

## SAIFCharter Voice of the Funeral Director Group

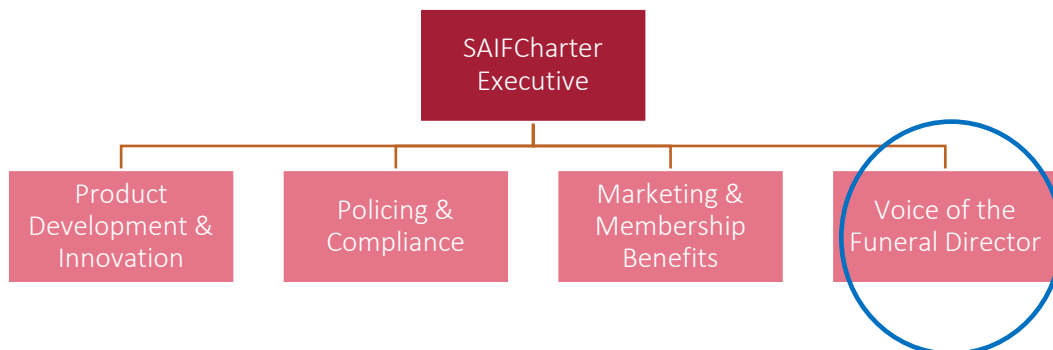
### Terms of Reference

#### 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 740 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.



#### VOICE OF THE FUNERAL DIRECTOR GROUP

##### PURPOSE

The purpose of the Voice of the Funeral Director Group is to:

1. Represent the sentiment of the wider shareholder base and highlight “on the ground” feedback and issues regarding the Golden Charter / SAIFCharter relationship and Golden Charter services.
2. Trigger remedial actions and improvements to the development and direction of Golden Charter plans and processes, in line with funeral director sentiment.
3. On board new SAIFCharter members to the Association.
4. Lead communications to the wider shareholder base on achievements and progress, providing a complete feedback loop.
5. Review and monitor service level tracking, input to development of resulting action plans.



## SCOPE

- The group will consider current and prospective services.
- Matters related to the content of new or existing products will be referred to the Product Development and Innovation Group. Matters related to marketing and promotional materials will be handled by the Marketing and Membership Benefits Group.

## MEMBERSHIP

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

Golden Charter representatives include Gordon Swan (Director of Communications) 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 VOICE OF THE FUNERAL DIRECTOR 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 Voice of the Funeral Director 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.