

## Fly the Flag for Willenhall Competition

This year the The Black Country will celebrate Black Country Day, Willenhall would like to play its own part, by waving the Willenhall Flags. The Parliamentary Flags & Heraldry Committee is encouraging communities to register flags and join in the festivities.

Flags are an ancient art form that developed especially to clearly display allegiance and identity. They have subsequently become the premier medium for expressing social pride, indeed it is difficult to imagine events as diverse as sports matches, military parades or musical festivals without a wide range of flags being flown.

A flag for Willenhall will be a free, public symbol for all to use that will:

- Raise recognition and awareness of the town nation-wide
- Express the pride in our local community
- Celebrate the heritage and culture of our corner of the country

### **The Competition**

Individuals, schools and other groups are invited to create proposals in-line with the competition terms and conditions (below) and bearing in mind the Flag Institute design guidelines. The deadline for submissions is **21<sup>st</sup> March 2014**

An assessment panel, including representatives from Flag sponsor, Poundland, Willenhall History Society, Walsall Local History Centre, one of the oldest business' in Willenhall, W H Tildesley, Willenhall Football Town Club and local councillors, will then choose the a final set of **6** designs to be put to a public vote. The designs will all be drawn to the same standard.

The vote will be held via our website email, facebook group or in person at our postal address beginning on **7<sup>th</sup> April** and will finish on **26<sup>th</sup> April**. Final Day votes can be submitted in person at this years Willehall Heritage Day on the 26<sup>th</sup> April at Willenhall CHART via Willenhall Ay We.co.uk's stall.

The result will be announced on 14<sup>th</sup> June 2014 at Willenhall Carnival.

The winner will be registered in the Flag Institute's UK Flag Registry and can be then used at various town events, at Willenhall Town FC and various other private buildings including hopefully The Bell in the town centre. Fly the Flag with pride.

## Useful Links

In addition to the information provided in this pack these links will be helpful:

Organisers: <http://www.willenhallaywe.co.uk>

The Flag Institute: <http://www.flaginstitute.org>

The UK Flag Registry: <http://www.flaginstitute.org/wp/flag-registry/>

“Flying Flags in the United Kingdom”: <http://www.flaginstitute.org/wp/british-flags/flying-flags-in-the-united-kingdom/british-flag-protocol/>

“Good Flag, Bad Flag”: [http://www.nava.org/sites/default/files/documents/flag-design/GFBF\\_Final\\_Web.pdf](http://www.nava.org/sites/default/files/documents/flag-design/GFBF_Final_Web.pdf)

## Brief History of WILLENHALL

Willenhall is situated between Walsall and Wolverhampton in the West Midlands of England. Today the town is rapidly changing. Traditionally it has been a small industrial town famous for its lock and key industry including the famous Yale factory. There is a Lock Museum including an old lock workshop.

There is just one claim to fame that the town of Willenhall possesses in the minds of most people up and down the land. This claim centres on the production of locks and keys. Put another way, where is it that business concerns, not only in the British Isles but in various parts of the world, look to when thinking of security and more particularly locks and keys? The answer is "Willenhall", a name well known to many people who have never visited it and who possibly have no desire to do so. The fact is that the town produces the goods and that is what matters. Was Willenhall born then under the security of lock and key? It appears not. In fact there was a time, believe it or not, when Willenhall did not exist, with or without locks or keys.

Taken from Willenhall History Society website

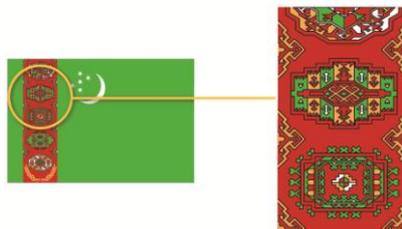
<http://www.willenhallhistory.co.uk/society/aboutwillenhall.htm>

## Flag Design Guidelines

The Flag Institute has a series of civic flag design criteria:

### Keep it Simple

The flag should be simple enough that a child can draw it from memory; else it will be too hard for people remember and reproduce.



### Use Meaningful Symbolism

The flag's elements, colours, or patterns should relate to what it will represent. The flag should symbolise the area as a whole rather than any other entities which are better served by having their own flags (i.e. try not to symbolise specific towns or the country)

### Try to Use Two to Three Basic Colours

Limit the number of colours on the flag to three, which contrast well and come from the standard colour set: red, orange, yellow, green, light blue, dark blue, purple, black and white. Dark and light colours will contrast well against each other, in particular yellow or white will work well on any of the other colours and vice versa.

### No Lettering or Seals

Avoid the use of writing of any kind or an organisation's badge, seal or coat of arms. Writing and other intricate detail is difficult to see at a distance and will likely be unrecognisable when the flag is flying in the wind. It is better to use elements from an appropriate coat of arms as symbols on the flag.



### Be Distinctive

Avoid duplicating other flags, if designs look too similar then the flags could be mis-identified.

### How Will it Fly in the Wind?

Remember, the design must be distinctive when flying on a high pole in a strong wind, and when hanging in windless conditions too. Also remember that it will almost always have ripples caused by the wind.

## Helpful Tips for Flag Design

Flag design expert, Philip Tibbetts, has much experience and working with local schools and communities. Here are his tips to help inspire budding designers.

### Getting Started

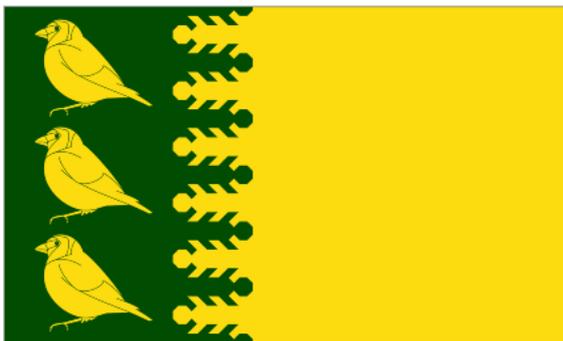
When looking to design a flag for a town or area begin by looking at a number of sources for inspiration to find something that is important and unique. Such elements include:

- Meaning of the areas name
- Legends and folklore
- Traditional emblems and colours
- Local people, achievements and industries

There are many traditional flag symbols that could be adapted to represent aspects of Willenhall for eg Lock and Keys

### Examples of Best Practice

New symbols or adaptations of old symbols can be very powerful. For example:



#### Finchfield

The goldfinches represent the birds that help give the town its name. The colour yellow represents the traditional farmers' fields of old, and the green represents the modern parks and environment centre, as well as the colours of the local schools. The patterned line represents the agriculture that has always been important and how the past and present connect together.

#### Kingswinford

The boar recalls those used by local civic heraldry and sports teams. The Saxon crown symbolises the fact that the King once owned the land and the age of the town. The blue background represents water and as such the crowned boar walking across it alludes to the name Kingswinford.



## Terms & Conditions

### Eligibility

- This is a community competition. It is open to individuals and groups
- For all entrants under the age of 16 an adult will be required to approve the entry and agree to these Terms and Conditions. The adult may be the entrant's parent, guardian or teacher. The adult must provide their own contact details (not the child's).
- Entry is limited to one design per person/group.

### Requirements

- Entries may be constructed in any medium and submitted in A4 size
- All entries must be the original work of the entrant(s) and must not infringe the rights of any other party.
- By entering the competition you release your design into the public domain in order for it to become a freely useable symbol for all.
- You agree to allow your design to undergo professional manipulation to make it suitable for production.
- The competition organisers accept no responsibility if entrants ignore these Terms and Conditions and entrants agree to indemnify the organisers from any breach of these Terms and Conditions.

### Submission

Address for entry: Willenhall Ay We.co.uk  
c/o Wash-Vac Electrical  
65/66 Wolverhampton Street  
Willenhall  
WV13 2NF

- Or electronically: [info@willenhallaywe.co.uk](mailto:info@willenhallaywe.co.uk)
- Please package your entry carefully to avoid damage in the post. Large items can be left at As Above
- Entries must be accompanied by a fully completed and signed entry form.
- Further copies of the entry form are available from above
- Please ensure your name and contact telephone number are clearly marked on the reverse of your entry.
- Entries cannot be returned, and may be archived or destroyed. Please remember to retain a copy of your designs.
- The personal data provided will only be used for the purposes of administering the competition and will be destroyed after its conclusion.
- Unsuccessful entrants will not be contacted in respect of their entry and no feedback on any entry will be provided.
- The decision of the assessment panel and the result of the public vote are final

### Disclaimer

- The organisers reserve the right to disqualify any entry which breaches any of the Terms and Conditions.

## Entry Form

**Instructions:**

Write your name clearly on the back of your design  
Complete this form and post both to the following address by 21<sup>st</sup> March 2014  
Willenhall Ay We.co.uk c/o Wash-Vac Electrical, 65/66 Wolverhampton Street,  
Willenhall WV13 2NF  
Or electronically to [info@willenhallaywe.co.uk](mailto:info@willenhallaywe.co.uk)

**Name:****Organisation** (if applicable):**Address:** (please provide contact details of a guardian or teacher if under 16)**Telephone:****Email:****Rationale for your design:****Declaration:**

I hereby confirm [a] that I have read and agreed to the terms and conditions of the competition [b] that I am the originator and owner of the design/images submitted and that, to my knowledge, I am not infringing any copyright [c] that release these designs/images into the public domain, as set out in the terms and conditions.

**Signature:**

Name \_\_\_\_\_ Date \_\_\_\_\_