Fair Saturday Scotland

Guide for Local Authorities

Fair Saturday
Scotland

What if your local authority created a powerful day to support the local cultural ecosystem?

Create a positive day in your area through culture!

Fair Saturday is a positive, inclusive non-profit and non-partisan cultural initiative that takes place at the end of November, offering a celebration of culture and community and providing a caring and empathetic response to Black Friday.

Artists and cultural organisations from all around the world come together in a global participatory festival, whose main objectives are to build bridges between communities and regions through arts and culture; and to support the local cultural and social sectors while placing them in the predominant position they deserve.

A truly nationwide festival

Fair Saturday, delivered internationally by the Fair Saturday Foundation on the Saturday after Black Friday, brings together key national stakeholders to create a programme of events and activities that grows year on year across the country to engage cultural and social organisations from every local authority and reflect Scotland's rich diversity and culture with a broad mix of events for different ages and audiences.

Scotland takes a special approach in the celebration of Fair Saturday as it often falls on or around St Andrew's Day, celebrating Scotland's unique culture and spreading kindness to all communities that call Scotland home.

A celebration of every kind of culture

All genres and disciplines; amateurs and professionals; all communities and all parts of Scotland are invited to take part, join in, and show what you can do!

Through the festival we show the value of culture in and of itself, and as a force for positive change, promoting social empathy, fairness, kindness, inclusivity, and empowerment.

As an open access movement, Fair Saturday provides a platform and a voice for the many and varied communities across Scotland to share their culture and stories with the world.

Fair Saturday principles

Kindness

Kindness is at the core of our celebrations of Fair Saturday. Each year our campaigns encourage Scots to reach out and connect with others in kindness.

Culture

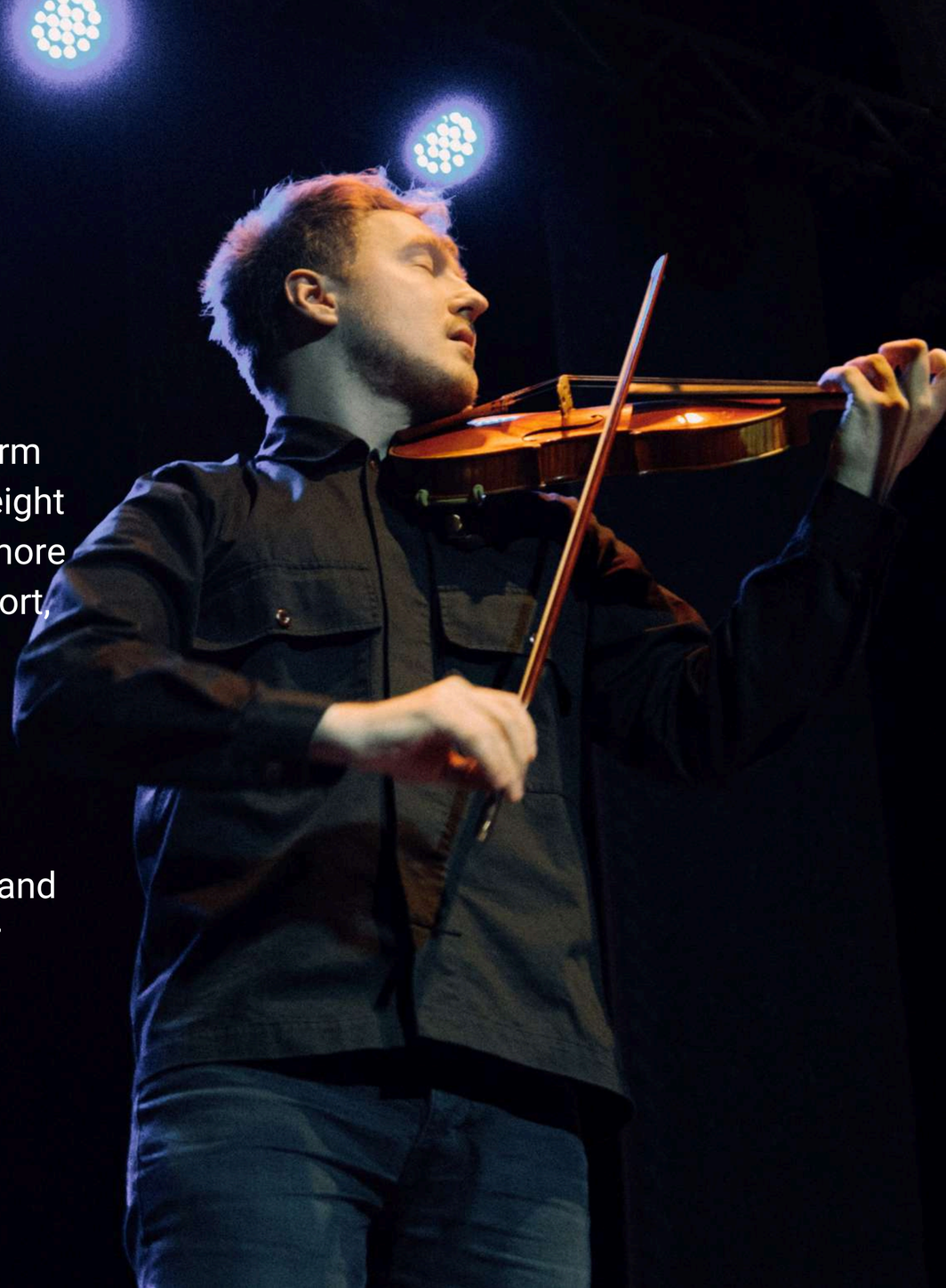
Culture has the power to transform lives. A society with a greater weight of culture is a more developed, more just, more humane society. In short, a better society.

Community

All progress must start at community level. We want to empower communities to create and curate their own and provide them with a platform and audience to share their culture with others.

Connection

By connecting artists, audience, and social projects in and across our hubs, we aim to create links and build bridges between different cultures and territories through culture.



A celebration of cultural events of all kinds, each supporting a charity or social project

It's our way of showing what culture can do...

..trying to create a fairer, more empathetic world, and saying thank you to all those people and organisations who are working to create a better world too.

Each artist or organisation that presents an event at Fair Saturday chooses a charity, social project, or the local community to support, either financially or through raising awareness of their work. The connection between the artists, the social project and the audience adds a special element to each event. Support for social projects is part of our aim to promote empathy and create a positive social impact.

Recognising the work of social projects

There are three main ways that we recognise the work of social projects through Fair Saturday (organisers might not do all three at one event):

Recognition

Showing how proud we are of the work they do by pairing their event with a social project or charity of their choice.

Amplification

Helping them spread their message through their communication channels and giving them some time before the show to share it with the audience.

Fundraising

Generating funds for the chosen project by freely and voluntarily donating pa percentage of ticket sales or asking the audience to make a donation at free events.

Create an inclusive initiative in your region … and project it to the world

Support your cultural and creative industries

- Showcase the talent and creativity of your artists and cultural organisations, both amateur and professional.
- Allow them to reach broader audiences and potential partners, encouraging growth, job creation and the recovery of your key culture and events sectors during these challenging times.

Increase social and cultural awareness among society

- Trigger a positive citizen celebration around arts and culture, recognising their essential role in bringing people together, boosting wellbeing and creating positive change in society.
- Highlight and support the incredible work of local charities and build relationships between cultural and social sectors.

Engage your communities in a celebration of culture and kindness

- Offer a positive and participative cultural proposal that fosters collaborative and inclusive initiatives, with a focus on activities delivered by and for diverse local communities.
- Support and empower local communities to create and curate their own cultural offering and creative projects and provide a platform and audience to present their work.

Position your city or region towards inclusivity and kindness

- Engage, inspire, and mobilise your communities in a national celebration of culture and community, and boost the central message of kindness and inclusivity.
- Build bridges and connect people and cities within the country and worldwide through taking a lead role in a global cultural festival.

Reach international projection as an innovative place

- Visibility in all promotional tools, channels, platforms, and media within Fair Saturday and participation of representatives of your local authority in key events of the Foundation.
- Positioning as a pioneer, value-driven region and global benchmark.

Connect with a network of cities and regions that share your vision

- Enable artists, communities, and territories to reach a global audience, sharing their culture, boosting reputation, tourism, and economic benefits on an individual and society wide level.
- Share good practice in the field of social innovation through art and culture.

Make your Local Authority part of Fair Saturday

We want Fair Saturday to show the very best of all areas of Scotland and be a truly nationwide festival. We'd love you to be part of this year's festival. Here's how you can join us:

Spread the word!

Engage the cultural and social ecosystems in your area by letting them know about Fair Saturday and sharing the information with your colleagues and partners.

Organise an event

Present your own event at Fair Saturday. It can either be an event specially organised for the festival, or one that you have already planned for that date.

Become an official Fair Saturday hub

Join our global network of cities and regions and we will showcase your area as an official Fair Saturday hub.

“I’m really proud that Edinburgh has signed up as one of the newest cities in the global Fair Saturday movement, adding to the other towns and cities across Scotland committed to its principles of gathering together and sharing what we have to offer with the community. Fair Saturday allows cultural makers of all types – whether you’re a musician, poet, craftsman or woman, artist, storyteller, puppeteer, and more, to use their creative talents to generate awareness and raise funds for causes they care about. These could be local social enterprises or national charities, but they all share one aim: using culture to support community”.

Amy McNeese-Mechan, 2019
Edinburgh City Council, Vice Convener of Culture and Communities Committee

Come and join us!

If you would like to be part of this exciting initiative, then we'd love to hear from you. The cultural and social sectors have had an incredibly tough time, and we want to do everything we can to help Scotland get back and stay on its feet.

For further information, please get in touch with Suzy Ensom at the Fair Saturday Foundation on 07704 449126 or email scotland@fairsaturday.org