



## **Newsletter**

**1 October 2025**

### **The Baton of Hope 2025**

The Baton of Hope is a national suicide prevention initiative. The Baton has been touring the UK since 1<sup>st</sup> September and on Thursday 2<sup>nd</sup> October the Baton of Hope will arrive in Herefordshire. You can read more about it's journey so far on the [Baton of Hope website](#).

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### **What's happening on the day?**

On Thursday the Baton of Hope will make its journey through Hereford, carried by 64 baton bearers all with a personal connection to suicide and, or mental health. Please come along and support the baton bearers on the day if you can!

The day will officially start at Hereford Livestock Market where the café will be open from 7.30am and the We are Farming Minds team will be on site. The Mayor of Hereford Cllr Daniel Powell will officially start the event and the Hereford Fanfare Trumpets will announce the baton's arrival into Hereford. At approximately 8.30am the baton will join a Tractor run to the Herefordshire, Ludlow and North Shropshire College. The walking leg of the relay will then begin at the college, at approximately 9.30am.

The next stop on the baton's route at approximately 10am will be at Herefordshire MIND on Widemarsh Street, where several organisations will be offering activities and support.

At around 11am the baton will then make a short stop at The Courtyard where there will be a performance from Starlight Silver Swans, artwork on display and Hereford Men's Mental Health will be onsite offering information and support.

At around 11.15am the baton will then head over to Hereford Football Club for a lap of the pitch's perimeter.

The baton will continue its journey through the city stopping at approximately 12.30pm at Halo Leisure Pool where there will be an Orange Button Cake Sale (in aid of Andy's Man Club), Halo Goody Giveaway and Orange Button/Mental Health Awareness Station. The

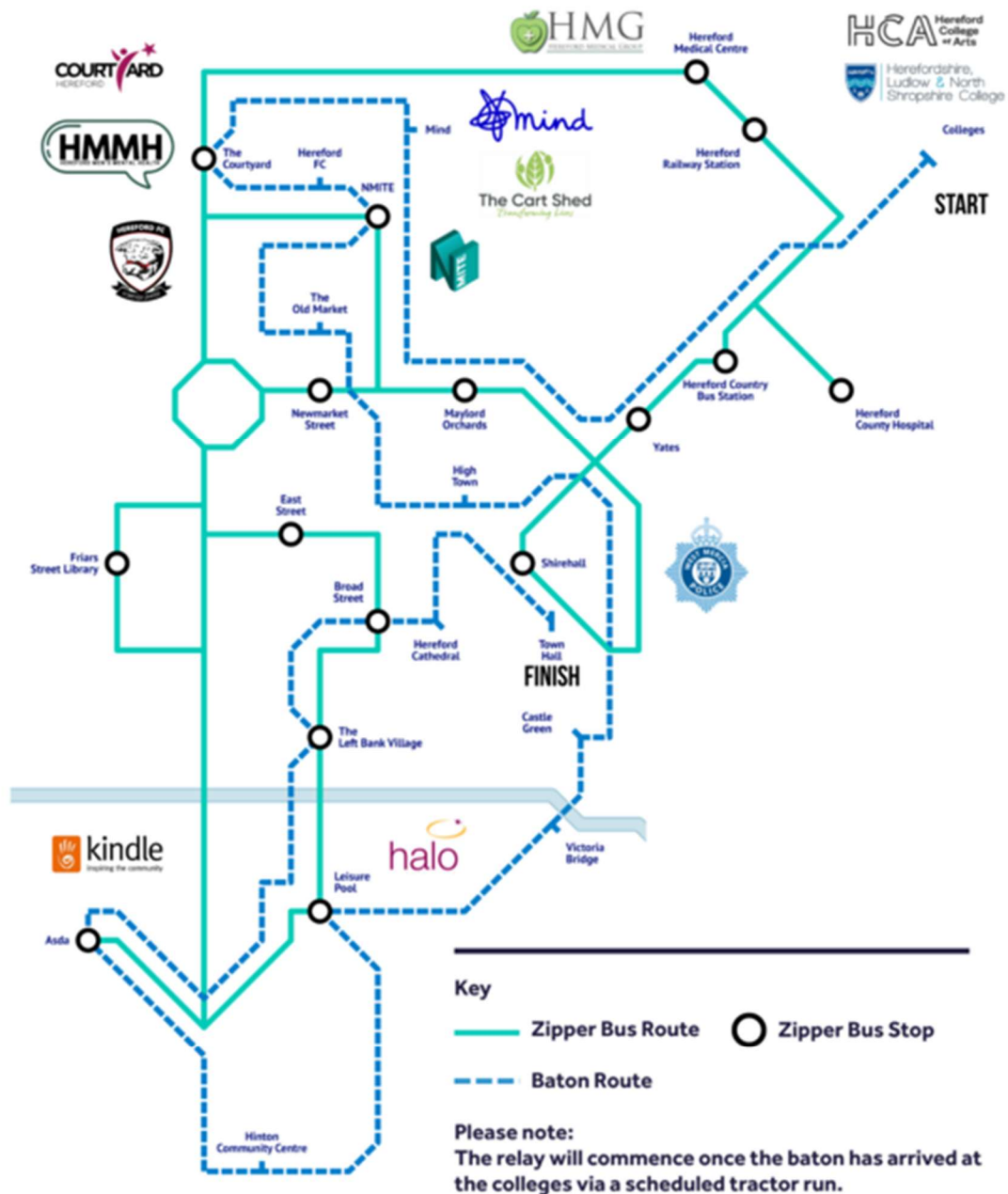
baton will continue on to Hinton Community Centre where several organisations will be offering information, activities and support from approximately 1pm-2pm.

There will be a pause of the relay over lunch time and the baton will pick up its journey at Hereford Cathedral at 3pm where there will be a performance from the Sing out Strong Choir and a welcome from Reverend Canon James Pacey. The baton will then make its final leg of the journey through High Town, where the Got 2 Sing choir will be performing, and on to the Town Hall steps where the event will finish at approximately 3.45pm.

Throughout the day there will be information stands in Hightown, a quiet space at All Saints Church and Hereford Men's Mental Health will be on the Zipper Bus available for anyone who would like a chat or some support. There will also be a selection of musical performances along the route. For a more detailed schedule please visit the [Talk Community Directory](#).

Please note that filming and photography will be taking place throughout the day. The photographs and recording are likely to appear online and on social media. If you would prefer not to be photographed please let staff know.

# BATON OF HOPE HEREFORD - ROUTE MAP



Hereford City  
**Zipper**

BATON  
OF  
HOPE

Hereford  
City Council  
working for our city

Herefordshire  
Council

TALK COMMUNITY

YEOMANS  
TRAVEL

Hunt for Hope Trail

Along the route, children aged 5 and under are invited to take part in our 'Hunt for Hope' trail. Volunteers have been knitting and crocheting small 'animals of hope', for young children to find on the day. Each toy has a 'message of hope' attached that have been provided by children from Trinity Primary School in Hereford, as part of an activity on hope, happiness and well-being. Children are welcome to take home the animal they find and to send any pictures of the animal once it has been found to our social media channels.

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### **Community activities across the county**

Throughout the county community organisations are running activities to support the Baton of Hope. These are free events, open to the whole community.

**Baton of Hope Coffee Morning at The Forbury Chapel, Leominster Thursday 2nd October, 10am-12pm**

[Coffee Morning in support of The Baton of Hope](#)  
**Saturday 4 October @ Holme Lacy Village Hall**

[Herefordshire Board Gamers Social Event](#) at The Herdsman, Hereford Thursday 2nd October 4pm-10pm

**Messages of Hope @**[Leominster Wellness Club](#)  
**Thursday 2nd October, 2.30pm**

**Newton Farm Community Activities**  
**Thursday 2nd October from 12pm**

Free drinks and nibbles, chat and help raise awareness around suicide prevention and mental health.

**Tea, Cake and Hope at Barons Cross Community Room, Leominster Thursday 2nd October, 12.30pm-2.30pm**

**Walking Football Experience at the Herefordshire FA**  
**Thursday 2<sup>nd</sup> October, 1-3pm**

Local people can have the opportunity to experience what walking football is all about. We will deliver a small sided game for people to 'drop in and play' and give this format of football a go. This is great for mental and physical well-being and anyone can attend the sessions.

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### **Support the Baton of Hope**

Individuals and organisations can print and display a personal message of hope by printing and downloading a template from the [Baton of Hope Herefordshire toolkit](#).

Businesses and organisations can help eradicate the stigma around mental health in the workplace and make suicide awareness, support and prevention a priority by signing the [Baton of Hope workplace pledge](#).

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## Mental Health and Suicide prevention support

Visit the Talk Community Directory to read the [Baton of Hope Mythbusters](#).

Familiarise yourself with [mental health support](#) and [suicide prevention support in Herefordshire](#).

Read more about becoming an [Orange button wearer](#) and [suicide prevention training](#) in the local area.

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## Thank you

We want to say a huge thank you to all the baton bearers who are taking part, spreading the message of hope. We would also like to thank all the volunteers, partners and sponsors who are supporting the event.



**BRINGING  
HEREFORDSHIRE  
TOGETHER**

For more updates, follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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Alternatively, please email [talkcommunityengagement@herefordshire.gov.uk](mailto:talkcommunityengagement@herefordshire.gov.uk)