



EVENT AND MEDIA GUIDANCE 2025

July 2025

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Key Statistics:

- Approximately **2 MILLION** people work and volunteer across the NHS and emergency services today, many of whom are volunteers, without whom the emergency services could not operate effectively.
- **250,000 first responders** in the UK. First responders are those who run into danger and risk their lives by responding to 999 calls.
- Over **7,500** members of the UK emergency services have been killed in the line of duty in the last 200 years.
- **Six** main branches of the emergency services (Police, Fire and Rescue, Ambulance, NHS, maritime (Coastguard and Lifeboats) and Search and Rescue (Mountain, Lowland, Mine and Cave).
- **One** national day (9th September) to celebrate our NHS and 999 heroes.

The Emergency Services Day story **by Tom Scholes-Fogg, 999 Day Founder and Chief Executive**

The 999 Day story began in 2001 when my grandfather, John Scholes was a Police Sergeant in Greater Manchester Police and months away from retirement. One of his officers, PC Alison Armitage, had tragically been killed in the line of duty.

The officers from my grandfather's station planted a tree in Alison's memory. My grandfather showed me the tree, and we reflected on the terrible circumstances which led to Alison's death at the age of just 29. My grandfather turned to me and said, "in this country we don't look after our emergency services as much as we should." Those words have always stuck with me and I would often reflect on why that was.

In 2016, I began looking into ways the UK honoured emergency services personnel and those killed as a result of their service. I was astonished to discover that unlike other countries, the UK had no national annual day to honour and promote the work of the NHS and emergency services.

We had a hugely successful Armed Forces Day, but nothing for our NHS and 999 heroes, this despite there being 10 times more people serving in the NHS and emergency services than our armed forces.

I presented a plan for Emergency Services Day to 10 Downing Street and secured the support of then Prime Minister Theresa May. We had our first 999 Day in 2017 which launched with support from Her Late Majesty Queen Elizabeth II; HM King Charles III, then The Prince of Wales; and HRH The Prince of Wales (Prince William), then The Duke of Cambridge.

A simple conversation between a grandfather and a grandson led to the creation of the UK's '999 Day'. It's good to talk.

Emergency Services Day

Emergency Services Day (9th September) is a national day across the UK, and is your opportunity to show your support for our selfless NHS and emergency services heroes.

Emergency Services Day is also known as 999 Day.

Aims of 999 Day:

- Promotes our NHS and 999 heroes who have served.
- Promotes the many career and volunteer opportunities available across the emergency services / NHS.
- Promotes using the emergency services responsibly and promotes efficiency.
- Educates the public on essential life-saving skills.
- Promotes emergency services charities and the work they do.
- Promotes campaigns being run by frontline emergency services.
- An opportunity for 999 services to engage with the communities they serve.
- Promoting trust between the emergency services and the communities they serve.
- An opportunity for local authorities to promote relevant campaigns.

Supporters of 999 Day:

999 Day is honoured to have the support of **HM The King, HRH The Prince of Wales**, the Prime Minister and First Ministers of Northern Ireland, Scotland and Wales.

999 Day is supported by the National Police Chiefs' Council; the National Fire Chiefs' Council; Association of Ambulance Chief Executives; the NHS; Air Ambulances UK; Maritime and Coastguard Agency; and all Search and Rescue organisations across the UK. 999 Day is also supported by the military emergency services.

999 DAY FLAGS

We encourage you to purchase a 999 Day flag and fly it from your force HQ, station, local authority building, workplace or residence. The 999 Day flag should be raised at **9am on 9th September** and taken down the following day.

The 999 Day flag can either be raised immediately before, during or after the two minutes' silence to remember the more than 7,500 emergency services personnel killed as a result of their duty. Mayors, Leaders, Lord-Lieutenants, 999 chiefs etc often prefer to have a photo-op of the flag being raised at their station / HQ / town hall.

There are two versions of the Emergency Services Day flag – one in English and one in Welsh then English. An image of the flags is shown below. The flags are available in small which cost £42.99 (includes packaging and postage) or large which cost £69.99 (includes packaging and postage). The small flags are (100cm x 150cm) and the large flags are (150cm x 225cm). We can also provide you with a quote should you require a different size.

As the flag is copyright protected, they can only be purchased through us as we are run as a non-profit, so the proceeds from the flags go towards promoting the 999 Day.

Orders for 3 or more flags MUST be ordered by 13th August 2025 at 11.59pm in order to guarantee delivery by 5th September 2025.

Flag orders of one or two flags can be ordered up until 20th August 2025 at 11.59pm for guaranteed delivery by 5th September 2025.

Flag stock is sold on a first come first served basis so the sooner you order, the better the chance you have!

The 999 Day flag is already flown from Government Departments, across the emergency services and from a great many local authority buildings.



TWO MINUTES' SILENCE TO REMEMBER THE FALLEN:

At 9am on 9th September there will be 2-minutes' silence to remember all who have been killed as a result of their service to our nation. People are encouraged to participate and not tweet etc for those two minutes. If you are holding an event then this can be followed either by the National Anthem, the ringing of a bell or the Last Post.

FLAG RAISING EVENT:

Example itinerary for the flag raising ceremony:

08:45am – 08:50am: VIPs start to attend.
08:50am – 08:54am – Welcome by the Lord-Lieutenant / 999 Chief / Mayor
08:54am – 08:58am – Religious official to say a prayer or school children to read something out.
08:58am – 09:00am – Emergency Services Prayer of Thanksgiving is read.
09:00am – 09:02am – The 999 Day flag is raised and a two-minute's silence takes place to remember the more than 7,500 emergency services personnel killed in the line of duty in the last 200 years and to remember the many more who have been injured or died as a result of their service.
09:02am – 09:03am – Bugle is played or a bell is rung.
09:03am – 09:10am – Representatives of the emergency services to say a few words about the importance of having a 999 Day to show support for those who save life, limb and property.

The above is just an example outline for you to tailor depending on dignitaries and guests. If you would like to clarify anything just drop us an email.

We find that having a variety of emergency services personnel present (police, fire, ambulance, NHS, search and rescue) and having some of the 999 vehicles in the background makes a great photo.

LOGOS

We have two logos – one with just English wording, and one with joint English and Welsh wording. These can be seen below. We have the files in a variety of formats – including a Scots version should it be required. These logos are free to use on a non-modification and non-commercial basis. Should you wish to modify or use them for commercial use, please contact us for permission.



LEAFLETS AND POSTERS

We have a variety of posters and leaflets which can be downloaded via www.999Day.org.uk – it would be great if you could display them in your buildings.

SOCIAL MEDIA AND MEDIA

A major 999 Day media and social media campaign (hashtag **#999Day**) takes place on 9th September. This media campaign promotes the aims of 999 Day and encourages people, local authorities, businesses and the community to promote and give thanks to the millions of people who work and volunteer across the NHS and emergency services.

999 charities / emergency services to tweet and post their stories about the emergency services and promote their preferred 999 charity.

Your communications team and personnel are encouraged to tweet and promote local campaigns – whether it be teaching people to stay safe, to report crime, to attend first aid courses you might put on. The official 999 Day aims below will guide you.

Use 999 Day to promote your support and appreciation for those who serve in the NHS and emergency services – personalise it where possible.

Sample social media posts:

- Police Constable Joe Bloggs from MyTown was killed in the line of duty, XX number of officers have been killed whilst serving in my force, Paramedics in MyCity saved my life when I suffered a cardiac arrest.
- Promote any campaigns you are running – whether it be fire safety, promoting volunteer recruitment, how to do CPR or when to really go to A&E or when to phone 999.
- People could tweet and promote their preferred emergency services charity.
- Promote local good news stories involving the emergency services.
- If you use the hashtag #999Day and copy in the official verified account @999Day then we can retweet it and accurately monitor the success of the day and more importantly learn how to make it even better for 2023!

You are also encouraged to contact your local media too to ensure your personalised stories are picked up in the press.

PLEASE USE THE CORRECT SOCIAL MEDIA!

Please copy us into your social media posts so that we can retweet and repost you. Please also ensure you are using the correct hashtag so that we can trend on social media and truly measure our reach.

The X/Twitter name is @999Day

Hashtag #999Day

Facebook and Instagram usernames: @Official999Day

Website: www.999Day.org.uk

FULL COUNCIL MOTION

Local Authorities and Parliaments are encouraged to pass the following motions.

That this Council records its support for the UK's annual national 'Emergency Services Day' which is held on 9th September and which is supported by His Majesty King Charles III; and that this Council places on record its sincere appreciation for the two million people who work and volunteer in the NHS and emergency services today.

That this Council agrees to fly the official flag of the 'Emergency Services Day' above the town hall on 9th September each year to mark 999 Day.

ANY QUESTIONS? GET IN TOUCH

contact@999day.org.uk

We will respond to you within 48 hours.