

29 April 2021

**Response to a Freedom of Information request from Isha Gupta received on 30 March 2021, in accordance with the Freedom of Information Act 2000 (“FOIA”).**

<b>From:</b>	Isha Gupta < <a href="mailto:request-742572-a26f4b4c@whatdotheyknow.com">request-742572-a26f4b4c@whatdotheyknow.com</a> >
<b>Sent on:</b>	Tuesday, March 30, 2021 6:33:46 AM
<b>To:</b>	foi < <a href="mailto:FOI@yorks.ac.uk">FOI@yorks.ac.uk</a> >
<b>Subject:</b>	Freedom of Information request - Request for advertising and marketing expenditure

Dear York St John University,

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.) ?

If this request is too wide or unclear, I would be grateful if you could contact me. If any of this information is already in the public domain, please can you direct me to it, with page references and URLs if necessary. I understand that you are required to respond to my request within the 20 working days after you receive this letter. I would be grateful if you could confirm in writing that you have received this request.

I look forward to hearing from you.

Yours faithfully,

Isha Gupta

Question 1
1.What has been the total annual budget for marketing over the last 5 years (2017-2021)?
Response 1
<u>2020-21</u> Total £1,151,000
<u>2019-20</u> Total £1,219,000

2018-19

Total £851,000

2017-18

Total £842,000

2016-17

Total £1,048,000

Question 2

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)?

Response 2

In 2020-21 non-staff spending was split as follows:

In house: £202,000

External: £704,000

Question 3

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?

Response 3

Marketing Agencies	£490,000
Content Creation	£100,000
Platforms	£112,000

Question 4

4.How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?

Response 4

Digital	£458,000
Traditional	£120,000

Question 5

5.What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.) ?

Response 5

The University is hereby issuing a Refusal Notice (Section 17 of the Freedom of Information Act) to disclose the information you have requested in question 5, as it falls under the following exemption within the Freedom of Information Act 2000:

Commercial Interests: Section 43 (2)

The information requested is held by the University. Disclosure of the information requested is likely to prejudice the University's commercial interests.

If you are dissatisfied with the service you have received in relation to your request and wish to make a complaint, or request an internal review of our decision, you should email [foi@yorks.ac.uk](mailto:foi@yorks.ac.uk) or write to the Freedom of Information Office, Governance & Compliance, York St John University, Lord Mayor's Walk, York YO31 7EX.

An internal review will take up to 20 working days to complete and can be made up to 40 days after you receive the initial response to your request. If, following our internal review, you are not satisfied with the outcome, you may write to the Information Commissioner, details of whom can be found at the following URL: <https://ico.org.uk/global/contact-us/>.