



EMERSONS GREEN

TOWN COUNCIL

Emersons Green Town Council Flag Flying Policy and Protocol

- 1.1. Emersons Green Town Council recognises that flags are emotive symbols which can boost local and national identities and strengthen community cohesion. They are a way for communities to express feelings of joy, pride, and loyalty.
- 1.2. Like all symbols, flags are open to wide-ranging interpretation and, therefore, also have the potential to cause controversy and create tension between community groups whose opinions may differ. The flying of any flag must be viewed in the context in which it is flown or displayed. Factors affecting the context include the manner, location, and frequency with which flags are flown. The Council has a responsibility to carefully consider the potential impact upon its communities of flying flags from its properties and how that action may be interpreted.
- 1.3. This Policy reflects guidance from Central Government and is intended to provide a modern approach, reflecting the community of Emersons Green. It also seeks to maintain the dignity of national flags and avoid such flags being the subject of political controversy by:
 - Providing context and established precedents
 - Outlining the Council's arrangements for the displaying of flags
 - Clarifying the protocol and procedure for flying flags
 - Clarifying the appropriate procedure should a request for the flying of a specific 'guest flag' or flags be received.

2. CONTEXT

- 2.1 The flying of flags is not the subject of statute law in England, Wales, or Scotland. The Government liberalised the regulations surrounding the flying of flags in England in October 2012.
- 2.2 Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, for planning permissions, flags are normally treated as a form of advertising. Therefore, some flags require formal consent from the planning authority before they may be displayed.
- 2.3 All flags, regardless of category, must be maintained in a condition which does not impair the overall visual appearance of the site, be kept in a safe condition have the permission of the site owner on which they are displayed and should not obscure or hinder the interpretation of road, rail, waterway or aircraft signs.

- 2.4 There are categories of flags which do not require consent from the local planning authority (although the flagpole from which they are flown may). These are:
- the national flags of any country
 - the flags of the Commonwealth, the European Union, and the United Nations
 - the flag of any island, county, district, borough, parish, city, town, or village
 - the flag of the Black Country, East Anglia, Wessex; any part of Lincolnshire,
 - any Riding of Yorkshire; any historic county
 - the flag of St David and St Patrick
 - the flag of any administrative area within any country outside of the UK
 - the flags of His Majesty's forces
 - the Armed Forces Day Flag

The Council has the freedom to fly flags of this category on any day of the year.

- 2.5 There are a number of categories of flag that may be flown without consent, but which are subject to certain planning restrictions regarding the size of the flag, the size of characters on the flag, and the number and location of the flags. This applies to flagpoles located on a building or within the grounds of a building. These include:

- 'house flags' that display the name, emblem, device, or trademark of the company (or person) occupying the building from which they are flown (or this may refer to a specific event of limited duration that is taking place in the building from which the flag is flown)
- any sports club
- the horizontal striped rainbow flag, such as the "Pride" Flag – this flag is an international symbol of the lesbian, gay, bisexual, and transgender social movement. It is commonly flown by Local Authorities round Britain during local Pride celebrations in order to demonstrate their commitment to equality and the inclusion of all citizens, as it is widely interpreted as a universal symbol of freedom rather than the emblem a 'political' group.
- specified award schemes (such as 'Investors In People' and 'Green Flag').

- 2.6 The matter of flag flying on local government buildings is not bound by any specific directive. It remains for individual Local Authorities to establish their own flag flying protocols.

- 2.7 The flag flying policies of Local Authorities in the UK vary widely in their content, formality, and the number of flagpoles available on each council building.

- 2.8 Advice is issued by the Department for Culture, Media, and Sport (DCMS) on the flying of national flags on government buildings. This advice relates to government buildings only, but many councils follow the advice on a voluntary basis, and it is widely considered to be best practice to do so.

- 2.9 The Flag and Heraldry Committee and the Flag Institute produced flag flying guidance in 2010. The guidance covers the protocol which applies to flying flags in a variety of situations and aims to ensure flags in the UK are flown correctly and treated with dignity and respect. This guidance has been relied upon in the production of the Emersons Green Town Council

3. USUAL ARRANGEMENTS FOR THE DISPLAYING OF FLAGS

- 3.1 This Policy seeks to formalise the protocol for the flying of flags on the property of Emersons Green Town Council.
- 3.2 The protocol and planning restrictions detailed within this Policy apply to all flags displayed on Emersons Green Town Council property, this is its responsibility and under its control.
- 3.3 A flag incorporating the emblem of any religious group or political party, whether it is a party within the UK or abroad, or any flag containing any emblem or device designed to affect support for a religious group or political cause, shall not be flown from any Council flagpole.
- 3.4 National flags shall be flown in accordance with the designated days provided by the Department of Culture Media and Sport (DCMS) and with due respect to the protocol detailed by the Flag Institute. The Union Flag is the national flag of the United Kingdom, the Crown Dependencies and Overseas Territories
- 3.7 National flags should be displayed with respect and in a dignified manner, as befitting national emblems and should not be displayed in a position inferior to any other flag or ensign.
- 3.8 Some other flags may be flown on Emersons Green Town Council property. These must relate to a national or local celebration/commemoration, a charitable event taking place in Emersons Green Community. Within the agreed protocol, Emersons Green Town Council has delegated the authority to decide which additional flags could be flown, to the Executive Officer, after consultation with the Chairman of the Council.

4. THE PROTOCOL & PROCEDURE FOR FLYING FLAGS

- 4.1 On designated days national flags or those commemorating a specific event, shall be flown all day, typically within normal office hours, between 9am to 5pm, but where possible they will be flown from sunrise to sunset.
- 4.2 Flags shall not be flown during severe weather conditions or planned maintenance.
- 4.3 Flags should not be flown in a worn, damaged, or soiled condition as that could imply disrespect to the nation, occasion, or organisation that they represent.
- 4.4 The flag that will normally be displayed is The Union Flag.
 - 4.4.1 Emersons Green Town Council shall fly the Union Flag, or other appropriate flags to mark the following occasions (in accordance with guidance from the DCMS):
 - i. March Commonwealth Day (second Monday in March)
 - ii. 23 April St George's Day
 - iii. 11 June Official celebration of His Majesty's birthday
 - iv. June Armed Forces Day
 - v. November Remembrance Day (second Sunday in November)

This list may be subject to change by the DCMS, and the Council shall routinely adopt those changes as soon as it is made aware.

4.4.2 The Union Flag shall be flown the correct way up, as illustrated below.



The wider diagonal white stripe must be above the red diagonal stripe, closest to the pole.

4.4.3 The Union Flag shall be flown at half-mast to mark the following occasions:

- a) On the death/ funeral of the Sovereign
- b) On the death/ funeral of another member of the Royal Family
- c) On the death/ funeral the Prime Minister (or ex-Prime Minister)
- d) On the death/ funeral of a serving member of the Armed Forces from Emersons Green.
- e) At the discretion of the Chairman of the Council or after guidance from the Department of Culture, Media and Sport the Union Flag may also be flown at half-mast at times of national mourning due to a major incident where British lives are lost (for instance, a terrorist attack or a major incident on British soil or abroad)
- f) At the discretion of the Chairman of the Council or after guidance from the Department of Culture, Media and Sport the Union Flag may be flown at half-mast in order to show respect and support to other nations who are in periods of national mourning.

4.4.4 When flying the Union Flag at half-mast it will be flown two-thirds of the way up the flagpole with at least the height of the flag between the top of the flag and the top of the flagpole.

4.4.5 When a flag is to be flown at half-mast, it should first be raised all the way to the top of the mast, allowed to remain there for a second and then be lowered. When it is being lowered from half-mast, it should again be raised to the top of the mast for a second before being fully lowered.

4.4.6 When the Union flag is flown on designated days which coincide with days for flying at half-mast, (e.g. a member of the Royal Family, or a near relative of the Royal Family, may be lying dead) the Union flag will be flown at full mast all day, unless special commands are issued by HM the King to the contrary.

4.5 Other flags identified on the list maintained by the DCMS, in line with UK Government legislation, may be flown as advised.

4.6 Flags not specifically granted permission via the DCMS list must have planning permission provided by the relevant Local Planning Authority.

- 4.8.1 The Emersons Green Town Council flag shall be flown at half-mast on the death / funeral of:
- a) a serving or former Local Member of Parliament
 - b) a serving or former Emersons Green Town Council Councillor
 - c) a serving Emersons Green Town Council Employee
 - d) other occasions as agreed by Emersons Green Town Council

5. REQUESTING GUEST FLAGS

- 5.1 Flags not included in this Policy or the DCMS list, including those of other nations, or those with specific planning permission, shall not be flown without gaining prior approval from Emersons Green Town Council.
- 5.2 Applications for the flying of guest flags for a one-off event should be made in writing to Emersons Green Town Council. Guest flags, if agreed, shall be flown for 24 hours only unless otherwise agreed.
- 5.3 The Council shall reasonably consider any request for the flying of a guest flag that does not contradict the principles of this Policy. The decision-making process should consider the following:
- 5.3.1 The decision of the Council to fly guest flags should be made in the spirit of displaying universal allegiance, support, or respect or to celebrate a significant international, national, or local occasion.
 - 5.3.2 It should be considered whether it is appropriate for the Council to display such support on behalf of its communities. The decision should ultimately reflect the values of Emersons Green Town Council
 - 5.3.3 The Council shall not allow the use of flags for political purposes or for the purposes of commercial advertising.
 - 5.3.4 Before approval to fly a guest flag is granted, it should be established whether the proposed date for the guest flag to be flown would conflict with that of other flags.
 - 5.3.4 The Council may delegate authority for approval of flying guest flags to The Executive Officer, in consultation with the Chairman of the Council or to a Committee on behalf of the Council.
- 5.4 Should a request be made for more regular flying of a guest flag, planning permission must be sought.

6. REVIEW OF THE POLICY

The Council will review this policy periodically and/or in respect of any future revisions to Government guidance.

Adopted by Full Council

Date Agreed 18 September 2025

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