

Liverpool
Guild of
Students

Strategic Plan
2014—2019

Our Journey.

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

01.

A Guild of Firsts

1904 We got our first male and female undergraduate presidents

1892 First University in England to offer students influence over how to run their union

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.’

01.

A Guild of Firsts

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.

Liverpool

Guild of

Students

02.

What is the
Guild for?

The background features a large, stylized green pyramid shape that tapers towards the top. The pyramid is composed of several layers of green, with the bottom layer being a darker shade and the top layer being a lighter shade. The text is overlaid on this pyramid. Additionally, there are two smaller 3D cubes, one positioned above the word 'class' and another to the left of the word 'facilities'.

**World class
facilities, services
and opportunities.**

**To improve, develop
and enrich the lives
of all students —
from application to
graduation.**

The page features several 3D green blocks of various sizes and orientations scattered around the text. One large block is at the top right, another is on the right side, and a cluster of three blocks is at the bottom. The blocks are rendered with a gradient from light to dark green, giving them a three-dimensional appearance.

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

04.
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.**

**Fun &
friendly**

Ambitious

**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.**

**Innovative
& nimble**

**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.**

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.

**Professional
& responsible**

**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.**

Liverpool
Guild of
Students

Sustainable

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.

Liverpool
Guild of
Students

Sustainable

Professional
& responsible

Representative
& involving

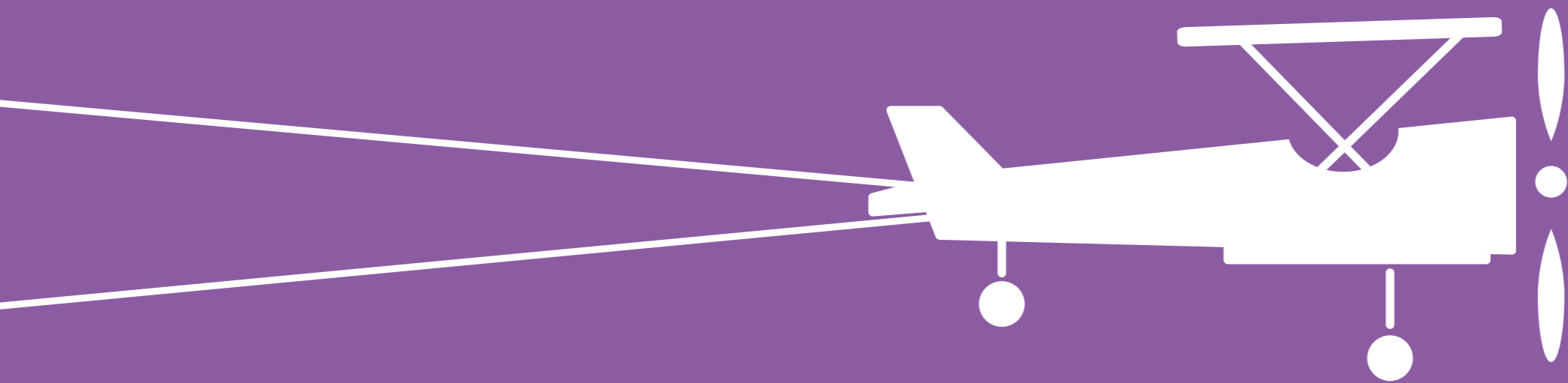
Innovative
& nimble

Ambitious

Fun &
friendly

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

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

Communication

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.

Finance

**We will ensure our financial stability
and the ability to provide the resources
needed to deliver our strategic plan.**

Sustainability

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

Our Journey

Thank

you.