

## SAIFCharter Marketing and Membership Benefits Group

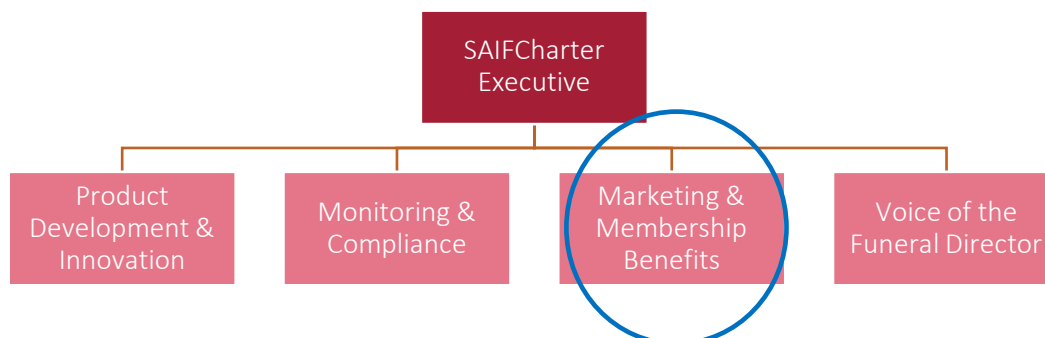
### Terms of Reference

#### BACKGROUND & CONTEXT

SAIFCharter is the funeral director membership association supporting the successful, sustainable future and collective good of independent funeral businesses. SAIFCharter sets the principle purpose and strategic goals of Golden Charter, it holds the Golden Charter ownership on behalf of all members and represents funeral director interests.

Representing this body of approximately 760 funeral businesses is a group of 11 working funeral directors, including the SAIFCharter Chair, sitting alongside Chief Executive of Golden Charter on a formal board called the SAIFCharter Executive.

The SAIFCharter Executive has established a series of sub-committees which are chaired by a SAIFCharter Executive member and are supplemented by the attendance of additional SAIFCharter members.



#### MARKETING & MEMBERSHIP BENEFITS GROUP

##### PURPOSE

The purpose of the Marketing and Membership Benefits Group is to:

1. Develop and evolve the SAIFCharter membership benefits package within an appropriate commercial framework and in line with funeral director priorities.
2. Challenge and make recommendation regarding how the benefits offering can be tiered and distributed fairly across the shareholder base, to drive engagement with the membership.
3. Review, develop and evolve existing partnership initiatives which exist between Golden Charter and the Association's members, to add value to independent funeral businesses.
4. Undertake 'bigger picture' thinking to identify new opportunities for Golden Charter to partner with independent funeral businesses, to provide support and add value.
5. Review a selection of funeral director facing marketing campaigns, proposals and promotional material, bringing the perspective of a range of independent funeral businesses, acting as a sounding board and consultation panel.



## SCOPE

The scope of the group is that of a consultation panel, not an approving body. The scope does not include visibility of all campaigns and promotional material and is for funeral director facing, rather than customer facing material.

## MEMBERSHIP

<b>Chair:</b>	Anthony O'Hara	Nicholas O'Hara Funeral Directors
<b>Members:</b>	Andrea Button	Button & Family Funeral Services
	John Tempest	Robson & Ellis
	Steward Hartley	G E Hartley
	Ross Hickton	Trevor E.W. Hickton Ltd
	Neil Williams	Ernest Heal & Sons Funeral Directors Ltd
	George Locke	R Locke & Son

Golden Charter representatives include Gordon Swan (Director of Communications), Karen Trickett (Chief Commercial Officer), Malcolm Flanders (Director of Emerging Market Insight) and Carly Ross (Shareholder Engagement Manager).

Reasonable member expenses will be met by SAIFCharter where required, in line with Golden Charter Travel Policy.

## TERMS OF OFFICE

Group membership will be developed and refined to ensure the most effective representation and to allow for succession of Chairs and members. A defined period of office for new members is not specified.

## MEETINGS

- The group will typically meet four times per year.
- The location of meetings can vary in line with member agreement to suit members' needs and may be by video or telephone conference from time to time.
- Administrative support will be provided by Golden Charter including issuing papers and minutes of meetings and maintaining a formal record of issues and actions.

## UNDERTAKINGS OF THE MARKETING & MEMBERSHIP BENEFITS GROUP

### Responsibilities of Golden Charter

To support the objectives outlined above Golden Charter will undertake the following responsibilities:

1. Open sharing of information, subject to maintaining commercial confidentiality.
2. Listening to shareholder views and progressing agreed actions.
3. Sharing of information across the SAIFCharter group structure.



## **Responsibilities of group members**

To support the Group objectives members will undertake the following responsibilities:

1. Make active contributions and initiate agenda items.
2. Draw on insight from the wider shareholder base to provide advice to the Marketing and Membership Benefits Group and act as a sounding board on proposals.
3. Maintain commercial confidentiality, where appropriate and support and assist with communications to SAIFCharter and the wider funeral director network.
4. Chair to ensure members are active participants and that they take responsibility for promotion of the group to the wider shareholder base.