

HEROES WELCOME IN THE UK

supporting the british armed forces ... supporting the british armed forces ... supporting the british armed forces ...



A Guide to Joining Heroes Welcome UK



Show your support for British Armed Forces



Preface

We hope this guide will help you to better understand the Heroes Welcome ethos and inspire you to consider setting up a Heroes Welcome scheme in your area.

It all started for us here in Scarborough, when a few local businesses now over 500 strong and growing, grouped up together in order to offer our visiting service personnel a warm welcome, special acknowledgement and perhaps a little discount if appropriate. Our resort is very popular with service families and we were tired of hearing media reports regarding members of the Armed Forces not always being made to feel welcome as they should. It occurred to us that we can all thank a helpful police officer, fireman, nurse or doctor but a soldier well he does his/her work "over the Hill and very far away" and we, the Ordinary British Public never really get a chance to say a proper thank you.

Since its inception in 2008 the Heroes Welcome ethos has been adopted by, Towns, Cities and Regions from all corners of the United Kingdom and our community network continues to grow steadily.

Our Scheme is free to join, flexible and simple to operate, all we ask is that if you do join, then you show your open support to service personnel in a way that is both meaningful and appropriate. We liaise closely with, military charities, regimental associations, the Armed Forces Day and the Community Covenant Teams to ensure that our message of support is unambiguous and does indeed get through to those who appreciate it most i.e. junior ranks, their families and dependants.

So if you agree with our sentiments, then join us in helping to remind our Heroes that they are indeed very Welcome.

John Senior MBE

Heroes Welcome UK

Heroes Welcome Members Oct 2015



Hampshire
County Council



Lewes District Council
www.lewes.gov.uk



Royal
Wootton Bassett

DORCHESTER TOWN COUNCIL

19 North Square, Dorchester, Dorset. DT1 1JF

Test Valley
Borough Council

St Edmundsbury Borough Council
West Suffolk

NEWHAVEN FORT



GUILDFORD
BOROUGH



Huntingdonshire
DISTRICT COUNCIL



North
Yorkshire County Council



Borough Council of
King's Lynn &
West Norfolk



Corriemulzie
Estate
SCOTLAND

Newhaven
Town Council

visit Blackpool
Morning, noon and night

Doncaster
Metropolitan Borough Council



Sefton Council



Runnymede
BOROUGH COUNCIL



Chesterfield
BOROUGH COUNCIL

Elmbridge
Borough Council
... bridging the communities ...

kirkhamtowncouncil.co.uk

Woodbridge
Town Council

Weston-super-Mare
Town Council

Hull
City Council



Guisborough
Town Council

Bournemouth
The Official Guide to the UK's premier resort

STOCKPORT
METROPOLITAN BOROUGH COUNCIL

HERTFORDSHIRE
HEROES

Middlesbrough
moving forward

YORKSHIRE'S
Herriot
COUNTRY

GREAT YARMOUTH
BOROUGH COUNCIL



Worthing
BOROUGH COUNCIL

BARNSELY
Metropolitan Borough Council

The Forces Audience



35,000



90,000



45,250

TA

32,000

Total Strength

202,250 + Dependants



Mission Statement

“To encourage British, Cities, Towns and Organisations to join Heroes Welcome UK, in order to give, support, quiet recognition and a little extra hospitality to Armed Forces Personnel and their families.”



Aims

“In 2010 the UK Government asked Communities to show their positive support to those serving in the British Armed Forces by signing up to the Armed Forces Community Covenant. We believe that taking ownership of Heroes Welcome goes some way to fulfilling this fine aspiration.”

“In 2012 the Royal British Legion’s Community Covenant Guide to Good Practice recommends Heroes Welcome UK as one way in which a community can show its open support to those serving in the Armed Forces, for a copy of the guide please go to our website and click on the link in downloads.”

- To provide a sustainable and simple vehicle to allow communities/organisations to express their quiet acknowledgement and gratitude to the Men and Women of the British Armed Forces in a direct and positive manner.
- To inform Service Personnel and their families where and when they may enjoy the benefits of a Heroes Welcome.



Principles of Delivery

- **Simplicity**

The scheme is designed to be simple and robust. Control measures are kept to a minimum and are only in place where required to ensure co-ordinated delivery of the message.

- **Flexibility**

Individual members are able to choose a discount or offer that suits their own style of business. There is no minimum or maximum all we ask is that in taking membership of Heroes Welcome UK, you enter into the spirit of the initiative.

- **Delegation**

In order to simplify administration we have delegated responsibility for the delivery of Heroes Welcome to all three levels of membership.

UK – Regional – Individual



Military Discounts

“No plan survives contact with the enemy”



Heroes Welcome UK is pleased to be able to announce its recent affiliation with the British Armed Forces only official discount scheme, Defence Discount Service.

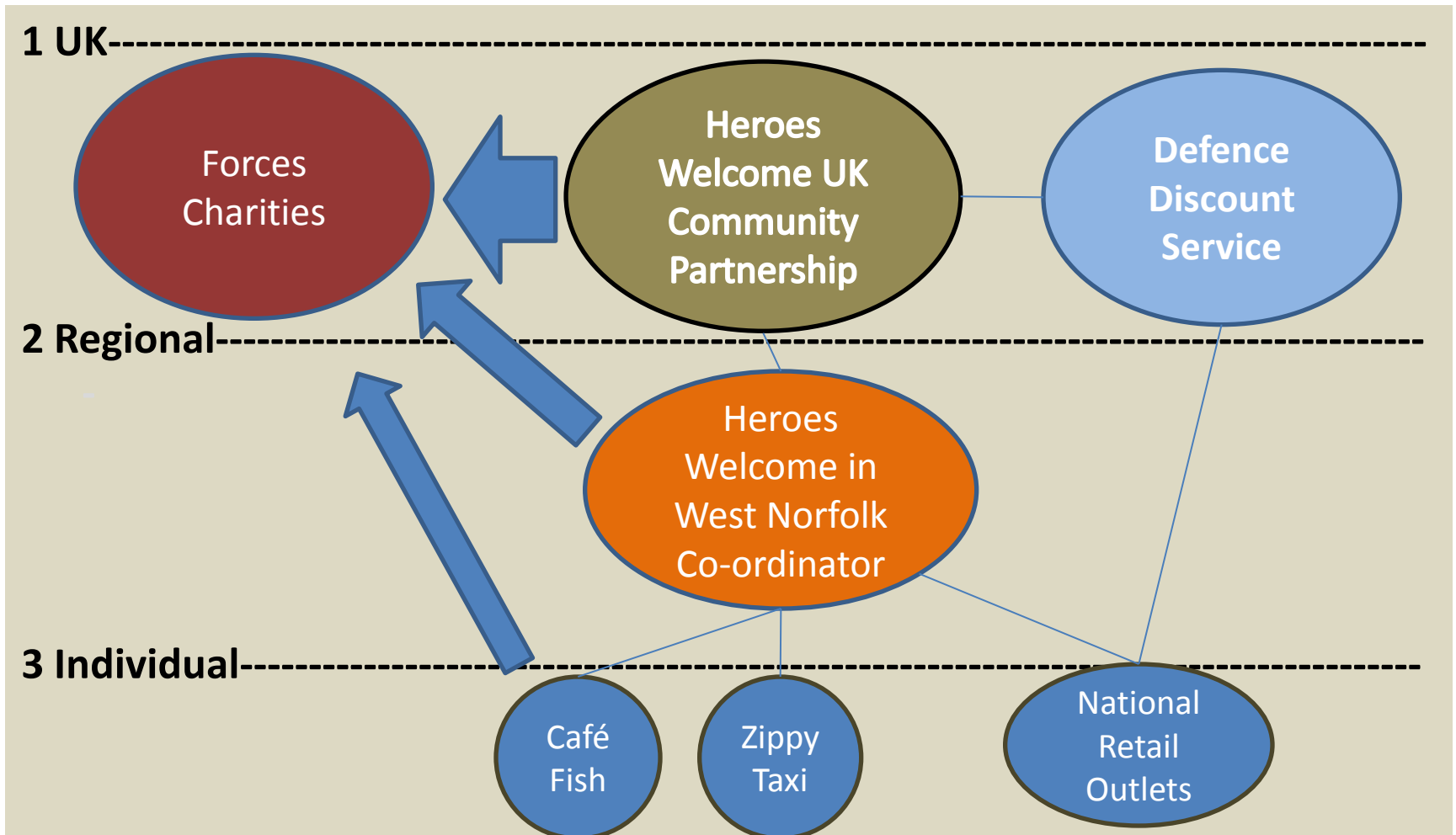
Heroes Welcome UK is not a discount scheme however, many of our small business members do offer service enhancements and they are able to continue as part of the Heroes Welcome.

Defence Discount Service will allow businesses of all size to offer their discounts to the Armed Forces for free including small businesses.

What our partnership will bring is access to the only bespoke and official forces discount scheme which will benefit those serving in the Armed Forces.

For details and information please visit : www.defencediscountservice.co.uk

Working within the Community Covenant





Delivery Tasks

Level 1. UK – “Providing the Tools”

Management of UK Web Site & Regional portals

Regional Starter Packs - Initial printing of stickers with regional logo, advice on website

Provide a Co-ordinator Help Line

Information stream to UK Armed Forces – BFBS – Service Magazines – The Army Hive

Liaise with Heroes Welcome regional members

Co-ordinate National Publicity

Level 2. Regional – “Keeping It simple”

Form a Delivery Group/Local council/Newspaper/Town Manager/ Tourism Associations

Appoint local co-ordinator

Brief regional press and media to create local public awareness

Recruit local business membership and community support

Liaise with Heroes Welcome UK re sticker production and distribution

Launch and maintain regional Heroes Welcome web site

Inform service personnel by publicity and posters at local units and Military bases etc.

Level 3. Individual – “This is your scheme you have control”

Manage your offer and publicity responsibly and make a difference!



Control Measures

Members must agree to abide by the following simple rules:

1. To operate their scheme exclusively for the benefit of members of the British Armed Forces, Veterans and direct dependants thereof.
2. Not to change or adapt the Heroes Welcome Logo without the written consent of the organiser.
3. Not to allow the Heroes Welcome name to be used for individual or commercial gain.
4. To register their scheme on the Heroes Welcome UK website.



Are you inspired to set up Heroes Welcome?

It's as easy as **1**

Step 1 - Preliminaries

Identify and engage the support of key individuals and groupings:

Local Authority - Press - Royal British Legion –
Tourism Associations - Chamber of Trade –
Town Centre Manager - Community Leaders –
Military Base Commanders.

Publicise your intention to launch using local press and media



Are you inspired to set up Heroes Welcome?

It's as easy as 2

Step 2 - Stickers, Posters and Website

The Heroes Welcome logo is adaptable to your area and can be freely used on stickers, posters, websites and other promotional material (By the kind Permission of Johnston Press)

You may of course produce your own, but if this is not practical then:

Bespoke Stickers for your region are available at a cost of 43p each on 14 day turn around. Contact Matt at Blue Raptor Signs & Displays,

Tel: 01723 866688 or Email: matt@blueraptorsigns.com

Posters and Promotional material can be produced using the Heroes Welcome PDF and Free Poster available from the joining page.

Webpage and Members listings can be set up by our website designers £100.00, or at your own arrangement. Initially you may prefer a simple link from your Tourism/Civic web site. Contact: Jason at Studio Betton, Tel: 01723 866058 or Email: studio@bettondesign.co.uk



Are you inspired to set up Heroes Welcome?

It's as easy as **3**

Step 3 - Role Out and Maintenance

Arrange for circulation of stickers and posters

Encourage members to download PDF logo for inclusion in their corporate websites

Liaise with Website host to update member listings

Co-ordinate Press and PR with Heroes Welcome UK

Monitor progress and encourage new membership

Publicise your scheme to the British Armed Forces at every opportunity

1-2-3

Example of a Regional Web Page



Welcome to the Heroes Welcome website

Be sure of a Warm Welcome at Yorkshire's Premiere Resort

The aim of the initiative is to give a warm Scarborough welcome and a little quiet acknowledgment to members of Her Majesty's Armed Forces

who are doing a difficult job in dangerous circumstances.

To view the current list of supporters please [click here](#)

When displayed The Heroes logo may indicate an Armed Service Discount or Upgrade Offer or at the very least a warm welcome

[\[back to main UK index\]](#)



forcesdiscounts-mod.co.uk



HELP for HEROES
Support the War Wounded

YORKSHIRE
Moors&Coast

Forum for Tourism

Evening News

Scarborough's Future



All information ©2009 Heroes Welcome UK | website by bettondesign.co.uk





Frequently Asked Questions

Is there anything like Heroes Welcome in existence? *Not in the UK, we believe that we are unique in creating a simple method for communities to show support and acknowledgment towards the British Armed Forces.*

Are you a charity? *No, we have no fund raising aims, however we do support Military Charities such as: Help for Heroes, the Royal British Legion and SSAFA.*

What do the Troops make of Heroes Welcome? *We have had thousands of messages of support from troops and members of the public. A common observation is, why aren't other places doing something similar, well now they are!*

Does it cost a lot of time and money to set up? *We don't think so, around £350.00, including the webs site set up and 500 stickers (as at May 2016). Once up and running, around an hour a week is all that is required to update and manage the scheme.*

Can we change the logo? *Not really, service personnel moving around the UK need to be able to identify with the scheme. However, your posters can include whatever you feel appropriate to be attractive to your local service groupings i.e. RN, Royal Marines, Army, RAF etc.*

How do we fund this? *You may choose to: Ask for donations, sell the stickers on at say 50p each or you might wish to add it to your Armed Forces Day Budget as part of the funding submission.*

Any complaints or adverse comment? *Up to now we have had no record of either.*



Forward & Together As One



The key to success is simplicity and the shared ownership of responsibility.

Each Region bringing its own expertise to bear in order to deliver the common aim of:

Providing a Heroes Welcome to The Men and Women of Her Majesty's Armed Forces

A Civic's Guide Jules Stutchbury NACO 2009



At the NACO Conference in Scarborough last year, I attended the British Armed Forces Day workshop where I was keen to hear how Scarborough had been leading the way in giving a warm welcome to members of the serving armed forces.

For those of you who didn't have the opportunity to attend that particular workshop, Heroes Welcome in Scarborough was the brainchild of John Senior, a local businessman and ex-forces serviceman. Tired of hearing media reports regarding members of the Armed Forces not being made to feel welcome in their own home towns, John, together with other local businessmen, grouped together to offer visiting service personnel and their families special acknowledgement without a loud fanfare.

As we have in the Borough of Kings Lynn & West Norfolk the largest fast-jet Royal Air Force base, I felt that it was particularly appropriate that we should set up our own scheme.

Full of enthusiasm and armed with a copy of John's powerpoint presentation, I returned to have a meeting with our Leader and Chief Executive, who were fully committed to letting us roll out Heroes Welcome in West Norfolk. I got together with our Town Centres Manager, Alistair Cox, who is in contact with businesses in the three main towns in our Borough. Alistair and I invited John Senior to come down from Scarborough to present Heroes Welcome to members of our Town Centre Partnership.

The feedback from the businesses attending was positive and we immediately gained commitment from the Editor of our local newspaper and the Managing Director of our local radio station to support us.

Moving at pace, we launched Heroes Welcome in West Norfolk through the newspaper asking businesses and service providers to show their support for our Armed Forces by choosing to offer a discount or service upgrade that suited their own type of business. We had a voucher printed in the paper, which businesses could complete and return to us to join the scheme. All they had to do was decide on what their special offer was going to be and download our Heroes Welcome logo. In return, we provided the businesses with a free window sticker which is how the Armed Forces personnel recognise that there is a special welcome awaiting them at that particular business.

We managed to source the stickers at 40p each and also used the same Webmaster as Scarborough to set up our page linked to the national Heroes Welcome website www.heroeswelcome.co.uk. As soon as a business has joined our scheme, we pass their details on to our Webmaster, who in turn displays their company with a link to their own web address.

The beauty of the scheme is that we don't display the businesses' special offers on the website, which gives them complete control and enables them to change their offer if necessary. This also ensures that the administration from our point of view is minimal.

Since our launch last July we have had a wide variety of businesses wanting to show their support for members of our Armed Forces and their families, from taxis to accountants, from candyfloss stall holders to The Queen's Estate at Sandringham.

Feedback from our local RAF personnel has been extremely positive. They feel that local people value the work they are doing under such difficult circumstances and are thrilled to be able to experience the quiet acknowledgement that Heroes Welcome in West Norfolk offers.

Jules Stutchbury
Civic Officer, Kings Lynn



Reactions and Comments

“Well done Kings Lynn, I do hope other towns will follow your lead!”

HRH The Prince Of Wales

“This simple scheme is very much appreciated by all those serving in the Armed Forces.”

Lord Dannatt KCB CBE MC

“Heroes Welcome is an excellent scheme and my soldiers really do appreciate the support shown to themselves and their loved ones ”

Lt Col Toby Gray Commanding Officer, 1st Battalion Coldstream Guards

“Fantastic idea, we really felt wanted, thanks very much Kings Lynn, we need more like you!”

CSM Slim24 E-mail

“Thank you very much Heroes Welcome Dorchester, the boys really appreciate what you are doing”

OC A Squadron, Kings Royal Hussars

“This is something very special and means a lot to all of us”

Captain AV 2nd Battalion The Yorkshire Regiment (GH)

“We are all very proud to be able to show Hampshire’s open support to members of the Armed Forces.” Anna McNair Scott, Chairman Hampshire County Council



Contact Details

www.heroeswelcome.co.uk

National Co-ordinator

John W Senior MBE TD

captsen1@aol.com

Administrator

Clive Linton (former RM)

clivelinton@aol.com

Heroes Welcome UK

4 Sandside

Scarborough

North Yorkshire

United Kingdom

YO11 1PE

Tel: 01723 364042

Sticker Production

Blue Raptor Signs & Displays

Unit 3 & 4 Newchase Court

Hooper Hill Road

Eastfield

Scarborough

North Yorkshire

United Kingdom

YO11 3YS

Tel: 01723 866688

Email: matt@blueraptorsigns.com

Website Design & Management

Betton Design

Tel: 01723 866058

E mail: studio@bettondesign.co.uk

