Strategic Plan
2014—2019

Our Journey.
Inside this document you will find information on the Guild’s Strategic Plan for 2014—2019.
01. We are a Guild of Firsts
1892 First University in England to offer students influence over how to run their union

1904 We got our first male and female undergraduate presidents
2014 We opened one of the largest student union buildings in Europe

1970 We held the first ever Senate House sit-in to protest over issues including student living conditions

1960 We elected the first ever black president of any student body – George ET Bracker – also known as ‘Theo.’
We have forged a reputation as trailblazers.

Generation after generation of students take the flag, push the Guild forward and dare to take on wider society and affect culture.
02. What is the Guild for?
World class facilities, services and opportunities.
To improve, develop and enrich the lives of all students — from application to graduation.
03. Where is the Guild going?
Liverpool Guild of Students will be one of the leading students’ unions in the country.
Our students will have the best student experience, be equipped to change the world and be proud of their Guild.
04. Our Values
Our Vision

We are the beating heart of the student body and the place where everything happens.

We are exciting, nurturing and love everything we do.
We are a Guild of pioneers. Not content with second place, we will always strive to be the ‘first to the top’ of any mountain.

Good is just not good enough; our members deserve the best.
As a proactive organisation, we inspire change. We do everything with passion and principle.

We do not repeat, we create. We set the tempo for university life and with our members we change the world.
04. Our Vision

Representative & involving

To be a student at the University of Liverpool is to be a part of the Liverpool Guild of Students, and we provide a chance to create history and shape the world around you.

Every interaction with us turns a member into an ambassador for the Guild.
Our membership is intelligent and this is reflected in everything we do. We are inspiring, human, respectful, informative, and inclusive.

Everything we provide is the high quality our members deserve.
To achieve this we will always be ethically, environmentally and financially sustainable.

The Guild has existed for over 100 years. We will be here for hundreds more.
We are shaped by our values.
05. Our Promise
To fight for the things that matter.

‘The Guild listens to me and fights for the issues that matter.’

• Effective democracy and representation
• Dynamic and innovative campaigning
• The University’s critical friend
• We amplify the student voice
• We know what students think and how to make the change
To fight for the things that matter.

To re-establish the Guild as the heart of campus.

‘The Guild is fun and vibrant, I can try new things and have a laugh.’

- Events
- Things to do
- Good quality, affordable services
- Unforgettable
- Something for everyone
- A place students are proud to call home
To fight for the things that matter.

To re-establish the Guild as the heart of campus.

Student development.

‘The Guild provides valuable opportunities to get new skills and helps develop me’

- Societies and volunteering
- Job Shop, workshops and master-classes
- Skills mapping
05.
Our Promise

To fight for the things that matter.

To re-establish the Guild as the heart of campus.

Student development.

Supporting students.

‘The Guild cares about me, and is there when I need them’

- Independent, free, confidential advice service
- Accessible and open when students need us
- Quick and easy to contact
06.
Our Enablers
With 20,000 members we must not only communicate our own services, but ensure that every voice is heard. Together our voice is the loudest and clearest.
Governance

We learn more from our members than from anyone else. Our governance and democratic structures must be open, transparent, and involving.

We will be led by our members to provide for our members.
We will ensure our financial stability and the ability to provide the resources needed to deliver our strategic plan.
A sub-brand of the Guild, Green Guild aims to provide students, staff and the wider community with opportunities to think green and become more sustainable. This is done through a wide range of student-led environmental projects.
Great people

Professional managers supported by student staff

Excellent customer service
Thank you.