

Our ref: F20/061

3<sup>rd</sup> April 2020

Dear W Tanner

**Freedom of Information (Scotland) Act 2002 - Information requested**

Your request for information has been considered and the information is enclosed.

You requested the following information:

In each of the financial years from 1998-99 to 2018-19 how much has your institution spent on advertising and marketing of undergraduate degrees? This should exclude open days and publication costs if possible.

If possible please break down this spending by different types of advertising and marketing:

- Print
- Traditional media
- Social media
- Search engine
- Direct advertising

**This financial information has not been released as the exemption under section 33(1)(b) of the Act applies, as detailed below.**

**Section 33(1)(b) Commercial Interests and the economy**

The information requested contains business and financial information which is not in the public domain. Release of this information would be detrimental to our commercial interests. We are operating in a competitive market in direct competition with other educational institutes for students. Thus we cannot disclose strategically useful information into the public domain, which other educational institutes may use when determining their own marketing and advertising strategies. In addition release of information relating to our marketing and advertising spend in to the public domain would be detrimental to our commercial interest as it would allow other educational institutes in direct competition with us to use this information when determining their financial business model for marketing spend. This exemption is a qualified one and a public interest test is applicable.

**The public interest lies in protecting the commercial and financial interests of the University in this competitive market by withholding this information.**

If you are not satisfied with the handling of your enquiry you have a right to review under the Act as laid out in the notices below.

Yours sincerely

**Freedom of Information Office  
University of the West of Scotland**

## Notices

### **1. Right of Review**

In the event that you are dissatisfied with the handling of your request for information, you may require us to review our actions and decisions relating to your request ('Review Request').

Your Review Request must be made to us in writing or in other durable form, stating your name and address for correspondence, specifying the request for information to which your Review Request relates and the matters that have given rise to your dissatisfaction.

It must be provided to us within 40 working days (which phrase excludes Saturdays, Sundays, Christmas Day and Scottish Bank Holidays) after the expiry of the period within which we were obliged under the Act to respond to your request for information.

You may withdraw your Review Request by notice to us in writing at any time.

Assuming your Review Request is not withdrawn, we are required to conduct our review and respond to you ('Review Response') within 20 working days (which phrase excludes Saturdays, Sundays, Christmas Day and Scottish Bank Holidays) after the date on which we received your Review Request. The request for review should be addressed to:

Emma Cuckow, University Solicitor, University of the West of Scotland, Paisley Campus, Paisley, PA1 2BE Email: [Emma.Cuckow@uws.ac.uk](mailto:Emma.Cuckow@uws.ac.uk)

### **2. Right of Appeal**

In the event that you have not withdrawn your Review Request and we have failed to respond to you within the proscribed time, or you are dissatisfied with our Review Response, you may apply to the Scottish Information Commissioner for a decision as to whether we have dealt with your request in accordance with the Act ('Appeal Application').

Your Appeal Application must be made to the Scottish Information Commissioner in writing or in other durable form, stating your name and address for correspondence, specifying the request for information to which your Appeal Application relates and the matters that have given rise to your dissatisfaction.

It must be provided to the Scottish Information Commissioner within six months after the date you received our Review Response or, in the event that we did not provide you with a Review Response within the prescribed time, within six months after the expiry of that period. The address of the Scottish Information Commissioner is:

Scottish Information Commissioner, Kinburn Castle, Doubledykes Road, St Andrews, Fife, KY16 9DS Tel 01334 464 610; Fax 01334 464 611; email: [enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info); [www.itspublicknowledge.info](http://www.itspublicknowledge.info)