

Memorandum for Executive Council

SUBJECT

The Armorial Ensigns of St Helena – St Helena Coat of Arms

Memorandum by the Chief Secretary

ADVICE SOUGHT

1. **Executive Council is asked to consider and advise whether the attached copy of a new painting of the St Helena Coat of Arms (Annex A), which has been prepared by the College of Arms in London, should be approved for use to replace the version that was designed in the 1980s.**

BACKGROUND & CONSIDERATIONS

2. The current design of the St Helena Coat of Arms was published in the St Helena Government Gazette in January 1984, following approval of Her Majesty the Queen that it should be registered at the College of Arms in London for the exclusive and sole use of the Island.

3. The description of the Coat of Arms in the aforementioned Gazette is as follows:

“Azure in base waves of the sea proper thereon an Indiaman rigged sable masts and sails furled or and flying at the stern. The George heading towards on the dexter side rising from the sea two cliffs proper on a chief or a wirebird also proper’ and for the crest ‘upon a helm in a naval crown azure a demi figure representing St. Helena from her brow a veil or vested argent her mantle azure holding in the dexter hand a lily and supporting with the other in the crook of her arm a cross raguly proper mantled azure doubled or’, beneath the shield upon a scroll the motto ‘Loyal and Unshakeable’.”

4. The St Helena Coat of Arms may only be used by bodies owned and wholly controlled by the St Helena Government with the consent of the Governor. However, there are less stringent limitations on the use of the Shield (Annex B).
5. Representation has been made by members of the public, as well as by some Elected Members, regarding the distortion over a period of time, of the image of the Wire bird featured in the Shield of the St Helena Coat of Arms when reproduced in some souvenirs and more especially, in the St Helena flag. It has become difficult to accurately represent the current Shield in these items, as we do not have digitised versions of it in the correct format to enable more accurate reproduction, especially when large items such as flags are required.

	6. An approach was made to the College of Arms in London to ascertain whether or not it was possible to develop an updated Coat of Arms which would be available in a modern digital format, with a picture of a Wire bird which might more accurately depict the creature. The Garter of Arms was able to confirm that would be possible and that no further approval of the HM the Queen would be required, as it was a case of updating the design; the description of the Coat of Arms as set out the 1984 Gazette Notice was still the same.
	7. The attached copy of the new painting (Annex A) has thus been produced using photographs of the St Helena Wirebird provided by the St Helena National Trust.
FINANCIAL IMPLICATIONS	8. There has been a cost of less than £1,000 to prepare the painting; which has been funded through the Corporate Support recurrent budget in this current financial year; no additional financial implications are anticipated.
ECONOMIC IMPLICATIONS	9. The opportunity exists to have higher quality souvenirs reproduced depicting the Shield from the Coat of Arms, which might result in better value for money for purchasers.
CONSISTENCY WITH INVESTMENT POLICY PRINCIPLES PUBLIC / SOCIAL IMPACT	10. Not applicable
	11. No significant social impact envisaged.
ENVIRONMENTAL IMPACT	12. No environmental impact foreseen.
PREVIOUS CONSULTATION / COMMITTEE INPUT	13. The St Helena National Trust has been consulted. The feedback is that the bill of the bird is rather thick as currently represented but otherwise the image is entirely acceptable.
PUBLIC REACTION	14. More accurate representation of the Wire bird in souvenirs and the St Helena flag should be favourably received.
PUBLICITY	15. Extensive publicity should be given if the revised design is approved.

**SUPPORT TO
STRATEGIC
OBJECTIVES**

16. Not applicable. This is more a 'tidying up' exercise that will ensure that the wirebird is more accurately depicted on the Shield/Coat of Arms.

**LINK TO
SUSTAINABLE
ECONOMIC
DEVELOPMENT
PLAN GOALS**

17. Not applicable.

SO

**OPEN /CLOSED
AGENDA ITEM**

18. As this will be a matter of public interest, it is recommended for discussion in the open session.

Corporate Support
Corporate Services

20th March 2019

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