

1 May 2014

**Freedom of Information Request: Roehampton University and Design Services**

Dear Mr Spencer

With reference to your request made under the Freedom of Information Act 2000, dated 27 February 2014 I can confirm that the University holds the information requested.

Your request was, in general terms, for the following information, which is set out in full detail below: information regarding the University's print design and website design and management.

Our response is as follows:

I would like to ask a few questions about your prospectus design & artwork and your website design & management

1. Prospectus Design and Artwork

When will you be tendering for your next prospectus?

**Tender nearing completion. Tender is for full creative services; prospectus will be part of this and not separate.**

Who designed your last prospectus and when was this?

**Susie Bush Design, January /February 2014**

How many people tendered for your last prospectus and who were they?

**N/a – was part of existing design contract.**

How much did you pay for your last prospectus for the design and artwork?

How many did you get printed?

How much did you pay for the printing?

**In line with another of institutions in the sector, we would argue this information is exempt from disclosure as per FOI s43(2) – that is prejudicial to our commercial interests. We are particularly concerned about the release of information that would be detrimental to the suppliers and other third parties with whom we do business, and our ability to negotiate with them to secure the best deal for our students.**

**We are aware that FOI s43(2) exemption requires us to undertake a public interest test.**

**We consider that the release of this information would in particular damage the ability of the University to negotiate and reach agreements with third parties that would not themselves wish discounts or other such agreements with us to be published in the public domain for their competitors and/or other clients to see. We would therefore argue that publishing such information would directly impact upon the ability of the University to secure the best deals in the interests of our students and, ultimately, for the taxpayer which supports the student funding and loans system.**

**Secondly, we would also argue that disclosure of the balance of how and where we spend our marketing resources would be of use to our direct competitors and would undercut our ability to compete in the modern university marketplace.**

**We therefore, on balance, believe interests are best served by not releasing this information.**

How many did you get printed?

**12,000 UG, 8000 PGT (initial print runs)**

How much did you pay for the printing?

**We would like to withhold this information using the same arguments as above.**

## **2. Website Design and Management**

When will you be next be tendering for a refresh or redesign of your website?

**No plans to tender. Refresh designs are in house**

When was your website last updated in terms of the design, look and feel and when was this?

**November 2013 (ongoing work)**

How many people tendered for your last website refresh and who were they?

**Undertaken internally.**

How much did this cost?

**No cost identified.**

If you are unhappy with the way your request for information has been handled you can request a review by writing to the University's FOI complaints officer as follows:

Mr Andrew Skinner  
Deputy University Secretary  
Room GH 115 Grove House  
Froebel College  
Roehampton University  
Roehampton Lane  
LONDON  
SW15 5PJ

If you remain dissatisfied with the handling of your request or complaint, you have the right of appeal to the Information Commissioner at:

Wycliffe House, Water Lane  
Wilmslow SK9 5AF

or [enquiries@ico.gsi.gov.uk](mailto:enquiries@ico.gsi.gov.uk)

Any future correspondence you may have with the University in relation this matter should be sent to the Freedom of Information Officer, Alison Bainbridge.

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