

Media Sales Exclusions Policy

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Review History		
Date	Name, Job Title	Comments
June 2026	Othman Ibrahim, President	Policy separated into two new policies; Media Sales Exclusions Policy and Ethical Investment and Procurements Policy. The scope of the policy had been expanded to include; events happening in the Guild building that the Guild facilitates, Nestlé (a historic exclusion), Coca-Cola, companies that use animals for cosmetic or non-medical experimentation, companies involved in the fossil fuels industry, companies that the Guild has a democratic mandate to lobby the University against, a caveat for bank's ethical consumer score and a caveat for housing providers attending the LSH Housing Fair.
October 2022	Ella Hatch & Kathryn Manley, Student Representative Officers	Updated criteria for fashion brands. Exclusion of police and armed forces at Guild events.
June 2018	Rory Hughes, Vice President	Exclusion of housing providers, letting agents and landlords.
December 2017	Sean Turner, President	Exclusion of anti-abortion organisations.
May 2012	Maev McDaid, President	Introduction of policy previously named Ethical Investment & Exclusions Policy.

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1. Purpose

This document outlines Liverpool Guild of Students' (the Guild) approach to working with external organisations and corporate sectors in relation to our promotional opportunities.

2. Scope

This policy applies to all external, third party promotional requests unless mentioned otherwise. This includes media sales via the Guild's channels of communication i.e. website, buildings, publicity, events.

The policy also applies to careers fairs, housing fairs, conferences or external room bookings that happen in the Guild building that the Guild facilitates.

Not covered in this policy:

- External room bookings that are facilitated by the University for conferences or similar events during the months they manage the diary.
- All society activities

This policy will also be shared with the University's catering team, who operate outlets in the Guild Courtyard, to allow for coordination.

3. Policy Statement

As a member-led organisation students can propose, amend or remove sections to this exclusion list via our democratic processes. The following exclusions broadly fall into two categories:

1. Organisations and corporate sectors that are excluded because of the political, moral, or ethical objection of our members to them and/or their practices. See [Appendix 1](#), [Appendix 2](#), and [Appendix 3](#).
2. Organisations and corporate groupings that are excluded because of our organisational commitment to offering confidential, non-judgemental and impartial advice on a range of issues from housing to sexual health (e.g. exclusion of financial organisations) and looking after our members' essential interests as students. Platforming some organisations, especially for financial benefit to the Guild, goes against such commitments and may create conflicts of interest. See [Appendix 4](#).

Whilst this document is intended to be exhaustive, however we reserve the right to not deal with organisations who conflict with or violate any of the above principles or **any of our other policies or campaigns**.

Finally, we also reserve the right to not promote products and services which may have a harmful impact on our own commercial offer.

4. Responsibilities

Student Representative Officers are responsible for reviewing the policy.

The Director of Business Development is responsible for implementing the policy.

5. Related Policies

TBC Ethical Investment and Procurements Policy
G026 Investment Policy

Appendix 1 – Political, ethical and moral exclusions

Organisation or Corporate Grouping	Method of Submission	Date added	Reasoning
Gambling Organisations	Students	May 2012	The Guild should not promote gambling as it can cause financial hardship and welfare issues.
ATOS	Student Officers	May 2012	Participation in harmful Government Disability Benefit Assessments
The Sun Newspaper	Students	May 2012	Unjust and unethical coverage of the Hillsborough Tragedy
Fashion brands that do not meet criteria (Appendix 2)	Student Officers	October 2022	Unsustainable and unethical practices
Police promotion and stalls at Guild events	Student Officers	October 2022	Promotional presence on campus and online and attendance at Guild events can make students feel intimidated and unsafe <i>Note: The police are to be called during emergencies.</i> <i>To continue the relationship with the campus police officer and continue to liaise with them over the safety of students when necessary.</i>
Armed Forces promotion and stalls at Guild events	Student Officers	October 2022	Promotional presence and attendance at Guild events can make students feel intimidated and unsafe
Nestlé	Student Officers	Reaffirmed in policy June 2026	Scandal of “aggressive marketing” of breast milk substitutes, particularly in less economically developed countries, which has been linked to unnecessary suffering and deaths of infants.

Companies involved in the arms industry	Student Officers	June 2026	Unethical practices
Companies involved in the prison industry	Student Officers	June 2026	Unethical practices
Companies that the Guild has a democratic mandate to lobby the University against (Appendix 3)	Student Officers	June 2026	Maintaining clear moral standards and accountability to students
Coca-Cola	Student Officers	June 2026	"Coca-Cola Israel", the exclusive franchisee of the Coca-Cola Company in Israel, operates a regional distribution centre and cooling houses in an illegal Israeli settlement in the occupied West Bank (in Palestine).
Companies that use animals for cosmetic or non-medical experimentation	Student Officers	June 2026	Unethical practices
Companies involved in the fossil fuels industry and / or environmental destruction	Student Officers	June 2026	Unethical practices

Appendix 2 – Criteria for fashion brands

Exclusion on brands that have the two worst ratings on 'Good On You'
(<https://directory.goodonyou.eco/>).

If brands score a medium rating, or are not listed on the site they must adhere to four of the following criteria:

1. The brand must demonstrate they are working to decrease unsustainable rapid fashion consumption by hosting events that promote:

- Repairing and re-wearing
- Reducing textile waste
- Encouraging people to reduce the amount of clothes they buy
- Encouraging people to stop sending clothes to landfill

2. Having transparency in their supply chain, and or actively working to be transparent in the supply chain;

3. Workers being paid at living wage, or actively working to achieve this;

4. Working to reduce the company's impact on the planet and having targets for:

- emissions
- pollution (including water pollution)
- waste reduction

5. Increasing their use of natural and recycled materials to replace primary plastics;

6. Be active against modern slavery.

Appendix 3 – Companies that the Guild has a democratic mandate to lobby the University against

Companies named in passed democratic mandates:

1. 2024 BDS Referendum
 - Amazon
 - Hewlett Packard (HP)
 - Jaguar Land Rover
 - BAE Systems
 - Agusta Westland

Appendix 4 – Organisational Integrity

Organisation or Corporate Grouping	Method of Submission	Date added	Reasoning
International Volunteering Organisations (E.g. Thrive Africa)	Staff	May 2012	High financial and systemic risk to students and the Guild
Religious Groupings	Staff	May 2012	The Guild is a secular, pluralist organisation and thus does not actively promote any religious organisation or tendency.
Banks and similar financial institutions with a score of less than 50 on 'Ethical Consumer' (https://www.ethicalconsumer.org/).	Staff	May 2012 Ethical Score criteria added June 26	The Guild provides confidential, non-judgemental and impartial advice on issues relating to our members finances. We thus do not wish to actively advocate for any particular financial institution with a score of less than 50 on 'Ethical Consumer'.
Personal Injury Solicitors – Personal Injury Claims	Staff	May 2012	The Guild provides confidential, non-judgemental and impartial advice on legal and financial issues. We thus do not wish to actively advocate for any particular solicitors in this regard.
Anti-Abortion Organisations	Student Officers	December 2017	The Guild provides confidential, non-judgemental and impartial advice on the issue of sexual health and

			pregnancy, as does the University. Organisations founded on the belief that abortion is immoral, unethical or sinful cannot provide such advice and to platform such organisations would contradict our own service provision.
Housing Providers, Letting Agents and Landlords (except LSH accredited student accommodation providers in the LSH Housing Fairs)	Student Officers	June 2018 Exception added June 26	The Guild provides confidential, non-judgmental and impartial advice on housing issues. We thus do not wish to actively advocate for any particular housing provider or agent. Exception provides that LSH accredited student accommodation providers are permitted in the Guild for the LSH Housing Fairs.