



National Saturday Club Publicity Guidelines 2019/20

Naming your Club

When referring to your Club you should use the network's naming convention [Institution name] [Subject area] Saturday Club, for example:

- Kingston University London Science&Engineering Saturday Club
- City of Oxford College Fashion&Business Saturday Club
- Victoria and Albert Museum Art&Design Saturday Club
- Manchester Metropolitan University Writing&Talking Saturday Club

It may also be referred to as 'the Saturday Club' if the full name has already been mentioned.

Promoting your Saturday Club

When publicly promoting your Saturday Club for the purposes of recruiting Club members, student assistants, tutors or external partners and sponsors, ensure that the Club is presented as part of the National Saturday Club network. When appropriate, refer to the Saturday Club Trust as the charity which runs the national network.

If you would like to produce any digital or printed materials, to promote your Club, in addition to those we have provided, please send them to **toria@saturday-club.org** for review prior to publishing. This includes but is not limited to: posters, postcards, leaflets, promotional images for social media or presentations

In all digital and printed materials, please ensure that your Club is referred to as part of the National Saturday Club network and that the Saturday Club Trust is credited as the charity behind the Club.

Use of the National Saturday Club logo

We will provide .eps and jpeg versions of our logo.

Please use the National Saturday Club logo exclusively for the purposes of promoting your Club or referencing our partnership. The National Saturday Club logo should be displayed prominently, to at least the same scale as the institution's logo, on all printed or digital materials used to publicise or advertise the Club.

The logos must always be used in high resolution and in full colour.

**NATIONAL
SATURDAY
CLUB**

National Saturday Club logo

**SATURDAY
CLUBTRUST**

Saturday Club Trust logo

Style guide for commonly used names and phrases:

Saturday Club Trust (uc S, C and T; no uc **The**)

National Saturday Club (uc N, S and C; no uc **The**)

Saturday Club/s (uc S and C in all instances)

members (lc as in Club **m**embers)

Masterclasses (uc M in all instances)

tutors and student assistants (lc)

London Visit (uc L and V)

Summer Show (uc S and S)

Club subjects: Art&Design; Science&Engineering; Fashion&Business;
Writing&Talking (no spaces either side of ampersand)

Certificate of Achievement (uc C and A when referring specifically to the
National Saturday Club certificate)

Yearbook (uc **Y** in all instances when referring to the National Saturday
Club Yearbook)

Social media guidelines

We encourage all Saturday Clubs to make use of social media as a valuable way of communicating with members, parents and schools, as well as to raise awareness of the work you are doing.

Please refer to your institution's social media policies and safeguarding practices in relation to this.

When naming your page, please include 'Saturday Club', 'natsatclub' or 'National Saturday Club' in your handle, as well as the institution's name.

Some suggested formats:

@natsatclub_(location) — for example @natsatclub_sheffield for Sheffield Hallam University Art&Design Saturday Club

@saturdayclub(institution) — for example @saturdayclubwsa for Winchester School of Art Art&Design Saturday Club

Please ensure you tag the National Saturday Club or include #natsatclub so that we can see and share your posts.

Twitter: @natsatclub

Instagram: @natsatclub

Facebook: /natsatclub

#natsatclub

Boilerplate copy

We want to ensure that the National Saturday Club programme, its impact and its values are communicated clearly and consistently across the network. When promoting the Saturday Club, please use the provided copy when explaining the National Saturday Club programme and network.

About the National Saturday Club

Across the UK, the National Saturday Club gives 13–16 year olds the opportunity to study subjects they love at their local university, college or cultural institution, for free. Offering dynamic creative learning programmes in four subject areas – Art&Design, Science&Engineering, Fashion&Business and Writing&Talking – the model works to develop young people’s skills, nurture their talents and encourage their creativity. Over the past ten years, this powerful national movement has engaged more than 8,000 young people across the UK.

Weekly classes are held locally at host universities, colleges and cultural institutions, led by professional tutors on Saturday mornings for up to 30 weeks during the academic year. The Saturday Club Trust brings everyone in the network together for shared national events including the London Visit and the Summer Show, and organises Masterclasses for each Club, giving young people a vital link to the professional world as well as pathways into further education, higher education and rewarding careers.

About the Saturday Club Trust

The Saturday Club Trust is an independent charity set up in 2016 to take over the development of the national network of Saturday Clubs from the Sorrell Foundation.

Its purpose is to give 13–16-year-olds the unique opportunity to study subjects they love at a local college, university, museum or other organisation. The classes are free of charge and are delivered by tutors, with support from student assistants.

The aim is to nurture young talent, building confidence, skills and self-esteem. The programme also aims to show young people pathways into further and higher education and careers that they will enjoy.

The Saturday Club movement began in 2009 when the Sorrell Foundation launched the National Art&Design Saturday Club in four locations. Today it operates in more than 60 locations, reaching thousands of young people up and down the UK. Its success has inspired the creation of further Clubs in Science&Engineering, Fashion&Business and Writing&Talking.

Working with our trustees, advisory groups, staff and host institutions, the Saturday Club Trust will continue to consolidate and develop these existing Clubs, while exploring the potential for new National Saturday Clubs.

Contact details

Saturday Club Trust

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Strand

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www.saturday-club.org

Twitter: @natsatclub

Facebook: facebook.com/natsatclub

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Registered charity number: 1165362

Registered company number (England and Wales): 09559467