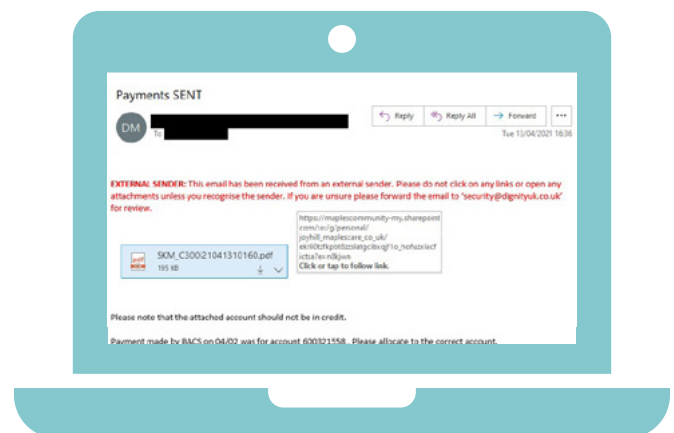
Phishing attacks continue to pose a major threat to our information security and the scams are becoming increasingly sophisticated.

As a reminder, phishing is when cyber criminals try to trick users into clicking bad links, downloading harmful files or disclosing personal data such as banking details and passwords.

Email is a prime vehicle for launching these attacks. We receive huge numbers of bogus messages, which is why everyone needs to be vigilant at all times.

To help, our colleagues in IT have pulled out an example of an actual phishing email sent to a Dignity address. They'll walk us through each step of the scamming process and highlight the tell-tale signs that prove it's unsafe.

"We receive huge numbers of bogus messages, which is why everyone needs to be vigilant at all times."

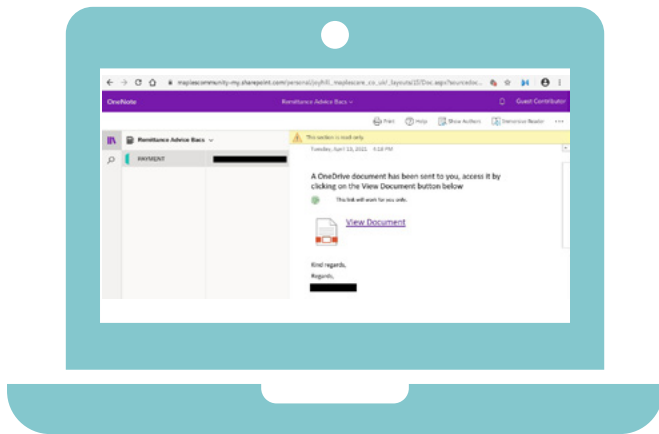


A recognised sender

This email came from a known third party, but while the sender's address is familiar, they haven't used the recipient's name in their message and the wording is rather vague.

There appears to be a PDF attachment. However it's actually a link to a website referencing 'maplescommunity'. That name has no obvious connection to the sender.

Continued on next page >



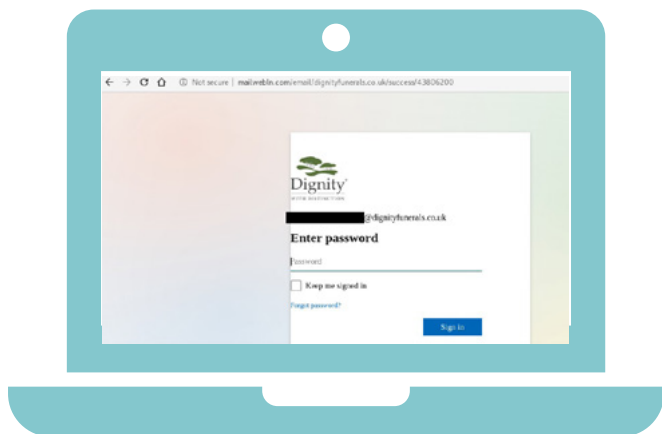
You can find full size screenshots to accompany this article on [Dignity Inside](#).

Document sharing

Clicking the link takes you to a document sharing webpage. It's very generic, with no company or Microsoft branding.

Note the inconsistencies too: 'OneNote' in the header and 'OneDrive' in the access instructions; 'BACS' in the email and 'Bacs' on the webpage.

And there's that odd 'maplescommunity' reference again in the address bar.



Providing your password

Clicking 'View Document' opens up a login page. It's even got a Dignity logo on it.

The page might look genuine initially, but wait a moment. We never ask colleagues to enter their Dignity credentials to view attachments – neither should a third party.

Also that web address (mailwebin.com) isn't hosted by a known provider like Google and it's clearly flagged as 'Not secure'.

You know who (or do you?)

In this example, one of the biggest challenges is that a known email address was used.

This happened because the person's email account had been compromised, allowing the attacker to impersonate them.

If you were the recipient, a good way to test for authenticity would be to telephone that individual or their company and ask if they've sent you anything.

The IT team can also help. Forward any suspect emails to security@dignityuk.co.uk so they can be checked over first.

Remember, phishing is essentially a confidence trick. Taking time to think before you click is a great defence against getting hooked.



IT'S HEALTHY EATING WEEK

Are you up for the 7-day healthy eating challenge?

There's barely a week that goes by without being told about the latest diet sensation.

From Keto to Paleo, Atkins to 5:2 and WeightWatchers to Slimming World, it can be hard to understand what's right for us.

Luckily, we're here to help! This week (14-20 June) is Healthy Eating Week, and together with our Employee Assistance Partners, AXA, we're challenging you to have a think about how and what you eat.

Are you up for the challenge?

Even if you don't need to lose any lockdown weight, a healthier diet can also give us more energy and better concentration.

To kick start a healthier you, we've set a small task for each day of the week for you to try - whether that be eating mindfully, raiding the store cupboard, or travelling the world with your meals.

You can download and print the 7-day healthy eating challenge sheet [here](#).

Want to know more?

For information on healthy eating, check out the fantastic resources on the [British Nutrition Foundation's website](#).

We'd also love to hear your healthy eating tips and recipes. Why not share them via the comments on Dignity Inside, or drop a line to internal.communications@dignityuk.co.uk.

Not sure where to begin?

We know that making changes to how we eat can seem daunting, especially when we have demanding lifestyles.

If you want a healthier diet, but aren't sure where to start, then look no further than [AXA's free resources, recipes and articles](#), all aiming to clear the confusion about what's healthy, what's good to eat and what's best to avoid.

You can also follow our simple top tips to help you on the right path:

- Replace unhealthy snacks such as biscuits, cake and crisps with healthy alternatives like nuts or fruit
- Start every day with a healthy, balanced breakfast
- Don't forget to stay hydrated with plenty of water
- Plan ahead - why not print off our free meal [planner template](#) and see how you get on?

Get expert insight

AXA are holding a free, live 'Mind Over Food' webinar with a panel of nutritional experts at 12.30pm on Friday, 25 June.

Helping us understand a bit more about the psychology of eating, the webinar will cover themes including how eating behaviours have changed over time, the impacts this has on our health and exploring our relationship with food.

If this sounds like your cup of tea, register for the webinar [here](#).



Are you and your team football crazy? Are you cheering for the home nations now the action has finally started?

Excitement levels are high for Euro 2020, the delayed tournament carried over to this year because of the pandemic.

And regardless of how things are going on the pitch, there's always a perfect partnership to be had between major sporting events and fundraising for charity.

Pick a winner

Teenage Cancer Trust have created this handy **sweepstake kit** for any colleagues keen to run a contest with their co-workers, family and friends themed around the Euros.



There's still time to set one up before the knockout stages begin, but you'll need to be quick.

Charge a small fee to take part, organise some spot prizes for

the winner or top three and then donate the proceeds to this fantastic cause.

Create your own challenge

If football isn't your thing, then take a look at Teenage Cancer Trust's recently published **Summer of Sport leaflet**.

It's packed with suggestions for arranging your own fundraising activity, plus you can always contact us at **Internal.Communications@Dignityuk.co.uk** if you're looking for tips and advice.

The charity needs our support more than ever to continue providing world-leading care services to young people diagnosed with cancer. Every donation really makes a huge difference.

“The charity needs our support more than ever to continue providing world-leading care services to young people diagnosed with cancer.”



A TASTY DEAL

Enjoy half price dining for a year when you purchase membership to tastecard through Dignity.

50%

Card holders get either 50 per cent off food or 2 for 1 meals



Here's an employee benefit for the foodies amongst us!

Once again we're teaming up with tastecard to provide all colleagues with discounted dining for the next 12 months.

Card holders get either 50 per cent off food or 2 for 1 meals at thousands of chain and local independent restaurants nationwide.

These include familiar names such as Prezzo, Giraffe, Ask Italian, Wildwood, Café Rouge and Bella Italia.

And if that selection doesn't whet your appetite, head to the tastecard website and try searching for participating restaurants near you.



Not just eating out!

With tastecard, you can also save money on:

- Cinema tickets
- Takeaway collection and delivery services
- Family days out
- Shopping at selected supermarkets and high street stores.

One year's membership either for yourself or as a gift costs £29.99 and there is the option to extend this to two and three years if you prefer.

The payment is deducted directly from your salary (it will show on your payslip for the following month).

Please note this rate is exclusive to Dignity employees and is only available until 30 July.

Hungry to sign up? Simply click **here** and fill out the online registration form.



Dining



Cinema



UK attractions