

## A Flag for Amble

There are a number of flagpoles in the Town Square and we have been gathering various flags to fly throughout the year to mark events. Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee, with seventy years on the throne in 2022. We think it's an occasion where flags should be flown. However, we don't have a flag that celebrates Amble and we want to change that! That is why we are launching an Amble Flag Design Competition, open to everyone in Amble, to help us design a town flag.

### Introduction

Flags are a powerful and evocative symbol of identity, whether national or territorial or corporate. They come in a multitude of colours and designs, often linked to the history of the country or place, or to ideals and aspirations. A distinctive Amble flag would express pride in our local community and celebrate the 70 years of service of Her Majesty The Queen.

The Competition will be launched on 7<sup>th</sup> March 2022

### Submissions

Individuals, schools, and community groups are invited to work up their proposals for a flag in line with the competition terms & conditions and design guidelines set out below. The deadline for submissions is 4<sup>th</sup> April 2022.

### Assessment

An assessment panel will meet to consider all the submitted entries with a view to selecting the winning flag design. The Winner will be notified on 11<sup>th</sup> April and announced to the public via media release and social media on 15<sup>th</sup> April. We may combine elements of different submissions to create the final flag, if this is the case the contributors will be equally rewarded.

### Launch of the New Flag

The flag will be flown on the mast at the Town Square during the Puffin Festival 4<sup>th</sup>-5<sup>th</sup> June 2022. The winning flag will be sent to Her Majesty The Queen, together with an official celebratory Platinum Jubilee message from Amble. The winner will receive a replica of their flag and £20 voucher to spend in an Amble store of your choice.

## DESIGN GUIDELINES

The flag should be an original design, not in use anywhere else. Keep it simple and easy to identify as an Amble flag. Standard flag dimensions are approximately 5:3 (length to height), but we will accept any shape that can fly from the flagpole.

### Try to Use 2 or 3 Colours

Limit the number of colours on the flag to three or less and use colours which contrast well from each other. Dark and light colours contrast well against each other. Yellow or white will work well on any of the other colours and vice-versa.

### Reflect the spirit of Amble

Colours might be considered which reflect key aspects of Amble blue of the sea or yellow for the golden sands. The official Platinum Jubilee emblem uses purple and white but there is no requirement to use this emblem within your design.

### Use Meaningful Symbols

If a symbol is to be used as part of the flag design, it should be simple, recognisable and relate to Amble.

## COMPETITION TERMS & CONDITIONS

Eligibility: The following apply

- This is a community competition, open to individuals and to groups to enter. Entries are restricted to residents of Amble and its surrounds.

- For entrants under the age of 16, an adult will be required to approve the submission and agree to the terms & conditions. The adult, e.g. the entrant's parent or teacher, must provide his/her own contact details (not the child's).
- Any queries regarding the competition terms & conditions should be sent to [andrew@ambledevelopmenttrust.org.uk](mailto:andrew@ambledevelopmenttrust.org.uk)

### Design Requirements: The following apply

- All designs must be original and not in use anywhere else.
- Entries may be constructed in any medium, suitable for scanning, including digital images.
- Entries should be submitted in A4 size.
- By entering the competition permission is given for the design to be used on merchandise and promotions at the discretion of the organisers.
- The entrant agrees to allow the design to undergo if necessary professional manipulation to make it suitable for production.
- The competition organisers accept no responsibility if entrants ignore the terms & conditions, and entrants agree to indemnify the organisers from any breach of the terms & conditions.

### Submissions: The following apply

- Submissions can either be in hard copy or electronic. Electronic entries no more than 4mb should be sent by email to [andrew@ambledevelopmenttrust.org.uk](mailto:andrew@ambledevelopmenttrust.org.uk)
- Larger file sizes can be delivered by hand or posted on a USB stick as well as hard copy entries to: Design a Flag Competition, Amble Development Trust, Fourways 2, Dilston Terrace, Amble, NE65 0DT
- Entries required to be submitted no later than the competition deadline of 4<sup>th</sup> April 2022.
- Please package all hard copy entries carefully to avoid damage in the post or when delivered by-hand.
- Please ensure that each submission includes the name and contact telephone number of the entrant, clearly marked on the back of the design.
- It is open to individuals and groups to submit more than one entry. Each entry must be accompanied by a fully completed and signed entry form.
- Entries cannot be returned and may be archived. Please ensure therefore that you retain a copy of your design.
- Personal data provided will only be used for the administration of the competition and will be destroyed at its conclusion.
- Unsuccessful entrants will not be contacted in respect of their entry, and feedback on entries will not be provided.
- The decision of the assessment panel is final.
- The entrant will be asked to be photographed with their winning flag design, the photo, name and design will feature in the media and on Amble social media and website channels.

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

### COMPETITION ENTRY FORM

#### Instructions

Write your name and phone number (for under 16's, please use parent/guardian/teacher details) clearly on the back of your design.

Complete this form and post/deliver to the following address by 4<sup>th</sup> April 2022 to Design a Flag Competition, Amble Development Trust, Fourways 2, Dilston Terrace, Amble, NE65 0DT. Or email your design with the completed form by that date to: [andrew@ambledevelopmenttrust.org.uk](mailto:andrew@ambledevelopmenttrust.org.uk) If emailing file sizes should be no bigger than 4mb.