

By Email: request-652874-e6d107da@whatdotheyknow.com

Our Ref: FOI 20 1519

Date: 2nd April 2020

Dear Mr Tanner

Re: Freedom of Information Request

Thank you for your Freedom of Information request and your interest in the University of Bedfordshire.

Request

You requested the following information:

1. 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:

- a) Print
- b) Traditional media
- c) Social media
- d) Search engine
- e) Direct advertising

Response

In response to question 1, the University of Bedfordshire relies on section 43 of the Freedom of Information Act 2000 as the information requested constitutes a commercial interest. Section 43(2) of the Freedom of Information Act 2000 states:

Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).

Section 43(3) of the Freedom of Information Act 2000 states:

The duty to confirm or deny does not arise if, or to the extent that, compliance with section 1(1)(a) would, or would be likely to, prejudice the interests mentioned in subsection (2).

Section 43 not only provides an exemption from the obligation to communicate the information to an applicant, but also provides an exemption from the requirement to inform the applicant whether the information is held. The University of Bedfordshire considers that the disclosure of the requested information about our marketing strategies will prejudice the University's

commercial interests because competitor knowledge could encourage a competitive response that could negatively impact the University.

If you are not satisfied by the way we have handled your request, you can request a review by writing to the Senior Legal Officer.

If you are unhappy with the way the University handles your request through our appeals process, you have a right to appeal to the information commissioner at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Tel 08456 306060 or 01625 545745 or alternatively visit their website at www.ico.gov.uk.

Yours sincerely,

Legal Office

University of Bedfordshire