

From: Freedom of Information

Sent: 06 October 2020 15:56

To:

Subject: Freedom of Information Response (Our Ref: K/20/311)

Dear

Freedom of Information Response (Our Ref: K/20/311)

Thank you for your clarified Freedom of Information (FOI) request dated 8 September 2020, reference K/20/311.

Your original request read:

“We are very keen to hear of any opportunities to bid for student marketing or staff recruitment advertising contracts. As such, we’d like to enquire under the Freedom of Information Act about your current contract arrangements, in particular:

- What contracts are in place?
- When are the contracts due to end and, hence, when and where do you expect to issue tenders for the replacements?
- Who are the current suppliers?”

Your clarification read:

“To be more precise, while our primary interest is in external contracts, it would also be useful to understand if where services are provided by in-house teams and we are particularly interested in both the following areas:

- Student marketing – buying/planning services for all media types and channels, including digital and social; and/or creative and digital design services relating to student recruitment
- Staff recruitment – more specifically, recruitment advertising for academic and support staff, plus executive search and selection for senior appointments”

The University of Leeds may hold some information relevant to your request. However, we consider that to respond to the student marketing element of your request would exceed the cost limit as set out in Section 12(1) of the FOI Act. Section 12(1) states that a public authority can refuse a request if complying with it would exceed the appropriate limit of £450. For the purposes of FOI, time spent on the permitted activities is calculated at the flat rate of £25 per person, per hour. The appropriate limit therefore represents the estimated cost of one person spending 18 hours to determine whether the information is held, and to locate, retrieve and extract the information.

We have outlined the reasons for invoking Section 12(1) below.

We do not have a single Student Recruitment marketing budget. Instead, we have multiple marketing teams within each of the seven University Faculties (all with their own budgets), plus teams relevant to your request which form parts of the wider admissions team, international office and educational engagement team. This means there are at least ten teams or departments which would need to locate and collate information for your request. We estimate that it would take each team a minimum of one hour to locate the information you have requested, identify the information which is relevant to your request and collate a response. It is likely that it would take some teams significantly longer than this, particularly where it is not immediately apparent whether spend is related to advertising and recruitment. This one-hour estimate is therefore not a guarantee that every team would be able to locate the information within that timeframe. However, even on this basis, it would take over ten hours to collate the information you have requested regarding student recruitment only. A similar amount of time would be required in order to collate information in relation to the recruitment of academic staff. This therefore exceeds the 18-hour appropriate limit set out at section 12(1) of the FOI Act.

Under our section 16 duty to advise and assist, we are required to provide information to applicants who have had a request refused under section 12(1) to assist them in reframing their request in order to reduce the total amount of time required. In this case, if you were to resubmit your request for student recruitment information and limit the scope to a single team or faculty, we may be able to complete your request within the appropriate limit. Alternatively, if you were to limit your request to staff recruitment, information for which is held centrally, we may be able to provide information.

We hope this information is helpful. If you have any questions about this email, however, please do not hesitate to contact us on foi@leeds.ac.uk

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of our decision, you can request an Internal Review. Requests for Internal Review should be made in writing using the following contact information:

Post: Mr D Wardle
Deputy Secretary
The University of Leeds
Leeds
LS2 9JT

Email: foi@leeds.ac.uk

Requests for Internal Review should be submitted within 40 working days of receiving the University's response to your request. Further information about how the University manages Freedom of Information requests and about our complaints procedure is also available on our website (www.leeds.ac.uk).

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the review/complaints procedure

provided by the University. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Kind regards

Chloe Wilkins

Freedom of Information Officer

Secretariat

University of Leeds