



Ministry
of Defence

Air Command Secretariat
Spitfire Block
Headquarters Air Command
Royal Air Force
High Wycombe
Buckinghamshire
HP14 4UE

Ref. 2017/07824

6 September 2017

Dear Mr Raffal,

Thank you for your emails dated 7 and 22 August 2017 requesting the following information:

- *Please can you provide any documents, correspondence or minutes of meetings which contain information, details or discussion regarding the use of the Royal Air Force website, or other online platforms, to generate recruits for the Royal Air Force both in online only campaigns and multi-media advertising campaigns.*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000.

I am writing to confirm that MOD holds the information on the subject you have requested. However, I have to advise you that we will not be able to answer your request without exceeding the appropriate limit.

Section 12 of the Act makes provision for public authorities to refuse requests for information where the cost of dealing with them would exceed the appropriate limit, which for central government is set at £600. This represents the estimated cost of one person spending 3.5 working days in determining whether the department holds the information, and locating, retrieving and extracting it. The information you have requested is for almost all of the daily, routine work undertaken by seven marketing staff. With no defined time-frame, locating, retrieving, and extracting information from almost every electronic and paper record for seven staff in scope of your request would far exceed the appropriate limit.

The MOD may be able to provide some information in scope of your request if you reduce or refine your request to bring the cost of compliance under the limit. For instance, if you were to limit your request to a specific advertising campaign or one particular aspect of the web-based application zone used in relation to recruitment and define a time-frame, for example, any three month period.

Please contact me if you would like to refine your request or require advice on doing so. Please be aware that any information requested may be subject to further exemptions within the FOI Act.

If you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

Air Command Secretariat