



A COMMUNITY FLAG FOR CUMBRIA DESIGN COMPETITION



Be part of history: Design Cumbria's first Community Flag!

Cumbria is getting its very own community flag, and everyone is invited to take part in designing it! Whether you're an individual, a school, a community group, or an organisation, this is a unique opportunity to make history and show your pride in Cumbria.

The Lord-Lieutenant and the High Sheriff of Cumbria, with support from, Cumberland Council, Westmorland and Furness Council, Carlisle Cathedral, the University of Cumbria, and the Flag Institute, have launched this exciting design competition. The competition is open from 12noon on Monday 24 March and closes at 12noon on Friday 25 April 2025.

In association with



CARLISLE
CATHEDRAL

Why create a flag for Cumbria?

Unlike many other counties in England, Cumbria does not yet have an official community flag that represents the whole county. While an official flag was created in 1974 for use by councils and public buildings, a community flag would be available for everyone to use - helping to:

- Celebrate Cumbria's heritage and culture
- Express pride in our local community
- Increase recognition of Cumbria on a national scale
- Complement the existing historic county flags of Cumberland, Westmorland, and Furness

Get involved!

We want to see your creativity! You can design your flag using drawing, painting, digital artwork, or any other creative method. Just make sure your design follows the competition's terms and conditions and the Flag Institute's guidelines that can be found in this pack.

How to enter

It's easy, simply submit your design online via cumbria-lieutenant.org.uk/cumbria-community-flag. Alternatively, you can complete the entry form that can be found at the end of this pack and send your design by post to:

A Community Flag for Cumbria
University of Cumbria
Brampton Road
Carlisle
Cumbria CA3 9AY

What happens next?

A panel of judges will select a shortlist of designs, which will then go to an online public vote opening in May 2025. All shortlisted designs will be professionally redrawn to ensure a consistent look. The winning flag will be proudly registered with the Flag Institute's UK Flag Registry.

Have questions?

If you have any questions, please email: communityflag@cumbria.gov.uk

Useful links

In addition to the information provided in this pack, please find the useful links below:

- Enter online: A Community Flag for Cumbria
- Flag Institute: <http://www.flaginstitute.org>
- The UK Flag Registry: <http://www.flaginstitute.org/wp/flag-registry/>
- "Flying Flags in the United Kingdom": <http://www.flaginstitute.org/wp/british-flags/flying-flags-in-the-united-kingdom/british-flag-protocol/>

Brief background of Cumbria

Cumbria as a region has existed in various forms for centuries and predates its latest definition, the administrative entity most of us will be most familiar with, which came into being 50 years ago. This flag is not tied to any particular territorial definition and is free to use for anyone proud of Cumbria wherever they are alongside the other local symbols of the region (such as the flags of Cumberland and Westmorland). The rich heritage of Cumbria does provide plenty of inspiration for designing a flag.

Cumbria's origins, like other English regions of Wessex, Mercia and Anglia, comes from the Dark Ages. However, unlike those Anglo-Saxon kingdoms, the name Cumbria was associated with at least part of the ancient Brythonic Kingdom of Strathclyde. The Giant's Grave in Penrith is legendarily associated with a Cumbrian King from this time. The term Cumbria is related to the Welsh name for Wales "Cymru", coming from this age of a Cymbric speaking population. Noted Victorian heraldist, Frederick Hackwood, likely uses this ancient link to identify a red dragon as being a symbol for Cumbria which now also appears on the Welsh flag.



Flag of Wales



Arms of Carlisle Diocese

The term Cumbria was obviously also the origin for the name of the smaller area of Cumberland. However, the Cumbrian demonym continued to be used for things that spanned beyond those county borders such as the Lakeland or Cumbrian Mountains, which of course run into Westmorland and Furness. Local Victorian historians and writers, like William Furness, use the term Cumbria or Cumbrian in the context of the wider region beyond just Cumberland. The Victorian era also sees the first formal institution to span across this region with the expansion of the Diocese of Carlisle, whose golden mitre is placed on a black cross on white.

When the administrations of Cumberland, Westmorland, the Furness portion of Lancashire and the Yorkshire town of Sedburgh were amalgamated the new council used the Cumbria name. It also received a new coat and banner of arms, which used some symbols from its component areas that will be familiar from their registered county flags – grass of Parnassus for Cumberland, red rose for Lancashire and white rose for Yorkshire - as well as a zig-zag pattern unique to Cumbria.



Arms of the Former Cumbria Council



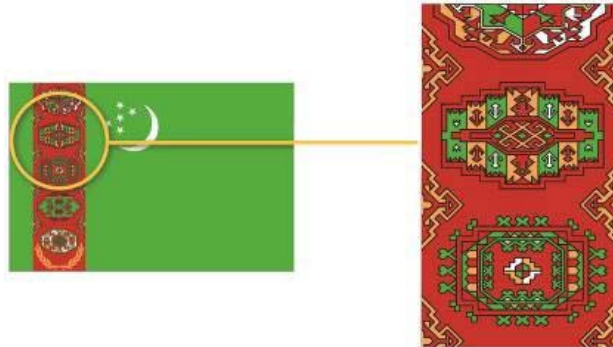
Map of Historic County Flags in Northern England

Flag design guidelines

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: <https://www.flaginstitute.org/wp/design/guiding-principles-of-flag-design/>

Keep it simple

The flag should be simple enough that a child can draw it from memory; else it will be too hard for people remember and reproduce.



Use meaningful symbolism

The flag's elements, colours, or patterns should relate to what it will represent. The flag should symbolise the area as a whole rather than any other entities which are better served by having their own flags (i.e. try not to symbolise specific towns or the country).

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.

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.



Be distinctive

Avoid duplicating other flags, if designs look too similar then the flags could be mis-identified.

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 too. Also remember that it will almost always have ripples caused by the wind.

Helpful tips for flag design

Flag design expert, Philip Tibbetts, has much experience working with local schools and communities. Below are his tips to help inspire budding designers.

Getting started

When looking to design a flag for a town or area begin by looking at a number of sources for inspiration to find something that is important and unique. Such elements include:

- Meaning of the areas name
- Legends and folklore
- Traditional emblems and colours
- Local people, achievements and industries

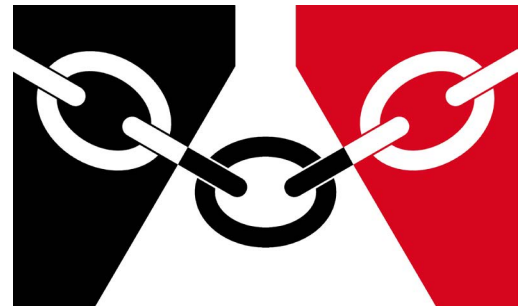
There are many traditional flag symbols that could be adapted to represent aspects of Cumbria.

Examples of best practice

New symbols or adaptations of old symbols can be very powerful. For example:

Black Country

The flag features a chain to represent the manufacturing heritage of the area 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.



County Durham

County Durham's flag uses a simple two-colour division, overlaid with a 'counter-changed' cross. The blue and yellow colours are historically associated with the county and used on the arms of the modern council and earlier 'Prince Bishops'. The County's unique religious history is reflected by the cross, based on that associated with Saint Cuthbert who was finally laid to rest in the cathedral.



Terms and conditions

Eligibility

- This is a community competition. It is open to individuals and groups.
- For all entrants under the age of 16, an adult will be 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).

Requirements

- Entries may be constructed in any medium and submitted in A4 size.
- All entries must be the original work of the entrant(s) and must not infringe the rights of any other party.
- By entering the competition, you release your design into the public domain in order for it to become a freely useable symbol for all.
- You agree to allow your design to undergo professional manipulation to make it suitable for production.
- 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.

Submission

- Entries can be sent electronically (high res 300dpi CMYK jpg files) to the competition email address, or via post. Addresses are detailed on the entry form page.
- Please package postal entry carefully to avoid damage in transit.
- Entries must be accompanied by a fully completed and signed entry form.
- Please ensure your name and contact details are clearly included.
- Entries cannot be returned and may be archived or destroyed. Please remember to retain a copy of your design.
- The personal data provided will only be used for the purposes of administering the competition and will be destroyed after its conclusion.
- Unsuccessful entrants will not be contacted in respect of their entry and no feedback on any entry will be provided.
- The decision of the assessment panel and the result of the public vote are final.

Disclaimer

- The organisers reserve the right to disqualify any entry which breaches any of the Terms and Conditions.

A Flag for Cumbria | Postal Entry Form

Instructions: Please complete this form and post it along with your design to:

A Community Flag for Cumbria
University of Cumbria
Brampton Road
Carlisle
Cumbria
CA3 9AY

Remember: you can also submit your design online by visiting cumbria-lieutenant.org.uk/cumbria-community-flag.

Name:

Organisation: (if applicable)

Address: (please provide contact details of a guardian or teacher if under 16)

Telephone:

Email:

Rationale for Your Design: (Tell us why you chose this design and what it represents!)

Please tick if the entry was designed by someone under the age of 16.

Declaration:

I hereby confirm (a) that I have read and agreed to the terms and conditions of the competition (b) that I am the originator and owner of the design/images submitted and that, to my knowledge, I am not infringing any copyright (c) that release these designs/images into the public domain, as set out in the terms and conditions. (Guardian or teacher to sign if child is under the age of 16).

Signature:

Name:

Date:

