



SEAFORD
TOWN
COUNCIL



MAYORAL ROLE GUIDANCE AND EXPECTATIONS

This guidance document is a framework which presents and explains the range of activities and opportunities associated with the position of Mayor and Deputy Mayor.

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

Policy Status

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Related Policies and Other References

Policy Reference Code	Policy Name
CC1	Civic Awards Policy
CC2	Members' Code of Conduct
P15	Gifts & Hospitality Policy
CC8	The Mayor and Deputy Mayor Roles and Responsibilities

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1. Introduction

- 1.1.** This guidance document provides a clear framework explaining the activities, responsibilities and opportunities associated with the role of Mayor. Its purpose is to help incoming Mayors and Deputy Mayors understand the practical elements of the role, the support available, and the expectations that accompany the office.
- 1.2.** The document outlines key aspects of the mayoral year — including the support provided by the Civic Office, guidance on civic events and fundraising, and notes on etiquette, traditions and protocols. While not exhaustive, it is designed to be a helpful reference point throughout the Mayor's term and will be periodically updated.
- 1.3.** This guidance should be read alongside the Mayor and Deputy Mayor Roles and Responsibilities Policy. The intention is to offer flexibility: each Mayor brings their own personality, goals and approach, and this framework is designed to accommodate that individuality, while ensuring the core civic traditions and protocols are upheld. If clarification is ever needed, the Civic Office is available to provide advice.

2. Aim and Scope

- 2.1.** The aim of this document is to clearly set out the expectations, responsibilities and opportunities associated with the mayoral role. It is intended to support the Mayor and Deputy Mayor throughout their term by outlining how the role operates in practice and summarising the guidance, processes and traditions that shape the roles.

3. Who This Applies To

- 3.1.** The policy applies to:
 - Civic Officers
 - The Mayor and Deputy Mayor of Seaford
 - Prospective Mayors and Deputy Mayors of Seaford

4. The Role of the Civic Office

4.1. Overview of the Civic Office:

4.1.1. The Civic Office is comprised of one Manager and two Officers. While the team provides support to the Mayor and Deputy Mayor, this represents only part of their wider responsibilities. On average, approximately 10% of the team's collective weekly working hours — around 10 hours per week spread across Monday to Friday — is dedicated to Mayoral support.

4.2. Purpose of the Civic Office:

4.2.1. The Civic Office support aims to enable the Mayor to undertake their duties effectively, uphold civic traditions, and represent the town with professionalism. To support this, Civic Officers provide the following functions:

- Secretariat Support: Acting as Secretary to the Mayor and Deputy Mayor, ensuring effective communication, diary coordination and administrative support.
- Invitations and Diary Management: Receiving, managing and responding to invitations for the Mayor (or Deputy Mayor when deputising), ensuring all relevant information is gathered and the official diary is always accurate and up to date.

The Civic Office also maintains the official 'civic list', a distribution list of dignitaries, civic heads and key partner organisations. This list is reviewed and agreed with the Mayor at the start of each Mayoral year and is used for:

- issuing invitations to civic events,
 - distributing Mayoral communications, and
 - ensuring appropriate civic protocol and precedence are observed.
- Support for Civic Events: Coordinating, delivering and providing on-the-day support for Civic Events throughout the Municipal Year, including but not limited to:
 - The Mayor's Civic Service or Reception
 - The Mayor's Carol Service
 - Any additional events individual Mayors choose to host
- Support for Town Council Events: Assisting with preparations for Town Council events such as Remembrance Day or Sussex Day.

This may include help with speeches, ceremonial arrangements or any specific requirements.

- Upholding Civic Protocol: Ensuring correct protocol is followed at all civic occasions, including etiquette, ceremonial procedures, precedence and use of civic regalia.
- Support for the Mayor's Charity: Acting as the link between the Mayor and their chosen charity or charities, promoting their work and supporting any associated initiatives.
- Communications Support: Producing artwork and assisting with the development of content for the Mayor's printed and online communications, ensuring consistency of messaging and presentation.
- Civic Awards Administration: Providing support with selecting Civic Award recipients, arranging the production of awards and certificates, and coordinating presentation materials.
- Financial Updates: Providing quarterly updates on the Mayor's Allowance to support informed planning, budgeting and decision-making throughout the year.
- Reporting Support: Collating quarterly Mayoral Reports for presentation at Full Council meetings.

5. Working with the Civic Office

5.1. Establishing Ways of Working

- 5.1.1. At the beginning of the Mayor's term, a meeting will be arranged with the Civic Officers to agree preferred working methods, communication styles and expectations for the year ahead. This discussion also enables the Civic Office to outline their capacity and availability for civic-related tasks, helping to ensure a smooth, respectful and well-coordinated working relationship from the outset.

5.2. Planning the Mayoral Year

- 5.2.1. Early in their term, Mayors are encouraged to consider whether they wish to:
 - Host additional events, and/or
 - Introduce a particular theme to shape their Mayoral year.
- 5.2.2. These ideas should be discussed with the Civic Office at an early stage to determine feasibility and support requirements.
- 5.2.3. Examples of Additional Events:
 - Charity quiz nights

- Charity fashion shows
- Luncheons
- Concerts

5.2.4. Examples of Annual Themes:

- Youth: Supporting young people, schools and youth organisations in Seaford.
- Community Cohesion: Focusing on bringing different parts of the community together.
- Environmental Awareness: Promoting sustainability, environmental education and local green initiatives.

5.3. Assessing Resource and Governance Implications

5.3.1. Any proposed events or themes should be raised with the Civic Office as early as possible to allow sufficient time to consider:

- Staff capacity and availability
- Health and safety requirements
- Financial and budgetary implications
- Any risks or liabilities for the Town Council

5.3.2. This ensures that all Mayoral initiatives are both deliverable and compliant with Council policies.

5.4. Managing Invitations and Engagements

5.4.1. All invitations for the Mayor or Deputy Mayor must be sent directly to the Civic Office at civic.office@seafordtowncouncil.gov.uk

This ensures:

- The official Mayoral diary remains accurate and up to date
- Scheduling clashes are avoided
- All information required for attendance is gathered in one place

5.4.2. If the Mayor receives any invitations personally, they should forward them to the Civic Office so that a formal response can be issued.

5.5. Engagement Information and Preparation

5.5.1. When the Mayor accepts an engagement, the Civic Office will send a Mayoral Engagement Form to the event organiser. This form collects all necessary details including:

- Event timings and location
- Dress code
- Responsibilities or roles required from the Mayor

- Accessibility or logistical considerations
- 5.5.2. This process ensures that the Mayor (or Deputy Mayor, when deputising) is fully briefed and able to attend engagements confidently and professionally.

6. Engagements

6.1. Overview of Engagements

- 6.1.1. Throughout the Mayoral year, the Mayor will receive invitations to a wide range of civic, community and ceremonial engagements. Attendance is at the Mayor's discretion; however, it is expected that they will make every reasonable effort to attend as many engagements as possible to represent the Town Council and support local organisations, charities, and community events.

6.2. How Invitations Are Managed

- 6.2.1. All invitations are received and processed by the Civic Office. Civic Officers will contact the Mayor to confirm whether they wish to attend each engagement.
- 6.2.2. To assist with decision making, a Mayoral Engagement Form is used to gather essential details from the organiser.

6.3. Information Provided for Each Engagement

- 6.3.1. The engagement form captures key information, including:
- The organisation or individual hosting the event
 - Purpose and nature of the event
 - Venue, date and timings
 - Costs associated with attendance
 - Any specific requirements (e.g., speeches, dress code, accessibility considerations)
- 6.3.2. This ensures the Mayor is fully briefed ahead of attending.

6.4. Bookings and Costs

- 6.4.1. Where attendance requires a ticket or booking (for example, theatre performances, concerts, local talks or charity functions), the Civic Office will handle all arrangements.
- 6.4.2. These costs will be paid from the Mayor's Allowance, provided they fall within the scope of mayoral duties.

6.5. Expectations Around Attendance

6.5.1. While the role allows flexibility, attendance at engagements forms a significant part of the Mayor's civic function. The Mayor is encouraged to make every reasonable effort to attend engagements, with priority given to those that:

- Support Seaford's voluntary, community and charitable sector
- Promote local culture, education and civic pride within Seaford
- Strengthen relationships with Seaford-based partners, groups and organisations
- Support the wider district, regional or county civic network where appropriate
- Represent the Town Council at regional and county-wide events

6.5.2. As a general principle, engagements taking place within Seaford should be prioritised over out-of-town engagements, unless there is a clear ceremonial requirement or significant benefit to the town in attending an external event.

6.6. Sharing Engagements with the Deputy Mayor

6.6.1. If the Mayor has limited availability at certain times (e.g., daytime due to work commitments), they may agree early in the term how engagements should be shared with the Deputy Mayor. Possible arrangements include:

- Deputy Mayor covering daytime events while the Mayor covers evenings
- Alternating attendance based on type of engagement
- Deputy Mayor attending when the Mayor is unavailable

6.6.2. These arrangements remain flexible and should be reviewed periodically.

6.7. Examples of Typical Annual Engagements

6.7.1. Based on previous mayoral years, the following engagements are commonly attended by the Mayor of Seaford. This list is illustrative, not exhaustive:

- Seaford Rotary Club – Young Writers Competition (March)
- Seaford Rotary Club – Young Musicians Competition (March)
- East Sussex Music Service – Spring Concert (March)
- Royal Society of St George – St George's Day (April)
- Seahaven Business Awards (May)

- High Sheriff of East Sussex – Summer Reception (May/June)
- Homelink – AGM (May/June)
- Concentus Choir – Summer Concert (June)
- Lord Lieutenant – Meeting of New Mayors (June)
- Seaford Choral Society – Summer Concert (July)
- Seafarers – Sea Sunday (July)
- RNLI Summer Fete (July)
- East Sussex Music Service – Summer Concert (July)
- Bishop of Chichester – Concert (July)
- Sussex Mayors’ Association – Lunch (July)
- Seahaven FM – Interview with the Mayor (July/August)
- Newhaven Fort – Dieppe Raid Commemoration (August)
- Bishopstone Summer Fete (August)
- Royal Society of St George – Battle of Britain Service (September)
- Royal Society of St George – Trafalgar Day (October)
- High Sheriff – Judges Service (October)
- Martello Rotary – Proms (October)
- Seaford Bonfire Celebrations (October)
- High Sheriff – Prayer Breakfast (November)
- Lewes Bonfire (November)
- Homelink – Christmas Concert (December)
- Seaford Rotary Club – Senior Citizens Christmas Party (December)
- Concentus Choir – Christmas Concert (December)
- Sussex Mayors’ Association – Christmas Lunch (December)
- East Sussex Music Service – Christmas Concert (December)

6.7.2. Each Mayor may choose to attend all, some or none of these engagements depending on availability and priorities.

7. Civic Events

7.1. Overview of Civic Events

7.1.1. Civic Events are formal or community focused occasions delivered by the Town Council — either independently or in partnership with local organisations. At these events, the Mayor typically acts as host, guest of honour, or performs an official civic duty on behalf of the Council.

7.2. Annual Civic Events

7.2.1. The following Civic Events usually take place during the municipal year.
This list reflects established practice but may be updated as required.

- Sussex Day – 16 June

A ceremony is held annually to celebrate Sussex Day. The Civic Office arranges a short event, usually at the Martello Tower on the seafront. The Town Crier and the Mayor lead the proceedings, which include:

- Raising the Sussex Day flag at 12 noon
- Reading of the official proclamation
- An optional community singing of “Sussex by the Sea”

Councillors and members of the public are invited to attend.

- Armed Forces Day – 27 June

To mark Armed Forces Day, the Mayor attends a short ceremony at the Seaford War Memorial, where the Armed Forces Day flag is raised.

- Civic Service or Civic Reception

It is customary for each Mayor to host a Civic Service or Civic Reception early in their term. The format varies each year and may include:

- A religious or civic service
- A summer garden gathering
- A luncheon or formal reception

This event:

- Must remain within the agreed budget
- Must take place within the parish of Seaford
- Should provide a dignified civic occasion for invited local and regional dignitaries

The Mayor should discuss proposals with the Civic Office to ensure feasibility and appropriate resourcing.

- Remembrance Sunday

Organised jointly by the Royal British Legion and Seaford Town Council.

The ceremony takes place on the Sunday nearest to 11 November at the Seaford War Memorial, followed by a service at St Leonard’s Church.

The Mayor will lay a wreath at the War Memorial; the Civic Office arranges the wreath order.

- Seaford Christmas Magic

Seaford Christmas Magic is delivered collaboratively by the Town Council, Seaford Traders Group, Seaford Street Market, the Seaford Chamber of Commerce and SCIP (for lantern-making and community engagement).

The Mayor may be invited to carry out several roles, including:

- Attending lantern making workshops
- Officially opening the event
- Judging window displays
- Leading the lantern parade
- Switching on the Christmas Lights

Engagement details are provided through a Mayoral Engagement Form.

- *Mayor's Carol Service*

The Mayor may choose to hold a Carol Service, usually in early December.

This may be:

- Religious (traditionally supported by the Mayor's Chaplain), or
- Non-religious, if preferred by the Mayor

Additional features may include:

- A retiring collection in aid of the Mayor's Charity
- Invitations to civic dignitaries such as the Lord Lieutenant and High Sheriff
- Refreshments funded by the Mayor's Allowance

The service has previously supported the Town Council's gift-giving partnership with Family Support Work, providing a popular drop off point for donated gifts.

- *Town Forum & Mayor's Awards*

The Town Forum, held annually in April/May, is a meeting of Seaford residents facilitated by the Town Council. It is not a Council meeting.

The Mayor presides when attending. The Forum provides an opportunity:

- For residents to raise matters affecting the town
- For organisations receiving Town Council grants to report back to the public

The Mayor also presents the annual Civic Awards during this event.

7.3. Non-Town Council Annual Civic Events

7.3.1. The following are Civic Events that usually take place during the municipal year, are not organised by the Town Council but the Mayor would usually attend as a representative of both the Town Council and town. This list reflects established practice but may be updated as required.

- *Commonwealth Remembrance - Organised by the Royal Society of St George*

Held annually on the Tuesday after Remembrance Sunday (unless it falls on 11 November, in which case it is held the following Tuesday). The service takes place at the Commonwealth War Memorial in Seaford Cemetery.

Attendees typically include dignitaries from Commonwealth nations and Ireland whose service personnel are interred in the cemetery.

The Mayor lays a wreath, ordered by the Civic Office. Details of any post service gatherings are provided by the Royal Society of St George each year.

8. Chain of Office and Attire

8.1. General Presentation

8.1.1. The Mayor and Deputy Mayor are expected to be smart, well-groomed and appropriately dressed for all official engagements. Their appearance should reflect the dignity and formality of the civic role.

8.2. Civic Regalia

8.2.1. The Town Council owns and maintains three Chains of Office:

- Mayor's Chain of Office
- Mayor's Consort's Chain of Office
- Deputy Mayor's Chain of Office

8.2.2. When the Mayor's Chain is detached from its ribbon, it is referred to as the Badge of Office.

8.3. Wearing the Chains of Office

- 8.3.1. The Chains (or Badge) of Office must only be worn when the individual is undertaking official duties in their civic capacity.
- 8.3.2. The Deputy Mayor will wear their Chain when deputising for the Mayor and may also wear it in the Mayor's presence if the Mayor has given prior agreement.
- 8.3.3. An Escort is not permitted to wear the Mayor's Consort's Chain of Office, and no alternative chain or badge is provided for Escorts.

8.4. Use of Regalia at Events

- 8.4.1. Chains or the Badge of Office may be worn at official events within Seaford where the Mayor and Civic Office consider it appropriate to mark the occasion.
- 8.4.2. When attending an event within another Mayor's administrative boundary, the Seaford Mayor (or Deputy Mayor, when deputising) must obtain permission from that Mayor before wearing the Chain or Badge of Office.
- 8.4.3. If permission is not granted, the Chain or Badge must not be worn.

8.5. Responsibility for Civic Regalia

- 8.5.1. The Mayor, Mayor's Consort, and Deputy Mayor are personally responsible for the safe keeping of their respective Chains during their term of office. This includes ensuring that:
 - The Chain is stored securely in the protective case provided
 - It is never left unattended in a public place (including in a vehicle)
 - It is only worn for official duties arranged through the Civic Office
- 8.5.2. Although the Chains are insured by the Town Council, individuals must take all reasonable steps to protect them from loss or damage.

8.6. Former Mayor's Badge

- 8.6.1. On completion of a full term of office, an outgoing Mayor will receive a Former Mayor's Badge, consisting of a replica link from the Chain of Office — unless:
 - They are re-elected as Mayor, or
 - They have already received a Former Mayor's Badge
- 8.6.2. Where a Former Mayor has previously received the badge, their departure from office will instead be marked with a framed certificate.

8.7. Mayor's Community Coat

8.7.1. During the 2024–2025 municipal year, the Mayor collaborated with community groups to create a patchwork 'Mayor's Community Coat', representing voluntary organisations across Seaford. The coat was produced to celebrate the 25th anniversary of Seaford Town Council.

8.7.2. Although not a traditional robe of office, the coat may be worn at the Mayor's discretion at appropriate community focused events such as:

- Seaford Christmas Magic
- Town Forum
- Local celebrations or community outreach activities

8.7.3. The Mayor's Community Coat is stored at the Town Council Offices and displayed in the Council Chamber.

9. Communications, Fundraising and Partnership Working

9.1. Promoting the Town Council

9.1.1. Apolitical Role of the Mayor - The Office of Mayor is strictly apolitical. The Mayor must:

- Avoid making political comments or expressing political views in speeches, conversations or public settings.
- Not attend political meetings or events in their capacity as Mayor.
- Not canvass, leaflet or undertake any form of electioneering when representing the Office of Mayor. (They may do so only in their capacity as a Councillor.)

9.1.2. Ambassadorial Role - The Mayor acts as an ambassador for Seaford, strengthening relationships with residents, organisations, community groups and regional partners. This may include:

- Attending events hosted by external bodies as the official representative of the Town Council.
- Hosting or supporting events that:
 - Celebrate achievement
 - Recognise service to the community
 - Raise funds for charitable causes
 - Promote cohesion and civic pride

9.1.3. External Events and Representation - When attending events organised by outside bodies, the Mayor is attending in their civic capacity, separate from roles outlined under the Council's Representation on

Outside Bodies Policy. The Civic Office will advise on protocol, roles and suitability where required.

9.1.4. Fundraising Activities - The Mayor is encouraged to lead or support fundraising efforts for their chosen charity or local projects. With support from the Civic Office, this may include events such as:

- A Mayor's Quiz
- Community challenges
- Concerts or receptions
- Seasonal fundraising initiatives

9.2. Website and Social Media

9.2.1. Website - The Civic Office will maintain and update the Mayor's section of the Seaford Town Council website, including:

- Biographical information
- Details of the Mayor's charity
- Reports, photos and updates
- Key civic messages

9.2.2. Social Media Presence - The Mayor may choose either to:

- Manage their own Mayor's Facebook page (linked to the Council's main page), or
- Delegate page management to the Civic Office.

9.2.3. Content Standards - All content posted on the Mayor's social media must:

- Be non-political
- Highlight civic engagements and community participation
- Promote the Mayor's chosen charity/charities
- Reflect the dignity and neutrality expected of the office

9.2.4. The Mayor may choose to grant access to the page to the Mayor's Consort and/or Deputy Mayor to help manage updates.

9.2.5. Monitoring: All Town Council social media, including the Mayor's page, may be periodically monitored by officers to ensure compliance with Council standards and maintain appropriate conduct.

9.3. Mayor's Charity

9.3.1. Choosing a Charity or Local Project - The Mayor may select one or more charities or local projects to support throughout their civic year. Selected charities must:

- Be non-political and non-discriminatory
- Primarily benefit the residents of Seaford

- Not be profit making organisations established for commercial gain
- 9.3.2. Initial Discussion with the Civic Office - Before confirming their chosen charity, the Mayor must meet with the Civic Office to:
- Discuss preferences
 - Agree expectations
 - Establish how representation will be managed
- 9.3.3. Ongoing Support - The Civic Office will:
- Liaise with the charity
 - Promote its work
 - Support donation campaigns and fundraising events
- 9.3.4. Fundraising Logistics - Once a charity is confirmed, the Civic Office will coordinate with them to establish:
- Preferred fundraising methods
 - Banking and administrative processes
 - Donation logistics throughout the year
- 9.3.5. The preferred method is for donations to be made directly to the charity, enabling Gift Aid claims and immediate use of funds. However, the Town Council may collect funds during the year and pay them over in a single end of year transfer if appropriate.
- 9.3.6. Supporting Local Charities - The Mayor is encouraged to actively support local charities by:
- Attending their events
 - Helping raise awareness
 - Highlighting volunteer opportunities
 - Collaborating on campaigns

10. Other Activities and Civic Protocols

10.1. Gifts

10.1.1.Receiving Gifts - When attending an event, the Mayor or Deputy Mayor may occasionally receive a token of appreciation (often flowers or a small gift). In accordance with the Members' Code of Conduct, any gift valued at over £25 must be reported to the Town Council Office in writing within 28 days of receipt.

10.1.2.Gifts & Hospitality Policy - The Mayor and Deputy Mayor should familiarise themselves with the Council's Gifts & Hospitality Policy, which includes examples of typical gifts considered to be below the £25 threshold.

10.1.3.Presenting Civic Gifts - There may be occasions when the Mayor will need to present a civic gift (e.g., to dignitaries, visiting groups, or during formal exchanges).

10.1.4.Any civic gifts presented are funded through the Mayor's Allowance.

10.2. Mayor's Festive Cards

10.2.1.Type of Cards - It is customary for the Mayor to issue festive cards each year. While many choose to send Christmas cards, the Mayor may instead (or additionally) send cards related to another festival of their choosing.

10.2.2.Format and Costs:

- Cards may be electronic or printed.
- Printed cards produced in-house are covered under the Town Council's printing and stationery budgets.
- Outsourced printing is preferred for quality and finish; these costs are met from the Mayor's Allowance.

10.2.3.Planning and Design - The Mayor should discuss their intended approach early in the Mayoral term so the Civic Office can plan resources.

Options may include:

- A children's art competition
- A local artist design
- A photograph representing Seaford
- A traditional civic design

10.2.4.Distribution: The Civic Office will support the Mayor with producing and distributing the cards. Cards are typically sent to:

- Those on the official civic list (maintained annually by the Civic Office and agreed by the Mayor)
- Additional recipients as requested by the Mayor

10.3. Mayor's Awards

10.3.1.Planning the Awards - Each year, the Mayor will decide:

- Whether to assign award categories
- How many awards to present
- Whether to invite public nominations or make selections directly

Civic Officers will provide guidance, examples and administrative support.

10.3.2.Budget - A dedicated annual budget for Civic Awards is provided by the Town Council. This is separate from the Mayor's Allowance.

10.3.3.Award Criteria - Award nominations must reflect the values of the Town Council and the Members' Code of Conduct. Awards cannot be made solely for political or religious roles unless the nominee has clearly demonstrated benefit to the wider community beyond their group.

10.3.4.Presentation of Awards - Civic Awards are normally presented at the Annual Town Forum each April/May.

10.3.5.Highly Commended Certificates - The Mayor may also choose to present "Highly Commended" certificates during the year to recognise additional contributions.

10.4. Protocol – The Lord Lieutenant

10.4.1.Status - The Lord Lieutenant is the Sovereign's representative in East Sussex and takes precedence at all official events they attend within the county (including within the City of Brighton & Hove).

10.4.2.Forms of Address:

- When speaking directly: "Lord Lieutenant" or "Sir/Madam", or by surname (e.g., "Mr/Mrs Smith").
- When referring to them in speech or writing: "The Lord Lieutenant".
- Formal speeches should begin: "My Lord Lieutenant, distinguished guests, ladies and gentlemen..."

10.4.3.Arrival - The Lord Lieutenant will aim to arrive precisely at the scheduled time (usually later than other guests). They should be:

- Received at the entrance by the Mayor (or Deputy Mayor if deputising)
- Escorted throughout the event by the Mayor or an appointed person

- Guests should be asked to rise when the Lord Lieutenant enters.

10.4.4. Seating: At seated events, the Lord Lieutenant always occupies the seat immediately to the right of the Mayor (or Deputy Mayor when deputising).

10.4.5. Departure: The Lord Lieutenant generally leaves first. Their departure should be:

- Announced formally
- Acknowledged by guests rising
- Accompanied by the Mayor or Deputy Mayor to the exit

10.4.6. Church Services Hosted by the Mayor - The Civic Office will arrange for:

- The Lord Lieutenant to be met at the church entrance
- Escorting to a front pew on the north side
- Provision of seating for their consort
- The congregation should rise for both entry and departure.
- The Lord Lieutenant enters immediately before the clergy and leaves immediately after.

10.4.7. Vice Lord Lieutenant and Deputy Lieutenants - When representing the Lord Lieutenant, the Vice Lord Lieutenant or a Deputy Lieutenant is accorded the same protocols.

Deputy Lieutenants must not be referred to as “Deputy Lord Lieutenant”.

10.5. Protocol – The High Sheriff

10.5.1. Status - The High Sheriff is appointed annually by the Monarch and is the Sovereign’s representative for law and order in the county. They take precedence immediately after the Lord Lieutenant.

10.5.2. Forms of Address:

- When speaking directly: “High Sheriff” or their name.
- When introducing: “We are delighted to have the High Sheriff, [Name], with us...”

10.5.3. If the Lord Lieutenant is not present, the High Sheriff is referred to first in introductions.

10.5.4. Arrival: The High Sheriff will aim to arrive at the scheduled time.

If the Lord Lieutenant is also attending, the High Sheriff typically arrives first, as the Lord Lieutenant arrives last and departs first.

- 10.5.5.Seating: Reserved seating should be provided, and they should be escorted to their seat upon arrival.
- 10.5.6.Departure: The High Sheriff departs at an appropriate time, but not before the Lord Lieutenant where both are present.
- 10.5.7.Church Services: The same order applies: the High Sheriff must not depart before the Lord Lieutenant (or their representative).

10.6. Seaford Mace Details and Protocol

- 10.6.1.Purpose of the Mace: The Mace symbolises the civic authority of the Mayor as Chair of the Town Council.

Authority passes to the Deputy Mayor when deputising.

- 10.6.2.History: The Seaford Mace dates from approximately 1580, bears the Arms of Elizabeth I, and predates formal hallmarking. It is approximately 15.5 inches long.

- 10.6.3.When the Mace Is Carried: The Mace is carried before the Mayor by the Serjeant at Mace (or a Council Officer) at formal functions, including:

- Mayor-making
- Civic Services
- Ceremonial parades
- Royal visits
- Town Forum
- Annual Council Meeting
- Military and church ceremonies
- Gatherings of civic dignitaries

- 10.6.4.Use in Council Meetings: For Full Council meetings, the Mace is placed on its cradle with the coronet facing to the Mayor's right. Meetings may proceed without the Mace only in:

- Emergencies
- Alternative venues
- Exceptional circumstances

- 10.6.5.Display and Educational Use: The Mace may be displayed across Council premises or loaned for educational purposes (e.g., schools, colleges).

- 10.6.6.Church Protocol: When in church:

- The coronet should face the altar or platform, or
- Be positioned vertically, coronet uppermost

10.6.7. Carrying Position - The Mace must be:

- Held upright or on the right shoulder (coronet uppermost)
- Carried using a gloved hand
- Reversed (coronet downwards) only in the presence of the Sovereign

10.6.8. Mourning Protocol: During periods of mourning, the top of the Mace is draped with a black cloth or ribbon in line with national/local procedures.

10.6.9. Restrictions: The Mace must never be used for:

- Commercial promotion
- Entertainment or theatrical purposes
- Political advantage

10.6.10. Care and Storage: The Town Council ensures:

- Secure storage
- Appropriate insurance
- Cleaning with warm soapy water only (no polish)
- Handling with gloves or soft cloths

10.6.11. Future of the Mace - If the Mace were ever to fall out of ceremonial use, the Town Council must consult representatives of the Sovereign regarding its future role or location.