

**From:** Freedom of Information

**Sent:** 16 October 2020 15:57

**To:**

**Subject:** Freedom of Information Response (Our Ref: K/20/381)

Dear

### **Freedom of Information Response (Our Ref: K/20/381)**

Thank you for your Freedom of Information (FOI) request dated 24 September 2020, reference K/20/381.

Your request read:

“Please could I request the below:

- What proportion of the Marketing and Student recruitment spend is on advertising for student recruitment for FY 17, 18 and 19?  
((Advertising could include Online (Social media, Google PPC, Adwords other third party media) , print, out of home (billboards, tube advertising etc.), in home (radio, tv), third party media))”

The University of Leeds may hold some of information relevant to your request. However, we consider that to respond to your request as it is currently framed 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 Marketing and Student Recruitment 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 per financial year to locate the information you have requested, identify the information which is relevant to your 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 information is related to advertising. 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 30 hours to collate the information you have requested. This is more than 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 and limit the timeframe to a single year and to a single team or faculty, we may be able to complete your request within the appropriate limit. However, we would also note that the more specific your request is, the more likely it is that some or all of the information will be exempt under section 43(2), which exempts commercially sensitive information. You may therefore wish to limit your request to totals or cumulative figures.

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](mailto: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](mailto: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](http://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