

Checklist for HTA Members

This document aims to provide HTA members with things to review and consider during the period of mourning for Her Majesty Queen Elizabeth II. The guidance is advisory, and HTA members should use their own judgement according to the specific circumstances of their business. We are particularly grateful for the information issued by the BRC, on which this note for HTA members is based.

On the day of Her Majesty's death

For your employees

- Issue a holding note from the CEO acknowledging the news and stating that further announcements will be made regarding the period of mourning as information is received from government.
- Be mindful of the impact of the news on colleagues; empower line managers to deal with colleagues in an appropriate way, whatever their views.

For your external communications

- Pause all press announcements.

For your social media

- Publish social media posts acknowledging the Queen's passing on all corporate channels (LinkedIn, Twitter, Instagram, Facebook).
- Consider publishing a personal message from the CEO on behalf of the business.
- Pause all other social content.

For your website

- Consider creating a message of condolence
- Pause and review all website promotions to ensure they are appropriate for the circumstances.

For your marketing / advertising and customers

- Pause and review all marketing and advertising campaigns to ensure they are appropriate for the circumstances.
- Consider whether outbound sales calls or telemarketing are appropriate on the day of the announcement.

For activity in garden retail stores

- Union flags and national flags should be lowered to half-mast
- Turn off music or switch to an appropriate playlist.
- Pause in-store promotions or product demonstrations that could be deemed not in keeping with the national mood.
- Adhere to national minute's silence as they are announced by the government

During the mourning period

For your employees

- Update employees with information from government and what your company will be doing for the period of mourning and funeral.
- Consider the wishes of colleagues to attend memorial services during work hours. Veterans or Reservists in your business may wish to take part in events and decisions will need to be made relating to leave for this purpose. If you are in doubt, you can consult our advice line operated by Citation 0333 005 0164
- Consider opening a book of condolence for employees.
- Employees may wish to wear badges, armbands etc as a sign of mourning so businesses should have considered their position on this in advance.
- Consider needs of colleagues who do not wish, for whatever reason, to participate in national mourning.

For your external Communications

- Review planned press announcements during mourning period. Consider whether planned announcements are essential and should be made in this period – ensure all content is in keeping with the national mood.
- Consider if specific communications or engagement are needed in Scotland, Wales or Northern Ireland.

For your social media

- Review social content. Consider whether planned posts are essential and should be made in this period – ensure all content is in keeping with the national mood.
- Consider a post to welcome proclamation of new Monarch.

For your website

- Continue to display a message of condolence if you have decided to issue one.
- Keep all website promotions under review and consider whether they are appropriate for the circumstances.

For your marketing/advertising and customers

- Keep all planned marketing and advertising campaigns under review to ensure they are appropriate for the circumstances.
- Consider appropriateness of outbound sales calls or telemarketing during period of mourning.
- Communicate with customers any impact on them. In particular consider the communication of any company decisions that relate to closures, deliveries, click and collect, or other customer services or support.

For activity in garden retail stores

- Union flags and national flags should remain at half-mast.
- Ensure that any music playlist is appropriate for the circumstances.
- Keep in-store promotions / product demonstrations under review to ensure that they are in keeping with the national mood.

On the day of the funeral

For your employees

- Consider wishes of employees to watch the funeral while at work or to have time off.

For your external Communications

- Pause all press announcements.

For your Social media

- Pause all social content.

For your Website

- Continue to display a message of condolence if you have decided to issue one.
- These can be removed after the funeral.
- Pause all website promotions.

For your Marketing/ advertising and customers

- Pause all marketing and advertising campaigns.
- Consider whether outbound sales calls or telemarketing are appropriate.

For activity in garden retail stores

- Consider what to do in stores which are on the route of the funeral procession or to any public gathering related to acts of mourning or remembrance
- Union flags and national flags should remain at half-mast.



- Turn off music in stores.
- Make arrangements to observe any periods of silence that are announced.
- Pause in-store promotions / product demonstrations that could be deemed not in keeping with the national mood.