

Full Council

Date:	20 June 2017
Title:	Town Flag
Contact Officer:	Lizzie Fuller, Community Project Support Officer

Purpose of the Report

1. To provide an update on progress towards the full implementation of the chosen Town Flag.

Background

2. The winning Town Flag design was chosen at the Council meeting on 9 May 2017. The Town Clerk stated in the meeting that the design would be passed by the Flag Institute for their further advice and to seek formal registration.
3. The Flag Institute's initial response was supportive in general, but not favourable in the detail. Their vexillologists made suggestions for a number of required changes before the flag could be registered.
4. In the opinion of officers, two of the suggestions were acceptable:
 - Inclusion of lettering doesn't work – as flag becomes one-sided
 - The crest would be better on the "hoist" side of the flag than the "fly" side – so it is more visible
 These changes were agreed with the designer. Lettering was removed and the design "mirrored". Basic design is actually the same – but now seen from the other side of the flag. It also has the advantage of the river representation being on the "fly" side – exacerbating the movement.
5. In the opinion of officers, the other suggestions were not acceptable, as it took the flag too far from the chosen design / defined competition criteria:
 - Crest elements (corn / shears) to be represented in more historic / traditional form, rather than the stylized modern / abstract form as adopted in the new logo
 - Changes in the lines – more wavy and colours altered to improve contrast
6. There is no legal necessity to have the flag registered with the Flag Institute. The Flag Institute is understandably loathe to register a flag that doesn't meet its own full design criteria.
7. The refined design is still similar to the winning entry as already widely publicised.

Action Required

8. To approve the refined design and accept non-registration.