

Our Ref: FOI2021/067

Isha Gupta
request-742568-daae0c4d@whatdotheyknow.com

Thursday, 03 June 2021

Dear Isha Gupta,

Freedom of Information Act 2000 – Request for Information

Regarding your request for information received by the University of Westminster on 30th March 2021.

The Request

The University can confirm that it holds information relating to your request. Please see below for details of your recent request.

I am writing to make an open government request for all the information to which I am entitled under the Freedom of Information Act 2000. 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.) ?**

Information Compliance Team
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The Response

2. Approximately 70 per cent of the centrally held marketing budget is placed through the Marketing Agency.

3. The University works with a Marketing Agency, content producers, videographers and an events platform provider.

1, 4 & 5.

The University exempts the disclosure of this information under the Freedom of Information Act (2000) S43(2) commercial interests exemption.

For your information Section 43 of the Freedom of Information Act (2000) says:

(1) Information is exempt information if it constitutes a trade secret.

(2) Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).

(3) The duty to confirm or deny does not arise if, or to the extent that, compliance with section 1(1)(a) would, or would be likely to, prejudice the interests mentioned in subsection (2).

See <http://www.legislation.gov.uk/ukpga/2000/36/section/43>

The University would be likely to prejudice its ability to negotiate effectively with its current supplier or alternative suppliers if this information was made public. Negotiations with suppliers to gain the best deal for the University would likely to be harder to undertake.

Whilst the University recognises the need for transparency in its expenditures, it considers that in this case the public interest lies in ensuring the University can continue to get the best commercial agreements it can by not disclosing any contract or budget values including averages or estimates.

The University follows best practice at all times and our procurement processes are extremely robust. We operate in line with all EU and Public Sector Procurement Regulations and take a very ethical and sustainable approach to all aspects of Procurement. In this way the University ensures that we gain value for money for the institution as a whole. More information on the University's procurement processes can be found on the University's website at:

<https://www.westminster.ac.uk/business/information-for-suppliers>

We hope this information may be of use to you.

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If you are dissatisfied with this response you may ask the University to conduct a review of its decision.

By Post: Information Compliance Team
University of Westminster
3rd floor, 32-38 Wells Street
London, W1T 3UW

By Telephone: 0207 911 5158
By Email: foi@westminster.ac.uk

Please do so in writing (including by fax, letter or email) or in some other recorded form (e.g. audio or video tape), describe the original request, explain your grounds for dissatisfaction, and include an address for correspondence.

If after contacting the University of Westminster you are not happy with the outcome, you also have a right of appeal to the Information Commissioner.

Please note that the Information Commissioner will not investigate the case until the internal review process has been completed.

By Post: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

By Telephone: 01625 545 700
Web: www.ico.org.uk

Yours sincerely,

Information Compliance Team
foi@westminster.ac.uk