

Rhian Jones

By email to: request-99025-aed9c0ef@whatdotheyknow.com

Our Ref.: 0013

12 March 2012

Dear Ms Jones

FREEDOM OF INFORMATION REQUEST – DARTMOUTH ACADEMY

Thank you for your email of 4 January 2012 where you requested information about marketing and PR activities at Dartmouth Academy.

E-ACT has now conducted an independent review of our response dated 27 January 2012. The answers to questions 1 and 4 of your request, numbered and set out for reference, have been revised as follows:

- 1) Please could you provide data for the total spend on marketing and public relations activities in the academic years 2009/2010, 2010/2011 and 2011/12 (to date).
 - Marketing spend in 2009/2010 prior to the academy opening was £53,650. The academy opened in September 2010 and the total marketing budget for the academic year 2010/11 was £22,836, and the figure for 2011/2012 is £16,000.
- 4) Please could you confirm whether you have engaged the services of an education consultancy, during the last six years, for the purposes of public relations/marketing and/or to generate media coverage (print or broadcast) or manage unfavourable coverage.

If so, please provide the name of the organisation or individual, plus details of their duties and responsibilities, as per the contractual agreement. Please also provide details of how much they have been paid to date including any monthly or annual retainers. If the consultancy has been arranged via a third party i.e. consultants, project management companies or contractors, please provide the full name of the organisation and their duties and responsibilities, as per the contractual agreement. Please also provide details of how much they have been paid to date, including any monthly or annual retainers.

 - I can confirm that E-ACT holds this information. In 2010, prior to the school opening and only as part of the project phase before opening, a specialist marketing company was contracted to support brand development. The agency selected was Zest plc, 8 The Oaks, Lords Wood, Kent ME5 8LF. Its duties and responsibilities included:
 - Running of the stakeholder consultation and writing the final report;
 - Rebranding the name and logo;
 - Uniform consultation and design;
 - Design and update of website;

- Design of letter heading and signage;
- Design and print of prospectus;
- Design and print of student and staff handbooks.

The decision to withhold details of payments made to Zest is upheld for the following reasons:

- This information is exempt under section 43(2) of the Freedom of Information Act 2000 because it would be likely to prejudice Zest's commercial interests;
- If such financial details were to be disclosed, competitors would get the chance to undercut the company, and it would provide them with an unfair advantage in this regard when bidding against Zest for other contracts;
- We have spoken directly to Zest. They expressed their reluctance to disclose such information due to the fact that it could be used by its competitors to gain a competitive advantage during any future tender process;
- It would not be in the public interest to disclose such information. The impact that release will have on Zest is greater than the usefulness of the information to the public;
- The general public interest in preserving fair competition, especially in relation to public sector contracts, outweighs any public interest in disclosing the amount that Zest has been paid to carry out the duties they were contracted for in relation to Dartmouth Academy.

Having considered the public interest, E-ACT's decision is therefore to withhold the information.

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

Yours sincerely



Andy Bookless
Director of Programmes
For and on Behalf of E-ACT