

Heroes welcomed to Sefton

HEROES are welcome in Sefton, according to the borough's new Mayor, Cllr Alf Doran.

Cllr Doran has just launched his main Mayoral theme endorsing the 'Heroes Welcome' initiative and the borough is the first authority in the North West to do so.

The aim is to encourage local businesses to join a scheme offering discounts or services to active Armed Forces personnel (including Reserve Forces) and veterans.

The Mayor, and his Mayoress Cllr Gill Cuthbertson, are urging as many local businesses as possible to get involved.

Cllr Doran said: "The Heroes Welcome scheme is an excellent way of enhancing pride within our Armed Forces and veterans and a way for local businesses to be involved."

To join the scheme visit www.sefton.gov.uk/mayoralservices or www.heroeswelcome.co.uk.



Cllr Alf Doran