

SEAFORD TOWN COUNCIL



Deputy Town Crier
and Deputy Serjeant at Mace
(honorary position)

RECRUITMENT PACK

"Working with our community to secure Seaford's best future"



CONTENTS

What is a Town Crier.....	3
Seaford Town Crier.....	3-4
Serjeant at Mace.....	4
Advert.....	5-6
How To Apply.....	6
Selection Process.....	7
Seaford Home-Town Cry.....	8



WHAT IS A TOWN CRIER?

A town crier is a historical public announcer, appointed by a local council to make official announcements in the streets, using a handbell and distinctive cries like "Oyez, Oyez, Oyez!" (meaning "Hear ye!") to gather crowds for news about events, laws, or royal proclamations, dressed in elaborate traditional regalia.

Whilst largely a ceremonial role today, town criers still appear at civic events, promoting local happenings and adding historical charm.

SEAFORD TOWN CRIER

Peter White was appointed Town Crier for Seaford having cried for Queen Elizabeth II's Silver Jubilee in 1977. He is one of the longest serving town criers in the country. In 1980 he joined The Ancient and Honourable Guild of Town Criers. In 1982 he was appointed Stadtausrufer to Bönningstedt, which became twinned with Seaford two years later. In 2002 he was made Town Crier of Crivitz, Bönningstedt's German twin. As such he has been asked to cry in Bönningstedt, Hamburg and the former East Germany; as well as taking part in events in Paris and on a Channel ferry! He assisted in the opening of BBC Radio Sussex and won TV's Surprise Chefs with Kevin Woodford, beating two other Criers.



CONT. OVERLEAF



SEAFORD TOWN CRIER CONT.

In Seaford, Peter is usually involved in calling supporters to fetes, concerts and civic events. He has welcomed Father Christmas in his sleigh, conducted foreign students around historic Seaford, led brides to the alter and driven shoppers to distraction!

His calling is based upon historical fact, and his uniform is based on that worn by Town Sergeant and Mace Bearer William Woolgar in late Victorian years. William Woolgar served the ancient Corporation of Seaford.

During Peter's period of office he has officiated at the opening of Seaford Museum, foundation laying at the Barn Theatre, welcomed the new Seaford Town Council, and more recently announced the Proclamation of King Charles III.

As Peter approaches an impressive 50 years in this honorary position, he recognises that it would be beneficial to find a Deputy Town Crier, and Peter has agreed to impart his invaluable knowledge so that one day, in the future, they can become his successor.

SERJEANT AT MACE

The Seaford Town Crier has also been Serjeant at Mace for Seaford since 2012.

This role sees Peter carry the Seaford Mace (a ceremonial staff pictured right) before the Mayor and dignitaries at formal occasions, such as the annual Mayor Making and Carol Service representing the Authority of the Crown.

Both the Seaford Town Crier and Serjeant at Mace roles are interlinked.





ADVERT

Deputy Town Crier and Deputy Serjeant at Mace

Location: Seaford, East Sussex

Hours: As required – casual/ceremonial basis

Salary: Honorary position (voluntary), however expenses will be paid for the purchase of and upkeep of civic uniform

Job Purpose

The Deputy Town Crier and Deputy Serjeant at Mace will work alongside the Town Crier and Serjeant at Mace to act as an ambassador for Seaford, performing ceremonial duties and public proclamations that uphold civic tradition.

As a visible and vocal representative of the town, the Deputy Town Crier and Deputy Serjeant at Mace will enhance community pride, promote civic events, and maintain the unique character of Seaford.

Key Duties

- In the absence of the Seaford Town Crier, to perform public proclamations at civic events, markets, and special occasions, using traditional bell and voice.
- In the absence of the Seaford Town Crier, to represent Seaford at ceremonial and commemorative events, including mayoral functions, civic services, royal visits, festivals, and national occasions.
- Deliver proclamations in traditional attire, including bell ringing and formal cry introduction.
- Promote Seaford's heritage and civic identity with warmth, clarity, and professionalism.
- Maintain and care for the Town Crier uniform and bell (uniform and bell provided by the Town Council).
- Work alongside the Mayor of Seaford, Town Council officers, and other civic representatives to enhance the town's public profile.
- Be accountable to the Code of Practice of Town Criers and work with the Guild of Town Criers.

CONT. OVERLEAF



ADVERT CONT.

Who are we looking for?

We're after someone who is:

- over 18 years old
- living or working in Seaford or within three miles of Seaford
- a confident public speaker with strong vocal projection and clear diction.
- passionate for local history and heritage.
- willing to appear in traditional costume and perform outdoors, in all weathers.
- friendly and outgoing with strong interpersonal skills.
- reliable and punctual.
- innovative in their thinking in the delivery of proclamations.
- knowledgeable of Seaford's history and local traditions.
- experienced in public or ceremonial speaking.
- available for occasional travel to represent Seaford in Town Crier competitions or twinning events.
- able to respect and retain confidence.

HOW TO APPLY

Please complete the application form, which is completed online via Microsoft Forms, which can be accessed online here - [APPLICATION FORM](#)

If you need an application form in a different format, please contact the Civic Office: civic.office@seafordtowncouncil.gov.uk or call 01323 894870

The application form is short, and gives applicants an opportunity to let us know more about themselves and how they are suited to the role.

Privacy Statement

The Town Council's privacy statement about how we process and store your personal data as an applicant can be found on the [COUNCIL POLICIES](#) page of our website.



SELECTION PROCESS

All applicants will be acknowledged and considered by the selection panel. You will be informed in writing of the outcome of your application.

The shortlisting panel will include the Town Crier and Serjeant at Mace, plus the Mayor of Seaford and relevant Town Council officers.

Those shortlisted will be invited to take part in a live audition in Seaford (venue to be confirmed) where they will be invited to ring the bell and cry the Seaford Home-Town Cry - which can be found at the end of this pack for information. Ahead of the live audition, the Town Crier and Serjeant at Mace will meet with shortlisted applicants to give tips on technique.

Activity	Date
Closing Date	Tuesday 17 February midnight
Shortlisting	Wednesday 18 February
Live Auditions	Saturday 28 February
Person Appointed	By Friday 6 March

If you are invited to audition, we will make contact with you to find out if you have any accessibility needs and/or require reasonable adjustments.

Thank you so much for your interest in this position, we look forward to receiving your completed application



SEAFORD HOME-TOWN CRY

“OYEZ! OYEZ! OYEZ!

SEAFORD, A PLEASANT SEASIDE TOWN BORDERING THE SOUTH DOWNS NATIONAL PARK, WAS FORMERLY A CINQUE PORT AND A THOROUGHLY ROTTEN BOROUGH, RETURNING TWO MEMBERS TO PARLIAMENT INCLUDING THREE PRIME MINISTERS.

SEAFORD BOASTS ONE SAXON AND TWO NORMAN CHURCHES, AND A MARTELLO TOWER.

SEAFORD DOCTOR PRINGLE MORGAN IDENTIFIED DYSLEXIA, WHICH HAS BEEN PRACTISED BY TOWN CRIERS EVER SINCE.

SEAFORD BALLOON MAKER HENRY COXWELL HELD THE WORLD ALTITUDE RECORD OF THIRTY THOUSAND FEET FOR SIXTY TWO YEARS, IN HIS BALLOON.

WE CELEBRATED THE HISTORIC EIGHTEEN SIXTY FOUR ARRIVAL OF OUR RAILWAY, WITH A VISIT BY TWO STEAM TRAINS. WE WERE VERY CHUFFED!

DO VISIT SEAFORD TO SEE THE SHOAL, OUR ICONIC SEAFRONT SCULPTURE.

GOD SAVE THE KING!”