

Heroes to get warm welcome

Mayoral theme – to offer a discount to veterans

By JANINE YAQOOB

SEFTON'S new mayor has pledged to help serving forces and war veterans with the launch of his main Mayoral theme.

Councillor Alf Doran is endorsing the 'Heroes Welcome' initiative in the borough, which will be the first authority in the North West to do so.

The initiative involves getting local businesses to join the Heroes Welcome scheme which offers discounts or services to active British Armed Forces (including Reserve Forces) and veterans.

From paper shops to takeaway restaurants, pubs and local shops, all Sefton businesses

can get involved by completing an application form on the Sefton Council website on the Civic and Mayoral services pages.

The Mayor and Mayoress of Sefton, Cllrs Alf Doran and Gill Cuthbertson, are urging as many local businesses as possible to get involved in the scheme.

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

"We are the first local authority in the North West to back the scheme and hopefully it will grow and grow."

All businesses applying to join the scheme will then be sent a 'Heroes Welcome in Sefton' sticker and a welcome letter from the Mayor of Sefton.

As the scheme grows, visiting or active British Armed Forces and veterans within the borough will be able to access the information to see where they can receive a discount or service.

Under the scheme, British Armed Forces Service men and women will be able to claim discount or a service offered on production of an identification card.

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



● Mayor of Sefton, Councillor Alf Doran pictured with the logo for his 'Heroes Welcome' campaign

Photo by Suzy James Code SJ2S0609H.1