



**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 an Armed Forces not-for-profit charity, set up by five veterans to help serving and former Forces personnel build a positive mindset and increase their mental resilience.

Paul Minter, George Dagnall, Simon Moloney, Adam Carrier and Justin Davis have over 55 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 five 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.

**“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



**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



**Justin Davis**

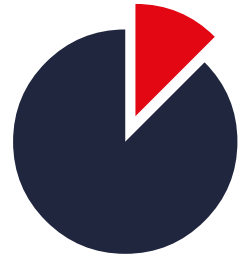
- 5 years' service with the Rifles Regiment
- 1 Frontline tour of Afghanistan, where he received a battlefield injury resulting in double above-knee amputations
- Medically discharged from the army in 2014
- An adaptive athlete with keen interest in mountaineering and hand cycling
- Head Up trustee

# FACING UP TO THE CHALLENGES



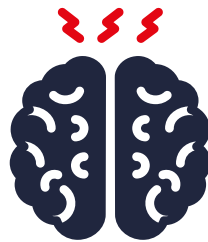
**2.6M**

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 same environment that caused your trauma  
Armed Forces environment is like trying to treat  
a burns victim while they’re still in a fire.”**

Paul Minter, Head Up founder

**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 or neighbouring counties, for their 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 a retreat by September 2024 and host 300 guests in the first year of operation.**

Our long-term vision is to create mobile Head Up teams to reach a larger audience across the UK, to collaborate with the Armed Forces in reviewing mental-health policies, and to extend our work to frontline emergency services members.

Since achieving full not-for-profit charity status in August 2021, we have made a great start in fundraising, getting our charity known by the wider public, and getting key people to support our cause. We have a financial target of £3 million to reach. This will fund the purchase, adaptation and fit out the retreat premises.

As a charity we are always asking people to fundraise for our cause, as trustees of the charity we would not ask someone to do something we are not willing to do ourselves. We have all decided to take on a big challenge of our own. To kick start the fundraising challenges Paul Minter set a new world-record. Running 5,000 miles continuously for 7-months in 2022. Running the circumference around the coastlines of the England, Scotland, Wales, Northern Ireland, Isle of White and the Isle of Man.

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 challenge starts on 12th of December 2023

from La Gomera to Antigua.

In 2024, Simon Moloney is taking on his solo Summit to City Challenge – climbing Mount Blanc, cycling to the French coast, kayaking the Channel then running 75 miles from Dover to London.

Finally, Justin Davis who is both a keen mountaineer and hand cyclist will be announcing his challenge shortly.

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 – Please visit us at [www.head-up.org.uk](http://www.head-up.org.uk) and our social media pages.

With our heartfelt thanks,

  
Paul, George, Simon, Adam and Justin



## WHAT WE ARE DOING NOW

**GYMSHARK** 

- Head Up have partnered up with Gymshark and are hosting Wellness Days' in London & Solihull Gymshark stores to Armed Forces units and veterans
- Mini retreats in Devon and Northumberland.
- Wellbeing talks/presentations to Armed Forces units and organisations who employ veterans.
- Fundraising events.

For further information on any of the work we are currently doing please contact us on [info@head-up.org.uk](mailto:info@head-up.org.uk)



RAF Typhoon  
Display Team Charity  
of the Year 2023

 **ROYAL  
AIR FORCE  
TYPHOON  
DISPLAY TEAM**



# HEAD UP

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Charity For The Armed  
Forces Community

FORMING A  
**POSITIVE  
BASELINE**

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07909 227652

Find us on [f](#) [t](#) [i](#) [l](#) [v](#)  
Search for 'Head Up Charity'

Charity number: 1195443



Registered with  
**FUNDRAISING  
REGULATOR**



**CHARITY COMMISSION  
FOR ENGLAND AND WALES**



EMPLOYER RECOGNITION SCHEME

**BRONZE AWARD**

Proudly supporting those who serve.