

A FLAG FOR SUTHERLAND
GUIDELINES FOR THE COMPETITION FOR THE DESIGN
AND ENTRY FORM

Background

1. Flags are an ancient art form that developed especially to clearly display allegiance and identity. They have subsequently become the premier medium for expressing local pride and identity and it is difficult to imagine events as diverse as sports matches, military parades or musical festivals without a range of flags being flown.
2. The Flag Institute maintains and manages the national registry of all official UK flags to ensure there is a definitive record of those which exist both nationally and regionally.
3. Ever since the County of Sutherland was subsumed into the Highland Council in 1996, there has been a gradual loss of identity of the county and all it stands for. It is considered that a Sutherland Flag will help to restore that identity and be a public symbol for all to use that will:
 - a. Raise recognition and awareness of our area nation-wide;
 - b. Help to demonstrate pride both in and within our local communities;
 - c. Celebrate the heritage and culture of our part of the Highlands.
4. The Lieutenancy of Sutherland, in conjunction with our local Highland Councillors, is promoting a plan for a Flag for Sutherland and, in May 2017, formed a Sutherland Flag Steering Group to develop the plan. It was decided that, given the size and wide diversity of the County, the best way to produce a relevant design, would be to run a Sutherland-wide competition.
5. All competitions require guidelines so that all those wishing to enter start on an equal footing. Those entering should read this instruction and may also wish to look at the websites given at paragraph 10.

The Competition

6. Individuals, schools (and individual pupils within schools) and other groups are invited to create a design in line with the competition Terms and Conditions (see paragraph 31) and bearing in mind the Flag Institute's design guidelines (see paragraphs 20-30). The deadline for submissions is 29th September 2017.
7. Once all the entries are received, a Selection Panel will examine them and down select to the best designs. This panel will include representation from the Court of the Lord Lyon, the Flag Institute and the Sutherland Flag Steering Group. The latter includes three Sutherland youth members. The final set of designs chosen will then be assessed by a Judging Panel, which will choose the winning entry.
8. The designs will all be created to the same guidelines. Entries will remain anonymous during the selection phase and also the final judging process.
9. The winning design will be registered in the Flag Institute's UK Flag Registry and will then be available for use throughout the county. The final design will be taken up by a flag manufacturer. Any individual, organisation, group or business that is based in, or is associated with Sutherland will be able to buy and use the flag, either as one to be flown, or as an emblem / logo on the likes of T-shirts or stationery or leaflets, such as visitor information sheets for hotels or B&Bs.

Useful Links

10. In addition to the information provided in this pack these links may be helpful:
 - a. Lyon Court: <http://www.lyon-court.com/lordlyon/375.html>
 - b. The Flag Institute: <http://www.flaginstitute.org>
 - c. The UK Flag Registry: <http://www.flaginstitute.org/wp/flag-registry/>
 - d. "Flying Flags in the United Kingdom": <http://www.flaginstitute.org/wp/british-flags/flying-flags-in-the-united-kingdom/british-flag-protocol/>
 - e. Voluntary Groups –East Sutherland. VG-ES <http://www.vges.org.uk/About>
 - f. Council for Voluntary Services (North). www.CVSnorth.co.uk
 - g. <https://www.facebook.com/Voluntary.Groups.East.Sutherland/>
 - h. www.visit.sutherland.org

A Brief History of Sutherland (this may help you with ideas for your design) **Geographic**

11. Sutherland spans the breadth of Scotland, her western shores being washed by the Atlantic Ocean and those to the north and east by the Pentland Firth and North Sea respectively. Much of the immediate hinterland consists of rugged mountains, immense tracts of bare moorland, blanket bog and lochans. Sutherland has some of the most dramatic scenery in the whole of Europe, especially on its western fringe where the mountains meet the sea. These include high sea cliffs and very old mountains composed of pre-Cambrian and Cambrian rocks.
12. The fjord-like western seaboard is deeply indented by numerous lochs or arms of the sea. The great cliffs on the north coast stand high alongside sandy beaches, rocky bays and headlands. Along the rugged west and north coastlines, small communities once dependent on the sea and crofting for a livelihood, now turn to additional ways to make a living.

13. While Sutherland's west coast is famous for its breathtaking mountain scenery and traditional crofting lifestyle, the fertile east coast has a varied landscape, with the sand dune system at the mouth of the Dornoch Firth, the nature reserve of Loch Fleet, golf courses and the old fishing villages further north all being prominent. The inland landscape between east and west is intersected by rivers and lochs famous for their fishing, croft-land, large expanses of forestry, wind farms, immense tracts of bare moorland and blanket bog. The interior is sparsely populated.

Early History

14. The name Sutherland dates from the era of Norse rule and settlement which covered much of the Highlands and Islands, under the rule of the Jarl of Orkney. Although it contains some of the northernmost land in the islands of Great Britain, it was then called Suðrland ("southern land"), which is how it came by its name. Many of the county's place names are Norse in origin.

15. However Sutherland's history goes much further back than that and there is evidence of man's activities throughout the county from prehistoric times. Stone Age and Bronze Age man have left their mark with remains of their brochs and houses.

16. Over the centuries Sutherland's population grew especially within the coastal towns and villages, whilst inland the majority lived within small settlements eking out a living from the marginal land on small holdings or crofts. The Clearances in the late 18th and early 19th centuries changed the interior for ever with the removal of people clearing the way primarily for sheep.

17. Sutherland folk made good soldiers. In 1799 the 93rd regiment, The Sutherland Highlanders was formed in Strathnaver. Both the World Wars, though WW1 in particular, saw many Sutherland men fight for their country. The 5th Battalion Seaforth Highlanders, formed in Golspie in 1914, was comprised of men from Caithness and Sutherland. Since WW2 the population has gradually declined, though in recent years the advantages of improved communication networks and new technology, aided by the likes of North Coast 500, have helped to open up new opportunities.

Civic history

18. In 1890 Sutherland became a locally governed county with its own County Council. The county offices were always in Golspie. Dornoch had its own Burgh Council but it did not serve as the county's administrative centre. In 1894 Parish, or Community Councils, covering rural areas of the county were set up. In 1975 the Local Government Council and the Burgh Council were superseded under the Local Government (Scotland) Act 1973. This also created a new two-tier system, with Sutherland becoming one of the eight Districts within the Highland region.

19. In 1996 local government in Scotland was again reformed, and the Highland Council region became the Highland unitary council area, and the functions of the District Councils were absorbed by the Highland Council. The new Highland Council then adopted the former districts as management areas and created a system of Area Committees to represent them.

Flag Design Guidelines

20. Below are some basic principles of flag design. Further information can be found in the Flag Institute “Guiding Principles of Flag Design” available as a free download at: <http://www.flaginstitute.org/wp/product/guiding-principles-flag-design/>
21. **Keep it Simple** The flag should be simple enough that a child can draw it from memory, otherwise it will be too hard for people to remember and reproduce.
22. **Use meaningful Symbolism.** The flag's elements, colours, or patterns should relate to what it will represent. The flag should symbolise **Sutherland as a whole** rather than any other entities which are better served by having their own local flags - (i.e. aim to represent **Sutherland as a whole**, rather than just your area of it).
23. **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.
24. **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.
25. **Be Distinctive.** Avoid duplicating other flags. If designs look too similar then the flags could be misidentified.
26. **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. It will also almost always have ripples caused by the wind.

Additional helpful Tips for Flag Design

27. Flag design expert, Philip Tibbetts, has much experience in working with local schools and communities. Paragraphs 28 -30 show some of his tips to help inspire budding designers.

28. **Getting Started.** When looking at designing a flag for an Area, begin by looking at a number of sources for inspiration to find something that is important and unique. Such elements include:

- a. Meaning of the Area's name.
- b. Legends and folklore.
- c. Traditional emblems and colours.
- d. Local people, achievements and industries.

29. There are many traditional symbols that could be adapted to represent aspects of Sutherland. For example features from the arms of the former County Council and the former Sutherland District Council Arms. Colours are also important and should represent the area. Other colours could be used but a clear rationale should be provided for the choice made.

30. **Examples of Best Practice.** New symbols or adaptations of old symbols can be very powerful. For example:

- a. **Orkney** The Orcadian flag draws on the Nordic cross as a symbol of the county's proud heritage. It uses the red and gold colours that appear in both the Norwegian and Scottish royal arms along with the saltire blue of the national flag. Together the cross and the colours are both bold and also indicate the history of the islands.



Orkney



Black Country

- b. **Black Country of England.** Their flag features a chain to represent the area's manufacturing heritage, whilst the upright triangular shape in the background recalls the iconic glass cones and iron furnaces that featured in the architectural landscape of the area. The red and black colours recall the famous description of the Black Country by Elihu Burrit that it was "black by day and red by night", owing to the smoke and fires of industry.

Terms & Conditions

31. Eligibility

- a. This is a community competition which is open to any community group or club, or school, either as a whole for a very small primary school, or by school class for those with more pupils. Any individual may enter, and a school pupil may enter as an individual if they so wish.
- b. For all Group and individual entrants under the age of 16 an adult is 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).

32. Requirements

- a. Entries may be constructed in any medium and submitted in **A4 size**. Bear in mind that all entries have to be submitted in **hard copy form** by post (see Entry form instructions). Electronic entries will not be accepted.
- b. All entries, **which must be received at the address in paragraph 33a by Friday 29th September 2017**, must be the original work of the entrant(s) and must not infringe the rights of any other party.
- c. By entering the competition you thereby release your design into the public domain in order for it to become a freely useable design for all.
- d. You agree to allow your design to undergo professional manipulation to make it suitable for production.
- e. 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.

33. Submission and Condition of entries. Please follow these instructions:

- a. The address for entry is: (write this on your envelope for delivery):
Sutherland Flag Competition
Ballamhor
35 Golf Road
Brora
KW9 6QS
- b. Please package your entry carefully to avoid damage in the post.
- c. Entries must be accompanied by a fully completed and signed entry form.
- d. Please ensure your name and contact telephone number is clearly marked on the reverse of your entry. If a school class entry, then write the details eg "P? Golspie Primary", plus the phone contact number.
- e. Entries will not be returned, and may be archived or destroyed, so please remember to retain a copy of your designs.

- f. The personal data provided will only be used for the purposes of administering the competition and will be destroyed after its conclusion.
- g. Unsuccessful entrants will not be contacted in respect of their entry, nor will any feedback on any entry be provided.
- h. The decisions of the Selection Panel and Judging Panel are final.
- i. **Disclaimer.** The organisers reserve the right to disqualify any entry which breaches any of the Terms and Conditions.

A Flag for Sutherland - Entry Form:

Write your name clearly on the back of your design. If a school class entry, then write the details: eg “P-- Golspie Primary”, plus the phone contact number.

Complete this form and post both it and your design to the address at paragraph 33a.

For individual entries - Your First name and surname (please print in capitals)

Name of Club /Group / School or School Class entries (eg P-- Golspie Primary): (if an individual entry write ”not applicable”)

Address: (in the case of a person or persons / Group under 16 [such as a Primary school class] making an entry, then please provide here the contact details of a parent, guardian or teacher and not your own details)

Telephone: [if U16, then person above] **Email:** [if U16 then person above]

Explain the rationale for your design: (*MAXIMUM 75 words*)

Declaration:

I hereby confirm: 1. That I have read and agreed to the Terms and Conditions of the competition; 2. That I am the originator and owner of the design/images submitted and that, to my knowledge, I am not infringing any copyright; 3. That I agree to the release of these designs/images into the public domain, as set out in the Terms and Conditions.

Must be signed by an adult where the person(s) submitting the entry is under 16.

Signature:

Name (Print)

Date: