

History of Wotton-under-Edge Town Crest and Crest Usage Policy

History

The official description of the Wotton under-Edge Coat of Arms as authorised by the College of Arms which granted the Patent in 1979, is as follows:

The Shield: Or (gold) on a Chevron wavy Azure (blue) another wavy Argent (silver) between in chief two Beech Trees eradicated and fructed and in the base a sheep passant proper.

The Crest: A Latin Cross Or between two Teazles slipped and leaved proper.



The acquisition of a Coat of Arms for Wotton-under-Edge is a significant indication of its growth and status, but it is also a reflection of the town's past history. Because of its situation and the presence of the stream, the livelihood of its inhabitants depended for centuries upon sheep rearing and the cloth trade. Both the blazon of the shield and the crest contain symbols of this aspect of the town's history. Above and below the wavy Chevron, which is the symbol of the stream, are trees and a sheep. The Crest, containing the cross, indicative of the Church, also shows Teazles, which were employed in the weaving of cloth. The Motto, 'Strong by Stream and Staple', is thus appropriate to the design of both shield and crest.

Usage Policy

To protect the integrity and funded assets of Wotton-under-Edge Town Council, no Civic Regalia is to be used on personal or social media pages or any groups/clubs/societies' documentation without prior consultation with the town council office for approval. This includes the Town Council Crest/Coat of Arms, Civic Chains or pendants and clothing or any attire purchased by the Town Council. If an application is approved for use, there will be a charge of £1 to use the Crest, in order to protect copyright. No businesses shall be allowed to use the Crest.

*By Order of
Wotton-under-Edge Town Council
April 2017*