

This paper replaces any previous policy which determined partnerships of both LUU and LUU Societies and Clubs. This paper is inclusive of:

- Club and societies partners and sponsors*
- LUU sponsors and partners
- Advertisers
- Tenants and leaseholders
- Recruiters.

There is a ban on attaining transactions with the aforementioned partners from the following types of companies.

Based on welfare and ethical concerns LUU has a duty of care to make sure we do not allow the following industries, companies, groups or products to advertise in LUU:

- Tobacco or nicotine companies
- Casinos and gambling companies/websites to include e.g. bingo and lottery
- Housing agents and landlords that do not adhere to the code of standards supplied by Unipol (Advice to provide an updated regular list) and not charge fees
- Companies promoting financial credit or money lending e.g. quick credit websites; payday loan companies, credit cards and private companies promoting student loans
- Arms companies
- Companies involved in the sex industry, including topless bars and online sex services
- Companies that test on animals for non-medical purposes
- Companies that want to promote medical testing
- Jobs that are paid on a commission only basis
- All essay proofreading, checking and writing services e.g. Studypool
- Groups that fall out of line with our no platform policy
- Clubs seeking alcohol manufacturer company (e.g. Smirnoff or Tetleys) sponsorship must discuss this with the Activities Officer first.

There is no ban on subsidiary companies or charitable trusts linked to the above companies.

There is no blanket ban on commercial companies – including restaurants, bars, pubs and shops – except for when the company comprises the above categories.

Activities that are not permitted in any type of partnership include:

Passing of any contact details for example, Club members or Alumni to external companies/groups/individuals without the express permission of the individuals

as per data regulations.

LUU Officers reserve the right to decline any partnership they understand to be incompatible with the LUU mission or competitive or contrary to the best interest of LUU and our students.

The policy will be held within the Activities team who will review the document and update where needed for example, updates in policy and then distribute to required individuals e.g. Marketing, Fundraising & Enterprise.

***Clubs and societies;**

This policy recognises the constant change of club leadership on a year-on-year basis, and that those leading their club may have no experience of sponsorship policies. Therefore, it should be the responsibility of LUU – primarily the Activities Officer, Student Activities and other relevant teams – to support the clubs in their efforts. Support is currently provided through:

- 1) 1-2-1's with the Student Activities Support team to discuss fundraising opportunities
- 2) Relevant training each year to the incoming club committee members through events such as the Skills Conference and Fundraising Conference
- 3) The Fundraising League which has financial incentives for achieving fundraising targets.

LUU encourages all clubs and societies to find sponsorship to increase their capacity and develop their activities. The primary responsibility for finding and drawing up sponsorship deals is on the club or society itself. There will be no overall sponsor for LUU, as this would severely limit the efforts of clubs to maximise their sponsorship potential.

We ask that all Clubs receiving sponsorship have contracts signed by the Appropriate LUU staff member.