

28 February 2017

THE ARTS SOCIETY
REBRAND: GUIDANCE FOR SOCIETIES

CHANGING YOUR SOCIETY'S NAME

Should our Society change its name? Though not legally necessary, we would recommend that Societies wishing to use the new branding do change their name. Changing the Society's name represents a change to the Society's constitution, which can be done by a simple resolution at the Society's Annual General Meeting, or by holding a short Extraordinary General Meeting (this could be done before a lecture, for example). Your constitution should give you guidance about the timings of issuing the necessary papers. A template notice of special resolution can be downloaded from our website, here: www.nadfas.org.uk/branding

Can we keep NADFAS as our legal name? Societies could, as The Arts Society are doing, keep NADFAS as their legal name and use the new title as an operating name, but we would suggest that this may be unnecessarily complicated for unincorporated organisations and could cause confusion going forward.

What if our Society is a registered charity? For Societies that are registered charities permission will be required from the regulator. When the resolution has been passed at an AGM or EGM, you will be required to notify the Charities Commission or Office of the Scottish Charities Regulator (OSCR). Advice is available on both their websites:

Charities Commission: www.gov.uk/government/organisations/charity-commission

Office of the Scottish Charities Regulator: www.oscr.org.uk/

How do we change the Society's bank account title? You will need to contact your bank and obtain a form, or register the change online. It's likely that the bank will need a copy of the resolution and minutes from the meeting at which the change of name of the Society takes place.

Will we need to change direct debits and other regular payments? These are unlikely to require any action and should carry on as previously.

Will the Statement of mutual obligations still stand? Yes, it will still be valid.

Is the rebrand dependent on a vote at the AGM? The rebrand and operating name have already been voted for by the Trustees. No vote will be taking place at the AGM; it is simply the day that was selected to launch the new brand.

How does changing our name affect our insurance? Changing a Society's name won't affect your centrally-arranged NADFAS insurance. The Policy and Insurance Summary will

be amended to reflect the new operating name of NADFAS and the inclusion of all UK Societies regardless of their name, but this will be done centrally and the same cover will continue uninterrupted.

What should we do about Gift Aid? Societies which are registered charities, claiming Gift Aid, can change the name under which they are registered on the Revenue & Customs website by printing or completing online a 'Change of Details' form at:

<https://www.gov.uk/government/publications/charities-change-of-details-form-chv1>

Societies which are in the NADFAS Gift Aid Scheme do not need to do anything other than use the correct name on their Gift Aid return to NADFAS House.

What is the format for Society names? All Society names will follow the format 'The Arts Society Epsom' or 'The Arts Society Oundle', with a capital T for 'The' and no comma, colon, semicolon, hyphen or additional words separating the local area name.

Our Society wants to use this as an opportunity to change the name completely, is this possible? Yes, although we do advise consulting with nearby Societies to ensure there will be no conflicts. To make changes to the constitution a special resolution would need to be passed at an AGM or EGM.

What if our new name clashes with a local art society? It is worth bearing in mind that the words 'Arts' and 'Society' already appear in Society names and that the shorter, more descriptive name 'The Arts Society' reflects the wide range of Arts subjects we cover. We hope such situations can be resolved amicably at local level but please do contact NADFAS House for advice if you need to.

When should the new Society name and brand become effective? Societies may adopt the branding at a time that is convenient to them, following the official launch at the AGM on 17 May 2017. No Society should be using the branding before then. However, logos, brand guidelines and templates will be available from April 2017 for Societies who want to prepare materials in advance.

How do we publicise the change of name locally? A press release and letter template will be made available to Societies to articulate the rebrand to project partners and external contacts. Leaflets will also be available nearer the time of the official launch.

CONTACT

For further details please visit: www.nadfas.org.uk/branding

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