



# Andover Town Council

To decide on the crest to be used

Item No.

**19b**

**Produced for:** Full Council

**By:** Cllr Katherine Bird  
Cllr Heather Neate  
Cllr Joseph Hughes  
Deputy Clerk

**Date of Report:** 27 November 2023

## Background:

In the Full Council meeting held on the 22 November 2023 the following was resolved:

### COMMUNITY AND EVENTS LOGO

**C 171/11/23**

It was proposed by Councillor H Neate and seconded by Councillor J Sangster and **RESOLVED: Unanimously**, that this item be deferred to the next Full Council meeting and more information be provided in the interests of openness and transparency.

**Action: Town Clerk and Deputy Town Clerk.**

## Current Situation:

Andover Town Council does not own a high-res version of any part of the full Coat of Arms and therefore is unable to use it on any branding materials as the Coat of Arms cannot be enlarged enough.

The Community and Events Working Group have discussed the visibility of the current Andover Town Council logo because it was not always supported by the words Andover Town Council, and feels that on promotional material it does not stand out, as below on the advertising for the Christmas Festival 2022:

17:40 Mad Melodies  
18:00 LIGHTS SWITCH ON  
18:10 Andover Youth Choir and Andover Ladies Choir  
18:50 Louise Vincent School Of Dance  
18:55 LASER LIGHT SHOW  
19:05 RASPO Steel Orchestra  
19:45 Andover Rock Choir  
20:00 Close

18:45 Sam Rich  
19:15 Kev Rees & Marie Ponting  
20:00 Close

THUMBELINA CHILDREN'S PUPPET THEATRE SHOW:  
Pocket Park  
15:30, 17:00 & 18:30  
Currently sold out, on the door return tickets may be released, subject to availability.

All performances are subject to change at short notice.

Logos at the bottom: Test Valley Borough Council, IN ANDOVER From Andover BID, CHANTRY CENTRE ANDOVER, Andover Town Council

In 2023 the logo used in the advertising was slightly modified to give better visibility:

**FRIDAY 17 NOVEMBER  
4PM TO 8PM  
ANDOVER TOWN CENTRE**

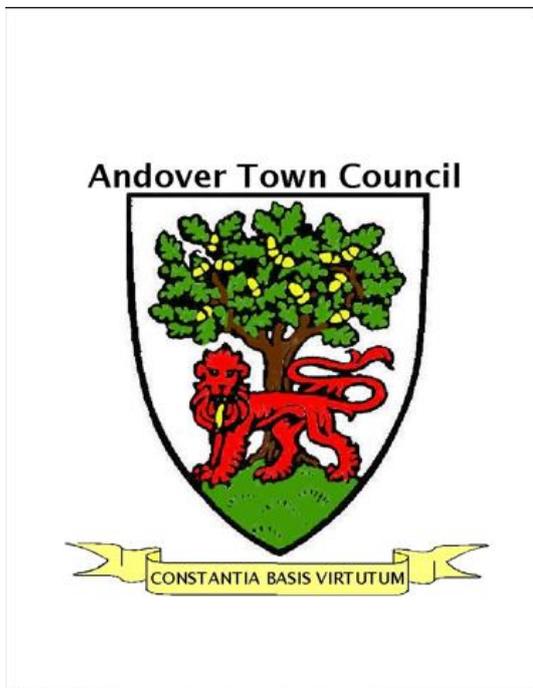
Test Valley  
Borough Council

IN  
ANDOVER  
From Andover BID

CHANTRY CENTRE  
ANDOVER

Andover  
Town  
Council

The Working Group discussed the possibility of removing the components of the Coat of Arms that represent other areas of the Test Valley Borough and using just the Arms which represent the town of Andover.



This was used by Andover Town Council until 2019 as detailed in 19a

The Working Group discussed having a 'corporate identity' that could be used on materials such as banners to give Andover Town Council a stronger presence at events i.e. the Macmillan Coffee Morning or the Christmas Festival.

To achieve this, a high-res version of either the full Andover Borough Coat of Arms or the Andover Arms would need to be commissioned.

**Council to review the following suggestions:**

Does Andover Town Council want to use:

The Andover Borough Coat of Arms **(a)** or the Andover Arms **(b)**:

(a)



(b)



**Recommendations:**

To **receive** the report

To **approve** the use of either Option (a) or (b).