



Call for Designs in Willenhall Flag Competition

Willenhall is set to have its very own community flag and budding artists and those with a sense of civic pride are being encouraged to submit designs.

The flag will be officially registered with the Flag Institute, as community website Willenhall Ay We.co.uk and locally based shopping giant Poundland have teamed up to launch a public competition.

After seeing the recent patriotic display of the Black Country flag in readiness for Black Country Day on July 14th Willenhall Ay We.co.uk were inspired to fly the flag for the town. Poundland jumped at the chance to sponsor the competition and pay for the manufacture of the winning design, whilst the registration of the design itself with the Flag Institute is free.

A town flag will serve as a symbol for the community to rally around, raise awareness and visibility of Willenhall further afield as well as promoting one of the many community heritages that form the patchwork of national identity.

By having a competition Willenhall will follow other recent local flag registrations including the Black Country communities of Finchfield and Kingswinford as well as the Black Country itself.

The competition will be open to entrants until the 21st March. Following this a list of judges will be convened to select finalists that will be put to a public vote running between 7th-26th April. The winner of this vote will then be registered as the Willenhall flag and unveiled at the Willenhall Carnival on the 14th June.

To enter the competition entry forms can be found on the Willenhall Ay We.co.uk website: <http://willenhallaywe.co.uk/flying-the-flag-for-willenhall/>

The judging panel will comprise of, Poundland, Willenhall History Society, Walsall Local History Centre, one of the oldest businesses in Willenhall, W H Tildesley, Willenhall Football Town Club and local councillors

Kalie, of Willenhall Ay We.co.uk said “A Willenhall flag will be a great opportunity to give our proud corner of the Black Country something to rally around. With such a wealth heritage, including our famous lock industry and even WTFC, I can’t wait to see the designs the public think up!”

“We are looking forward to Willenhall folk working together, to literally Fly the Flag for our hometown.

Once again Poundland, Willenhall based have supported us with this project, along with 442 Bar & Lounge, who will provide the venue and catering for our judging panel. We will hopefully also have a kind donation from The Blakemore Foundation.”

Poundland’s Pavan Riyat-Ward, who will sit on the judging panel, said: “We at Poundland are proud of our local heritage and Willenhall roots and are honoured to support such a fantastic community project. It’s a great opportunity for the community to express its individuality – we’re looking forward to seeing the competition entries!”

Phil Hopley, Sales & Marketing Manager of W H Tildesley said,

“I thought this would be a fun project to be involved in and wanted to support the local history site Willenhall Ay We. W H Tidily has been forging parts in Willenhall for over a century now and intends to continue for a long time yet. I’m looking forward to seeing what sort of designs people can come up with.”

Douglas Hansen-Luke, Prospective Parliamentary Candidate, Walsall North said

"It is time for Willenhall to look to the future. The town has a great history as the global centre of the lock-making industry. Now as employment and economy grow, Willenhall must look to re-train, re-skill and welcome future opportunity. Who knows what success and industry the town will become famous for? For now, however, let's celebrate what we have and raise a flag with pride for our community and people."

Philip Tibbetts, Communities Vexillologist for the Flag Institute, said “As a local Blackcountryman myself it is fantastic to see and support the enthusiastic adoption of flags to promote local identity in our area. I look forward to seeing the Willenhall and Black Country flags flying proudly side-by-side!”

More Information

With both our website and our facebook group/page, we are trying to provide a one stop shop for Willenhall groups, services, community organisations and businesses. We work on a voluntary basis and all the work we do is promote the town and help it flourish.

Willenhall Ay We.co.uk : [Willenhall Ay We.co.uk WEBSITE](#)

The Flag Institute is the UK's National Flag Charity (1152496) and is dedicated to serving and educating the citizens of the UK in all things flag-related. The world's leading research and documentation centre for flags and flag information, the Flag Institute is the largest vexillological membership organisation in the world.

The Institute provides vexillological services to HM Government in the UK and to many other organizations around the world, including the United Nations. These services include advising on the use of flags, designing new flags and collating information on flags of the world.

The Flag Institute also maintains and manages the national United Kingdom Flag Registry. This is to ensure there is a definitive record of those United Kingdom flags which exist nationally, regionally and locally. Information on the Flag Institute can be found at their website (<http://www.flaginstitute.org/>) and information for communities interested in developing and registering their own flag can be found in this guide

(http://www.flaginstitute.org/wp/wp-content/uploads/2013/08/Creating_Local_and_Community_Flags.pdf).

Contact Details

Willenhall Ay We.co.uk : <http://willenhallaywe.co.uk/>

Poundland : <http://www.poundland.co.uk/>

Flag Institute: communities@flaginstitute.org