Flags in the Spotlight – Flag Institute Welcomes Upswing in Public Interest

Tuesday 26 August, 2025

The Flag Institute, the UK's national centre of expertise in flags and flag flying, has welcomed the recent surge of media interest in flags. Recent features on radio and in the press have sparked fresh conversations about how flags reflect history, identity, and community across the UK.

"Flags belong to us all," said Flag Institute CEO Leigh Wetherall. "They are not political statements but symbols that help communities express who they are and what they value. From historic county flags to civic and community banners, flags connect people to their shared culture and place."

The Flag Institute encourages individuals, schools, and communities to learn more about their local and national flags, and to celebrate them in inclusive and positive ways. Almost 100 local, national, and international days year-round offer opportunities for people to come together through flag flying and shared stories.

As the UK's authoritative voice on flags, the Flag Institute provides resources, advice and expert commentary for anyone wishing to explore this rich and fascinating subject.

ENDS

Notes to Editors

- The Flag Institute is the UK's national charity and research centre for flags and flag flying, founded in 1971: https://www.flaginstitute.org/wp/
- It maintains the UK Flag Registry and advises government, institutions and communities on flag matters: https://www.flaginstitute.org/wp/uk-flags/uk-flag-registry/
- It publishes a calendar of the UK's local, national and international flag flying days: https://www.flaginstitute.org/wp/uk-flags/flag-flying-days-uk/
- For interviews, commentary or further information, please contact chiefexec@flaginstitute.org

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