

RECRUITING CLUB MEMBERS

WHO TO RECRUIT

Enabling access for all is one of the Trust's core values. With your help we want to reach the young people who will benefit most from attending a Saturday Club. We rely on tutors as well as outreach, widening participation and education teams to consider how best to achieve this within your local community.

Club size

Recruit 25 to 35 members. Some Clubs have taken more, if they have enough space, tutors and student assistants available.

Age

Recruit members aged 13–16 (Years 8, 9, 10 and 11). Opening up your Club to Years 8 and 9 as well as Years 10 and 11 allows young people who are considering their GCSE options to gain crucial insights before making key decisions.

Gender balance

Saturday Clubs are suitable for everyone, although you may find that some Clubs attract a majority of either girls or boys, depending on the subject/ sector covered.

To help create a good balance, we recommend emphasising the wide range of topics that are covered in your programming. For example, the Art&Design Saturday Club can cover everything from life drawing and jewellery-making to architecture and game design.

Encouraging greater access

We ask Clubs to recruit at least 50% of members from widening participation backgrounds. These are young people who identify with the following:

- are the first generation in their family to attend university, or neither parent has studied to Higher Education level
- are receiving, or have received, free school meals
- have experience of local authority care
- come from a group that may be subject to discrimination or might face additional barriers to progression. For example: young carers, young people with a disability or special educational needs, young people from a Black, Asian and Minority Ethnic background, young people living in areas of multiple deprivation

Methods of recruiting

Most Clubs find that the best way of recruiting members is through local schools. This is an especially good way to connect with young people from widening participation backgrounds

HOW THE TRUST SUPPORTS RECRUITMENT

- Resources – We will supply [resources](#) to support your Club member recruitment including a short film, social media assets, template letters/ emails, and printable materials.
- Website – The [National Saturday Club](#) website includes a location map with links to a profile page for each individual Club. Please ensure all information is up to date, including details about your programme, your Club dates, links to social media profiles and logos.
- A national campaign – On an ongoing basis, the Saturday Club Trust team works to build the profile of the network amongst schools, teachers and youth groups in order to raise awareness of the programme.
- Ongoing support – Please [contact the Trust](#) if you would like to talk about your Club recruitment strategy. We understand that each local area can be very different and we are on hand to advise and assist.

ONLINE APPLICATION FORM

The National Saturday Club website allows potential Club members to find their local Club, view information about your programme and register their interest in joining your Saturday Club as follows:



Young people can find their local Club via the [map](#) by searching by location or Club type



The 'Join a Saturday Club' page provides a 'register your interest' form: saturday-club.org/join



Your Club profile page showcases more detailed information about your Club programme, schedule and location. They can then apply to the Club by clicking the 'Apply for the Club' button

To update your Club profile page and information about how and when you would like to receive applications, please complete [this form](#) or contact Paul Allnutt paul@saturday-club.org

RECEIVING APPLICATIONS FOR YOUR CLUB

- Enquiries through the National Saturday Club website will be processed by the Saturday Club Trust and shared with you securely. We will update your applications weekly until your application deadline
- To help manage expectations, an automatic response is sent to all applicants to say that membership at some Clubs is subject to specific criteria and they will hear from their chosen Club when they are processing applications
- Please ensure you process all applications that are sent to you by the Trust and let the applicants know whether or not they have secured a place. [Template letters of acceptance and rejection are available](#)

RECRUITING CLUB MEMBERS

You are best placed to reach out with your local networks to promote the Saturday Club to the young people in your area.

- Share the opportunity widely to local secondary schools, community groups and other organisations
- Use the [drafted email/ letter](#) which you can send to your school/ teacher networks and other local organisations
- Promote your Saturday Club throughout the year not just before your programme starts
- Issue a press release to gain wider awareness
- Make use of your institution's social media platforms to promote your Saturday Club with information on how to join

TIPS FOR RECRUITING IN YOUR COMMUNITY

- Engage with local youth programmes, youth services and your local council
- Promote through home-school networks, young carers' networks, local community groups
- Reach out to your local authority's 'Virtual School' for support with reaching looked-after children
- Display posters provided in local hubs such as libraries and supermarkets
- Share the opportunity on local Facebook groups
- Run a taster session, or an information evening

TIPS FOR RECRUITING THROUGH SCHOOLS

School recruitment will be a key element of your strategy as the majority of Club members hear about the Club through school.

Targeting schools also removes barriers to young people from widening participation backgrounds. These groups are less likely to hear about the Club through a parent/guardian/family member, and more likely to hear about the Club from school.

- **Contact key staff members at local schools.** As well as head teachers, try contacting heads of year, heads of department, SENCo's and careers advisers. Target members of staff in departments that best link with your Club subject but also be aware that some schools may not provide provision in your subject area. Be sure to update contacts annually from the Club – they could be someone facing disadvantage, or disaffected with school, someone who is struggling to make friends, or are particularly interested in the subject

School subjects to target:

Art&Design

- Art and Design
- Design and Technology

Film&Media

- Art and Design
- Design and Technology
- Drama and Theatre Studies
- English
- Media Studies

Writing&Talking

- Drama and Theatre Studies
- English
- Media Studies

Fashion&Business

- Art and Design
- Business Studies
- Design and Technology
- Textiles

Science&Engineering

- Computing
- Design and Technology
- Science
- Engineering

- **Ask teachers to help** you identify pupils who would most benefit
- Target schools in low socio-economic areas or with low progression to FE and HE
- Attend school assemblies or go into the school to promote the Club and answer questions. The National Saturday Club promotional film can be an effective communication tool within this environment.

RECRUITMENT CASE STUDIES



Manchester Metropolitan University

Manchester Metropolitan University has run successful taster days and sign-up sessions at their local Cass Art store.



University of the Arts London, East

University of the Arts London recruits Club members through the Newham Creative Hub project. The widening participation team selected Club members from five schools in Newham across 13 culturally diverse backgrounds, prioritising young people whose parents were not graduates.



University of West London

University of West London Saturday Clubs are run and funded through the outreach team, so Club members must meet one of their recruitment criteria to take part. Interested young people and/or their parents need to fill out an application form produced by the university, from which members are selected. The application form includes questions about ethnic background, disability, parents' education and household income.

The Clubs are also promoted through local community Facebook groups, teachers' networks, the local authority and directly through schools. Letters to schools include testimonials from Club members, showing the impact of the Club from the young person's perspective. They have posters in all of the libraries in their borough too.



Staffordshire University

Staffordshire University visited schools to speak during assemblies and deliver taster sessions. This year they have produced a presentation and short video to send out to schools and are planning to run a virtual taster session in September.

RECRUITING STUDENT ASSISTANTS

We encourage Tutors' to recruit student assistants to support the running of the Saturday Club. As well as providing invaluable teaching support, they can be great mentors for Club members.

Universities and colleges will often approach students from their institutions to become assistants, whilst Clubs hosted by cultural institutions will often look for alumni members or students from local institutions to assist at the weekly sessions.

Many student assistants hear about this opportunity through their course tutors, and some Clubs create their own posters and advertise in the library and student areas at the host institution. Student assistants get a lot of satisfaction from the role, often saying that they become more engaged with their own practice, grow in confidence and would recommend the experience.

Considerations

- Assistants should be over 16 and understand that they are there to help facilitate
- We recommend that student assistants are paid
- They be made aware of the safeguarding protocols and policies at the host institution with training where applicable

Club members like to have this support, with 89% saying they found the student or Club assistants helpful. The programme offers assistants mentoring and teaching experience as they work with the young people each week, and many former assistants have told us that their time at the Club has influenced their future career plans. They have also said that they developed new skills, gained confidence, and learned how to communicate and facilitate workshops with this age group. All assistants surveyed say that they'd recommend the experience to a friend.

"I learnt teaching skills and found the experience of communicating difficult ideas to a younger age bracket rewarding. I have enjoyed watching the Club members come in with little knowledge on a subject and produce an impressive final piece."

Student assistant

"I've broadened my educational experience, and I'm considering a PGCE in the future. I learned new techniques and teamwork and also had great fun."

Student assistant



How other Clubs have recruited student assistants

London Metropolitan University has a university-wide student ambassadors scheme through which they recruit their Saturday Club student assistants. There is so much interest in the Saturday Club that they have a revolving rota. Each term, two new student assistants are recruited to support the Club.

Kingston University London has a pool of 10–12 student assistants who commit to at least eight weeks throughout the year. They receive safeguarding training, take part in a Saturday Club introduction morning and a celebration at the end of the year.