

**Office of the Director of Corporate Governance
St Andrew's Court
St Michael's Rd
Portsmouth
PO1 2PR**

Direct Line: 02392 843110

21 April 2021

Jaspreet Singh

By email only to: request-742557-7cf45249@whatdotheyknow.com

Dear Jaspreet,

I write further to your request for information, below, made on 30 March 2021 under the terms of the Freedom of Information Act 2000, and to the University's acknowledgement of 31 March 2021.

Having consulted my colleagues, I am now able to provide the following response to your request.

- 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 the 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.)?*

The University has considered your request; however, we operate within a competitive environment where other institutions of higher education are marketing similar products to potential students. The disclosure of this commercially sensitive information would provide our competitors with information likely to undermine our position in the marketplace and prejudice the University's commercial interests.

We do not believe that the public interest in transparency is outweighed by the public interest in fair competition in the marketplace, which would be distorted if any university's commercial interests are prejudiced. The University, therefore, claims the exemption at section 43(2) of the Freedom of Information Act 2000 from disclosing the information requested.

I appreciate that this is not the response for which you would have hoped, and therefore, should you have any queries regarding this response, please feel free to contact me either by replying to the email which sends this letter, or directly by telephone on 02392 843110. If you are unhappy with the University's response, you may request an internal review of the response by writing to the Vice-Chancellor, at the address at the top of this letter, or by email to vice-chancellor@port.ac.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner's Office for a decision. The Information Commissioner's Office can be contacted at: <https://ico.org.uk/global/contact-us/>.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'N. Derrick', with a long horizontal flourish extending to the right.

Nathalie Derrick
Assistant Complaints & Information Disclosure Officer