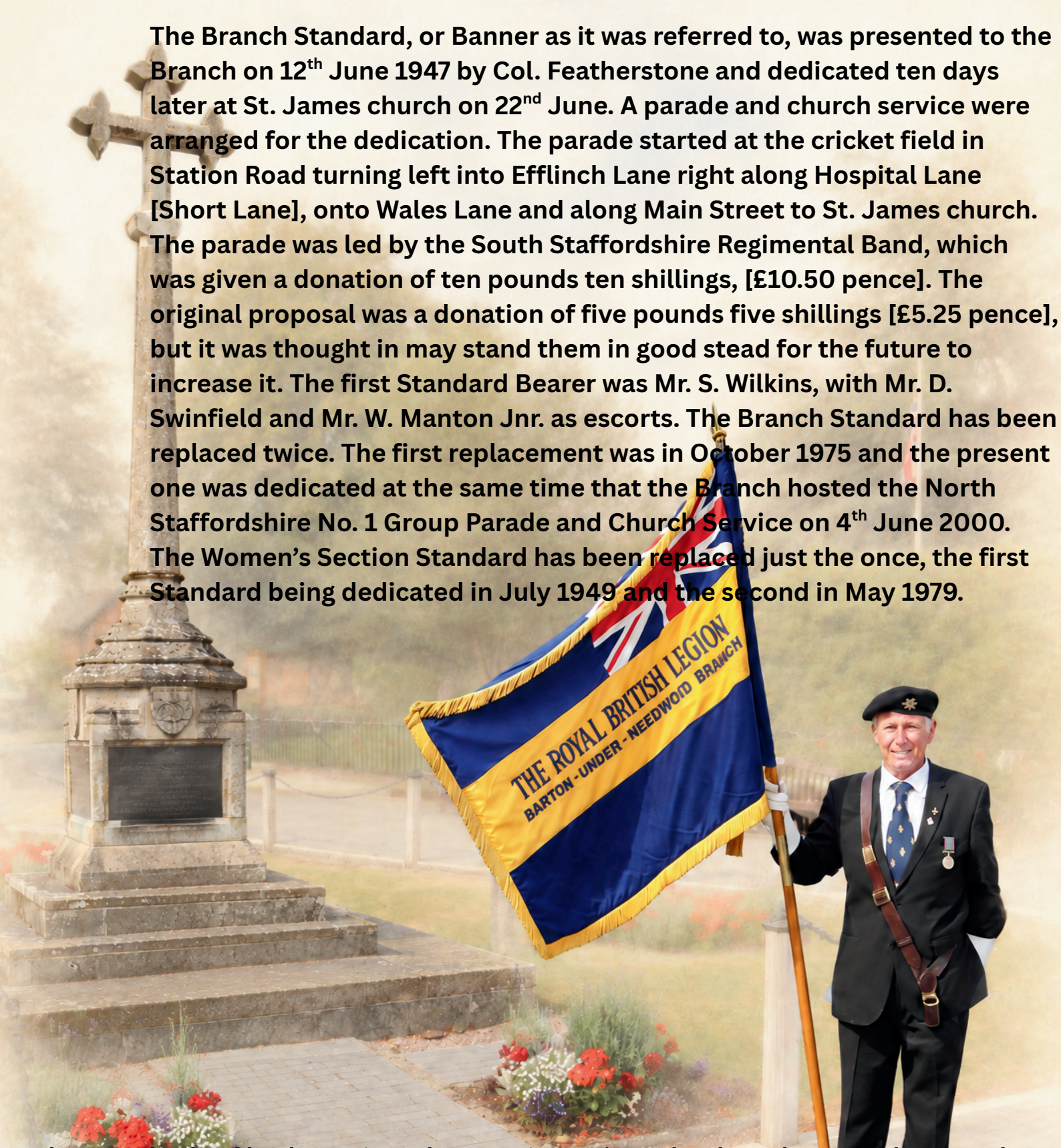
The Branch Standard, or Banner as it was referred to, was presented to the Branch on 12th June 1947 by Col. Featherstone and dedicated ten days later at St. James church on 22nd June. A parade and church service were arranged for the dedication. The parade started at the cricket field in Station Road turning left into Efflinch Lane right along Hospital Lane [Short Lane], onto Wales Lane and along Main Street to St. James church. The parade was led by the South Staffordshire Regimental Band, which was given a donation of ten pounds ten shillings, [£10.50 pence]. The original proposal was a donation of five pounds five shillings [£5.25 pence], but it was thought in may stand them in good stead for the future to increase it. The first Standard Bearer was Mr. S. Wilkins, with Mr. D. Swinfield and Mr. W. Manton Jnr. as escorts. The Branch Standard has been replaced twice. The first replacement was in October 1975 and the present one was dedicated at the same time that the Branch hosted the North Staffordshire No. 1 Group Parade and Church Service on 4th June 2000. The Women's Section Standard has been replaced just the once, the first Standard being dedicated in July 1949 and the second in May 1979.



The Standards of both men's and women's sections that have been 'laid up' can be seen in the Chapel of Peace in St. James Church. The Standard has represented the Branch at parades and services all over our County and Region down the years. One of the most prestigious occasions was on the Queens Silver Jubilee in 1977 when Mr. Ron Tovey took it to the Drumhead Service in Horse guards Parade and then onto the British Legion March Past at Windsor Castle. Mr. Jeff Pattison attended the national 75th anniversary of the R.B.L. at Weston Park as well as the Queens visit to the National Memorial Arboretum at Alrewas. Our current Standard Bearer, Mr Malcolm Bennett continues to attend events all over the County. A 75th anniversary pennant was added to the standard in 2021.