

**Office of the Director of Corporate Governance
University House
Winston Churchill Avenue
Portsmouth
PO1 2UP**

Direct Line: 023 9284 3103

2 March 2018

J Schofield

By email only to: request-461405-18735707@whatdotheyknow.com

Dear J Schofield,

I write further to your request for information, below, made on 31 January 2018 under the terms of the Freedom of Information Act 2000, and to the University's request for clarification and your response made on 5 February 2018.

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

I would like to know the undergraduate application numbers for 2018 entry.

I must advise that information for the academic year 2018/19 will be published via UCAS in due course. The information will be available as soon as this process concludes. The University therefore claims the exemption at section 22 of the Freedom of Information Act from disclosing this detail at this time.

What were the undergraduate application numbers for 2015, 2016 and 2017?

The University is aware that this information is available from the UCAS Data Request Service (available on their website at <https://www.ucas.com/>). Therefore, the University claims the exemption at section 21(a) of the Freedom of Information Act from disclosing this information (Information which is reasonably accessible to the applicant otherwise than under section 1 is exempt information... information may be reasonably accessible to the applicant even though it is accessible only on payment...').

What was the marketing spend for recruitment activity for 2018 entry?

I am afraid that I am unable to provide any further information relating to specific costs requested for recruitment activity as the University believes that the disclosure of the level of detail requested would, or would be likely to, prejudice the University's commercial interests. Although the University appreciates that disclosure may provide clarity around fairness and value for money in the University's tender processes, the University of Portsmouth operates within a competitive environment where other institutions of higher education seek to sell similar products to potential students. The disclosure of this commercially sensitive information could provide our competitors with information likely to undermine our position in the marketplace. In addition, prejudicing the commercial interests of one university would distort competition in the entire marketplace which in itself would not be in the public

interest. The University believes that there is less weight to the argument in favour of disclosure, and, therefore claims the exemption at section 43(2) of the Freedom of Information Act 2000 from disclosing the requested information.

What was the marketing spend for recruitment activity for 2015, 2016 and 2017 entry?

I am afraid that it is not possible to provide the specific details you have requested, because prior to the 2017/18 financial year (commencing 1 August 2017), the costs for recruitment were processed as part of the broader departmental budget for the Marketing & Communications Department, of which recruitment services are a part.

In relation to the period requested, the costs for recruitment services were not individually marked on the University's finance system within the wider departmental expenditure and would require an individual check of each transaction to assess and identify which costs, whether in part or in whole, refer specifically to the services requested.

It is anticipated, therefore, that if it was possible to determine the exact share of the total costs recorded by the Marketing & Communications Department from the records that the University keeps, the exercise of identifying, assessing and collating this information would cost more than the appropriate fees limit to undertake this work. Therefore, the University is claiming the exemption at section 12(1) of the Freedom of Information Act 2000 from disclosing the information requested for previous financial years on the grounds that to do so would exceed the appropriate fees limit.

I appreciate that this response is not as complete as you might have hoped, but I trust that the information which could be provided is useful. Should you have any queries regarding this response, however, please feel free to contact me either by reply to the email which sends this letter, or directly by telephone on 023 9284 3103.

Alternatively, 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:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely,



Nicola Young
Assistant Complaints and Information Disclosure Officer