



WROUGHTON & WICHELSTOWE PARISH COUNCIL

FLAG FLYING POLICY

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Version: 1.2

Objectives

1.1 The flying of any flag must be viewed in the context in which it is flown or displayed. Factors affecting the context include the type, manner and frequency with which flags are flown. The Council has a responsibility to carefully consider the potential impact upon the community of flying flags and on how that action may be interpreted.

1.2 This Policy reflects guidance from central Government.

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 St David and St Patrick
- The flag of any administrative area within any country outside of the UK
- The flags of Her 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.

Usual Arrangements for the Displaying of Flags

3.1 This Policy seeks to formalise the protocol for the flying flags on the flagpole located in front of the Ellendune Community Centre, Barrett Way, Wroughton.

3.2 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.

3.3 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

3.4 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. Any flag should be in good condition.

3.5 Except with special approval, the only flags that may be flown from the flagpole are the Union Flag and the Cross of St George (England flag).

The Protocol and 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 4pm, 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 flags that will normally be displayed is the Union Flag.

4.4.1 Wroughton Parish Council may fly the Union Flag, or other appropriate flags, to mark the following occasions:

Designated days for flying the Union Flag on UK government buildings 2026

1 March: St David's Day (in Wales)

9 March: Commonwealth Day (second Monday in March)

17 March: St Patrick's Day (in Northern Ireland)

9 April: His Majesty The King's Wedding Anniversary

23 April: St George's Day (in England)
6 May: Coronation Day
13 June: Official Birthday of His Majesty The King
21 June: Birthday of HRH The Prince of Wales
27 June: Armed Forces Day (last Saturday in June)
17 July: Birthday of Her Majesty The Queen
8 September: His Majesty The King's Accession
8 November: Remembrance Day (second Sunday in November)
14 November: Birthday of His Majesty The King
~~30 November:~~ ~~St Andrew's Day (in Scotland)~~

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

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

- On the death/ funeral of the Sovereign
- On the death/ funeral of another member of the Royal Family
- On the death/ funeral the Prime Minister (or ex-Prime Minister)
- On the death/ funeral of a serving member of the Armed Forces from Wroughton
- 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 an major incident where British lives are lost (for instance, a terrorist attack or a major incident on British soil or abroad)
- 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 Queen to the contrary.

4.5 The Cross of St George Flag (the English National Flag) shall be flown on St George's Day on 23rd April.

4.6 The Armed Forces Day Flag shall be flown on Armed Forces Day in June (last Saturday in June)

Requesting Guest Flags

5.1 Flags not included in this Policy, including those of other nations, shall not be flown without gaining prior approval from the Parish Council.

5.2 Applications for the flying of guest flags should be made in writing to Council.

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 take into account 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 Parish Council to display such support on behalf of its communities. The decision should ultimately reflect the values of Wroughton Parish 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 Clerk, in consultation with the Chairman of the Council or to a Committee on behalf of the Council.

Review of the Policy

6.1 This policy must be reviewed on an annual basis.

Policy Review

Register of review and amendments

Date	Description	Page Number	Committee
May 2026	Issue	All	FC
June 2026	Issue	All	F&GP