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52p

# PLEDGE YOUR SUPPORT TODAY TO ...

Report by Emma Spencer  
Email: [emma.spencer@yrnlttd.co.uk](mailto:emma.spencer@yrnlttd.co.uk)

TODAY the Whitby Gazette is launching a campaign urging the town to get behind its serving squaddies.

Heroes Welcome has been rolled out in other towns and cities and organisers hope to get a resounding response from Whitby people.

It is a scheme which offers Army, Royal Navy and RAF personnel and veterans discounts or special treatment at restaurants, hotels and other businesses as a way of saying thank you for putting their lives on the line for this country.

It may be that restaurants give 10% off the cost of a meal, hotels might offer an upgrade or businesses like taxis which can't give a discount could go that extra step and carry bags to and from the car.

Heroes Welcome has been established by Scarborough businessman John Senior who himself was a major with the 16 UK Air Assault Brigade.

He came up with the idea two years ago after hearing about a soldier who was injured in Afghanistan being refused a room at a hotel when he showed his military ID card.

John told the Whitby Gazette: "I read about it and was pretty incensed by it as was everybody."

"I wanted to make the point that if they came in uniform to my restaurant they would be welcome. I did a handmade poster



and stuck it in the window.

"Other businesses were coming in asking if they could have one and within a week they were all over the sea front."

Whitby Town Council is backing the scheme and several businesses have already signed up to show their support.

Local councillor Joe Plant who sits on the borough council said: "I think it is a fantastic idea."

"They put their lives on the line for our country and they deserve some recognition."

"Why shouldn't they have a Whitby welcome and I urge everybody in the town to get behind such a wonderful idea."

## Businesses quick to rally for heroes cause

SEVERAL businesses have already got behind the Heroes Welcome campaign being launched today.

John Perkins, manager of the Duke of York pub on Church Street, had no hesitation in backing Heroes Welcome in Whitby because he has pals serving in the forces.

He said: "We get loads of servicemen in here anyway. I have mates in Afghanistan and one is on his fourth tour."

"A scheme like this should be well received in Whitby and it will be, there are loads of lads in town that are in the forces."

The Fleece pub and The Black Horse boozier have also backed the campaign and also support other charities in aid of the armed forces.

Billy Rae said: "My son is joining the

RAF and he is 20 so it is something that is close to our hearts.

"Of course we would welcome servicemen. We live in Whitby and forget about them in Afghanistan, we don't see what they are seeing."

"The Black Horse and the Fleece definitely supports heroes."

One of the country's most famous fish and chip shops, The Magpie, is also on board.

Co-owner, Ian Robson said: "I am surprised a scheme is necessary as we often have armed forces and emergency services in here."

"But we would certainly support it. We want to show that they are welcome here like everybody else."

The Heroes Welcome campaign has al-

The Whitby Gazette has pledged to give a free paper to soldiers who come to our offices in Bridge Street.

We will also soon have 500 stickers printed for businesses supporting the campaign to display at their premises.

If you or your business would like to add its support call reporter Emma Spencer in the newsroom on 829908 or email: [emma.spencer@yrnlttd.co.uk](mailto:emma.spencer@yrnlttd.co.uk)

A list of all the scheme supporters will be published regularly in the Whitby Gazette and on our website at [www.whitbygazette.co.uk](http://www.whitbygazette.co.uk)

New additions will also be updated on our Facebook and Twitter sites.

ready been rolled out in 29 other towns including Scarborough and Bridlington and from Weston-Super-Mare to Blackpool.

Mayor of Whitby Town Council, Coun Terry Jennison is keen to do more in the town to support armed forces and was delighted to support the scheme.

He told the Gazette: "It is disgraceful that servicemen aren't welcome in some places and it shouldn't happen."

"They put their lives on the line for this country and any town or city where they are not welcome should be blacklisted."

"The town council would wholeheartedly support the scheme, most definitely."

• More details and update in your Whitby Gazette on Tuesday



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