

DESIGN A FLAG FOR HEREFORDSHIRE

Competition rules and guidelines

WHY?

Over the past few years dozens of Britain's communities have acquired their own flags. And the list includes all but three of England's 39 historic counties.

Despite its long, proud tradition, Herefordshire is one of the exceptions. Hence the Herefordshire-sized gap on the flag-map of England. We want to close that gap in 2019 and we are holding a competition to design a flag for the county.

A Herefordshire flag will

- raise recognition and awareness of the area
- express pride in our local community and
- celebrate our county's heritage and culture. And the winning designer will have something to be proud of forever.

Anyone can enter the competition: young or old, Herefordian or outsider. You don't need to be a skilled artist.

However, the winning entry will be chosen by the people of Herefordshire. It will then be officially registered, flown from public buildings and by anyone else who wants to express their love of this beautiful county.

There are already some existing "Herefordshire flags". But the council's flag can only be flown with permission. Other flags you might have seen were chosen only by their designers.

Anyone will be able to fly this one. And it will belong to us all.

*The Herefordshire Flag Committee
(which includes representatives of Herefordshire Cultural Partnership's Strategic Board, Herefordshire Council, the Flag Institute and ignite cic.)*

THE FLAG MAP OF ENGLAND



THE COMPETITION

- 1. Launch** The competition will be open for submissions from 1st March 2019.
- 2. Closing date** The competition will close on 15th April 2019.
- 3. Submissions** Individuals, schools and groups may submit entries in line with the rules and guidance set out below.

Everyone is eligible, whether they live in Hereford or Hong Kong, Leominster or Lithuania. Entrants can be professional artists or novices who have hardly held a crayon. There is no upper or lower age limit. Entrants may submit as many designs as they wish.

- 4. Assessment** A panel appointed by the Herefordshire Flag Committee will assess the entries, taking into account the following factors:

- Does the flag truly represent Herefordshire?
- Is the design both simple and attractive?
- Is the idea fresh and original?
- Will it be instantly recognisable to a small child from ground level in all weathers?

The panel will comprise Herefordshire people of varying backgrounds and skills plus a representative of the Flag Institute who will advise on the designs' technical suitability as flags.

The purpose of the assessment is to give the people of Herefordshire a manageable short list of choices. The panel reserves the right to make small changes to potential short-listed entries to ensure that a great idea does not fail on a triviality.

5. Voting Once the assessment is complete, short-listed entries will be put to a public vote. This is expected to happen in June/July 2019.

Voting will be possible online, by post and in some public buildings. Details will be widely advertised.

Only residents of Herefordshire (defined as the area administered by Herefordshire Council) will be allowed to vote. However, those eligible will include all children in the county aged 5 and upwards, though their votes will have to be authenticated by a responsible adult.

To avoid multiple voting, voters will be asked to include their names and addresses, and these may be checked against the electoral register or other sources.

6. The winner The design that wins the vote will need to be officially registered, a process that takes a few weeks. It will then be produced as a flag, and unveiled and hoisted at a ceremony in Hereford, scheduled for the second half of 2019.

The competition will be administered by ignite cic on behalf of the Herefordshire Flag Committee.

DESIGN GUIDELINES

1. Dimensions: Your design should be submitted as A4 landscape to allow for easy reproduction as a standard-sized flag.

2. Keep it simple: The flag should be simple enough for a child to draw from memory. Avoid too many ideas jostling for attention.

3. Two or three colours best: You may use any colours you like. However, experts advise: use no more than three different colours and make sure they contrast well.

4. Be distinctive: Think about colours which reflect key aspects of Herefordshire as a *whole*. Avoid duplicating other flags and use our county's uniqueness to inspire your design.

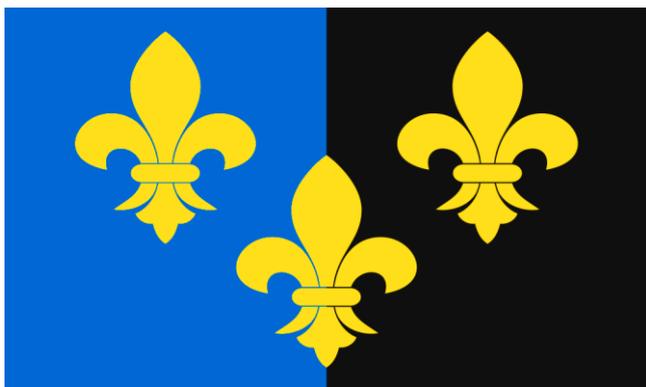
5. Do the research: The winning flag may get its inspiration from Herefordshire's geography, history, legends, folklore, culture, military record, people, achievements, animals or traditional products. It may use a pictorial image, traditional emblem or another symbol. The more you find out about the county, the better your entry is likely to be.

6. Make it mean something: The design may focus on something quite obvious and time-honoured - like the red and white roses of Lancashire and Yorkshire. Or it might be startlingly original, like the Black Country flag (see page 3). But the colours and patterns must represent something and entrants will be asked to give an explanation of their thinking with their submission.

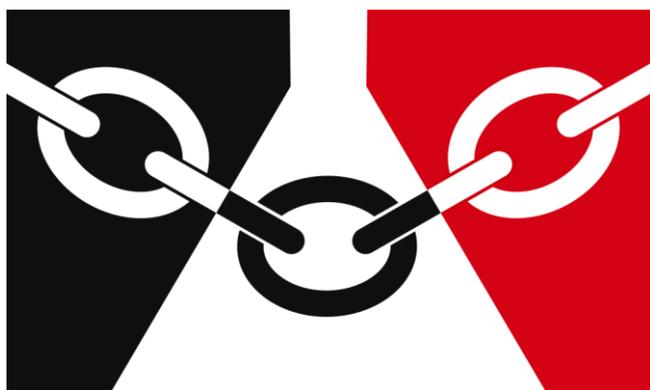
7. Remember it's a flag: It will mostly be seen flying 20 feet or more above ground. Think about how it will look from down below. Will it still be recognisable when it's rippling in the wind? And when it's hanging limp on a calm day?

8. No lettering: For copyright reasons, please avoid the direct use of a current organisation's badge, seal or coat of arms. Also avoid writing of any kind as that will be difficult to read from a distance.

EXAMPLES



The flag of Monmouthshire: Registered in 2011 - but the fleur-de-lys design dates back at least 1500 years. The arms are those attributed to King Inyr of the Welsh Kingdom of Gwent, from which Monmouthshire descends.



The Flag of the Black Country: The flag, registered in 2012, features a chain and an upright triangular shape - a glass cone - which reflect two elements of the area's manufacturing heritage. The colour scheme is derived from a famous description of the smoke and fires that once dominated the industrial landscape between Birmingham and Wolverhampton: "black by day and red by night".

Further information can be found in the Flag Institute Guiding Principles of Flag Design, available as a free download from:
<https://www.flaginstitute.org/wp/product/guiding-principles-flag-design/>

FULL TERMS & CONDITIONS

General

1. There is no restriction on the age and geographical location of entrants, nor on the number of designs they may submit.
2. Joint entries are acceptable.
3. For entrants under 16, a responsible adult (normally parent, guardian or teacher) will be required to approve the submission and agree to these terms and conditions. The adult must provide their contact details, not the child's.
4. Copies of the guidelines, T&Cs and entry forms can be downloaded from www.the-shire.co.uk/herefordshireflag. Hard copies may be collected or requested from Herefordshire libraries - Belmont, Bromyard, Colwall, Hereford, Kington, Ledbury, Leintwardine, Leominster, Peterchurch (The Hub), Ross and Weobley) -during opening hours.
5. Any problems or queries should be sent to herefordshireflag@gmail.com and we will try to help.

Design requirements

1. Entries may be constructed in any medium, including digital images.
2. Entries should be submitted in A4 size and landscape shape.
3. All entries must be the original work of the entrant(s) and must not infringe the rights of any other party.
4. By entering this competition you release your design into the public domain for it to become a freely usable symbol for all.
5. The entrant agrees to allow the design to undergo professional manipulation if necessary to make it suitable for production.

6. Satirical entries are welcome, to amuse the assessment panel, but are most unlikely to be short-listed.

7. The competition organisers accept no responsibility if entrants ignore the terms and conditions, and entrants agree to indemnify the organisers from the consequences of any breach of the terms and conditions.

Submissions

The following apply:

- Entries may be sent as hard copy or electronically.

- Electronic entries should be sent to herefordshireflag@gmail.com with the subject line "Competition Entry".

- Hard copy entries should be posted, or hand delivered, to Herefordshire Flag Competition. ignite cic, Hereford Cider Museum, 21 Ryeland Street, Hereford HR4 0LW.

- Each entry must be accompanied by a **separate** completed entry form, signed by an adult.

- Please ensure that your name, email address and contact phone number are clearly marked on the reverse of the design.

- Entries must be submitted on or before the competition deadline, April 15 2019.

- Please package competition entries carefully to avoid damage.

- Entries cannot be returned, and may be archived or destroyed. Please ensure therefore that you retain a copy.

- Personal data provided will only be held/processed by ignite cic for the administration of the competition and will be destroyed when no longer required for this purpose.

- Unsuccessful entrants will not normally be contacted in respect of their entry, and feedback on entries will not normally be provided.

- The decision of the assessment panel and the result of the public vote will be final.

- Entries will be anonymised before being scrutinised by the assessment panel and for purposes of the public vote. However, the names of the winning and short-listed designers will be announced at the ceremony. By entering, entrants agree that their names may be revealed for this purpose.

- The organisers reserve the right to disqualify any entry which breaches any of the competition's terms and conditions.