



**HEAD
UP**

The Mental Health
Charity For The Armed
Forces Community

THE HEAD-UP RETREAT

A uniquely non-militarised,
holistic safe haven to help
current and former members
of the Armed Forces
recover their mental health
and lead happier lives

WHY HEAD UP IS HERE TO SERVE

Head Up is a new UK charity set up by four veterans to help serving and former Forces personnel build a positive mindset and increase their mental resilience.

Paul Minter, George Dagnall, Simon Moloney and Adam Carrier have over 50 years of service between them, including a dozen combat operational tours. They have seen at close quarters how servicemen and women struggle with their mental health as a result of the high-pressure conditions they work under as standard, especially on the frontline. They are only too aware of how difficult it can be to access the right support for conditions like PTSD, depression and anxiety.

And they all have friends who have taken their own lives because they couldn't get the help they so desperately needed.

Now in civvy street, these four men are on a new mission – to empower members of the military community who are at breaking point to recover their mental health and enjoy a more positive, happier future.

“In 2019 I was in a deep depression, suffering severely with PTSD. There was an epidemic of soldiers taking their own lives, including two of my friends. I was in the worst place. But with a lot of hard work, digging deep and soul-searching, with help I started to get better.”

Paul Minter, Head Up founder



Paul Minter

- 18 years' service with the Household Cavalry Regiment
- 5 frontline tours, including Afghanistan & Iraq
- Mentioned in dispatches, 2011
- Medically discharged with PTSD
- Working full-time to develop Head Up
- Head Up trustee



George Dagnall

- 10 years' service with the Rifles Regiment
- 2 frontline tours, Afghanistan and Iraq
- Medically discharged with a complex hip injury
- Crisis and security consultant, and Lloyds Military Network committee member
- Head Up trustee



Simon Moloney CGC

- 10 years' service with the Household Cavalry Regiment
- 2 frontline tours of Afghanistan
- Awarded the Conspicuous Gallantry Cross for actions taken in Afghanistan, 2013
- Ambassador for Fighting Minds, supporting veterans into work
- Head Up trustee



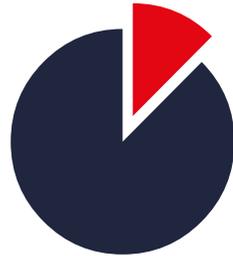
Adam Carrier

- 11 years' service with the Household Cavalry Regiment
- 2 frontline tours of Afghanistan
- Left the army in 2018 to pursue a career in the civilian sector
- Crisis and security consultant
- Head Up trustee



2.6M

current, retired and
reservist members
of the Armed Forces
in the UK



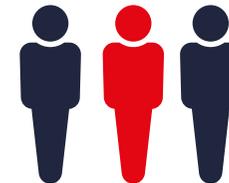
1 IN 8

servicemen and
women seek their
GP's help for
mental-health issues



17%

of combatants from
Iraq and Afghanistan
tours have probable
PTSD



1/3

of veterans with
combat experience
have mental-health
disorders

THE SCALE OF THE PROBLEM

“Getting treatment for PTSD when you’re still in the field and surrounded by military personnel is like trying to treat a burns victim while they’re still in a fire.”

Paul Minter, Head Up founder

FACING UP TO THE CHALLENGES

1

Military personnel are generally reluctant to acknowledge anything is wrong for fear of being labelled weak or non-deployable. It takes veterans 13 years on average to ask for professional help, and 84% of those reporting psychological issues never seek treatment.

2

Much of the psychological care currently available, while excellent, is offered in military settings. For people in acute mental distress, such surroundings can trigger further harm and be incompatible with any meaningful recovery.

3

While veterans get high priority over civilians, NHS mental-health services are struggling to cope with increasing demand across the board. For complex conditions such as PTSD, it can take up to two years to get the right therapy, and this may end up being too little, too late. Yet, for many, going private is simply too expensive to be a realistic option.



CREATING THE HEAD UP DIFFERENCE

Head Up's vision is to stem the increasing number of suicides within the military community by empowering people to turn things around before their issues have the chance to become life-threatening.

We'll do this by creating a unique, holistic countryside retreat that removes the existing barriers to getting the right help. Seven-day residential courses will provide personalised mental-health support for serving and retired members of the Army, RAF, Navy and Royal Marines. We will catch those at risk of falling through the cracks in current provision.

By design, the retreat will have a non-militarised atmosphere – no triggering Forces paraphernalia, photographs, uniforms or hierarchies. A calm, natural and luxurious environment will help guests feel welcome and valued, and give them space to work on their mindset and learn new skills for challenging negative thought and behaviours.

Although guests can be recommended to us by military organisations and charities, the NHS and businesses who employ veterans, they can also self-refer. This is a real point of difference from most other services.

And guests won't have to pay a penny to access Head Up's services. We don't want money worries putting off anyone who would benefit from our services.



“Many service personnel don't reach out during times of crisis due to a stigma around being diagnosed with a mental-health condition. Head Up's vision allows them to come forward without scrutiny, enabling them to get the right help, at the right time, without barriers – consequently saving lives and promoting a better future for our Forces' community!”

George Dagnall, Head Up trustee



OPENING UP A POSITIVE FUTURE

We're delighted to share our vision for the Head Up Retreat. As our charity grows and our plans take physical shape, we'll give regular progress updates on our website and social media pages.



Location

Rural Worcestershire, for its central UK location and excellent travel links, making it widely accessible while providing a tranquil, secluded environment.



Main house

Central building to accommodate staff and provide a kitchen and dining area, teaching room, study, meditation room, cinema room and yoga/stretch studio.



Grounds

Private landscaped gardens with wooded areas, dotted with luxury guest-living pods, plus beehives, a kitchen garden and a paddock and stables for animal therapy.



“The military teaches us to live life at a fast pace and always strive to succeed. Unfortunately, this lifestyle also means that by the time you realise you're having a few issues, they're already deeply rooted, and this can catch out the best of us. With the tools we aim to give at Head Up, and the attitude to living we aim to teach, many service personnel will never reach that point – and we'll strive to bring you back if you have.”

Simon Moloney CGC, Head Up trustee



The Head Up Retreat is the start of an 18-month programme of holistic support – support that is specifically tailored to the needs of Forces personnel, that understands and respects what they have been through, and enables them to visualise and create a healthy, rewarding future.

The seven-day residential course will teach simple but highly effective positive-mindset techniques. Guests will work with a comprehensive range of wellbeing strategies for optimum nutrition and fitness, better sleep, meditation and communication. They'll also be exploring therapies such as anger management, music therapy, animal and nature therapy, breathing work and cold-water therapy.

Following the retreat, we'll provide 18 months of ongoing, proactive care and contact. This will include free access to the Swiss8 app, developed by the Australian veterans' charity of the same name, which uses digital tools to inspire and guide personal growth.

Regular check-in calls will monitor each client's progress throughout this period, and if at the end of it they still need help, we'll assess their suitability for a revisit or secure them appropriate support elsewhere. Whatever happens, we won't walk away from our comrades.

**HEADING UP
THE PATH TO
WELLBEING**

HOW YOU CAN HELP MAKE IT HAPPEN

Head Up's immediate goal is to open the retreat by September 2023 and host 300 guests in the first year of operation.

Our long-term vision is to run additional retreats in other UK locations, to collaborate with the Armed Forces in reviewing mental-health policies, and to extend our work to frontline emergency services members.

To get started, we need to raise £3 million in 24 months. This will fund the purchase, adaptation and fit-out of the retreat premises and grounds, recruiting and training the staff, and financing 30 seven-day courses and 18 months of follow-up support.

But we can't do this on our own. We need your help.

We've already planned three fundraisers, kicking off with founder Paul Minter's world-record attempt in March 2022 – a 200-day, 5,800 mile run around the circumference of Great Britain and Northern Ireland. In April 2023, trustee Simon Moloney is taking on his solo Summit to City Challenge – climbing Mount Blanc, cycling to the French coast, rowing the Channel then running 75 miles to London. Meanwhile, after securing a generous donation from CHUBB, trustees Adam Carrier and George Dagnall and two other teammates are aiming for a new record in the world's toughest rowing race – the 3,000-mile Talisker Whisky Atlantic Challenge in December 2023 from La Gomera to Antigua.

Find out how you can sponsor us as an individual, a company or a military organisation – and what else you can do to raise funds and awareness – at www.head-up.org.uk and our social media pages.

With our heartfelt thanks,



Paul, George, Simon and Adam



“ Head Up fills an important gap in current mental health services. We want to reach out to those who are slipping into a bad place, and enable them to find their way back to mental wellbeing before they need serious medical help. Serving personnel and veterans don't want hand-outs - they're used to getting the job done. They just need the tools to complete the mission and that's what we want to provide.”

Adam Carrier, Head Up trustee





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Charity number: 1195443