From: Freedom of Information  
Sent: 29 July 2021 16:13  
To:  
Subject: Freedom of Information Response (Our Ref: K/21/241)

Dear

Freedom of Information Response (Our Ref: K/21/241)

Thank you for your Freedom of Information (FOI) request dated 18 May 2021, reference K/21/241. Please accept our sincere apologies for the delay in providing a response to your request.

Your request read:

“Please can you confirm the proportion of the university’s operating costs that goes towards advertising? Specifically advertising to recruit students. If possible a breakdown of the advertising spend (by whichever means is readily available) would be desirable. Please could this be for the current and prior year?”

The University of Leeds holds some of this information.

Please note that we publish overall expenditure as part of our annual report and accounts. We are withholding the 2020/21 expenditure figures under section 22 of the Freedom of Information Act. Section 22 sets out that information is exempt from disclosure if it is intended for future publication, either by the public authority themselves, or by another organisation.

Section 22 is a qualified exemption, which means that we are required to consider whether the public interest in the information outweighs the public interest in withholding it as this time. We have set out our considerations below.

As the 2020/21 academic year is still ongoing, we would not release the overall University expenditure until its next publishing in January 2022. We consider that to provide this information outside of the cycle might result in inaccurate or incorrect information being published into the public domain. This would not be in the public interest.

We are therefore satisfied that the public interest is in favour of withholding the information under section 22.

We hold some information in relation to advertising spend. The University does not breakdown advertising spend to certain ‘types’ of advertising, so we are unable to isolate spend on student recruitment individually.

The general advertising spend figure for 2019/20 was £579,846. As the current financial year is still ongoing, we do not yet hold a figure which shows the 2020/21 University expenditure on advertising.
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