



Coat of Arms Policy Dickens Heath Parish Council

Introduction: The purpose of this Policy is to protect and regulate the use of the official Coat of Arms of Dickens Heath Parish Council. The Parish Council's Coat of Arms is a formal heraldic device granted by the College of Arms, and as such represents the historic authority, identity, and civic dignity of the Parish. This Policy is intended to prevent unauthorised use, misuse, commercial exploitation, or political appropriation of the Coat of Arms.

1. Status of the Coat of Arms:

1. The Coat of Arms was formally granted to the Council by the College of Arms on 2nd December 2010.
2. The Coat of Arms is the official emblem of the Parish Council and may only be used in accordance with this Policy.
3. The Council retains all rights associated with the Coat of Arms, including heraldic protection and any applicable intellectual property rights in reproductions and artistic renderings.

2. Authorised Use:

The Coat of Arms may be used without further permission by the Parish Council for official purposes, including:

- Council documents, correspondence, and publications
- Council website and digital communications
- Civic and ceremonial events
- Parish Council-owned signage and property
- Materials produced directly under the Parish Council's authority

Use of the Coat of Arms must always be dignified, accurate, and consistent with its official design.

3. Prohibited Use:

The following uses are expressly prohibited unless written consent has been granted by the Parish Council:

Commercial Use:

The Coat of Arms must not be used:

- On goods or merchandise for sale
- In advertising or promotional material
- By businesses or individuals for profit or branding
- In connection with sponsorship or commercial partnerships

Political Use:

The Coat of Arms must not be used:

- By political parties or campaign groups
- In election materials or candidate campaigning
- In any way suggesting the Parish Council endorsement of a political cause or individual

Misrepresentation and General Misuse:

The Coat of Arms must not be used:

- In a manner implying official Parish Council approval where none exists
- By third parties as a substitute for the Parish Council's authority
- In altered, distorted, or decorative forms
- In connection with inappropriate, offensive, or defamatory material

4. Requests for Permission:

Any organisation or individual wishing to reproduce or display the Coat of Arms must apply in writing to the Clerk of the Parish Council

Applications must specify:

- The intended purpose of use
- The format and duration
- Whether the use is commercial or public facing

Permission may be granted or refused at the Parish Council's discretion.

Any permission granted will be time-limited and may be withdrawn if misused.

5. Enforcement:

The Parish Council will take appropriate action to prevent unauthorised use of its Coat of Arms, including:

- Issuing cease and desist requests
- Referring matters to the College of Arms
- Seeking legal remedies under passing off, trademark, or related protections
- Reporting misuse where reputational harm may arise

The Council reserves the right to pursue formal legal action where necessary.

Policy Details

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