

ual:

Reference: FOI230227KNI							
Details of the request:	Our assessment:						
<p>I would like to request a statistic about the graduate diploma in Graphic Design, available at the Chelsea College of Arts.</p> <p>1. What percentage of applicants have obtained an offer in the last three years?</p>	<p>It is our view that course-level application, offer and enrolment data from the current or previous academic years, to be of commercial interest, hence engaging the exemption Section 43 (2) – commercial prejudice of the Freedom of Information Act for data from 2022-23 for Questions 1 and 2.</p> <p>We are withholding this information because the University operates in a highly competitive higher education marketplace for the recruitment of students to our courses. Demand data relating to the recruitment of students is commercially sensitive business intelligence. Providing access to relevant data relating to the demand for our courses (applications, offers and enrolments) would not only be advantageous to our competitors, but is information which cannot be obtained or recreated by a competitor at this point in time. Therefore, disclosure of this data could cause a significant impediment to our student recruitment activity and offer a competitive advantage to our rivals.</p> <table border="1"> <thead> <tr> <th>Academic Period</th> <th>% Applications that obtained an offer</th> </tr> </thead> <tbody> <tr> <td>2020/21</td> <td>79%</td> </tr> <tr> <td>2021/22</td> <td>63%</td> </tr> </tbody> </table>	Academic Period	% Applications that obtained an offer	2020/21	79%	2021/22	63%
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<p>2. What percentage of applicants have been invited to interview in the last three years?</p>	<table border="1"> <thead> <tr> <th>Academic Period</th> <th>% Interviewed</th> </tr> </thead> <tbody> <tr> <td>2020/21</td> <td>53%</td> </tr> <tr> <td>2021/22</td> <td>75%</td> </tr> </tbody> </table>	Academic Period	% Interviewed	2020/21	53%	2021/22	75%
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