From: Freedom of Information  
Sent: 19 July 2021 15:57  
To: Freedom of Information Response (Our Ref: K/21/302)  

Subject: Freedom of Information Response (Our Ref: K/21/302)

Dear

Freedom of Information Response (Our Ref: K/21/302)

Thank you for your refined Freedom of Information (FOI) request dated 14 April 2021, reference K/21/302.

You originally wrote to us on 23 March 2021 as follows:

“Please can I get ahold of the below information for 16/17, 17/18, 18/19 and 19/20 (if available) with a breakdown of spend if possible.

• Marketing and Student Recruitment spend per year
• Marketing/Student Recruitment Advertising spend (with a breakdown by provider if possible) per year”

This request was refused on the grounds of time/cost. On 14 April 2021, you refined your request as follows:

“Please could this request be reconsidered for just the latest complete financial year instead then, to reduce labour costs? So years 18/19 or 19/20 depending on what is available.”

The University of Leeds holds this information.

Please find below a table setting out the total spend, and the spend on advertising, for the central and faculty marketing teams, for the last two years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total spend</th>
<th>Advertising spend (approximate)</th>
<th>% Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>£1,989,912</td>
<td>£609,955</td>
<td>30.7</td>
</tr>
<tr>
<td>2019/20</td>
<td>£1,394,672</td>
<td>£579,846</td>
<td>41.6</td>
</tr>
</tbody>
</table>

We do not hold a breakdown of spend by advertising supplier, and to produce one would exceed the cost limit set out at section 12. However, we can advise that the top suppliers are (in no particular order):

- Facebook
- FindaUniversity/FindaMasters
- FoneMedia
- Google
- Graduate prospects
- IDP Hotcourses
- Instagram
- LinkedIn
- PingPong
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