

From: Freedom of Information

Sent: 23 June 2021 15:16

To:

Subject: Freedom of Information Response (Our Ref: K/21/163)

Dear

Freedom of Information Response (Our Ref: K/21/163)

Thank you for your Freedom of Information (FOI) request dated 30 March 2021, reference K/21/163. Please accept our sincere apologies for the delay in responding to your request.

Your request read:

“Please could you provide a breakdown of advertising and marketing expenditure by line item. If this could be submitted as an excel that would be much appreciate. Ideally this would cover the following questions:

1. What has been the total annual budget for marketing over the last 5 years (2017-2021)?
2. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)?
3. What are they types of third party services used e.g. (managed marketing services, content creators, self-service platforms) and how is the expenditure distributed among them?
4. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?
5. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.) ?”

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 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 per financial year 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 was for in-house or third party support. This one-hour per-team, per-year 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 50 hours to locate the information you have requested.

As part of our section 16 duty to advise and assist, we are required to provide guidance on how applicants can revise their requests in order to reduce the amount of time which would be required to respond to them. Should you wish to submit a revised request, we recommend that you limit your request to a single financial year. Please note that information in relation to more recent financial years is likely to be more readily available and therefore take less time to collate. We also recommend that you focus your request on a single team or department; for instance a specific School or Faculty, or a single central team. This will enable us to focus our attention and resources accordingly. Finally, please be aware that we consider it likely that, even in the event of a refined request, information which seeks spend broken down by provider would be likely to commercially disadvantage providers. You may wish to take this into account in any revised request you submit.

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.

Yours sincerely

Chloe Wilkins

Freedom of Information Officer

Secretariat
University of Leeds