

LETTER TO ANGMERING PARISH COUNCIL FROM MR RON DELLAR (Sept 2013)

One year ago, in a far from appropriate manner it has to be said, I sought to persuade the Council of the merit of my proposals in relation to the village sign.

Hearing nothing from the Council, I assumed that I had been unsuccessful and consequently retrieved my design from the Council Offices.

Undeterred, I now seek the opportunity of presenting my ideas once again to the Council but this time in the form of an Agenda item and at a convenient date.

Beforehand, however, I outline my thoughts on this matter in the following manner:

- 1) I fully appreciate that the Village sign originally adopted by the Council was produced by a Council member for which initiative he is to be commended. However, for such an important matter as the image projected by a village sign, it would have been more appropriate had the design been the subject of a competition.
- 2) It was not subject to the scrutiny of a competition though.
- 3) The question is: What is the function of a village sign?. In my opinion it should convey to all who see it a clear image signifying the special, particular and unique character of the place – an image both simple and at the same time powerful and unforgettable.
- 4) I have to say that the present image falls far short of all these criteria – it is so forgettable in fact that few of the inhabitants I have spoken to can even remember it. All it says is “Here is a green plastic tree set inside some sort of triangle whose purpose is unclear”.
And that’s it – A plastic green tree. Inside an off-white triangle. Now looking decidedly tired and grubby.
Not exactly a good image for Angmering.
- 5) I have designed a number of logos in the past, completed murals for London Transport, E.M.I. and others, though my principal activity has always been that of a Portrait Painter (exhibited once in the same exhibition as Juliet Pannett run by The Royal Portrait Society).
- 6) The alternative design I propose for the Angmering Village sign refers to Angenmaer or Angemaer, the Saxon name to which was later added the suffix “ING” marking this as one of the very first Saxon settlements in Sussex.

Angmering was founded by the Saxons following the collapse of the Roman occupation; it was farmed by Saxons; its layout set by Saxons; and the banner of the Saxons was carried by the army under the command of King Harold to the ill-fated battle of Hastings in 1066.

If ever there was a place to raise the Saxon banner once more, it is here.

This is the principle underlying my design – a design that celebrates the ancient history of Angmering.

- 7) If my design for a new Angmering village sign were to be accepted, I see no reason – aesthetic or rational – why it should call for the existing Parish Council logo on its letterheads or Council sign to be replaced. Indeed, it is obvious that a new village sign need not affect whatever logo the Parish Council may or may not use; the two designs of Village sign and Council logo could easily run in parallel with each other.

I look forward to the opportunity of addressing the Council and setting out my proposals in greater detail and to hearing from you in due course.

Sincerely,

Ron Dellar

